



19-25 OCTOBER

# ACTION WEEK TOOLKIT 2020

Kindly supported by Bloom & Nora



 @environmenstrual  @WEN\_UK  WEN.UK1988

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# HEY!

It's great that you want to get involved and join a revolution for healthy, eco-friendly period products for all!

Environmenstrual Week 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.



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# THE ISSUES



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



**MENSTRUAL  
PRODUCTS ARE  
THE FIFTH MOST  
COMMON ITEM  
FOUND ON  
EUROPEAN  
BEACHES**



**FRAGRANCE & PLASTICS IN  
CONVENTIONAL PERIOD PRODUCTS  
CAN CAUSE ALLERGIC REACTIONS**



**PERIOD  
PADS CAN  
CONTAIN  
UP TO 90%  
PLASTIC**



**2 BILLION  
MENSTRUAL ITEMS  
ARE FLUSHED  
DOWN BRITAIN'S  
TOILETS EACH  
YEAR**



**10% OF GIRLS CAN'T  
AFFORD MENSTRUAL  
PRODUCTS**

# 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 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 healthy 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 dangerous 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!
- GET THE WORD OUT ABOUT THE HIDDEN PLASTIC AND HARMFUL CHEMICALS IN MAINSTREAM 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
- GET SOCIAL, SHARE, SHARE, SHARE
- FUNDRAISE





# MAKE THE SWITCH

## TRY REUSABLES

MENSTRUAL CUP

WASHABLE CLOTH PADS

PERIOD UNDERWEAR

REUSABLE TAMPON  
APPLICATOR

## NOT READY YET?

ORGANIC DISPOSABLES -  
PADS & TAMPONS

Get discount  
codes for  
money off  
reusables &  
organic  
disposables

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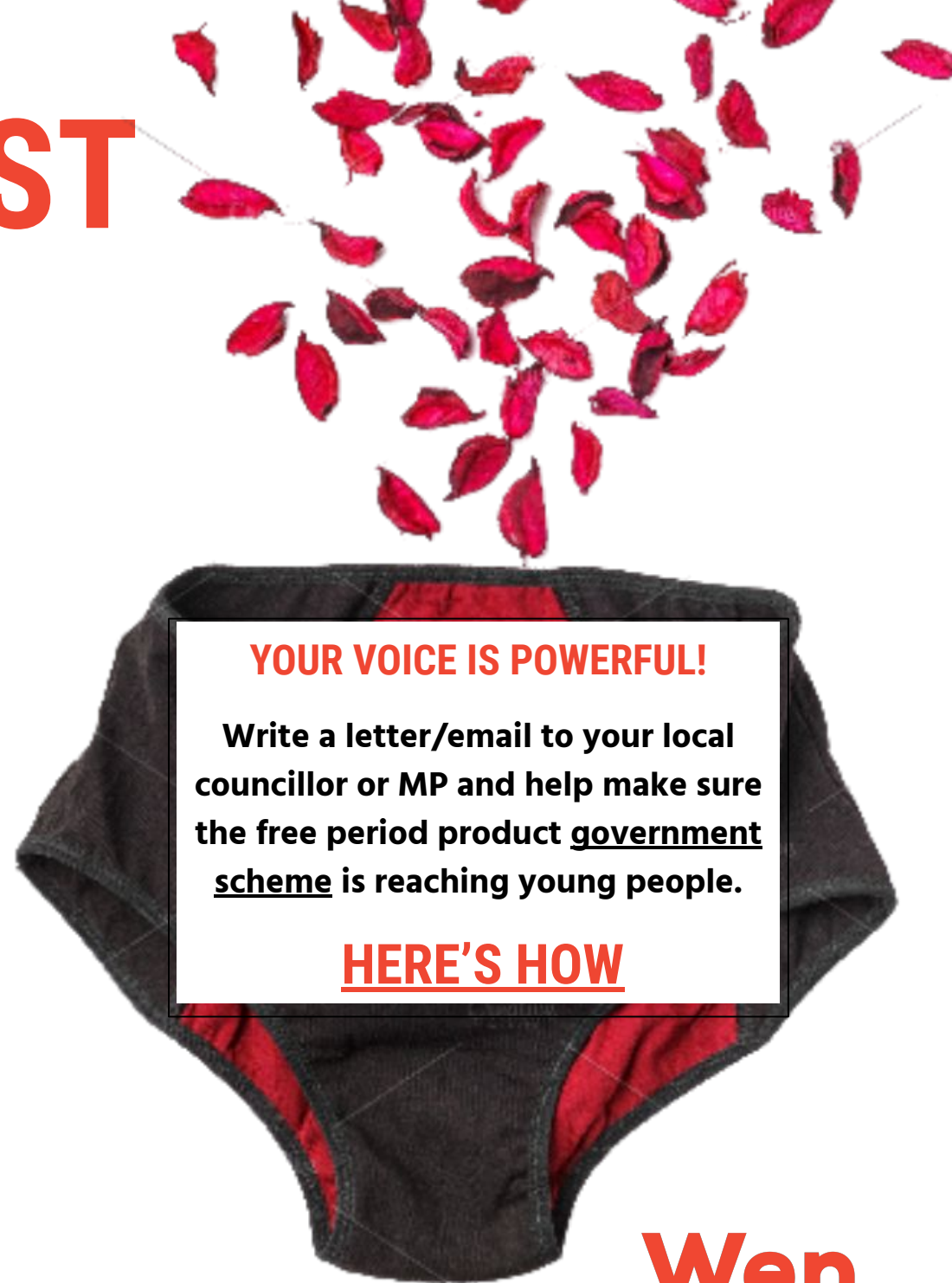


