



ENVIRONMENSTRUAL

WEEK OF ACTION 2019 TOOLKIT
12-19 OCTOBER
WEN.ORG.UK

Wen.

In association with Waitrose & Partners Plan Plastic Fund



@environmenstrual



@WEN_UK



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HOW TO TAKE ACTION

REGISTER
AN EVENT

DISCOUNT
CODES

FESTIVAL

CONTENTS

01 Week of Action overview

02 Organise an event

03 Get creative

04 Take #PeriodAction



#PERIODACTION

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The background of the entire slide is a black and white photograph showing numerous discarded menstrual products, including tampons and pads, scattered across a dark surface. Some products are still in their original packaging, while others are partially unwrapped or torn. The products are oriented in various directions, creating a sense of clutter and environmental impact.

HEY!

It's great that you want to get involved and help us lead a revolution for healthy eco-friendly menstrual products! Our Week of Action takes place 12-19 October 2019, but you can take part throughout the whole month.

This toolkit offers ideas on how to get involved in the Week of Action by amplifying the environmental and health messaging surrounding menstruation, and empowering others with the information they need to make an informed choice about the menstrual products they use.

Help us make plastic pollution from periods a thing of the past!

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CAMPAIGN & COALITION

This campaign is leading a revolution for healthy eco-friendly menstrual products for all! Wen founded the Environmenstrual Coalition in 2017 which continues to grow from strength-to-strength. Our goal is to empower menstruators to manage their periods without harming their own health or our planet. Now with over **50 of the best organisations and campaigners**, we are working collectively to mainstream **sustainable menstrual products** in the UK (and beyond)!



01

WEEK OF ACTION

WHAT'S THE ISSUE?

Plastic

In the UK, menstruators on average use over 11,000 disposable menstrual products in a lifetime. Tampons, pads and panty liners along with their packaging generate more than 200,000 tonnes of waste per year, and they all contain plastic - in fact, pads contain up to 90% plastic! The average user throws away an astonishing 125 to 150kg of tampons, pads and applicators in their lifetime. Plastic waste ends up in landfill or, even worse, in seas, rivers and beaches.

Health

Many conventional disposable menstrual products are bleached white, and this process creates the chemical dioxin, a known endocrine disruptor. Many women have reported adverse allergic reactions to the synthetic ingredients, fragrances and plastics in disposable menstrual products. Just as in cosmetics, fragrances can be comprised of allergens, sensitisers and phthalates (a class of chemicals that has been linked to hormone disruption), which can affect development and fertility.

WHAT'S THE ISSUE?

Flushing and disposal

The Marine Conservation Society found that shockingly around half of UK women flush tampons away. That means 1.5-2 billion menstrual items are flushed down Britain's toilets each year, causing massive sewage and waterway issues such as the Whitechapel Fatberg.

Period poverty

A study by Plan International UK, from a survey of 1000 14 - 21 yr olds, found that 10% of girls could not afford menstrual products. The study also found that 12% of girls had to improvise menstrual wear due to affordability issues and 14% had to ask to borrow menstrual products from a friend.

Taboo or period shaming

This has a massive impact on the products we use and how we dispose of them - with the result that they can affect our health, end up in landfills or on our beaches. Changing social and cultural attitudes towards menstruation can have a major impact on our health and the environment and can open up conversations around sustainable period wear such as reusable menstrual products.

Why not switch to #PlasticFreePeriods?

WHAT ARE THE AIMS OF THE WEEK OF ACTION?

- To raise awareness that conventional single-use period products contain plastic and other harmful chemicals.
- To encourage women, girls and people who menstruate to take **#PeriodAction**, by trying reusable menstrual products, such as menstrual cups and washable pads or to use organic plastic-free disposable options.
- To encourage more people to talk about periods to break down the taboo, which can often inhibit people from questioning the menstrual products they use.
- To educate people on how flushing menstrual products can cause sewer blockages and pollute rivers, lakes, seas and beaches.

5 REASONS TO GET INVOLVED

- I don't want my periods to pollute the planet
- I want to know what's in my period products
- I want all children to have unbiased education around periods and the menstrual products available
- I want to smash the period taboo
- I want healthy eco-friendly period products to be available for everyone

WHAT WILL HAPPEN DURING THE WEEK OF ACTION?

