

Our Theory of Change

If we...

address period poverty and normalize periods through outreach, education and advocacy

We expect...

Increased access to free, quality menstrual products

Increased knowledge about healthy periods

Reduced stigma around menstrual health

Support for sustainable menstrual equity in government, workplaces, schools and other systems



So that, by 2022...

12,000+ healthy periods are experienced by marginalized menstruators every year

Expanded numbers of young people (10-21 years old) are reached, aware and engaged in supporting healthy periods

To Activate Our Theory Of Change

Education

Advocacy

EMPOWERING MENSTRUATORS

deepen and expand outreach

EDUCATING AND ENGAGING CHANGEMAKERS

students, frontline workers and community members

WHERE WE WILL FOCUS

BUILDING SUPPORT

relationships with ambassadors and supporters

BUILDING ORGANIZATIONAL STRENGTH AND RESILIENCE

capacity and funding

Increased access

to free, quality menstrual products

Increased knowledge about health

about healthy periods

Reduced stigma

around menstrual health

Support for sustainable menstrual equity

WHAT

WE WILL

in government, workplaces, schools and other systems



Nov. 2020 | prepared by

