

Period Action Digital Guide

Includes resources and action steps to help you implement free period products in your school or community.

Questions? Email service@period.org

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★ *This is an interactive toolkit - click each button to learn more!* ★

Period Poverty

is the limited or inadequate access to menstrual products or menstrual health education as a result of financial constraints or negative socio-cultural stigmas associated with menstruation.

**500
million**

people around the world don't have access to the resources they need to manage their period.¹

1 in 4

of students in the U.S. struggle to afford period products.²

40%

of students have worn period products longer than recommended.²

90%

of teens agree that if there is free toilet paper in bathrooms, there should be free period products.²



PERIOD.

THE MENSTRUAL MOVEMENT

We're a global youth-powered non-profit working to end period poverty and stigma through advocacy, education, and service.

With hundreds of local, primarily youth-led chapters around the world, we're training the next generation of activists to end this crisis in their lifetime.

PERIOD. annually distributes millions of disposable and reusable period products, authors stigma-busting menstrual health curriculum and research, and equips young leaders to advocate for menstrual equity policies such as the repeal of the tampon tax and mandating period products in public places (shelters, schools, prisons, etc.)

**Learn more at period.org
and follow us @[periodmovement](https://twitter.com/periodmovement)**

Getting Started

Public bathrooms in the U.S. usually provide toilet paper. So, why not period products?!

We designed this action guide to support students who want to ensure their school bathrooms are stocked with free and accessible period products.

Keep reading for a step by step guide to advocating for legislation to ensure period products in your school restroom, learn how to host a product drive, and request a starter kit of pads and tampons.



PERIOD. @ Duke University



PERIOD. @ Oklahoma State University



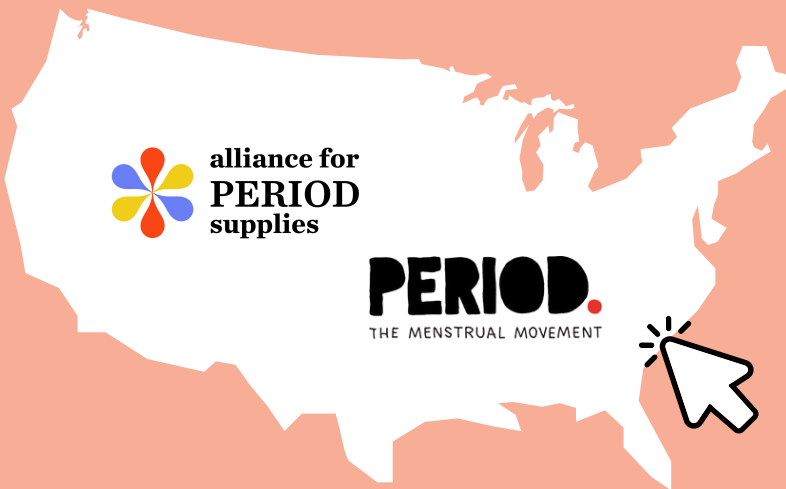
Period Power @ Kingston High School

Step 1: Build Your Advocacy Team

- 🔴 **Find Allies:** Reach out to trusted adults like teachers, counselors, or school nurses who understand the importance of menstrual equity.
- 🔴 **Involve Peer Leaders:** Collaborate with other students who share your vision for access.
- 🔴 **Leverage Community Support:** Engage local organizations with similar interests or PERIOD. chapters for resources & support.

Step 2: Understand Your State

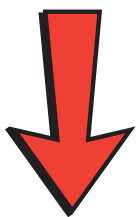
Each state has different policies regarding menstrual product accessibility in schools. While some states require and fund free period products, some have only provided a yearly budget or a mandate without any support through state funding.



Period Product Access

With our partners at the Alliance for Period Supplies, we've created online policy trackers to identify which states have passed legislation to further period product access in schools. **Click the map to view!**

My state has passed legislation to further access period products, but we still don't have products in our school bathrooms.



