

Period Dignity

Strategic Action Plan



Llywodraeth Cymru
Welsh Government



A young people's consultation

Periods



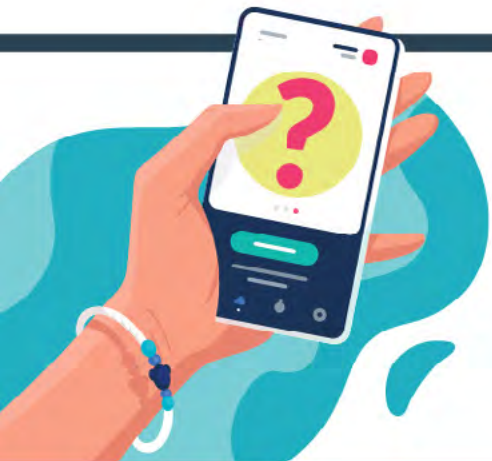
Periods are normal and natural.

The Welsh Government wants **Period Dignity** in Wales.

Period dignity is about:

- **Respect** — removing any stigma and shame around periods.
- **Education** — helping people understand that periods are normal and healthy.
- **Equality** — making sure everyone has what they need to manage their periods and no-one faces period poverty.

We have invested over £9million into reducing period poverty in Wales, but we want to do a lot more.



This is our Period Dignity Action Plan.

We want to know what you think about it, so we don't leave anything out.

In society, there are lots of different ideas and hang-ups around periods. Sometimes people won't even say the word!

No matter what you call them...



Vision



By 2026 we will live in a Wales where:

Everyone **understands** that periods are normal.

Period products are seen as a necessity, **not a luxury**.

Safe, good quality period products are available wherever you live in Wales.

Any **stigma or shame** connected to periods is gone.

People speak openly about periods without being **embarrassed**.

People understand how **periods change** as you get older.

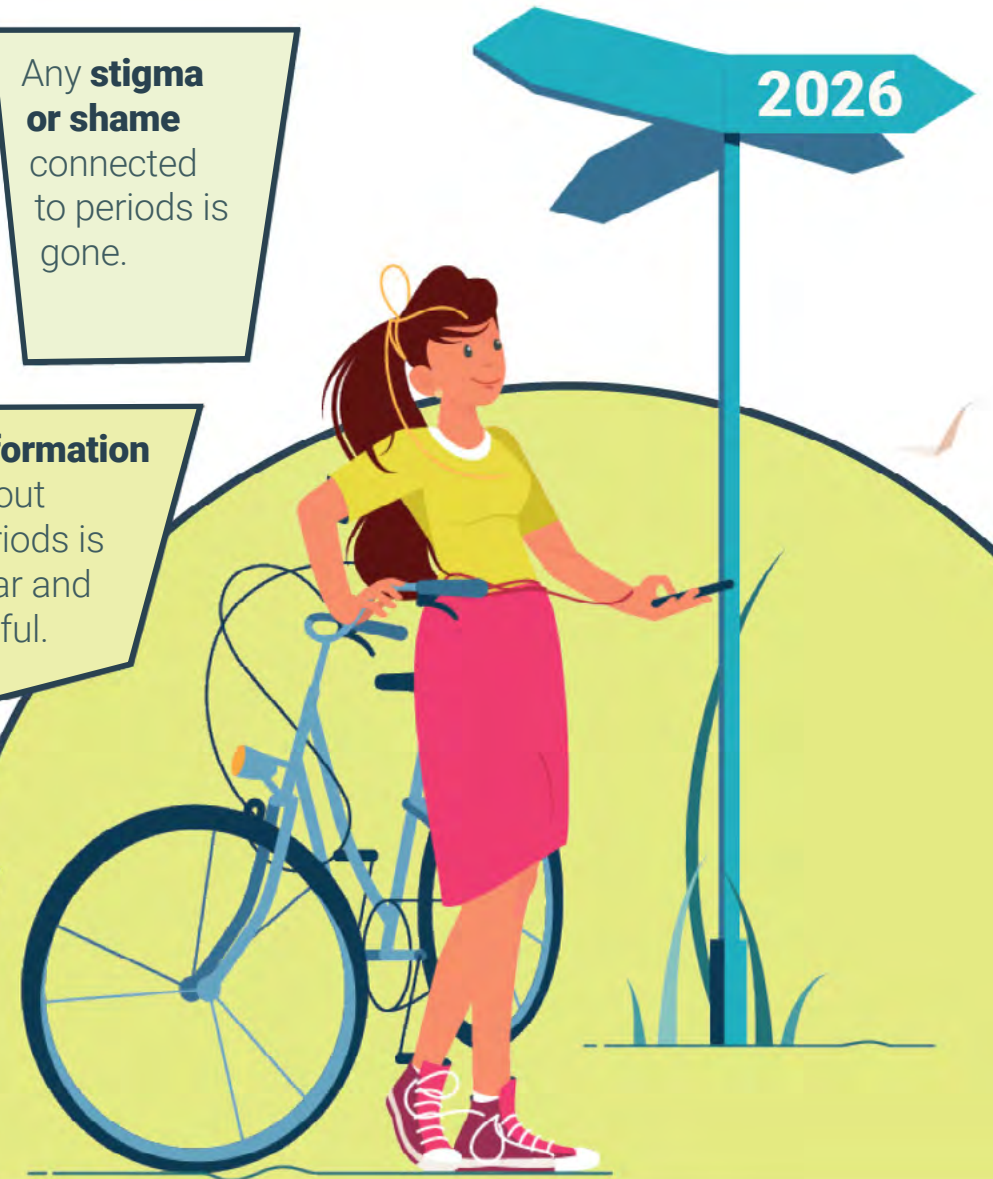
People know how to **manage** periods, so they don't get in the way of enjoying life.