Individuals, groups, schools, universities and organisations will hold events promoting #PlasticFreePeriods to their friends, colleagues and communities during the week 12-19 October.

Women and people who menstruate can try reusable menstrual products (such as menstrual cups, washable pads, period pants) or switch to plastic free and organic disposable options, using [our discount vouchers, supplier list & ethical consumer product guide and washable pad pattern.](#)

People can become period activists, writing/contacting on social media, manufacturers and retailers - calling for plastic to be removed from menstrual products. Parents can question their children's schools about period education.

The second Environmenstrual Festival will take place on the 16th October - [Find out more and book your ticket.](#)

Take to social media to share the [#PlasticFreePeriods](#) message and encourage others to do the same with our [#EWOA2019 Social Media Kit.](#)

02

ORGANISE AN EVENT



PEOPLE. PERIODS. PLANET.

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LET'S GET BLOODY STARTED!

Been meaning to catch up with family or friends? Do you run or are you a part of a community group? Or do you simply want an excuse to throw a party? Well, this is a bleedin' perfect opportunity!

You may want to hold the event as a fundraiser to help further the Environmenstrual Campaign. It could be a coffee morning, dinner party, quiz night, movie night or anything else you can think of!

Why not take a photo of your Environmenstrual Week activities and send them to Wen, so we can share on social media.

Don't forget to [register your event](#) by sending us the following details to natasha@wen.org.uk:

- Your name/organisation
- Event title/description
- Event date
- Location
- Whether your event is public

HOST AN ENVIRONMENSTRUAL FUNDRAISER

FUNDRAISING IDEAS

- Challenge yourself with a **sponsored activity** – but make sure it's safe! What about a sponsored bike ride, swim, or even a triathlon? You could organise yourself or as part of a community event.
- Are you great at cooking, yoga or crafts, fluent in another language or super sporty? Ask for a donation to **share your talents**.
- Hold a quiz night, dinner party, afternoon tea, clothes swap, PJ party – invite all the best people you know!
- If you can **create beautiful things** – why not knit, paint, grow, bake or cook up something homemade to raise money.
- **Got a birthday or special occasion coming up?** Ask for donations instead of presents because who really needs more stuff?

For loads of great ideas and information check out Wen's [fundraising toolkit!](#)

EVERYTHING YOU NEED TO HOST A FUNDRAISER

LET PEOPLE KNOW

- Make sure to promote your fundraiser online using our handy [social media tiles](#). Facebook Events are a really easy and effective way to invite all your friends and contacts.
- You can download these [poster and event invitation templates](#) and take #PeriodAction.

HOW TO GET DONATIONS

- Set up a [JustGiving page for people to easily donate](#).
- [Register your event](#), so we can promote it on our social media channels & website.
- Download this [sponsorship form \(page 3\)](#) to ask people for donations in person.



HOST A FILM SCREENING

Screening films is a great way to introduce the #Environmenstrual topic and inspire people who might want to make the switch to sustainable period products. A film screening can be an event itself, offering a chance to learn something new about the issues, or can form part of a broader event, involving workshops, speakers or an open meeting.

Some film suggestions:

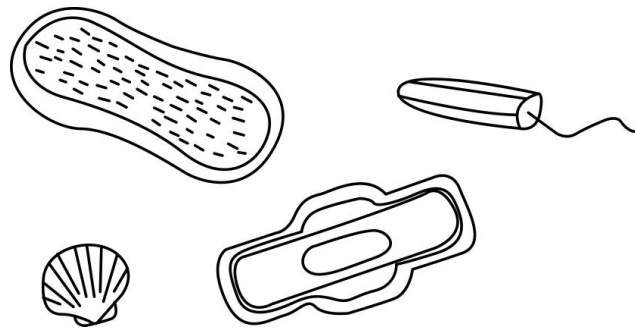
- Period. End of sentence
- Menstrual Man
- Endo what?
- The Moon inside you
- Seeing Red. Menstruation and the environment by Wen.
- For Vagina's sake
- Bloody Good Period
- Padman

BOOK CLUB

Are you a member of a book club? How about suggesting one of these books and talking about the issues raised? Or start a new book club? - Your club can be held anywhere – in your home, at a local café, or at your place of work.