Go to Step 3: Implement

My state has not yet passed legislation to expand access to period products in schools.



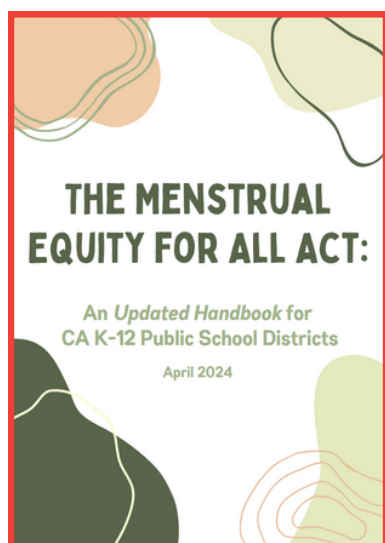
Go to Step 4: Advocate

Step 3: Implement

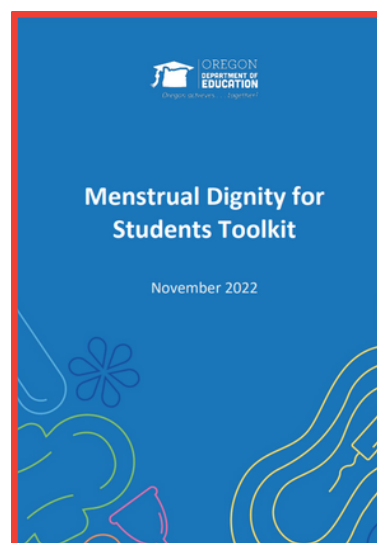
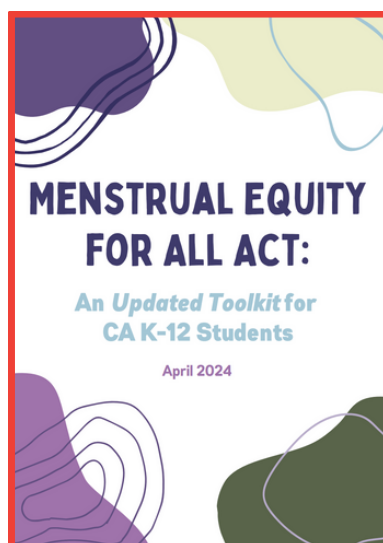
If your state has passed legislation that requires free period products in school restrooms, and your school doesn't yet have products available to students, your next step is to work with your advocacy team to ensure your state or district have tools they need to implement this law.

Review Helpful Implementation Handbooks

- The Oregon and California Menstrual Equity for All Handbooks were created in partnership with the State Department of Education to ensure products get to students in need.
- In these handbooks, you'll find information on how and where to place dispensers, what kind of products to stock, and corresponding menstrual health education recommendations



California



Oregon



Step 3: Implement

Craft Your Message to Decision Makers

1. Identify the Problem

- Lack of free products forces students who menstruate to miss class or resort to unsafe alternatives.
- Emphasize how period poverty directly impacts education. Pull data from the **State of the Period 2023**.

2. Present the Solution

- Introduce the idea of providing free menstrual products in school restrooms.
- Highlight successful case studies or examples from other schools/states. Pull impact data from the **Period Project: Utah HB 162 Impact Report**.

3. Share a Budget

Provide an estimate for implementation:

- Stocking Estimate: Number of bathrooms x Number of products per day x Frequency of restocking. ([Learn more](#))

