



JUNIOR LEAGUE OF WILMINGTON, DE

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JUNIOR LEAGUE OF WILMINGTON LAUNCHES CAMPAIGN TO ADDRESS PERIOD EQUITY

WILMINGTON, Del., August 2, 2019 – Affordable menstrual products and menstrual education plays an integral role in the lives of girls and women in our community, and the Junior League of Wilmington, DE (JLW) wants to make access to both a human right in Delaware.

Menstrual – or period – equity refers to removing the barriers that prevent girls and women, particularly those living in poverty, from being able to manage their menstrual cycles and participate fully in their lives. Those who lack adequate period supplies experience school and work absences, opportunity losses, and emotional distress. And while women and girls are suffering, societal stigmas often preclude open discussions about period equity. As a result, many organizations serving women and girls are not today equipped to address the need.

Following months of research, the JLW selected period equity as its community focus area. Through its new initiative, **Stand Up. Period.**, the JLW is committed to raising awareness of period equity in Wilmington, and working towards ensuring women and girls have affordable access to period supplies. The JLW will work with donors and community partners to build programs that provide period supplies free of charge to at least 250 women per month. The JLW will advocate for free period supplies in schools and public buildings, and also will support policies that ensure that no Delawarean has to choose between buying food or menstrual products.

“A year’s worth of period supplies costs the average woman about \$200,” noted JLW President Kyle Evans Gay. “These products aren’t covered by government assistance programs like WIC or SNAP, and they aren’t eligible for purchase under federal flexible spending account or health savings account programs.” Kyle continues, “Women and girls without adequate supplies miss out on school, work, and activities. The Junior League of Wilmington is prepared to provide essential supplies, and we will work to bring this issue to the forefront. Our hope is that a coalition of organizations serving women and girls will work together to eliminate period poverty in our City.”

The JLW is seeking partners to help execute its period equity campaign. Organizations interested in teaming with the League to provide products, education, or advocacy may contact Megan Cavanaugh, Community Impact Committee Chair, at meganlcav@gmail.com to discuss involvement.

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