



Menopause Friendly

World Menopause Day 2024

TIPS AND IDEAS FOR
CELEBRATING WITHIN
YOUR ORGANISATION

ABOUT WORLD MENOPAUSE DAY - 18 October

It all began in 2009, launched by the International Menopause Society (IMS). It is a day to raise awareness for anyone facing health issues when approaching menopause.

The purpose of the day is to raise awareness of the menopause and the support options available for improving health and wellbeing. The IMS encourages everyone to participate in this global awareness raising campaign.

The menopause conversation continues to gain momentum, with awareness and support in workplaces growing globally. But we need to keep the conversation going. World Menopause Day is a great time to celebrate every step you have taken on your journey, and shout about the plans you have for the next 12 months and beyond.

MENOPAUSE AWARENESS MONTH - October

Why stop at a day? All of October is Menopause Awareness Month, so plan lots of activity throughout the month!

As Menopause Friendly Members, this workbook provides you with ideas and resources to celebrate in your organisation.



2024 Theme



2024 THEME

Hormone Replacement Therapy (HRT)

The theme for World Menopause Day 2024 is Hormone Replacement Therapy (HRT)/Menopause Hormone Therapy (MHT).

The IMS will be producing a white paper answering the following questions:

- Who should use HRT?
- What should be used?
- When should HRT be started?
- Why is HRT important?
- Where can HRT be accessed?

The overall aim of this white paper will be to provide a well-balanced blueprint for both Healthcare Professionals and the public for managing the menopause with HRT, where appropriate to do so.

We look forward to sharing this white paper once it has been published.

To find our WMD 2024 communications pack: log in to your membership and visit the Communication Tools tab. Further details of what's included can be found in this workbook.



The number of patients being prescribed hormone replacement therapy (HRT) in England has risen by almost a third in just a year.

Source: NHS Business Service Authority

A group of people are celebrating, with colorful confetti falling around them. The central figure is a woman with her mouth wide open in a joyful shout, wearing a brown t-shirt and blue jeans. To her left, another person in a white shirt is partially visible. To her right, a woman with grey hair is also celebrating. The background is a plain, light-colored wall.

Celebrating World Menopause Day

CELEBRATE WITH US

Menopause Friendly Members

We have a lot to celebrate together with our wonderful Menopause Friendly members:

- Over 500 organisations are committed to becoming Menopause Friendly
- Over 100 organisations have already achieved the independent Menopause Friendly Accreditation
- Winners webinars coming soon - hear from all our winners from The Menopause Friendly Employer Awards that took place last month. They will be sharing their top tips on what they have put in place that had the biggest impact.

Let's celebrate together!





CELEBRATE WITH YOUR TEAMS

Here are some great ideas from our members:

Download Menopause Friendly communications pack	Launch your menopause activity	Host an event
Share Talking Points video	Publish World Menopause Day articles on your intranet	Launch an internal menopause pledge
Start a support group	Introduce advocates or champions	Use Menopause Friendly Zoom/ Teams background
Celebrate your journey	World Menopause Day quizzes and competitions	Use poster selfies in your articles

Which ideas will you use to celebrate World Menopause Day and Menopause Awareness Month 2024?



CELEBRATION CHECKLIST

Download:

Posters



Virtual backgrounds



Email signatures



World Menopause Day articles



HRT video series



Internal comms



Symptom tracker



Henpicked "Lunch & Learn" recordings





CELEBRATION CHECKLIST

Order:

Pull-up banners

Pin badges

Lanyards

Plan:

Menopause awareness training event

Lunch & learn event

Communication plan for WMD

An internal menopause pledge

Resources



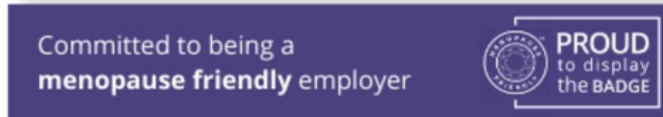


EMAIL SIGNATURES

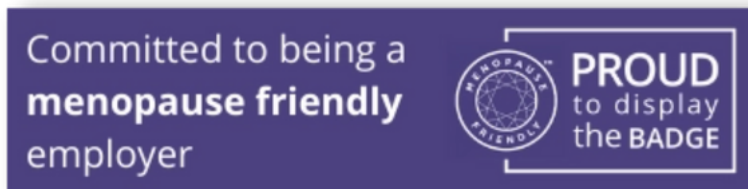
Show commitment to internally and externally facing stakeholders.

