

Period Pride Report: Bloody Big Survey Findings

Australia's largest
survey on attitudes and
experiences of periods

July 2021

Commissioned by Share the Dignity, written by Dr Jane Connory,
Swinburne University of Technology, with data analysis by WhyHive.

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All percentages quoted in this report have been rounded to the nearest whole figure. ■

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Acknowledgement of Country

In the spirit of Reconciliation, the collaborators on this report acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Contact



Dr Jane Connory,
School of Design and Architecture,
Swinburne University of Technology
jconnory@swin.edu.au



Tess Guthrie
CEO and Founder
WhyHive
tess@whyhive.com



Rochelle Courtenay
Founder and Managing Director
Share the Dignity
rochelle.courtenay@sharethedignity.org.au

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Executive summary

At Share the Dignity we have a clear vision to give dignity to all through ending period poverty, leadership in education and advocacy for people facing adversity.

Through our work providing free sanitary and period products to people, we see the need for more support to end 'period poverty'.

'Period Poverty' was well defined recently in The Conversation as "the lack of access to sanitary products, menstrual hygiene education, toilets, hand-washing facilities and waste management."¹

We recently sent out an online survey (the Bloody Big Survey) to get more information from the Australian public about their attitudes towards periods, and levels of period poverty in our community.

This was done with the intention to gain data that would help us in our advocacy work, better inform the public on these issues and influence government policy.

Key Findings

A normal period looks different for everyone:

- **72%** of participants reported that they were any age other than 12 when their first period came along.²
- **40%** had irregular or no periods at all.
- While **97%** of people who completed the survey identified as female, other respondents who shared their experience of menstruation in this survey included gender fluid, non-binary and transgender individuals.
- Altogether **70%** associate some sort of regular pain with their period.

Period poverty needs urgent attention:

- It is an issue that greatly affects the unemployed, university and TAFE students, homeless people, those displaced due to domestic violence and the LGBTQIA+ community.

- **40%** of survey participants had changed to a less suitable period product due to cost.
- **49%** wore a tampon or pad for more than 4 hours because they didn't have any more to use.
- **22%** had to improvise on period products due to cost.

Period pride is on the rise but periods can still negatively impact our daily lives:

- **59%** of people were never embarrassed to talk about periods.
- **48%** at least sometimes missed class due to their periods.
- **65%** at least sometimes missed sport because of their periods.
- **40%** at least sometimes called in sick to work due to their periods.
- **51%** at least sometimes missed out on socialising with their friends because of their periods.



Above: Rochelle, Share the Dignity's Founder and Managing Director, but the title she is most proud of though is 'Pad Lady'. Rochelle has led a team of 5,500 volunteers collecting and distributing over three million period products across Australia.

Introduction

Share the Dignity is on a mission to end period poverty in Australia.

We know that in order to do so a multi-pronged approach is required. Yes, we need to get period products into the hands of those that are unable to afford them, but we also need to remove the shame and stigma associated with menstruation.

We also need to educate boys, girls, women, men and everyone in-between. If we can't comfortably talk about periods, we can't address period poverty.

We launched our Period Pride campaign on International Women's Day 2021. While the work Share the Dignity had done so far has had an enormous impact, we still have so much more to do.

Period Pride aims to remove the shame clouding periods, spark discussion and gain insight into the issue of period poverty.

That's why we conducted our Bloody Big Survey on menstruation.

Share the Dignity's major work is collecting and distributing period products to women, girls, and anyone who menstruates who needs support.

When someone is doing it tough, the last thing on their mind should be dealing with their period.

To make an on the ground difference in ending period poverty, Share the Dignity requires evidence-based data to prove the social, personal, and financial impacts of menstruation among Australians. The Bloody Big Survey presented in this report is that data.

We would like to thank WhyHive who dedicated their expertise and time to this report, based on their social enterprise work.