Information about periods is clear and useful.

People are happy to ask for help and **medical advice** when they need it.

Period products are more **environmentally friendly**.

People know how to use **different period products** and how to dispose of them.



Some facts



Periods are part of the menstrual cycle.

Each month, one of the ovaries releases an egg.

The egg travels down a fallopian tube to the womb.

The lining of your womb thickens so it's ready for a fertilised egg to stick to it and grow into a baby.

When the egg isn't fertilised, the lining breaks down and leaves your body through the vagina as a small amount of blood and tissue — **this is called a period.**



You can use pads, tampons, menstrual cups or other reusable products to collect the blood.

These products are a need — not a luxury.



Periods tend to happen once a month and last 3 to 8 days but some people's periods can be less regular and last for different amounts of time.

Most girls start periods between age 10 and 15 but they can be younger or older.



Lots of people struggle to afford period products. This is called **Period Poverty.**



Covid 19 made period poverty worse. Over **one million girls** in the UK struggled to afford or access period products during the pandemic.

Plan International UK.

**This plan has
9 themes**



1 Leadership

— making sure this plan works and we reach our goals.



Actions

- We will listen to people and hold regular meetings so we can spot any issues in the plan.
- We will make sure this plan links with other plans for Wales, like environmental and equality plans.
- We will work with leaders in local authorities to make sure this plan works.
- We will make sure period dignity is talked about in forums, including race and faith forums, youth forums and the Disability Task Force.

Outcomes

This will mean:

- ✓ issues are spotted and solutions can be found quickly
- ✓ children, young people and adults from different backgrounds and cultures are involved and listened to
- ✓ we know what matters to people
- ✓ period dignity is included in other policies and plans across Wales
- ✓ everyone is working together, at local, regional and national levels.



2 Communication

— making sure people have the information they need.