Here are some suggestions:

- Walking with the Genie, Alexandra Pope
- The Wild Genie, Alexandra Pope
- Love Your Lady Landscape, Lisa Lister
- If Women Rose Rooted, Sharon Black
- The Autism-Friendly Guide to Periods: by Robyn Steward
- Periods Gone Public: Taking a Stand for Menstrual Equity by Jennifer Weiss-Wolf
- It's About Bloody Time by Emma Barnett
- Vagina: A Re-education by Lynn Enright
- The Managed Body: Developing Girls and Menstrual Health in the Global South by Chris Bobel
- What We're Told Not to Talk about (but we're going to anyway): Women's Voices from East London to Ethiopia by Nimco Ali
- Period Power by Nadya Okamoto
- Period. by Natalie Byrne



QUIZ NIGHT

How about getting a few friends together for a quiz night? Or include the quiz as a fun activity at a period party (see above).

Here is an [environmenstrual themed quiz with answers.](#)



PERIOD PARTY

Host a period-themed dinner party and end the menstruation stigma. Talk about periods, share your experiences, educate others on eco-friendly and healthy menstrual products and together, beat plastic pollution!



Here are some recipe ideas:

- [Gazpacho, tomato & red pepper soup](#)
- [Bloody bruschetta](#)
- [Red lentil, tomato & aubergine stew](#)
- [Pomegranate guacamole](#)
- [Beetroot brownies](#)

BRILLIANT IDEAS FROM ENVIRONMENSTRUAL COALITION PARTNERS

- Host your own [Detox the Box](#) Party by signing up for a Women's Voices for the Earth Party Kit! In this kit, you will find information on period products, spoof ad videos, a helpful discussion guide.
- Hey Girls. [My Period Cards](#).
- Create your own [Red Tent Event](#)
- Volunteer at an asylum seeker drop-in centre supplying period products with [Bloody Good Period](#).
- Get inspired by [Friends of the Earth](#) activists and organise a beach clean near you saving our shores from plastic tampon applicators!
- Learn the in's and out's of menstrual cups by hosting a [Cupaware Party](#) with the Cup Effect.
- Wear your period stain with pride with [Chella Quint's STAINS™ pattern](#) and iron-on transfers sheets.
- Hold a meeting with friends to [learn about your menstrual cycle with Diva Cup](#).
- Period Positive Pledge – [sign and share on social media](#)
- Want to get the [conversation started for boys and men?](#) Look no further than Eco Femme's guide!



I'M TAKING #PERIODACTION



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03

GET CREATIVE

VULVA MAKING WORKSHOP

- Firstly you'll need somewhere with table space - a living room, community centre, cafe after hours.
- Invite lots of people, including men. You can either ask them to bring and donate materials or provide your own. You'll need fabric, card, tissue paper and thread in a whole variety of colours
- Add in some mini pom-poms, glitter (biodegradable glitter, of course!), lace and ribbons for clitoris's, pubic hair and general decoration. Don't forget scissors, glue, needles and pens.



VULVA MAKING WORKSHOP

- Before the workshop, make a couple of different vulvas to give people a little hint. Most people will start off by saying 'I don't know where to start!'
- Take a look at [@thisisavulva](#)'s instagram for inspo & examples from their workshops. When the vulvas are finished, pin them up so everyone can admire/'gram them. Don't forget to tag @thisisavulva in any photos!

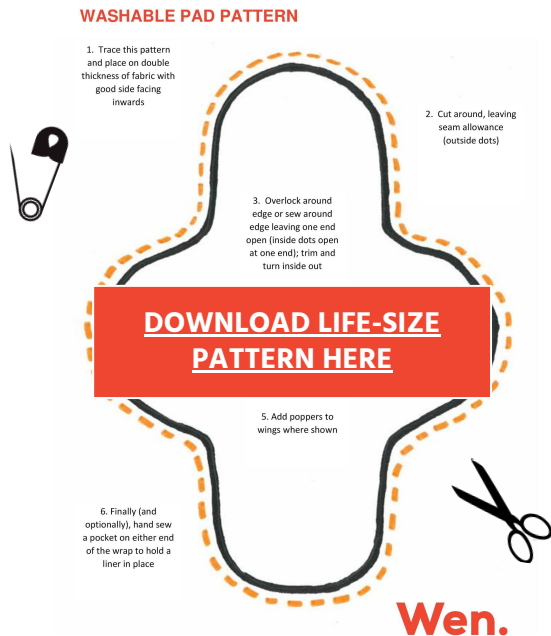


DIY PAD MAKING

1. Trace the pattern (linked on the following page) and place on double thickness of fabric with good side facing inwards.
2. Cut around, leaving seam allowance (outside dots).
3. Overlock around edge leaving one end open (inside dots open at one end); trim and turn inside out; trim and turn inside out.
4. Sew up the open end.
5. Add poppers to wings where shown.
6. Finally (and optionally), hand sew a pocket on either end of the wrap to hold a liner in place.