We would also like to thank Facebook, which partnered with Share the Dignity for the initial phase of the Period Pride campaign and the Bloody Big Survey to encourage people to share their personal experiences around menstruation, to highlight common challenges that people face when it comes to periods.

This data will be used to change the conversation and smash the shame and stigma around periods, and importantly, affect lasting change in ensuring that all Australians have access to education around menstruation and period products when they need them.

— Rochelle Courtenay ■

Terminology

Contraceptive implants: Small rods placed under the skin in the arm that releases hormones.

Gender: Refers how a person identifies or expresses their masculine or feminine characteristics. A person's gender identity or gender expression is not always exclusively male or female and may change over time.³

Gender expression: Refers to the way in which a person externally expresses their gender or how they are perceived by others.³

Gender identity: Refers to a person's deeply held internal and individual feelings of gender.³

Intrauterine devices (IUDs): Small contraceptives devices that are inserted into the uterus.

LGBTQIA+: refers to lesbian, gay, bisexual, trans and gender diverse, queer or questioning, intersex, asexual or allies and others on the spectrum of gender.

Menopause: Your final period and when your ovaries no longer release any eggs.

Menstrual cycle: This begins with the first day of the period and ends with the start of the next period. Usually 28 days.

Menstruation: When blood and tissue from your uterus comes out of the vagina.

Non-binary: Refers to any gender that falls outside of the categories of male and female.³

Perimenopause: The time during which a pre-menstruating body makes the natural transition to menopause.

Periods: Another word for menstruation or when blood and tissue from the uterus comes out of the vagina.

Premenstrual Syndrome (PMS): Symptoms that occur a week or two before periods, such as bloating, headaches, and moodiness.

Toxic shock syndrome: A rare but serious medical condition caused by a bacterial infection.

Transgender: People who have gender identities and expressions that differ from their assigned sex at birth.³ ■



Share the Dignity is on a mission to end the shame and stigma that surrounds periods because if we can't comfortably talk about periods, we can't address period poverty. We need to accurately understand the shame people who menstruate experience and how it can impact their lives. Help us by taking part in our Bloody Big Survey and for every response (up to 10,000) U By Kotex will donate a packet of pads to Share the Dignity. Help us by scanning the QR code and completing the quick survey.



#PERIODPRIDE SHARE THE Dignity

Data collection methods

How we did it

The Bloody Big Survey was run online using Typeform software and was comprised of 28 questions. Some were yes/no answers and some asked people to rate their feelings about topics on a five-point scale.

Facebook collaborated heavily with the Share the Dignity team to ensure we had as wide of a reach as possible.

Participants were directed to the survey through social media posts, influencers, posters, and media releases. A total of 125,205 participated in the survey which was open for 13 weeks from 1 March to 31 May in 2021.

We recognise the crucial research conducted through other surveys in Australia recently, but a brief review of these shows that the Bloody Big Survey has the largest number of participants.

Limitations

No data was collected to identify Aboriginal or Torres Strait Islander peoples and there were no categories in the survey to identify retired people, full-time homemakers, or volunteers.

There was no identification of culturally and linguistically diverse (CALD) identities, people with disabilities, or those who were incarcerated.

We understand that these sectors of our community still encounter indignities to do with menstruation and hope further research is conducted into these areas.

We acknowledge that there are hurdles in the way we gathered participants. Some of the key people we assist may not have access to or have been aware of the survey.

This includes people without access to the internet, those who are homeless or fleeing domestic violence, those in rural and remote locations, or those who felt they were unable to participate, such as LGBTQIA+ or religious communities.

Our marketing campaign was diverse and wide-reaching but did not specifically target any particular community or peoples. ■

Share the Dignity initiatives

We are proud to partner with almost 3,000 charities nationally, helping them to assist the women, girls and those who menstruate who desperately need access to period products.

This is achieved through our Dignity Drives and PinkBox Dignity Vending Machines. We also distribute the gift of a bag for those in need at Christmas time through our annual It's in the Bag campaign.