Log in to your membership account and click icon to download.

Medium



Large



Challenge!

How many people will have this as their signature by World Menopause Day 2024?

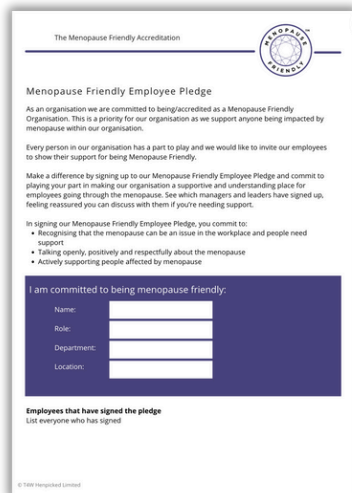


INTERNAL MENOPAUSE PLEDGE

Inspired by our members, some organisations have launched their own internal pledge where individuals can sign to say they are personally committed to being menopause friendly within your organisation.

Log in to your membership account and click icon to download.

Menopause pledge example




Challenge!

How many people will sign your pledge by World Menopause Day 2024?


POSTERS

Add your logo, print and hang to raise awareness in the office: on noticeboards, kitchens, or even in the loo!

Log in to your membership account and click icon to download. More posters available within the membership.



Committed to being a **menopause friendly** employer

A4 - Committed 

The poster features the Menopause Friendly logo at the top left. The main text is centered in a white box on a dark purple background. At the bottom right, there is a small logo that says 'PROUD to display the BADGE'.



World Menopause Day
18 October 2024

Raising awareness of the menopause and the support options available for improving health and wellbeing. The theme for World Menopause Day 2024 is Hormone Replacement Therapy (HRT)

What is HRT?



A4 - What is HRT? 

The poster has a light purple background. It features the Menopause Friendly logo at the top left. The text is arranged in a clean, modern layout. A photograph of hands putting together puzzle pieces is shown in the middle. A QR code is located on the right side. At the bottom right, there is a small logo that says 'PROUD to display the BADGE'.

Challenge!

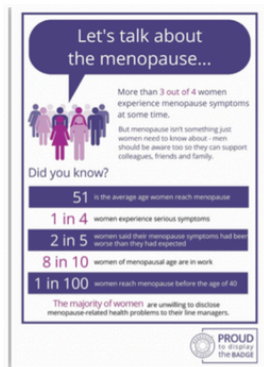
Where in your workplace can you put these to get the most eyes on them?

ORDERABLES

Place your order by by emailing membersupport@henpicked.net

Pull-Up Banners

£120 + VAT each
Includes your company logo and shipping



Pin Badges



£1.50 + VAT per badge
£4.99 Shipping



Lanyards



£2 + VAT each
£4.99 shipping

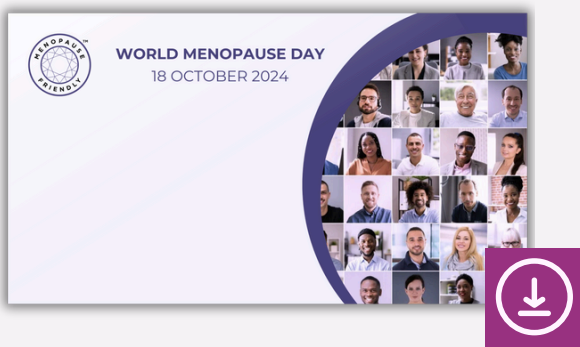


Menopause awareness everywhere you look!

VIRTUAL BACKGROUNDS

In which meetings would you want to show that your company is committed to being Menopause Friendly?

Log in to your membership account and click icon to download. More backgrounds are available within the membership.



Challenge!

How many people will ask about your background?



VIDEOS

Share our new HRT video series to support colleagues and raise awareness around World Menopause Day.

Log in to your membership account and click icon to download.

A collection of three video thumbnails for the HRT video series, each with a corresponding download icon. The thumbnails are: 1. "What is Hormone Replacement Therapy (HRT)?" with a large question mark icon. 2. "What are the different types of HRT?" with a question mark icon. 3. "Discussing HRT with your Healthcare Practitioner" with a question mark icon. Each thumbnail includes the Menopause Friendly logo, "WORLD MENOPAUSE DAY 2024", and "HRT video series".

