

# PLANNING A... PERIOD POVERTY CAMPAIGN

In the past year, many different youth groups across the UK have got in touch to say they are running a period poverty campaign, which is fantastic. How you run this will depend on your local context as well as your organisation's culture.

We recommend that you bear in mind the following:

- It is likely that a portion of your community<sup>1</sup> will have experienced period poverty themselves – please approach the topic with caution and sensitivity. Avoid “othering” the experiences of people living in poverty
- There are a huge number of organisations already working to end period poverty. It is likely there is a project local to you – reach out to them, and see how you can amplify what they are already doing
- Many well-meaning period poverty campaigns have responded to the problem by bulk buying cheap, low-quality, disposable products and donating them locally without checking if the charity receiving the donation actually needs more products. Invite young people to consider more sustainable ways of addressing the issue
- Get involved in wider campaigns – nationally and locally. If you live in England, consider engaging with politicians to see whether there could be a more strategic state-funded response to period poverty
- Encourage young people to think about the root causes of period poverty – structural inequality. What would a solution look like that addresses the root cause rather than just providing physical products as a short term ‘band aid’ solution
- Encourage young people to consider period poverty as a global issue. There are plenty of resources available for this – from a recent book *It's Only Blood* by Anna Dahlqvist, to resources on the **Menstrual Hygiene Management Hub** or from the **MHM virtual conference**. Remember that as well as there being many Western-led international aid projects seeking to solve period poverty – often through improving access to water, toilets and sanitation – there are also many amazing locally run grassroots projects from Huru International (Kenya) to Menstrupedia (India). Check out films like *Pad Man* (2018) or *Period. End of Sentence* (2019)

1. Estimates vary. Research by Plan International UK suggests one in 10 girls in the UK have experienced period poverty. Young Scot puts the number much higher at one in 4 girls in Scotland. Even if your school has a relatively affluent intake, it is likely that some pupils may experience this at some point.



# PERIOD POVERTY CAMPAIGN

## ACTIVITIES YOU CAN TRY

Most tried and tested fundraising activities can be adapted for a period poverty campaign. Try a non-uniform day where pupils all wear red. Or a cake sale where pupils 'pay' for cakes using period products. Or a village fête style event with different activities – guess the number of tampons in the jar; pin the tampon on the donkey; the menstrual cup and spoon race etc. Get young people involved with the plan for a fundraiser, and get creative.

**Remember:** if you use the funds from a fundraiser to buy Hey Girls products for a donation campaign, we will match what you buy One for One and deliver them to your charity of choice.

Spread the word! We would love to hear what's been happening. If you run a campaign, get in touch with [education@heygirls.co.uk](mailto:education@heygirls.co.uk) to tell us what went well!



WHAT DO YOU  
THINK WE CAN DO ...

DISTRIBUTING  
PERIOD PRODUCTS  
IN YOUR SETTING



If you are interested in providing period products at your youth club or community centre that's fantastic. Hey Girls is a key provider of plastic-free period products to the public sector. We match all public sector purchases with a donation, effectively doubling your order - contact [orders@heygirls.co.uk](mailto:orders@heygirls.co.uk) for the wholesale price list. If you're a small charity in need of donations, get in touch with [donations@heygirls.co.uk](mailto:donations@heygirls.co.uk) and we may be able to help you out.

# ABOUT HEY GIRLS

Hey Girls CIC launched in January 2018 with the aim of eradicating period poverty in the UK. We make and donate plastic-free period products (pads, tampons, cups, and reusables).

Hey Girls has a Buy One Give One model, so for every box of period products that we sell, we donate a box to someone who needs it. In our first year of trading (2018) we donated an amazing **2.3 million period products** via our amazing partners (women's centres, youth groups, food banks, schools etc.). We are a key partner in the Scottish Government's provision of free period products in schools, colleges, universities and public buildings. We work closely with our public sector partners – from Local Authority education and procurement departments, to school staff – to ensure products are distributed with dignity.

Hey Girls believes that alongside access to products, everyone should have access to high quality education about menstruation. My Period is a physical resource (50 conversation starter cards) as well as a range of free online session plans and activities. We also offer training to schools, women's centres and community groups to help them deliver high quality workshops that address the biological process of menstruation, as well as tackling stigma and shame.



We are in the process of creating a Best Practice Network to share learning and ideas – both in the distribution of free period products, and in providing empowering education. Please get in touch at [education@heygirls.co.uk](mailto:education@heygirls.co.uk)