Dignity Drives

Twice a year, in March and August, we ask the public to donate period products and sanitary items to be distributed to our registered charities across Australia. Since Share the Dignity was founded in 2015, we have been able to collect and donate three million period products to women, girls and those who menstruate.

Dignity Vending Machines

We install Dignity Vending Machines in public toilets, charities, homeless hubs, domestic violence refuges, community centres, hospitals, Aboriginal Health Services and low socioeconomic schools across Australia. The machines are sponsored by corporate partners and our fundraising efforts and dispense a free PinkBox which contains four tampons and two pads to anyone who needs them.

It's in the Bag

It's in the Bag is an annual campaign where we encourage people across Australia to donate a bag to women and girls who are doing it tough. Each bag includes donated essentials and luxury items to make Christmas for someone in need. From 2016, our four-year total of bag donations was over 610,000.

Advocacy

After nearly two decades of campaigning, state and federal governments agreed to abolish the \$30 million a year tax on tampons and sanitary products.

With fellow campaigners, we lobbied for parliamentary change and used our community engagement that resulted in a petition supporting #AxeTheTax with more than 104,000 signatures.

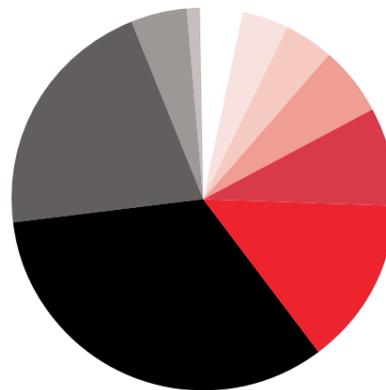
The Bloody Big Survey was accessed online by over 125,000 people in Australia and across the world.

To date, it is the largest survey of its kind and covered a broad demographic. However, the average respondent was a woman aged between 32 and 40 who lived in Victoria, worked full time, and identified as non-religious.

Right: Share the Dignity staff with other campaigners outside Parliament House after the tampon tax was abolished.



Demographics

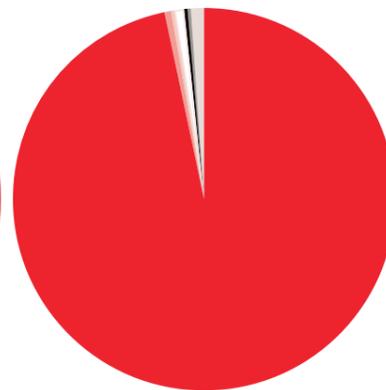


How old are you?

The Bloody Big Survey was accessed by people aged in the 11 categories between 13 to 15 years old and over 60 years old. Our largest category was those aged between 32 and 40 which are a reflection of the demographic who typically support the advocacy work of Share the Dignity.

All ages

13-15	3.43%	32-40	33.24%
16-18	4.06%	41-50	20.86%
19-21	4.04%	51-60	4.73%
22-24	5.83%	60+	1.06%
25-27	8.45%	N/A	0.24%
28-31	4.06%		

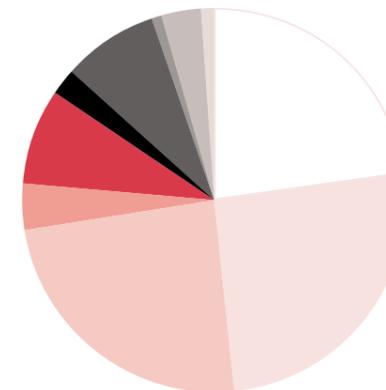


What is your gender?

It's not just women who get their periods. Individuals with a range of gender identities sometimes menstruate, including for instance transgender men, non-binary and gender-fluid individuals. As a result, people of all gender identities and expressions took part in our survey. However, 97 per cent of all the respondents were female.