Challenge!


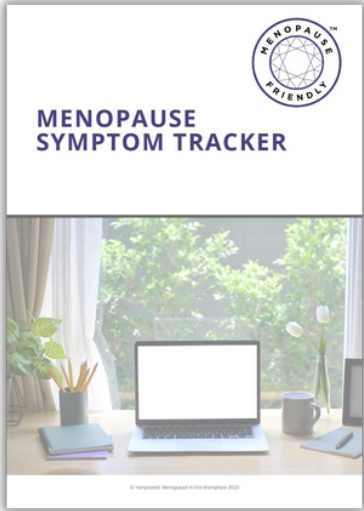
How many views can you get to show you're committed to being Menopause Friendly?

TRACKER DOCUMENT

Linking to this year's theme of HRT, tracking symptoms is an important part of the decision-making process around treatments. Colleagues can complete this symptom tracker to help them access support and track how their transformation through menopause is going.

Log in to your membership account and click icon to download.

**Menopause
Symptom
Tracker**



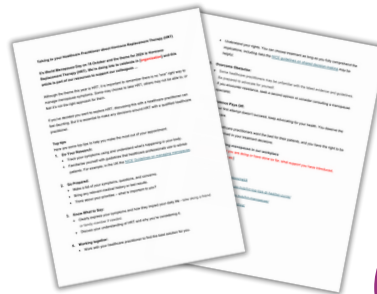
Share to help colleagues ask
for the right support.

ARTICLES

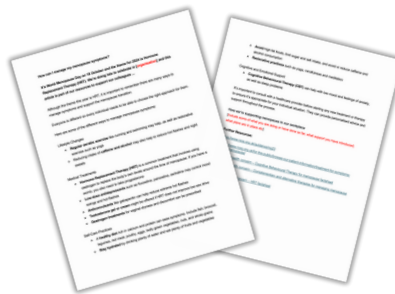
Articles to publish on your intranet around World Menopause Day and managing menopause.

Log in to your membership account and click icon to download.

How to talk to your healthcare practitioner about HRT



Top tips for managing your menopause



Challenge!

How many views will you get on the articles?



LUNCH AND LEARNS

Recordings of Lunch and Learns relating to this year's theme: Hormone Replacement Therapy

Click icon to visit on Henpicked Menopause Hub

HRT: Your questions answered



HRT top tips



HRT after cancer



Testosterone



Hot flushes: alternatives to HRT



Progesterone intolerance



Share with your colleagues to educate them on this year's theme.



INTERNAL COMMS

A ready-made comms for you to customise and send to colleagues internally.

To reinforce your commitment, raise awareness of this year's theme and shout about the activities you have planned.

Log in to your membership account and click icon to download.

Internal comms

Subject: 18 October is World Menopause Day and October is Menopause Awareness month.

Dear colleagues,

Here at [company name] we want to be a great place to work, a place where our colleagues feel happy, nurtured and supported. A place where you can all be the very best you can be. [Edit text according to your organisation's people strategy]

And that means giving you the right support when you need it. Many of our colleagues are working through menopause or supporting someone who is.

As you will know, as of 2016, we became one of the first organisations in the UK to be accredited as a Menopause Friendly Employer. This CPO certified accreditation means an independent panel of judges agreed we demonstrate we have the right menopause awareness, guidance and support in place.

We are proud of the progress we have made, and we want to keep the conversation going. 18 October is World Menopause Day, and October is Menopause Awareness Month.

The theme this year for World Menopause Day is Hormone Replacement Therapy (HRT).

HRT is a therapy used to relieve the symptoms of menopause. As someone approaches menopause, the levels of certain hormones fluctuate and fall. HRT generally replaces oestrogen and progesterone to alleviate symptoms like hot flashes, mood changes and vaginal dryness.

There are different types of HRT, including tablets, patches, gels and sprays each with their own benefits and risks. It is essential for each person to consult their healthcare provider to determine the best approach to suit their specific needs.

To help you to learn more about HRT for menopause, we have published two new articles on [how to manage it](#)

- [How can I manage my menopause symptoms?](#) [Add link]
- [Top tips for talking to your healthcare practitioner about HRT](#) [Add link]

Get involved in the celebration:

Download version for committed members [Download icon]

Download version for accredited members [Download icon]

Challenge!

Which leader in your business should send this to demonstrate senior commitment?



World Menopause Day 2024