



ENVIRON MENSTRUAL WEEK.

ACTION TOOLKIT



Wen.

OCTOBER 2023



**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.

HEY!

#EnvironmenstrualWeek

THE ISSUES



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

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

SINCE THE START OF 2022
28% OF GIRLS IN THE UK

AGED 14-21 YRS
ARE STRUGGLING TO AFFORD
PERIOD PRODUCTS



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



PERIOD PADS CAN CONTAIN
UP TO 90% PLASTIC

2 BILLION MENSTRUAL ITEMS
ARE FLUSHED
DOWN TOILETS
EACH YEAR



WHY ARE PERIODS A SOCIAL JUSTICE ISSUE?



#EnvironmenstrualWeek

- 💧 **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.

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**

HOW TO GET INVOLVED AT A GLANCE



MAKE THE SWITCH



BE AN ACTIVIST



HAVE FUN BY GETTING
CREATIVE



SHARE ON SOCIAL
MEDIA

MAKE THE SWITCH

TRY REUSABLES

- 💧 MENSTRUAL CUP
- 💧 WASHABLE CLOTH PADS
- 💧 PERIOD PANTS
- 💧 REUSABLE TAMPON APPLICATOR

NOT READY YET?

- 💧 ORGANIC DISPOSABLES:
PAD AND TAMPONS

GET MONEY OFF
REUSABLES &
ORGANIC
PERIOD PRODUCTS



BE AN ACTIVIST



WRITE TO YOUR MP CALLING FOR A
MENSTRUAL HEALTH, DIGNITY &
SUSTAINABILITY ACT

PUT FORWARD A MOTION TO YOUR STUDENT
UNION TO OFFER ECO FRIENDLY PERIOD
PRODUCTS

WRITE TO YOUR LOCAL SCHOOL TO ASK IF
REUSABLE PERIOD PRODUCTS ARE INCLUDED
IN THEIR PERIOD EDUCATION CLASSES.



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

GET SOCIAL

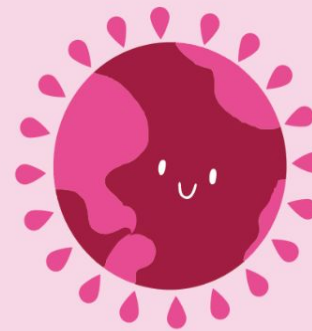
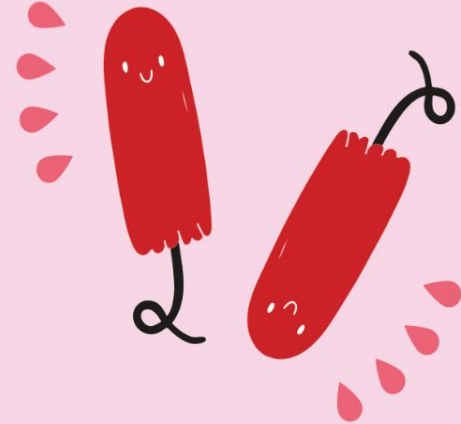


USE THE SOCIAL MEDIA KIT TO
POST ABOUT
ENVIRONMENSTRUAL WEEK

GO LIVE! HOST A CHAT WITH
FRIENDS & FOLLOWERS TO
TALK PERIODS!



IT





THANK YOU FOR TAKING PART IN

#ENVIRONMENSTRUALWEEK

 @environmenstrual  @WEN_UK  WEN.UK1988



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Updated September 2023