

Period Action Digital Toolkit

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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Period Poverty

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

23%

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

40%

of students have worn period products longer than recommended.²

89%

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?!

Whether you're a student working to implement free period products in your school or a community member working to increase access to period products in public bathrooms, this digital advocacy toolkit is for you!



PERIOD. @ Duke University

Ending this crisis in our lifetime requires addressing the immediate need of period poverty while advocating for systemic change. We designed this resource to help you partner direct service efforts with advocacy work.

We'll send you period products to get you started, show you how to host a successful product drive, and provide a step by step guide to advocating for legislation that funds and mandates period products in your school restroom and public places. For questions, please reach out to service@period.org.



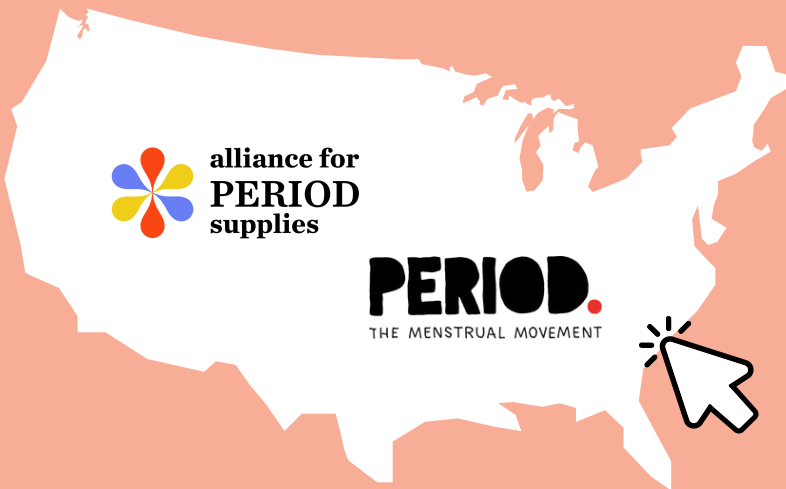
Period Power @ Kingston High School

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

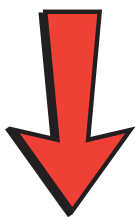
Each state has different policies regarding menstrual product accessibility in schools. While some states require and fund free period products, some have only provided a yearly budget or a mandate without any support through state funding.



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 further access period products in schools.



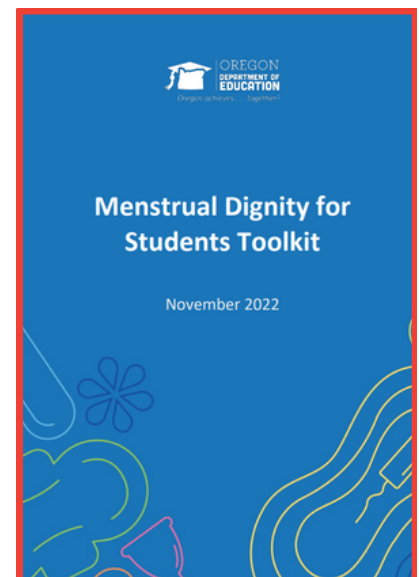
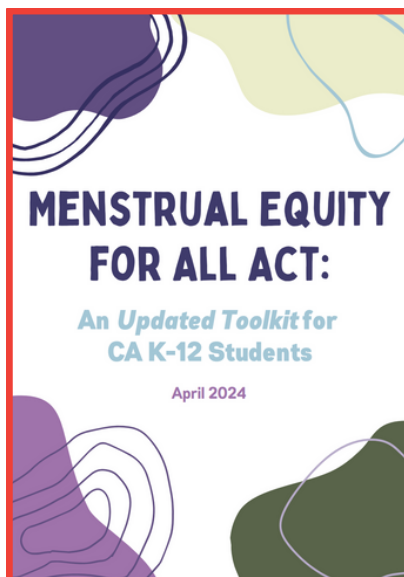
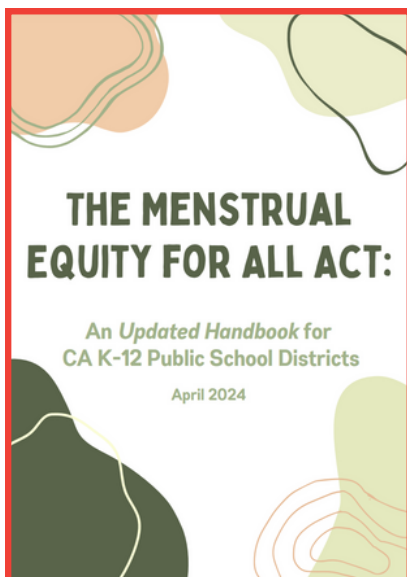
Go to Step 4: Advocate

