

'Smash the stigma' around menstruation and menopause for women in the workplace



GMB Union and ddata have today (Friday 7 March) launched their 'Smash the Stigma' initiative to support women from menstruation to menopause.

'Smash the Stigma' recognises that many women can face challenges at work due to their periods or symptoms of the menopause.



However, they may find it difficult to ask for help or accommodations for the pain and discomfort they may experience.

This initiative has seen dnata implement practical solutions to enable female staff to work in comfort and dignity, including:

- Rolls of pads freely and discretely available in toilet facilities
- The exploration of alternative comfortable, breathable materials for uniform, to reduce the impact of hot flushes and support comfort
- Improved understanding of the needs of menstruating, perimenopausal, and menopausal colleagues

By integrating menstruation and menopause-friendly initiatives, guidelines and support across the business, dnata are making it easier for women to be their authentic selves in the workplace - free from any stigma.

Alex Doisneau, Managing Director of dnata UK, said:

“Menstruation and menopause are a fact of life for women, and no woman should ever be made to feel ashamed of their body’s natural journey.

“dnata are enormously proud to launch ‘Smash the Stigma’ and showcase our commitment to ensuring that women in our business are treated with respect when dealing with challenges related to menstruation and menopause.

“In GMB we have a partner with a wealth of experience and expertise, and we are grateful for this collaboration to support the best interests of our people.”

Trevlyn McLeod, GMB Regional Organiser, said:

“We applaud dnata for launching ‘Smash the Stigma’, addressing the hidden challenges many women experience at work.

“We are proud to be part of this initiative and will always advocate for women’s comfort and dignity at work.”

Adel Johnson, HR Director of dnata UK, said:

“This initiative represents crucial recognition of the experiences women in our workforce go through.



“With our union partner, GMB, we are fostering a more understanding workplace and taking real steps to support our employees.”

Press office

07958 156846

press.office@gmb.org.uk

Member requiring help?

Click to contact your local GMB Region

info@gmb.org.uk