Genders

Female	96.74%
Male	0.74%
Gender fluid	0.3%
Non-binary	0.74%
Transgender man	0.18%
Transgender woman	0.03%
Preferred not to say	0.19%
N/A	1.1%

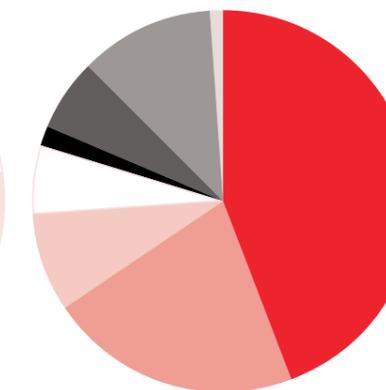


Where do you live?

This survey was targeted towards people living in Australia, however, just over 3 per cent of respondents were from overseas. States that were represented in the data the most were Victoria, Queensland (where Share the Dignity's head office is located), and New South Wales.

Locations

NSW	23.04%	ACT	2.18%
VIC	25.53%	SA	8.13%
QLD	23.97%	NT	0.8%
TAS	3.92%	OS	3.21%
WA	8.19%	N/A	1.02%

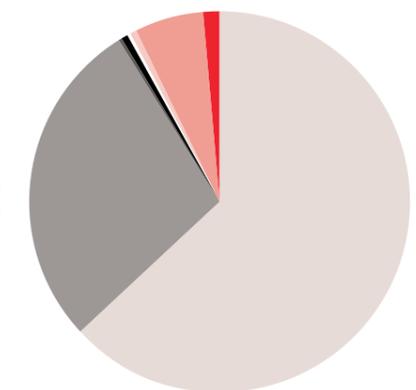


Employment status

Participants were asked to let us know what best described their employment status. We understand that people can be more than one of these categories but the most dominant answer was full-time employed with university students being the most common type of student.

Status

Full-time employed	44.42%
Part-time employed	21.26%
Casually employed	8.43%
University student	5.81%
TAFE student	1.6%
School student	6.12%
Unemployed	11.38%
N/A	0.97%



What is your religion?

Religion was not something our participants were commonly engaged with. Over 63 per cent identified as having no religion while the remaining 37 per cent shared that they were a part of one. Christianity was the most common religion in the Bloody Big Survey at 28 per cent.

Religion

No religion	63.16%
Christianity	28.15%
Judaism	0.25%
Islam	0.38%
Hinduism	0.28%
Buddhism	0.55%
Something else	6.05%
N/A	1.17%

What is 'normal'?

There really is no normal age to get your period. Everyone who menstruates has a different experience of their cycle, both physically and emotionally all of which are valid and important.

At what age did you start your period?

A study completed over 10 years in America showed that the median age for a first period to arrive is 12 and one-quarter years old.²

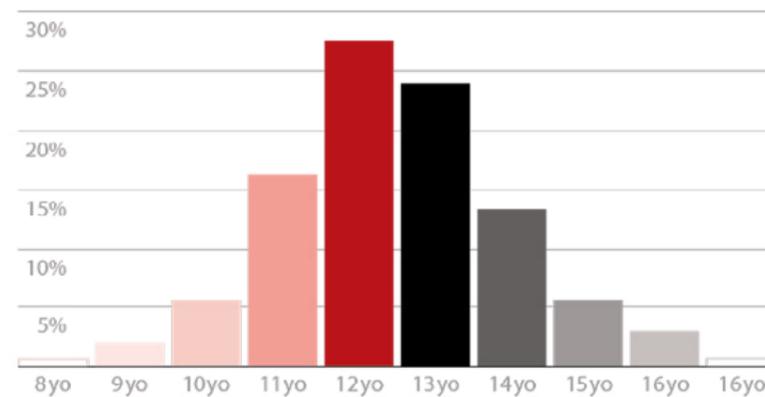
Our survey reflected this finding for people in Australia. 28 per cent of people reported that they were 12 when their first period came along.

We had 196 people say that they got their period under and including 7 years of age and 327 people at 18 or above. Overall 72 per cent got their period at an age different to the most common age of 12.

