



BC Federation of Labour

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TO: ALL AFFILIATES

Monthly menstruation products is a necessity. But if you're living in poverty – or vulnerable in other ways – access to menstrual products can be a challenge.

The Period Promise campaign by United Way mobilizes local citizens to be a part of eradicating period poverty from our communities by taking action and providing product. This is particularly important in schools. Studies show that as many as 1 in 7 young people who menstruate miss school because they don't have product. And, over the past couple years, when the United Way has run product collection drives (and brought in more than 250,000 products), thousands of those donations have gone to schools. For this year's campaign we have already received requests from school districts requesting this product – because it is needed and necessary.

The campaign is being run through the Labour Participation Department at the United Way of the Lower Mainland and using its close connection to the labour movement to achieve its goals. As this is, ultimately, a question of dignity for students, for workers, and for all of us, it is. And the labour movement is jumping on in support: Labour Councils, the CLC, the BCFED, HSA, HEU, FPSE, various CUPE and USW locals, and many others have already been involved for a few years and are looking forward to this year.

There are a few ways to get involved.

- 1. Run a product collection drive with your members.** We are running campaigns at dozens of worksites around the Lower Mainland and Fraser Valley **from March 7 to April 4**. On April 4, collected product is to be brought to the United Way office, where it will be counted and then organized into bundles that will be distributed to agencies, associations, and schools across the region the following week. If this doesn't work, we can take financial donations and apply them to products.
- 2. Sign onto our Period Promise Policy.** Eradicating period poverty isn't done by a tampon bank, but by changing policy to make our schools, our workplaces, and our community more equitable. So, we've done research, made a policy, and are asking for signatories. By signing, you would commit to providing a variety of product in all washrooms (Women's, Men's, and Gender Neutral) in a manner that is free and accessible. A copy of the policy agreement can be provided upon request, but it will look like unions, employers, and governments making everywhere a bit more equitable.
- 3. Help us make change happen.** With our close friends at Labour Councils and in the women's and trans rights movements here in the Lower Mainland, we're already hard at work with school boards and city councils and making connections with MLAs. We are dedicated to seeing a policy shift. But we need your help to do this (and we want to share the credit). Let's strategize together, and let's attend council meetings together, and let's make change together.

4. **Volunteer with us.** The collection, counting, organizing, and distribution of menstrual products takes time. And it is fun. Last year we did this all in-house, but we want to do it faster this year. We want our partners to benefit from the great social media exposure that comes with dropping a car load of product off at an agency serving a vulnerable population as an extension to their own period promise.

You can check out more information at periodpromise.ca, or connect with Neal Adolph, Director of the CLC Labour Participation Department at the United Way of the Lower Mainland. He can be reached at neala@uwlm.ca or [604.294.8929 ext 1320](tel:604.294.8929). And for more info, please go to <https://www.uwlm.ca/news/period-campaign-launch/>.

In solidarity,

A handwritten signature in black ink, appearing to read 'SUSANNE SKIDMORE', with a long horizontal line extending to the right.

SUSANNE SKIDMORE
Secretary-Treasurer

SS/sb/mp

move**up**

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