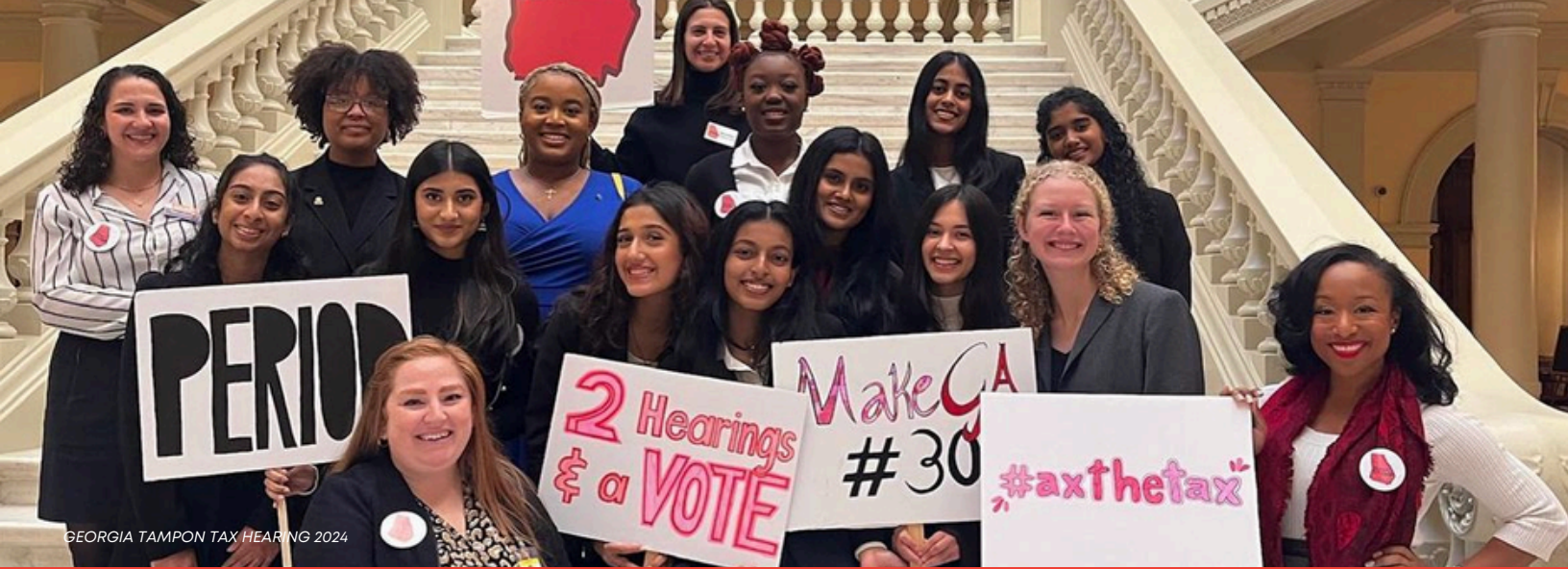
4. Offer to Collaborate

- Express your willingness to work with administrators to develop a feasible plan.



Use this Template Letter to Decision Makers





GEORGIA TAMPON TAX HEARING 2024

Step 4: Advocate

Follow these steps if your state has not yet passed legislation to fund or mandate period products in schools.

Who Do I Contact?

Find the contact information for your local and state representatives [here](#).

What Do I Say?

Include your own story and how access to free period products would benefit you, your school, and your community. Visit our [Period Poverty webpage](#) to pull information most helpful to your case.

Use this Template Email + Call Script



Tips for Meetings:

- Be concise and clear about your goals.
- Prepare to answer questions about the costs, logistics, and benefits of free menstrual products.

Step 5: Educate

Policy follows culture. In order to advance menstrual equity, the menstrual movement must continue tackling menstrual taboos and stigma through education.

Engage Your Peers

- Download, print, and distribute the educational posters we've provided at the end of this kit to inform and inspire your school or community.
- Organize educational events or awareness days to build momentum and grow your advocacy team.

Check Out Comprehensive Curriculum



See all of PERIOD.'s educational resources and curriculum [here!](#)

PERIODS IN PRISON



How to Host a Product Drive



Step 1: Set Your Goal

Before setting up your collection bin, consider the following:

- How many period products do you need to collect?
- Is your drive ongoing? Do you need to set an end date?
- Is there a specific brand of products you'd like people to donate?
- How often will you empty your bins? Who will be in charge of putting the donated products into the restrooms?
- How will you keep track of the # of products donated?
- Are there specific groups, brands, or partners you can work with to spread awareness and increase donations?

