Menstrual Equity: Executive Summary

08.27.2019

Thinx Inc. x PERIOD. THE MENSTRUAL MOVEMENT

EMBARGOED until 10/17/19
Executive Summary

- **Society teaches shame not acceptance of periods**, according to a majority of teens and it causes negative sentiments around their bodies each time they menstruate (especially in school).
- **Lack of access to period products creates unnecessary stress on teens**, 1 in 5 has struggled to afford period products, and the vast majority has experienced the stress of inaccessible period products. Two-thirds of teens have felt stress due to lack of access to period products and a whole side effect of negative emotions.

Teens say enough is enough!
- **They are calling for access**, are calling for increased free period products in school and public restrooms, according to teens if toilet paper is present so should period products.
- **They are demanding education and equality**, they want menstruation to be part of the curriculum, they want open platforms for conversations, and they want education to redefine periods as an indication of good health, not a taboo topic.
- **They are looking for representation**, someone to speak out and be a champion for menstrual equity. Most do not know the meaning of ‘menstrual equity’ and that there is a movement behind it.
The Stigma Around Periods & Lack of Access
Two-thirds don’t want to be at school when they have their period because they feel self-conscious or embarrassed to carry period products.

- **86%**
  I hide my period products when I walk out of class to go to the bathroom

- **76%**
  In school, we are taught more about the biology of frogs than the biology of the human female body
Today, around 1 in 5 teens in the US have struggled to afford period products or were not able to purchase them at all.

- **20%**
  Have struggled to afford period products or were not able to purchase them at all.

- **16%**
  Do not have a choice in period products to manage their period.
But the biggest issue is the lack of access to period products to begin with.

84% have either missed class time or know someone who missed class time because they did not have access to period products.

68% too many people have to miss out on valuable school time because they do not have the period products they need.

72% ages 18-19 vs. 60% ages 13-14
Teens say enough is enough!
They demand access!

- **90%**: Public schools should provide free period products for their students.
- **87%**: If there is free toilet paper in bathrooms, then there should be free menstrual products.
- **90%**: Menstrual products are just as important to provide as toilet paper or soap in a public bathroom.
They demand education!

79%
We need more in-depth education around menstrual health
84% ages 18-19 vs. 75% ages 13-14

77%
Along with reproductive health, schools should teach about policy around lack of access to period products in school
83% ages 18-19 vs. 72% ages 13-14

67%
Education around menstrual health should be part of the core curriculum, just like math
73% ages 18-19 vs. 60% ages 13-14