

Channel 4: The Menopause Manifesto

Background

Channel 4 began a company-wide initiative to create awareness around menopause. The aim was to educate everyone on what menopause is, increase confidence on approaching the subject and normalise conversations. Overall, they wanted to create a supportive environment for women during this significant time of their life.

Challenge

Menopause can be a taboo subject especially in the workplace. Channel 4 wanted to increase awareness around menopause, but most importantly to make sure that managers feel comfortable having open conversations and can support staff that experience menopause symptoms.

Channel 4 wanted the course to be informative, empowering and also create a sense of fun to keep people engaged and in keeping with their brand.

Solution

We designed the course to provoke a familiar and lively user experience, inspiring confidence when approaching the subject of menopause and open to conversations. Using the authoring tool Evolve, we created a 20-minute course, with a cheeky tone of voice with headings like: **"Tell me you're menopausal without telling me you're menopausal"** and **"Here is how to nail it"**. The artistic design blended bold pop art style graphics with engaging photos to create a magazine-like feel.

At the end of the course users have a clear call to action, to inspire them to follow up on the subject and know what to do next once they close the course.

WHY AM I HERE?

Thanks to the work of @Women on World Menopause Day 2019, Channel 4 became the UK's first media company to implement a menopause policy. This made global news. Having taken subjects out of the water and making a difference is in the company's DNA. We've produced a lot of programming on the subject and the [Channel 4 Menopause Policy](#) has been downloaded over 2,500 times.

This module forms part of the support and information offered to Channel 4 employees.

4 WOMEN

An inclusive workplace

In 2020, approximately 906,000 women in the UK resigned or took a leave of absence because they didn't feel they could speak up about their menopause.

What's next?

Crucially, 40% that is a worrying number when we consider that women over 50 are the fastest growing sector of the workforce and account for nearly 4.5 million employees.

Our purpose is to create an inclusive workplace environment by supporting all staff experiencing menopause symptoms and helping colleagues and line managers understand how they can support employees experiencing such symptoms.

Not menopausal, not my problem

I know what you're thinking: not everyone can relate to this, since menopause only applies to a specific age and gender group.

Well, I'm afraid that's not quite the case. Even if you're not menopausal right now (and admittedly some of you will never be - lucky you!), we all have women around us, whether our mother, our partner, our sister or our boss, who at some point will experience menopause.

Select each plus sign to find out more.

Breaking news and the menopause stigma

Opie's men 44 and he's like she was losing it - hot flashes, depression, mental fog. Now she tells her menopause story, busting middle-class myths from relationships to hormone treatment.

Select the play button to watch the video.

PLEASE BE NICE TO OUR STAFF

#davinamenopause

The whys and wherefores

Menopause and work. What does one have to do with the other?

Sometimes nothing. And it would be great if that was always the case. By talking about it openly, raising awareness and understanding, we can create a more supportive environment for all.