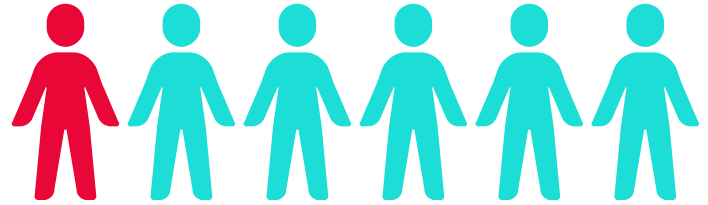




1 in 6 Canadians who menstruate have **experienced period poverty**.

(Government of Canada, 2025).

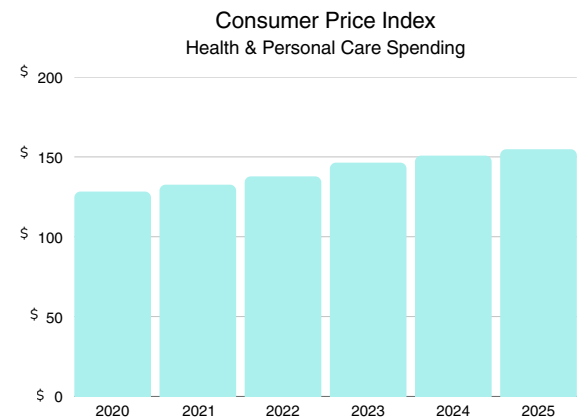


Period poverty, put simply, is the lack of access to supplies and knowledge to menstruate with dignity, respect, and bodily autonomy. Reducing period poverty means unlocking potential in innovation, productivity, leadership, and wellbeing.



15% of people in Canada who menstruate said their inability to afford period products held them back from daily activities, such as sports, school, or work.

(Government of Canada, 2025)



We know Period Poverty is real but here are some numbers

Over the past 5 years there has been a regular increase in Health & Personal care costs for Canadians. *(Stats Can, 2025)*

FACTS

The average Canadian can spend \$83 to \$230 on period products each year (The Period Purse, 2025)

Canadian menstruators spend an estimated \$6000 on menstrual hygiene products over their lifetime.

(Government of Canada, 2025)

Those living in **rural or Indigenous communities** can pay double the price for the same period products found in larger cities such as Toronto.

(National Union of Public and General Employees, 2024)



We found that 73% of the organizations that participated in our study reported stigma around menstruation as a major barrier to engaging with their community around their menstrual needs.

One in five women has felt judged or like they were treated unfairly at work or in their relationships because of their period. This number **INCREASES** in non-binary communities, indigenous and newcomer communities, and among young people across Canada. *(Plan International Canada, 2023).*



26% of the respondents report there is a language barrier

impacting the ability to distribute appropriate products and share knowledge on usage.

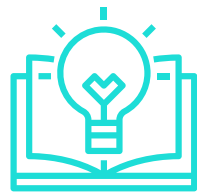
(The Period Purse, 2025)

SCAN ME



Scan this code to learn more about how TPP collected community experiences in the spring of 2025.

82% of the community members interviewed by TPP said **menstrual education did not prepare them** for menstruation and **complications** that **have arisen** throughout their lives.



People are reporting to The Period Purse that Pads and Tampons are the first to go from the shopping list over food or clothing in their families. (*The Period Purse, 2025*)

Did you know?

- Period products are often considered non-essential in organizational budgets or ineligible for inclusion in funding because they are 'not used by everyone'
- When products are offered, they are not always reflective of personal or cultural practice and therefore not used, or worse, discarded.



26% of the group surveyed report **providing period products** as a way of **supplementing** needs for folks requiring **incontinence products**.

(*The Period Purse, 2025*)

FACTS

Perinatal Product Gap

5% of the group surveyed **report using heavy period products** as a way of **supplementing perinatal supplies** for folks in their community.