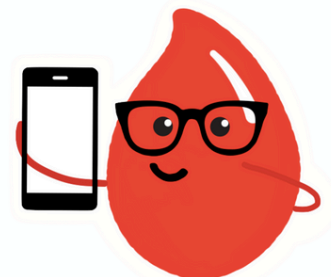
Step 2: Collect Period Products



Set up your collection bin or box:

Determine where your collection bins will be set up. This can be a common area on campus or local community center where you're able to leave a bin out to collect products — or you can work with a local business/public establishment. A lot of schools will allow you to put your bin in the front lobby! You can also host or partner at any in-person events and invite people to donate products there.

Step 3: Promote Your Drive

Use social media and text your friends and family to help spread the word about your efforts! Download and share social media graphics about period products access [here](#).



 *While hosting product drives is not a long term solution, this is something you can do to supply products immediately while you work to advocate for policy change!* 

Apply for a Period Action Kit



The Period Action Kit is a starting point to support your advocacy efforts to ensure period products are provided for free. They include 40 tampons, 40 pads, educational handouts, and swag!

*Note: Please allow **7-12 business days** from time of request. Distribution of Period Action Kits is subject to availability.*

FAQs

Q: My state has passed a bill that funds and/or mandates products in the restrooms, but it's not being implemented. Can I still apply for a Period Action Kit?

A: Yes! We do, however, encourage you to access our advocacy and product drive resources above to support your implementation efforts. *Note: We are only able to send one Period Action Kit per person as supplies last.*

Q: How do I find out if my city or state mandates free period products in community spaces?

A: Laws that further access to period products in public places (ex. libraries, state buildings, etc.) often vary by county or city. Although we don't yet have a tracker for these policies, we'd love to help you discover existing legislation to further your efforts. Connect with us at policy@period.org.

Q: Can I receive a Period Action Kit if I am located outside of the United States?

A: Unfortunately, due to high shipping and custom costs, it is not feasible for our organization to send products internationally. We encourage you to refer to our resources above regarding how to host a product drive.

Have another question? Email us at service@period.org.

Helpful Links

Download and Print Posters

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THE MENSTRUAL MOVEMENT

Nearly 1 in 4 students struggle to afford period products.

25% of students are unable to do schoolwork because of a lack of access to period products.

Learn how YOU can be the change at period.org/advocacy

Source: 2023 State of the Period Study, PERIOD, & Think

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89%
of teens agree that if there is free toilet paper in bathrooms, there should be free period products.

Source: 2023 State of the Period Study, PERIOD, & Think

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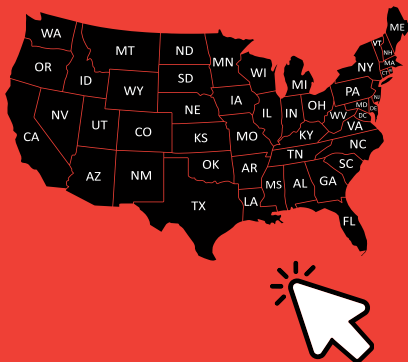
Source: World Bank, 2022

Contact _____

about how you can make period products accessible in your community!

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Menstrual Equity Policy Tracker



Download Social Media Graphics

We get toilet paper for free.
Why not period products?

89% of teens agree that if there is free toilet paper in bathrooms, there should be free period products.

Source: 2023 State of the Period Study, PERIOD, & Think

PERIOD.

Edit Your Own Graphics

PERIOD PRODUCTS SHOULD BE free & accessible.
WE CAN MAKE THIS A REALITY.

PERIOD.



Period Poverty and Stigma Research



Was this resource useful to you? Let us know! Fill out our [Feedback Form](#).