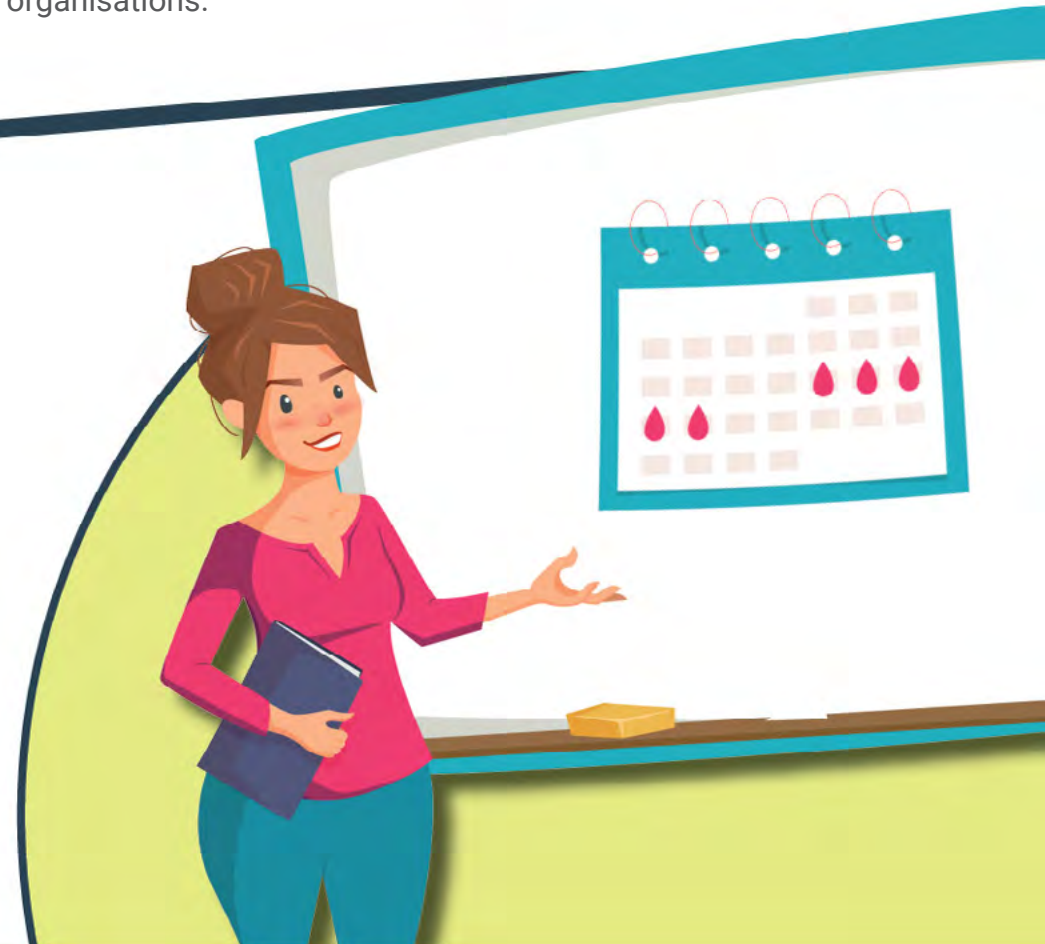
Action

- We will communicate clearly so people understand what the Period Dignity plan is about.
- We will have conversations and include real life stories of people's experiences.
- We will share case studies on period poverty so people understand why period dignity is important.
- We will develop guidance on period dignity for local authorities, services and organisations.

Outcomes

This will mean:

- ✓ information is easy to understand
- ✓ people can get the information they need in different ways
- ✓ guidance on how to reduce period poverty is clear
- ✓ Social media helps people see periods are normal and healthy
- ✓ People are learning from other people's experiences
- ✓ People see periods as normal and healthy or know when periods are not normal.



3 Funding

— using money in the best way.



Actions

- We will look at how we have used the period dignity grant in previous years to help us decide on how to use it in the future.
- We will listen to feedback to make sure we use the period dignity grant better.
- We will explore how grants can support period dignity with Asylum Seekers, Refugees, the homeless and others.
- We will find where the grant has worked well and share these examples with Local Authorities, Health Boards, schools and others.

Outcomes

This will mean:

- ✓ the period dignity grant is used well and makes the biggest difference
- ✓ more people use reusable products
- ✓ children, young people and adults across Wales get the support they need.



4 The workplace

— making period dignity part of work life.



Actions

- We will make sure businesses have online information and resources about period dignity, periods and health issues.
- We will encourage employers to put free period products in toilet areas.
- We will work with trade unions and businesses to promote period dignity and share good practice.
- We will make sure all government, council and publicly funded workplaces include period dignity for staff and provide free period products.
- We will work with the Wales Trades Union Congress, who have around 400,000 members, to promote period dignity.

Outcomes

This will mean:

- ✓ business leaders understand period dignity and how to support their staff
- ✓ businesses learn from each other and share good practice
- ✓ businesses understand the health issues around periods and how these change as women get older
- ✓ more workers across Wales can get free period products at work.



5 Education

— making sure children and young people have period dignity.