WASHABLE PAD PATTERN



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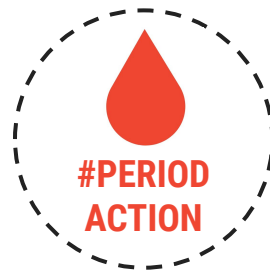
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MAKE A #PERIODACTION BADGE

Help spread the word about the Environmenstrual Week of Action by making and wearing a badge:

1. Glue your badge designs (on the following page) to a piece of recycled cardboard or a cereal box.
2. Once the glue is dry, carefully cut out your badges following the dotted line.
3. Use masking tape to fix a safety pin to the back of your badge, and wear it with pride!





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TAKE #PERIODACTION

ARE YOU A MEMBER OF A COMMUNITY GROUP?

Your group could affect change in your local community as part of the Environmenstrual Week of Action by doing a presentation about these important issues to spark discussion.

Here are some ideas and helpful links:

- [Seeing Red Briefing](#) and references
-All about Environmenstrual
- [Problem Tree](#) - find out about the issues
- Environmenstrual [Fact Sheet](#) - Menstruation by numbers
- Take the Environmenstrual [Quiz](#)

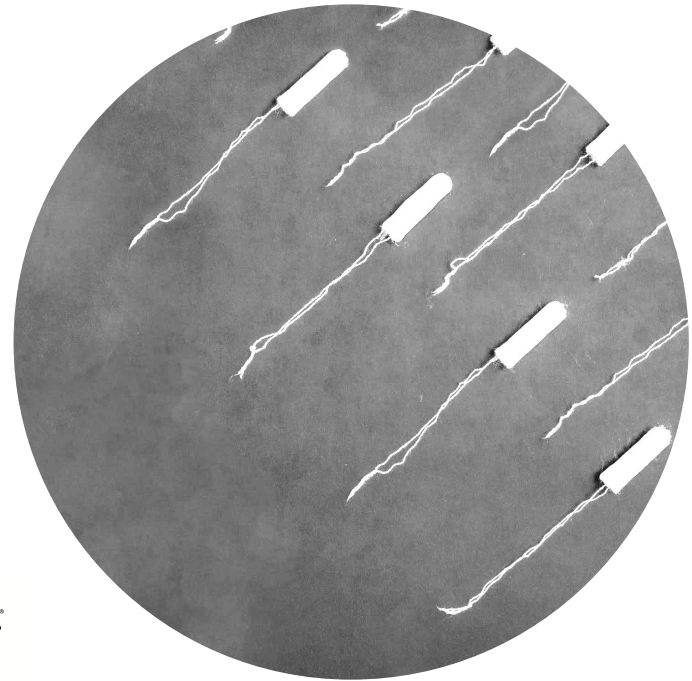


ORGANISE A BEACH OR RIVER CLEAN

Disposal of single-use menstrual products is a major problem. In the UK, the use of tampons, pads and applicators generates 200,000 tonnes of waste per year. The great majority of these products end up incinerated or in landfill, but up to 8.5% (18,050 pieces) of Sewage Related Debris (SRD), which includes menstrual products, find its way onto Britain's beaches.

Environmental Coalition partner Surfers Against Sewage are holding an annual **Autumn Beach Clean** event from **19-27 October 2019**. The event is part of a movement which aims to protect coastlines, create cleaner oceans and clean up inland areas.

[To organise your own clean, click here.](#)



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TAKE #PERIODACTION AT YOUR SCHOOL OR UNIVERSITY

Are you a teacher? Why not get your school involved in the Week of Action by contacting Environmenstrual Coalition Partner City to Sea (page below) about their Teacher Training to get your students/pupils engaged.

