

# A Period Proud Wales

A plan to end period poverty and achieve period dignity in Wales

February 2023 – September 2027



Llywodraeth Cymru  
Welsh Government



**BALCH | PERIOD**  
**O'R MISLIF | PROUD**



A young people's version

# Periods



## Periods are normal and natural.

The Welsh Government wants **period dignity** in Wales.

**Period** dignity is about:

- **Respect** — removing any stigma and shame around periods.
- **Education** — helping people understand that periods are normal and healthy.
- **Equality** — making sure everyone has what they need to manage their periods and no-one faces period poverty.

**We have invested over £12million into reducing period poverty, but we want to do a lot more.**



## This is our 5-year Period Dignity Action Plan.

We asked children, young people, professionals and communities across Wales about periods and what mattered to them. We took what they told us and developed this plan for a Period Proud Wales.

## Period Proud

We want everyone in Wales to be **treated equally and with respect**. We don't want anyone held back or stopped from reaching their goals because they have a period. In society, there are many different ideas and hang-ups around periods. Sometimes people won't even say the word!

### No matter what you call them...



# Vision



## By 2027 we will live in a Wales where:

Everyone **understands** that periods are normal.

Period products are seen as a necessity, **not a luxury**.

**Safe**, good quality period products are available wherever you live in Wales.

Any **stigma or shame** connected to periods is gone.

People speak openly about periods without being **embarrassed**.

People understand how **periods change** as you get older.

People know how to **manage** periods, so they don't get in the way of enjoying life.

**Information** about periods is clear and useful.

People are happy to ask for help and **medical advice** when they need it.

Period products are more **environmentally friendly**.

People know how to use **different period products** and how to dispose of them.

Everyone has healthy facilities to manage their period with **dignity**.

People understand **peri-menopause, menopause** and other health issues.



# Some facts



## Periods are part of the menstrual cycle.

Each month, one of the ovaries releases an egg.  
The egg travels down a fallopian tube to the womb.  
The lining of your womb thickens so it's ready for a fertilised egg to stick to it and grow into a baby.  
When the egg isn't fertilised, the lining breaks down and leaves your body through the vagina as a small amount of blood and tissue — **this is called a period.**



You can use pads, tampons, menstrual cups or other reusable products to collect the blood.

## These products are a need — not a luxury.



Periods tend to happen once a month and last 3 to 8 days, but some people's periods can be less regular and last for different amounts of time.

Most girls start periods between age 10 and 15 but they can be younger or older.



Lots of people struggle to afford period products. This is called **Period Poverty.**



Covid 19 made period poverty worse. Over **one million girls** in the UK struggled to afford or access period products during the pandemic.

*Plan International UK.*

**This plan has 4 themes**



# 1 Access to products

— making sure people can get free period products in the community.



## Actions

- We will use the Period Dignity Grant and make sure children and young people can get free period products in schools, colleges and through the youth services.
- We will work with to encourage employers to put free period products in toilet areas and promote period dignity.
- We will work with healthcare services to explore how hospitals, GP surgeries and other health services can offer people free period products.
- We will work with sports centres, museums, libraries and other community spaces to make sure they offer free period products.
- We will look at how we used the period dignity grant in previous years, to help us decide on how to use it in the future.



## Outcomes

This will mean:

- ✓ people know where to get free period products
- ✓ free period products are available at every school, college and youth service in Wales
- ✓ free period products are available in the community, at places like libraries, leisure centres and community hubs
- ✓ free period products are available in hospitals, GP surgeries and community health services
- ✓ more workers across Wales can get free period products at work
- ✓ the Period Dignity Grant is used well and makes the biggest difference.

**i** There is information about where to get free period products on the [NHS Wales Bloody Brilliant site](#).

# 2 Guidance and reducing stigma

— making sure we all work together so people have period dignity.



## Actions

- We will develop guidance that explains period dignity for schools, colleges and local authorities.
- We will make sure period dignity is part of the Relationships and Sexuality Education Code.
- We will make sure schools have good teaching resources on periods and period dignity.
- We will work with colleges and universities in Wales to promote period dignity.
- We will make sure youth services give young people the right information about managing periods and well-being.
- We will work with businesses, services and organisations to develop guidance and information about period dignity, menopause, and health issues.
- We will promote educational and practical guidance for period dignity resources with Welsh businesses through Business Wales.
- We will work up-date and publish our menopause policy for our staff.



## Outcomes

This will mean:

- ✔ everyone is working together at local, regional and national levels
- ✔ everyone has information that's easy to understand and right for their age
- ✔ schools and colleges have information and resources
- ✔ youth workers understand period dignity, and give young people safe advice
- ✔ youth workers link young people to the right support and services
- ✔ people know about free period products and where to get them
- ✔ services, businesses and organisations know more about period dignity and how to support people
- ✔ services share good practice about periods, peri-menopause menopause and health issues
- ✔ staff working for us have support to manage peri-menopause menopause and health issues.

# 3 The environment

— making sure people know about eco-friendly products.



## Actions

- We will increase the number of plastic free, reduced plastic, reduced packaging in general and reusable period products available in Wales.
- We will make sure there is always a choice of period products for people who can't use reusable period products.
- We will expand our Africa Small Grants Scheme to encourage period dignity project proposals there.



## Outcomes

This will mean:

- ✓ more people are using reusable period products
- ✓ people can choose the right product for them
- ✓ 90-100% of the period products funded by the Period Dignity Grant are plastic free, reduced plastic, reduced packaging and reusable
- ✓ Wales continues to be a nation that cares, and helps people have period dignity.

# 4 Engagement, equality and inclusion

— making sure everyone has period dignity.



## Actions

- We will make sure guidance about period dignity includes the needs of everyone.
- We will talk to the Disability Rights Taskforce and other groups so disabled people can have period dignity, and support from services.
- We will make sure carers and young carers are listened to and can use safe, healthy changing facilities and know where to get free period products.
- We will make sure services train staff, so they understand what period dignity means for LGBTQ+ people.
- We will explore how services and funding can be used to support period dignity with Asylum Seekers, Refugees, the homeless and other groups.
- We will make sure all guidance is available bilingually.
- We will work with Sport Wales to reduce how much periods stop people enjoying exercise.



## Outcomes

This will mean:

- ✔ period dignity is talked about across Wales
- ✔ disabled people have opportunities to talk about issues so solutions can be found quickly
- ✔ disabled people, their families and professionals have all the information they need, in ways that suit them
- ✔ health and social care staff understand the needs of LGBTQ+ people and give the right support
- ✔ unpaid carers and young carers have respect, advice and support for period dignity
- ✔ people have support in Welsh
- ✔ more people carry on enjoying sports and exercise when they're having a period.



# Making sure it works



We want people to understand period dignity and this plan.  
So we will develop a Period Dignity communications strategy and campaign to:

- open up conversations
- stop stigma and taboo around periods
- make periods normal
- increase awareness of free period products
- increase awareness of reusable, environmentally friendly period products.

## Working with others

We can't do this on our own. We will keep working with local authorities, services, businesses, organisations and communities across Wales.

We will have meetings with, professionals, community forum groups and young people across Wales.

This will help us see if anything needs to be changed or added to the plan over the next 5 years.

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Mae'r ddogfen hon ar gael yn Gymraeg hefyd / This document is also available in Welsh.

Rydym yn croesawu gohebiaeth a galwadau ffôn yn Gymraeg / We welcome correspondence and telephone calls in Welsh

## Thanks for reading this

You can read the full plan here:



[gov.wales/period-proud-wales-action-plan](https://gov.wales/period-proud-wales-action-plan)

