



JUNIOR LEAGUE OF WILMINGTON, DE

Stand Up. Period.

JLW Mission: We are an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.

The League's focus area shifts as pressing priorities are identified:

ISSUE: Many people do not have access to safe and affordable menstrual hygiene (MH) products.

ISSUE: Menstruation is still considered taboo, which brings with it stigma and shame.

Stand Up. Period. Mission: The League is committed to raising awareness of period equality in Wilmington and working towards ensuring individuals have affordable programs that provide period supplies.

Meaning behind the name, Stand Up. Period.

We are standing up because we believe people deserve equitable access to period supplies. No one should miss out on life - school, sports, activities, work - because they lack the means for adequate pads and tampons. And because everyone with a period has experienced a moment where they wonder if their period protection was enough...we want to help them confidently Stand Up. Period.

JLW EFFORTS

Affordable menstrual products and menstrual education plays an integral role in the lives of people in our community, and the Junior League of Wilmington, DE (JLW) wants to make access to both a human right in Delaware.

Through its new initiative, **Stand Up. Period.**, the JLW is committed to:

1. Raising awareness of period equity in Wilmington
2. Educating individuals, non-profits, corporations, and governments about menstruation in order to reduce the stigma of periods.
3. Providing period supplies during the school day and during after-school activities to all middle and high schools in the City of Wilmington.
4. Working with donors and community partners to build a period supplies banking program that provides period supplies free of charge to at least 250 women per month.
5. Advocating 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.

How we will accomplish these goals:

Direct Service

1. Run collection drives for tampons and pads.
2. Work with partner organizations to distribute tampons and pads to those in need.

Advocacy

1. Advocate for free access in schools and public places.
2. Advocate to make MH products eligible for purchase with food stamps (SNAP, WIC) and medical flex account (FSA, HSA) reimbursement.
3. Call upon and encourage public spaces (restaurants, businesses, schools) to provide free tampons/pads in their restrooms.

Education

1. Foster public conversations about periods and menstrual health to remove the stigma and taboo around menstruation.
2. Build a coalition of government, business, and non-profit stakeholders dedicated to eliminating period poverty.

MESSAGING

When speaking about Stand Up. Period., messaging should be kept gender-neutral and inclusive.

- **Use:** individuals, people, everyone, they/them, menstruating bodies
- **Avoid:** her, she, girls, women, ladies

To enforce the goal of removing period stigma and shame, the use of the words such as period, pads, and tampons is acceptable. Try to avoid period slang and euphemisms like Aunt Flow or Lady Time. We can't expect others to change their thought process if we continue to use terms that perpetuate the taboo.

BACKGROUND INFORMATION

Menstrual – or period – equity refers to removing the barriers that prevent individuals, 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.

Societal stigmas often preclude open discussions about period equity. As a result, many organizations serving menstruating beings are not equipped to address the need.

Period Poverty is defined as: the inability for menstruators to afford adequate products, as well as the associate stigma around menstruation.

Period Equity is defined as: all menstruating people having access to the supplies needed, including access to clean sanitary materials that can be changed in private as often as necessary, access to soap and water for washing, and access to a place for the hygienic disposal of used sanitary materials.

FACTS AND FIGURES

- The average woman menstruates for over 30 years of her life/ has her period for 2,535 days of her life
- A year's worth of period supplies costs the average woman about \$200
- Products are taxed as luxury items in 36 of the 50 United States
- Nearly 25 million women live below the poverty line in the U.S
- Period products aren't eligible for SNAP, WIC, or FSA purchases
- Those who are unable to afford tampons and pads are at risk of isolation, infection, and missed days of school and work
- Period products often top of the list of needs at shelters and food bank
- 54% of women in prisons report that they do not get enough products each month
- A survey of 1,000 U.S. students published in October 2019 by the period equity organization [Period.org](https://www.period.org/) found that one in five teens have struggled to afford, or not been able to purchase, period products, and 25% have missed class because of lack of access of period products

RESOURCES

- *Periods Gone Public: Taking a Stand for Menstrual Equity* by Jennifer Weiss-Wolf
- Period Alliance: <https://www.allianceforperiodsupplies.org/>
- Period.org- Student run organization <https://www.period.org/>
- Periods are not a luxury <https://www.periodequity.org/>

Stand Up. Period.

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