

## Addressing health inequalities with targeted support at work



As part of its ongoing commitment to colleague wellbeing and ambitions to make the company a more inclusive place to work, Drax recognised that more employees were asking for greater support around key life stages such as menopause, fertility, pregnancy and birth, as well as broader women’s and men’s health topics.

Several health inequalities\* exist in the workplace. For example:

- » 1 in 4 women will consider leaving work due to the menopause, impacting the gender pensions gap and overall gender balance in senior leadership.
- » 39% of IVF cycles for heterosexual couples are NHS funded compared to 14% in female same-sex relationships.
- » 1 in 5 mothers will develop mental ill health during the perinatal period.
- » The average age of menopause is 51 and this is the fastest growing talent pool in the UK.



Drax looked for a solution that provided healthcare support in these most under-served and under-supported areas of healthcare in the workplace. As a result, in February 2023 a partnership was set up with Peppy in the UK and US to offer their services, including:

- » One-to-one personalised health support provided by qualified practitioners together with peer-to-peer support, support networks and group support sessions.
- » Tailored content and personal programmes, such as eight-week health programmes, as well as clinically supported video and written content.
- » For **Menopause**, awareness and support for perimenopause, post-menopause, symptom management, treatment referral and more.
- » For **Early Parenthood**, support during pregnancy or adoption and the baby’s first months including infant feeding, sleep and pelvic health and birth recovery, plus coaching mothers on returning to work (UK only).
- » For **Fertility**, support for those considering or trying to conceive, dealing with miscarriage and loss, support for surrogacy and adoption (UK only).

In the months post launch, over 12% of Drax employees in the UK have registered to use one of the Peppy services. In the last three months alone, colleagues have exchanged over 5,000 messages with Peppy practitioners.

Plans for future engagement include activities for World Menopause Day, a key feature of which is Peppy's event 'Menopause: Don't Fear the Change'. Drax has rolled out Peppy Digital in Canada and will shortly be extending the US services.

>12%

More than 12% of UK Drax employees have so far registered to use one of the services

**Anca Staples,**

Creative Studio Manager, subscribed first to Peppy Fertility and then switched to Peppy Baby:

*"I think we've all been in the situation where we ask Dr Google about our health and the results are either very scary or contradictory and confusing. I found having a service like Peppy, based on research and with qualified professionals, invaluable in my fertility and pregnancy journey. Once the baby arrives, I'll definitely rely on the next track for support and advice!"*



*"Peppy is a great health and wellbeing benefit for our colleagues, with distinct services that provide personalised, one-to-one support, together with tailored content, through all stages of life. This app-based, innovative platform offers a range of solutions that support women, from baby to fertility, menopause and general women's health. Having the option to add a spouse or partner reinforces our ongoing commitment to all aspects of colleague wellbeing and inclusion, as well as giving men the opportunity to support and become allies for the women in their lives. This has made Peppy a popular option with colleagues looking for wellbeing support and expertise."*

**Bruce Heppenstall**  
Plant Director



*"Drax has proven their unwavering commitment to gender-inclusive support by rolling out the Peppy platform for their whole workforce. This means that specialised, employer-funded support for women's health, men's health, menopause, fertility and having a baby is now available to all Drax employees. The high uptake and engagement rates across all services is testament to Drax creating an inclusive and open working environment, where every employee's wellbeing is valued."* **Peppy**

\*Statistics from YouGov, CIPD, Fertility Network UK, Society for Endocrinology, Middlesex University, Reproductive Medicine Associates of New Jersey, Fertility IQ