



Menstrual Equity Advocacy Guide

Periods are a natural part of life, but they often bring stigma, hardship, and inequity. This resource equips activists, allies, and policymakers with the knowledge to combat period poverty and promote menstrual equity. It defines key terms, highlights various menstrual experiences, and provides strategies for advocacy, community engagement, and education. The aim is to empower action for safe, affordable, and dignified period management while challenging outdated norms and breaking the silence on menstruation.

Menstrual equity means ensuring that everyone can manage their period safely, affordably, and with dignity. It includes access to free or affordable menstrual products; comprehensive menstruation education; safe facilities; ingredient disclosure and informed choice; a range of product options, including environmentally sustainable products; and access everywhere there's toilet paper, while also working to erase the stigma surrounding menstruation.

Lay the Foundation

What is menstruation? Menstruation is the monthly shedding of the lining of your uterus. Menstruation is also known by the terms menses, menstrual period, menstrual cycle or period.

What is the menstrual cycle? The monthly series of changes your body goes through to prepare for a possible pregnancy. It lasts from the first day of one period to the first day of the next.

What are menstrual products? Menstrual products are items used to manage period blood, such as pads, tampons, menstrual cups, and period underwear.

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What is period poverty? The lack of access to menstrual products, education, hygiene facilities, or safe spaces needed to manage a period.

Take Action

Policy & Legislative Advocacy: Campaign for free or affordable menstrual products in schools, workplaces, shelters, and public facilities. Advocate for ingredient transparency and environmentally sustainable products. Engage with lawmakers to pass or strengthen menstrual equity legislation.

Build Coalitions: Partner with other nonprofits, community groups, and businesses to expand reach and resources. Include diverse voices in planning and campaigns: transgender, nonbinary, low-income, and marginalized communities.

Community Engagement: Organize product drives or distribution events in under-resourced communities.

Research & Data: Conduct or support studies on menstrual inequity to strengthen advocacy arguments. Track policy progress and gaps to guide campaigns and measure impact.

Recognize Diverse Menstrual Experiences

EveryBODY and every experience is different. Identity, access, health, and environment all shape how someone experiences menstruation and period poverty.

Toolkits & Literature

Menstrual Equity: A Legislative Toolkit by ACLU

“Periods Gone Public: Taking a Stand for Menstrual Equity”

Language Matters

Use terms like “Menstruator” or “people who menstruate” instead of “woman” or “girls” & “Menstrual health” instead of “feminine hygiene.”

Educate

Lead Campaigns: Use media, social media, and public events to normalize menstruation.

Share Stories: Highlight the impact of period poverty through personal narratives.

Challenge Myths: Correct misinformation and break down stigma surrounding menstruation.

Engage Communities: Facilitate workshops, town halls, or school programs to educate the public.

Empower Action: Encourage volunteers and supporters to take individual or collective steps in their communities.

Share Resources

Orgs to Uplift & Potential Partners

Reproductive Justice Inside

Equity.Period.

Period.org

The Pad Project

URGE

In Our Own Voice: National Black Women’s Reproductive Justice Agenda

The Cycle

Alliance For Period Supplies