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Ensuring Fertility is Recognised & Supported in All Organisations.

How we can support you in becoming one of the first 100 companies to

Become a Fertility Friendly Employer

fertility friendly employer.

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What do we mean by *Fertility Friendly?*

Becoming ***Fertility Friendly*** isn't just a tick-box exercise that starts and ends with a policy. It's an organisational culture change involving education, awareness building, communication and support. This will improve workplace experiences for individuals needing fertility treatment, whilst **ensuring organisations are inclusive, ultimately improving employee engagement, retention, attraction and productivity.**

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> "Line Managers are crucial to the provision of appropriate support, but managers often lack training, guidance (from policy or HR) or autonomy. The managers who seemed most competent and confident were those with significant management experience and who viewed the issue as an extension/ element of manage staff health and wellbeing more generally."

Manchester Metropolitan University Report

Through research findings and our own insights from our social media community we know that:

- Without policies in place managers aren't confident on how to practically manage someone needing fertility treatment*.
- Managers often worry about saying the wrong thing and don't know how to offer support*.
- Employees are fearful of disclosing about treatment as they don't see it recognised and don't feel they will be supported.
- It can be difficult to navigate and support longer, more complex fertility journeys*.
- Only 1.7% have a fertility policy that met their needs.

* Insights from Manchester Metropolitan University qualitative research findings (2022) and FMAW quantitative survey (2020).

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Our Approach

Educate, Audit, Support & Empower!

We know that in a busy organisation it can be hard to have the time, headspace, specific knowledge or access to support networks to make this change happen. Let us guide you through the process of becoming ***Fertility Friendly*** with our **E.A.S.E** methodology.

Educate

You don't know what you don't know and it can be hard to know the right thing to say or do, when you haven't personally experienced a struggle to build a family. Our mission is to educate on this sensitive topic through sharing lived experiences. Our Membership package provides you with access to our unique eLearning modules, tailored panel discussions, training workshops and resource platform, with live events, workshop recordings, digital content and a community to share best practice.

Audit

Policy consultancy can review your existing policies and guidance. All our members receive quarterly reviews to monitor progress through our methodology to ensure you reach your accreditation. The final stage is for your progress to be reviewed by our expert panel, with the aim for you to become fertility friendly accredited and receive our approval badge, recognised by the CPD.

Support

We provide a supportive approach in educating your managers to confidently hold constructive conversations. We'll guide you in creating peer to peer support through internal employee networks which should include fertility advocates/ champions. We encourage a culture change of reasonable adjustments and flexible working and advocate for an empathetic and compassionate approach,business-wide to these issues.

Empower

Through bringing this taboo topic and its challenges to life as part of our varied panel discussions, eLearning modules and resources you will empower your employees to feel valued within a psychologically safe space, enabling them to feel confident when asking for support.

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Your *Fertility Friendly* Membership Package

You will benefit from our membership package which includes awareness raising activities and a wide range educational tools to support you as you become *fertility friendly* accredited.

This includes:

Fertility Friendly Membership Resources & Support

- Access to our membership resource library, workshops, adaptable comms pack and community
- Use of the ***"Committed to being Fertility Friendly"*** badge, you'll be introduced to our PR agency to coordinate comms as we love to shout about the trailblazing companies working with us!
- An hour-long, virtual or in person internal panel discussion hosted by FMAW bring this conversation to life and supporting the launch of your commitment, policies and training. This can be recorded and shared internally
- eLearning modules for all employees and managers, with a UK specific and global version available
- A one hour policy consultation call to review what you have in place and offer recommendations.

Membership Resource Library

Our membership resource library is designed to offer your internal HR, Wellbeing and Fertility Leads everything they need to implement fertility friendly policies, internal communications and external signposting. It contains a growing bank of resources that can be repurposed for your internal use as well as a community of other member organisations for you to share best practice with.