Actions

- We will make sure children and young people have the right information about periods.
- We will make sure schools have good resources on periods and period dignity.
- If we spot any gaps in information, we will develop new resources for learners.
- We will make sure disabled people and everyone supporting them have information that's easy to find and use.
- We will make sure period dignity is part of the guidance for schools and part of Relationships and Sexuality Education (RSE) Guidance.
- We will make sure schools and colleges get the period dignity grant and use it to provide free period products.
- We will keep working with universities in Wales to promote period dignity.
- We will check the facilities learners have at school to manage their periods and work with local authorities to fix any issues.
- We will make sure new and improved school buildings include period dignity in their planning.

Outcomes

This will mean:

- ✓ everyone has information that's easy to understand and right for their age
- ✓ schools and colleges have the resources they need
- ✓ learners have period dignity
- ✓ disabled people have the information they need, in ways that suit them
- ✓ Relationships and Sexual Education (RSE) includes information on periods
- ✓ children and young people can get free period products in the buildings they use a lot
- ✓ university students can get free products and have period dignity
- ✓ all learners have toilet facilities in school that support their needs
- ✓ facilities in new and improved school buildings support period dignity.



6 Sport and culture

— making sure people stay active.



Actions

- We will work with SportWales to find ways to reduce how much periods stop people enjoying exercise.
- We will work with sports centres, museums, libraries and other places to make sure they offer free period products.

Outcomes

This will mean:

- ✓ more people carry on enjoying sports and exercise when they're having a period
- ✓ period products are available in more places across Wales.



7 Tackling poverty

— so everyone can manage their periods in safe, healthy ways.



Actions

- We will listen to people who have experienced period poverty and get a better understanding of how to deal with it.
- We will make sure reducing period poverty is included in other plans, including The Race Equality Action Plan.
- We will look at running a P-card scheme so people know where to get free period products and advice.

Outcomes

This will mean:

- ✓ more people are involved in developing plans and decisions about period poverty
- ✓ more groups of people are supported and don't face period poverty
- ✓ there are new solutions that help people get the products they need.



8 The environment

— reducing plastic and making new eco-friendly products.



Actions

- We will work with manufacturers and the UK Government to have more eco-friendly period products.
- We will fund education resources and training to increase the use of reusable products. This includes information and training for the needs of disabled people.
- We will increase the number of plastic free products funded through the period dignity grant. Our aim is 90 -100% plastic free by 2026.

Outcomes

This will mean:

- ✓ period products do less harm to the planet
- ✓ there are more reusable options to choose from and people know how to use them
- ✓ more people are using reusable period products
- ✓ 90-100% of the period products funded by the period dignity grant are plastic free.



9 Health and social services

— working to support people.



Actions

- We will work with NHS Wales to make sure their “Bloody Brilliant” website helps people to find free period products near to where they live.
- We will work with health services and groups to look at how we can support health issues around periods better.
- We will work with services to train staff, so they understand what period dignity means for LGBTQ+ people.
- We will explore how hospitals, GP surgeries and community health spaces could offer free period products to patients, visitors and staff.
- We will develop resources and information for children and young people.

Outcomes

This will mean:

- ✓ people will know where they can get free period products
- ✓ staff and professionals understand period dignity and know how to help people
- ✓ LGBTQ+ people get the help they need without being embarrassed
- ✓ period products are available in more healthcare places
- ✓ children and young people know how to get advice about periods and issues like pregnancy and abuse.



Next steps



We can't do this alone... or all at once. Over the next 5 years, we will work with local authorities, health boards, social services, businesses, organisations and others. Together we will create Period Dignity in Wales.

Thanks for reading this

Please send your answers to:

✉ PeriodDignity@gov.wales

or:

📄 The Equality Team
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

📅 by **10 January 2022**



Questions



Question 1:

Do you agree with our vision for period dignity?

Yes No Don't know

How would you improve it?

Question 2:

Do you think we'll be able to reach this vision in five years?

Yes No Don't know

What might stop us or help us?

Question 3:

This plan has 9 themes: have we missed any others?

Yes No Don't know

What?

Question 4:

Does this Period Dignity Action plan help deal with period poverty?

Yes No Don't know

What else might help?

Question 5

Do you think this plan has considered the Welsh language enough?

Yes No Don't know

What could we add?

Question 6

Is there anything else you want to add?