ENVIRO
MENSTRUAL
WEEK.
ACTION TOOLKIT

Wen.
IT'S GREAT THAT YOU WANT TO GET INVOLVED AND JOIN A REVOLUTION FOR HEALTHY, ECO-FRIENDLY PERIOD PRODUCTS FOR ALL!

Environmenstrual Week, founded by Wen in 2018, is for everybody - whether you have periods or not.

Read on, clicking the links in the underlined text to find out how to take part.
THE ISSUES

48% OF GIRLS IN THE UK ARE EMBARRASSED BY THEIR PERIOD

MANUFACTURERS DON'T LEGALLY HAVE TO STATE WHAT IS IN PERIOD PRODUCTS

10% OF SEWAGE RELATED DEBRIS ON BEACHES IS COMPOSED OF PERIOD PADS LINERS/BACKING STRIPS, TAMpons AND APPLICATORS.

PERIOD PADS CAN CONTAIN UP TO 90% PLASTIC

2 BILLION MENSTRUAL ITEMS ARE FLUSHED DOWN TOILETS EACH YEAR

DURING LOCK DOWN 30% OF GIRLS IN THE UK AGED 14-21 YRS STRUGGLED TO AFFORD OR ACCESS PERIOD PRODUCTS

#EnvironmenstrualWeek
WHY ARE
PERIODS A SOCIAL
JUSTICE ISSUE?

PERIOD TABOO: has a massive impact on the products we use and how we dispose of them. Certain period products can affect our health, end up in landfill, on our beaches, or pollute our oceans for decades.

PERIOD TRANSPARENCY: Manufacturers don’t have to list all the ingredients in their period products. People should be able to make an informed decision when choosing which period products to use.

PERIOD PRIVILEGE: Being able to choose reusable or organic period products can come at a cost and so isn’t always available to everyone. Some people may experience period product difficulties that are specific to a disability.

PERIOD INCLUSIVITY: Not all people who have periods are women and not all women have periods. Language around periods should recognise that periods can be experienced by people across the gender spectrum.

PERIOD REPRESENTATION: Inclusive and diverse representation of people with periods is rarely seen or valued. It’s important to create a safe and inclusive space for people of colour to share their period experience and amplify the voices of women and gender non-conforming people of colour.

PERIOD PARITY: The fact that the cheapest period products are often those with the most potential to damage our health and planet means that people with the least power have the greatest exposure to potentially harmful products. Everyone deserves equal access to healthy, eco-friendly period products.

PERIODS & HUMAN RIGHTS: Using organic period products means supporting the development of organic cotton production, where cotton farmers, the majority of whom are women in cotton producing countries, can safely grow food crops between the cotton and reduce their families’ exposure to pesticides.

PERIOD EDUCATION: Learning about all period product options including reusables, is not available to every young person.

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WHY TAKE PART?

- Break the taboo around periods and show you are period proud!
- Help push for legislation and transparency against harmful chemicals and hidden plastic in period products
- Help everybody access healthy and plastic-free period products
- Amplify the conversation around reusables and plastic-free options

#EnvironmenstrualWeek
HOW TO GET INVOLVED

AT A GLANCE

- MAKE THE SWITCH
- BE AN ACTIVIST
- HAVE FUN BY GETTING CREATIVE
- GET SOCIAL, SHARE, SHARE, SHARE
- FUNDRAISE

#EnvironmenstrualWeek
MAKE THE SWITCH

TRY REUSABLES
- Menstrual Cup
- Washable Cloth Pads
- Period Pants
- Reusable Tampon Applicator

GET MONEY OFF REUSABLES & ORGANIC PERIOD PRODUCTS

NOT READY YET?
- Organic Disposables: Pad and Tampons

#EnvironmenstrualWeek
HAVE FUN
GET CREATIVE

- Make your own washable pad
- Make a period proud badge
- Host a quiz night
- Host a film night
- Host a book club
- Host a period party

#EnvironmenstrualWeek
GET SOCIAL

- USE THE **SOCIAL MEDIA KIT** TO POST ABOUT ENVIRONMENSTRUAL WEEK
- GO LIVE! HOST A CHAT WITH FRIENDS & FOLLOWERS TO TALK PERIODS!
- PLASTER YOUR POSTS WITH FUN GIFS & STICKERS

#EnvironmenstrualWeek
FUNDRAISE

- Help raise vital funds for the Environmenstrual Education Programme
- Use social media to fundraise
- Donate
BEFORE YOU GO!

- BE THE FIRST TO HEAR ABOUT ALL THINGS ENVIRONMENSTRUAL
- FOLLOW US ON INSTAGRAM
- CHECK OUT THE ENVIRONMENSTRUAL COALITION
- DONATE

#EnvironmenstrualWeek
THANK YOU FOR TAKING PART IN
#ENVIRONMENSTRUALWEEK