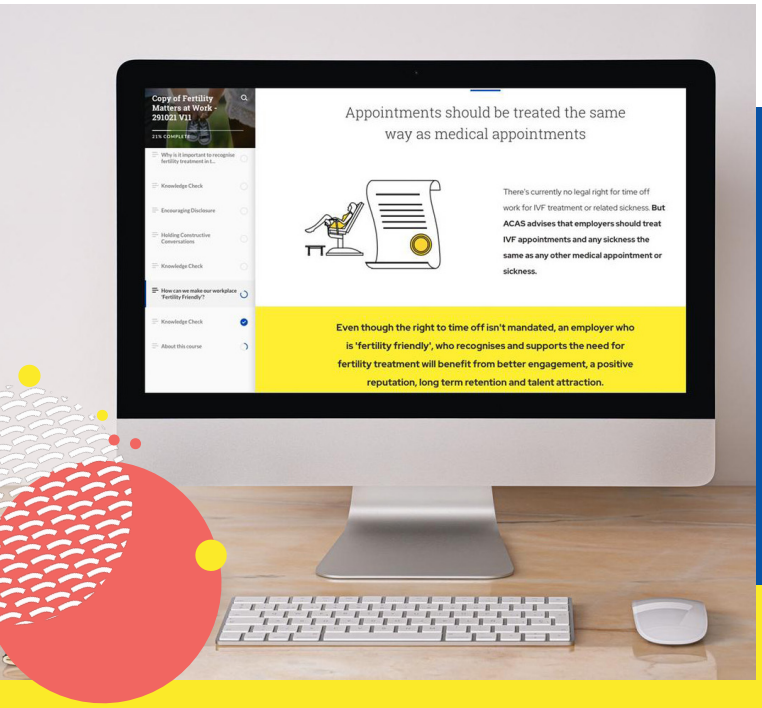
Join our other forward-thinking members:

SELFRIDGES&Co · mediacom · News UK · CRITEO · burgess mee FAMILY LAW · ADDLESHAW GODDARD · SIDLEY · rhp · fertility matters @work.

Our Training

Our CPD accredited eLearning is professionally written with both the individual and business in mind and has been reviewed by our employment law, medical and psychological advisors. We offer a UK specific and global version. This also provides a point of reference for managers to go back to at any time, should someone in their team share that they're going through fertility treatment at a later date. It is available as a SCORM file to be implemented seamlessly via your existing LMS platform.

- What fertility treatment is,
- How common it is,
- The patient journey and how this can vary,
- The impact from a physical, emotional, and financial perspective,
- Why it is important to recognise fertility treatment as part of the workplace,
- How employers can encourage disclosure,
- How to hold constructive conversations about this topic,
- How workplaces can become more ***Fertility Friendly.***



This isn't just a typical e-learning package, it's been designed to engage learners through a mix of interactive features and videos to bring to life the wide range of real-life experiences. This allows organisations to educate widely and forms the base of our education package, with additional training options to complement this.

People Manager Training

Our CPD accredited People Manager Training can be held face to face or virtually, offering a more indepth conversation of the topics within our eLearning with an opportunity to hear from professional trainers with lived experiences of fertility treatment. It creates a safe space in which to consolidate learning and ask questions to gain more understanding of the challenges faced.

Suitable for HR teams, People Managers, Mental Health First-Aiders and internal Fertility Advocates.

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Our Panel Discussions

How our panel discussions can help…

Fertility struggles and pregnancy loss are sensitive and often taboo subjects within the workplace. Our research and experience at FMAW has shown the power that can be harnessed in opening up these conversations in a safe, authentic and professional way. That's why through our extensive and diverse network we've created a programme of panel based discussions, designed to educate and raise awareness about the challenges faced when people are thinking about or trying to have a child. These are delivered through sensitively sharing research, professional insights and, most importantly, lived experiences.

Presenting such discussions internally signals to your employees that you take this topic seriously, recognise it as a life-event that many will go through and you are willing to support those facing these struggles. It's also a great opportunity to demonstrate your commitment, to launch your policy or simply to raise awareness.

All of our panels can be recorded and repurposed for internal use.

We often find the outcome of these discussions is a domino-effect, with internal employees feeling more comfortable and 'safe' to come forward and share their own experiences, whether current or in the past. This is turn can form the beginnings of internal employee-led, peer-to-peer support.

Find out more about the panel discussions we have on offer and our diverse community of speakers in our **panel brochure** »»

Testimonial

"The webinar we ran with Fertility Matters at Work was one of the most thought-provoking and emotional panel discussions we have had. Becky, Natalie and Shaun were very open when talking about their experiences of fertility and how it made them who they are today. This then set the tone for our own people to open up and share their experiences too which was incredibly powerful. The areas of focus for us now are how we ensure managers are more knowledgeable about fertility, regardless of gender and therefore more empathetic and how we ensure our colleagues have everything they need from their employer to embark on their fertility journey. We are delighted to partner with Becky and Natalie to do this important work."