Step 3: Implement

If your state has passed legislation that puts 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



Step 3: Implement

Craft Your Message to Decision Makers

1. Identify the Problem

- Lack of free products forces students to 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](#))
- Include potential product sources (e.g., donations, bulk purchasing options).

4. Offer to Collaborate

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

[Use this Template Letter to Decision Makers](#)



Step 4: Advocate

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

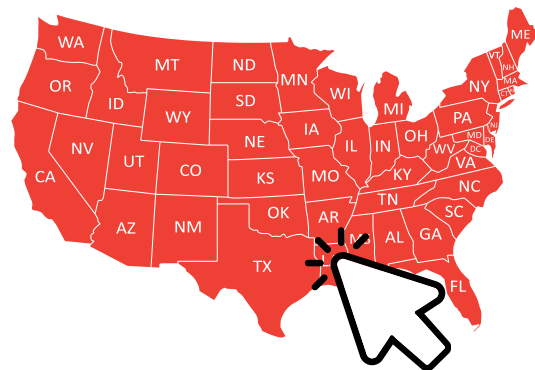
Who Do I Contact?

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.

Find sample call and email scripts at [Alliance for Period Supplies' Student Advocacy Toolkit](#) and view [Active Menstrual Equity Legislation](#) in your state.



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**

Period Poverty & Menstrual Equity in U.S. Schools
A WORKSHOP FOR SCHOOL NURSES AND SCHOOL LEADERS

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THE MENSTRUAL MOVEMENT





How to Host a Product Drive

As you work to advocate for policy change or implement existing legislation, we know that you're likely here because you want students or community members to have access to period products as soon as possible.

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.

How to Host a Period Product Drive will help you get started. This resource covers collection methods, drive promotion, and other helpful tips! Use this resource whether you're donating the collected products or using them to supply your school or community space.

Request Period Products

[Request a Period Action Kit](#)

Click the button above to request a starter kit of period products. Please allow **7-12 business days** from time of request.

If you've already received a starter Period Action Kit, you'll be redirected to a separate Product Request Form

[Request Products as a PERIOD. Chapter](#)

Click the button above if you are a PERIOD. chapter requesting additional period products for your school restrooms.

Not a PERIOD. chapter, but want to learn more about starting or joining one near you?

[Visit period.org/chapters.](http://period.org/chapters)

FAQs

Q: My state has passed a bill that funds and/or mandates products in the restrooms, but it's not being implemented. Are the PAK resources still available to me?

A: We are happy to provide a PAK, and encourage you to access our advocacy and product drive resources to aid implementation.

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.

Q: I'm a Chapter Member. What is the difference between the Period Action Kit and the Service Pilot Program?

A: The PAK is for a one-time request of a small amount of product to bring attention to period poverty and stigma in schools or communities, while the Service Pilot Program offers the ability for Chapters to request a greater quantity of product for service work in your community.

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

Helpful Links

Download and Print Posters

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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

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

Source: World Bank, 2022

Contact _____

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

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Menstrual Equity Policy Tracker

Period Products in Schools Policy Tracker

How to Host a Period Product Drive

Period Poverty and Stigma Statistics

Download Social Media Graphics

Edit Your Own 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

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

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