Are you a school or university student? Put forward a motion to your school or Student Union to offer eco-friendly menstrual products on your campus using [WEN's template letter.](#)

Are you a parent? Write or speak to your child's school about their Period Education Policy. Ask them if they include all menstrual options in their lesson plan. Share information about WEN's school and university Environmenstrual workshops.

Use [WEN's template letter.](#)

Start a conversation about periods - break the taboo!

TEACHER TRAINING

Are you a **teacher**, or a **parent** of a child in primary or secondary school?

Sign up your school for Environmenstrual Coalition Partner [City to Sea](#)'s free **period education teacher training**!

Starting in September 2019 they will be supporting teachers across England to deliver high quality and unbiased period education to young people.

Teachers will be provided with full product training, PSHE accredited lesson plans and teaching resources, ongoing support and advice, as well as a demonstration box. All **FREE** thanks to the Waitrose & Partners Plan Plastic Fund.

To secure a free place on a teacher training event near you, please email:

schools@citytosea.org.uk



BECOME AN ENVIRONMENSTRUAL AMBASSADOR!

Are you a dynamic **workshop facilitator** and passionate about **sustainable period education**?

Sign up if you want to get involved with our **Train the Trainer** Environmenstrual Workshops!

Starting in Autumn 2019 we will be recruiting Ambassadors to deliver Environmenstrual education nationally to young people and community groups.

Ambassadors will be provided with full product training, ongoing support and advice, as well as a demonstration box.

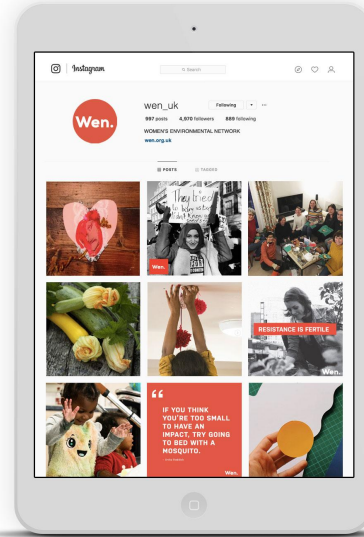
To register your interest for our London and Bristol Train the Trainer events, please email: natasha@wen.org.uk with information about yourself.

TAKE ONLINE #PERIODACTION

Check out our [Social Media Kit](#) to let people know about the Environmenstrual Week of Action and what events you are running.

Let your followers know why you are getting involved and how they can help themselves and the environment. Don't forget to use the hashtag [#PeriodAction](#) on social media, and tag us on [@wen_uk](#), so we can retweet & [@environmenstrual](#) so we can share on our Insta stories!

Email natasha@wen.org.uk to tell us about your #EWOA2019 event



[OPEN #EWOA2019](#)
[SOCIAL MEDIA KIT HERE](#)

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HELP SPREAD THE WORD

- Include the Environmenstrual Week of Action in your newsletter - [here's some text to include.](#)
- Write a blog about Environmenstrual Week of Action.
- Order some of our stickers (coming soon!) to put up at work, cafes and restaurants.
- Download our [plastic-free menstrual product list](#) and guide to where to buy them.
- Are you a journalist that wants to write about the Week of Action or need help writing a press release about your #EWOA2019 event? Check out our sample [PR templates.](#)



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#PLASTICFREEPERIODS

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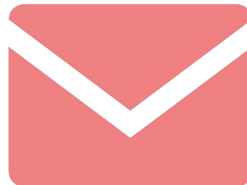
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CONTACT MANUFACTURERS

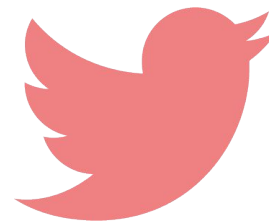
Demand the best and safest products for yourself and the environment.

[Write or tweet manufacturers and supermarkets](#) requesting a full disclosure of the ingredients and materials used in their menstrual products.

Ask them to ditch the plastic and the use of synthetic chemicals and fragrance.



[DOWNLOAD TEMPLATE LETTERS](#)



[DOWNLOAD SUGGESTED TWEETS AND A LIST OF MANUFACTURERS' AND SUPERMARKETS' TWITTER ACCOUNTS](#)

THANK YOU TO OUR ENVIRONMENSTRUAL COALITION PARTNERS!



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Women's Environmental Network

20 Club Row, London, E2 7EY

 @environmenstrual

 @WEN_UK

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