Briony Hughes - HR Director & D&I Lead, *NEWS UK (Fertility Friendly member org)*

Testimonial

"Our first panel event on IWD, hosted by Fertility Matters at Work alongside our People Director, was a fantastic event where all of the panel shared their different fertility journeys and for some their lived experience of loss. Since the event we have received many messages from people across the organisation who have said for the first time they feel able to share what their journey has been or what they are about to embark on. So many people grateful to know there is a policy to guide their line manager and support available to them when they need it. This is another important step towards achieving our aim to cultivate a diverse community where everyone can be their authentic self and achieve balance through wellbeing"

Jo Riddell - Head of Employee Relations, Policy and Wellbeing, *Selfridges (Fertility Friendly member org)*

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Our Passion & Expertise

Each with our own lived experiences of facing fertility struggles and loss whilst in the workplace, combined with over 35 years professional HR experience and hosting events, we bring a real passion and authenticity to our approach.

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Becky Kearns

After working in HR for over 12 years for a number of well-known corporate and public organisations, Becky is now a Fertility Blogger and Patient Advocate as **'DefiningMum'**, having written and spoken about fertility at work as part of **BBC Fertility Week** 2019. She is also the Founder of **Paths to Parent*hub***, a virtual support platform for those needing to use donor conception to build their family. Following a difficult fertility journey, which involved numerous IVF Cycles and miscarriage, Becky is now a Mum to 3 girls thanks to egg donation. She's passionate about raising awareness and wants to change the support available for those experiencing fertility treatment in the future, particularly in the workplace.

Claire Ingle

Claire also works in the field of HR and has a particular interest in **Employee Engagement, improving culture and Staff Wellbeing.** Claire had her first baby at the age of 41 after several years of trying and finally having three rounds of IVF/ICSI. Recognising there was a significant gap in workplace support, Claire started her campaign to raise awareness on people undergoing fertility treatment and balancing work when her daughter was five months old. She knew from her own experience that there needed to be more awareness and focus on this very important topic.

Natalie Silverman

As a professional broadcaster and voiceover artist, Natalie launched **The Fertility Podcast,** once successfully pregnant after ICSI treatment. Natalie has spoken to numerous men and women about their struggles and interviewed fertility experts around the globe. To date, the podcast has had almost half-a-million downloads. She is a regular panel host and chair at key fertility industry events. Natalie is a qualified **Freedom Fertility Coach,** supporting the emotional wellbeing of people struggling to conceive. In 2019, Natalie shared her experience of IVF whilst hosting a breakfast radio show in Grazia magazines' **'Womb with a View'** column.

Testimonial

"When one of our employees told us about Fertility Matters at work, I signed up to one of their webinars and was blown away by the passion, care and energy the team were putting into raising awareness of supporting employees with fertility matters. We knew that Fertility Matters at Work would be an ideal organisation to help guide us on our journey. Whatever their path to starting a family, we want to know we have done all we can to support our employees and I know that working with Fertility Matters at Work will give us the reassurance that we are doing that."

Rebecca Upton, *Head of HR, RHP*

L-R: Becky, Claire & Natalie.

Find Out More

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The CPD Standards Office
CPD PROVIDER: 22372
2022-2023
www.cpdstandards.com

1 **Book a Discovery Call**

2 **Agree a Bespoke Support Package**

3 **Become a Member**
and demonstrate commitment to becoming a ***Fertility Friendly*** employer.

4 **Implementation & Review**

5 **Submit Application**

6 **Panel Review**

7 **Awarding of *Fertility Friendly* Status** (if successful)

Our accreditation process and training is accredited by the CPD Certification Service (Continuing Professional Development)

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Proud to Partner with…

This topic is so vast and diverse, which is why it is important to us to collaborate with forward thinking and like minded organisations who are also supporting their communities with empowering information.

Proud to be in Partnership with:

- LGBT Mummies
- Two Dads UK
- My Surrogacy Journey
- Your Fertility Journey
- Parenthood in Mind
- MIST

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