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# BE AN ACTIVIST

- WANT TO HELP END PERIOD POVERTY?
- DID YOU KNOW THAT ONLY 41% OF ENGLAND SCHOOLS HAVE TAKEN UP THE GOVERNMENT'S FREE PERIOD PRODUCT SCHEME?
- WRITE TO YOUR LOCAL COUNCILLOR OR MP TODAY!

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**YOUR VOICE IS POWERFUL!**

Write a letter/email to your local councillor or MP and help make sure the free period product government scheme is reaching young people.

**HERE'S HOW**

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# HAVE FUN, GET CREATIVE

- MAKE YOUR OWN WASHABLE PAD
- MAKE A PERIOD PROUD BADGE
- HOST A QUIZ NIGHT
- HOST A FILM NIGHT



# 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



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# FUNDRAISE

- HELP RAISE VITAL FUNDS FOR THE ENVIRONMENSTRUAL EDUCATION PROGRAMME
- USE SOCIAL MEDIA TO FUNDRAISE
- DONATE

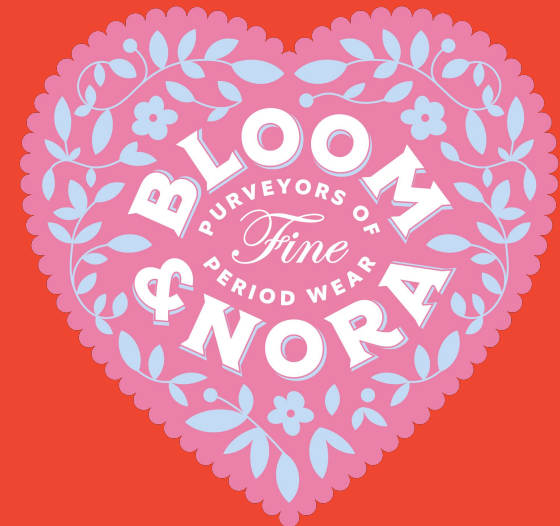


# THANK YOU FOR TAKING PART IN #ENVIRONMENSTRUALWEEK

SPECIAL THANKS TO OUR  
BLOODY AWESOME SPONSOR!

## BEFORE YOU GO

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



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