(*The Period Purse, 2025*)

Period Product Regulation

We learned that many groups are regulating the distribution of products to individuals using their services, sometimes limiting each person to fewer than 20 products in an effort to "meet the need". Each menstruator should have 35 products on hand each month to menstruate with dignity.

(*The Period Purse, 2025*)



How Period-Friendly is your Community?

What is the retail cost of period products in your neighbourhood compared to milk, bread or other essentials?

A pack of regular pads can cost the same as a 4L bag of milk (*The Period Purse, 2025*)

How are periods referred to in your community? Is education available to those who need it, when they need it?

Are there private washrooms? clean washing facilities for people and clothing?

Your organization is not alone! As a TPP community partner, we are by your side in the fight to reduce stigma and provide access to essential period supplies & education.

Menstrual Equity

Building a Community of
Practice with TPP



86% of TPP Program participants **feel more comfortable** talking about periods **after a session** with a TPP educator.

Providing early and often education around menstruation to all genders is a top priority for TPP Community members. (The Period Purse, 2025)

Participating in and supporting research into the menstrual experience helps ensure more inclusive information is available to the public regularly. We would love to hear from you!

Menstrual Equity is

Free quality products of choice for everyone. PERIOD.

Barrier-free access to and choice of period products is essential to achieving equity for all Canadians.

Stigma-free, fact-based education delivered to everyone.

Open conversations and period allyship is an important step ensuring menstruators and non-menstruators alike are informed and supportive of the menstrual experience. Menstrual equity only happens when all experiences are invited to the conversation.

Period-friendly spaces and places.

Providing supportive, inclusive environments is key to physical, social, and economic wellbeing for individuals, communities, and Canada as a whole. Creating period-friendly spaces through committed action is an easy way for everyone to be involved in menstrual equity.



FACTS

While an introduction to menstruation is great, there is a lot of work to do around ensuring the curriculum is responsive to needs and evolving knowledge around the menstrual experience across cultures, not just its role in reproduction.

Diversity in Our Community

The diversity of languages used by our communities illustrates the diversity of cultures and economic experiences around menstruation.

The Period Purse is always looking to partner with communities to create resources that support the cultural experience while ensuring accurate information for menstruators.

Resources are available in 11 languages

English - French - Ojibwe - Arabic - Punjabi - Urdu - Ukrainian - Mandarin - Tagalog - Spanish

More languages coming soon!

Check out more resources at
theperiodpurse.com/menstrual-education

Did you know?



The Period Purse is a staunch **advocate** for ensuring an **appropriate number of products are available to everyone** who **need** them.



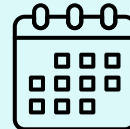
The average menstruator will need 25 - 35 products a month. Here's the math:



Change product
every 4 hours



24 hours in a day
= 6 products / day



over 5 days on
average of bleeding

30 products per period

You can start removing barriers to menstrual equity now:

- ✓ Include period products in budgets as a line item to be monitored and adjusted to meet the need
- ✓ Bring in a TPP educator or volunteer to talk about period products and menstrual equity with your staff and community
- ✓ Connect with TPP to help raise awareness, funds, and products for your community
- ✓ Create a period-ally program for your staff and volunteers to answer questions any time - we can help with that!
- ✓ Join TPP's Menstrual Equity Network and join in the conversations around systemic change with other organizations nationwide



53% of the participants would like to **connect annually** with others **to learn how they support menstruators in their community.**

(The Period Purse, 2025)

Request Products



Help us understand the **true scope of Period Poverty** by following the period math formula and **requesting products whenever you need them!**

Thank you!

The Period Purse is committed to collecting and sharing menstrual health and education knowledge with our communities. We want to thank the community organizations that participated in our 2025 community needs assessment to help us better understand the barriers and opportunities to menstrual equity we will face in the years to come.



The Period Purse is here to help your organization become a period-friendly space full of knowledgeable period allies for years to come.