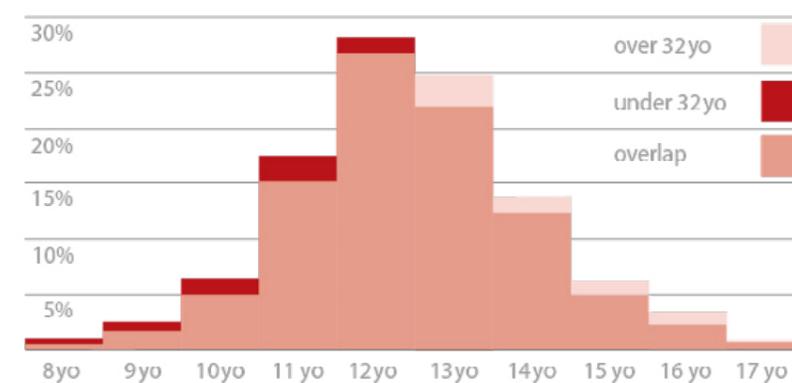
Being an eight-year-old girl in primary school or a 17-year-old in year 12 are all normal ages for experiencing your first period.

People these ages do look very different, their life experiences and levels of maturity may differ widely but they all must learn to manage a monthly menstruation cycle.

Overall age distribution of the first time participants got periods



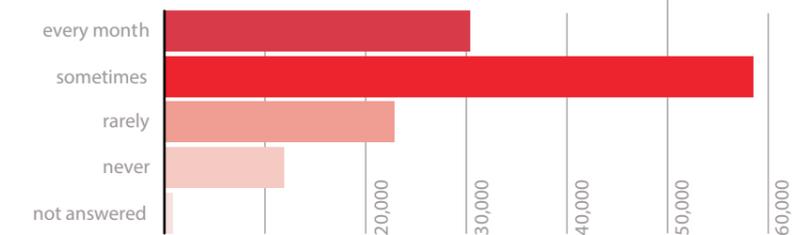
Older versus younger people: age of first period



We noticed a trend in the data that older respondents reported getting their first period at an older age compared to younger respondents, who reported getting their periods younger. We have visualised this finding by looking at the distribution of ages that respondents reported getting their first period, and how this distribution shifts for those under 32 years old, compared to those over 32.

In relation to the age differences of first period: We also note that we are including only those young people who have their periods, any young people who did not have their period yet had the option to select N/A.

Have you ever been unable to manage period pain?



Do you have monthly periods?

Periods do not define who you are nor do they make you a woman. Over 22,000 of our Bloody Big Survey participants experience irregular periods, and over 10,000 respondents who identify as female do not menstruate.

There are many reasons for this, with menopause and birth control (IUDs and contraceptive implants) being two common reasons.

Other research in Australia has shown that "83 per cent of Australian women... (18-44 years)... have used contraception at some point in their lives."⁴ Of the women who did not menstruate, 41 per cent were of or above the age of 51. These are participants who could be menopausal.

Although not definitive by any stretch of the imagination, menopause is likely to happen to Caucasian women between 50 and 52 but they are also likely to experience four years of perimenopause leading up to their last period.⁵

However, having a regular period is a sign for many people that they are healthy and that their body is functioning well.⁶

How normal is period pain?

Periods are a sign of a healthy reproductive system but this doesn't mean that we don't feel a thing when they happen.

Our respondents certainly were not experiencing pain-free cycles. In fact, 47 per cent said they sometimes experienced period pain with while 24 per cent said they experience period pain every month. Ouch!

There are several medical problems including the gynaecological syndrome of dysmenorrhea (severe period pain), endometriosis (when the lining of the womb attaches itself to somewhere else in the body) and premenstrual syndrome (including headaches before periods) that can be associated with having a period, but periods themselves are not a disease.⁷

Although period pain is common, the societal normalisation of period pain can lead to the experiences of people who menstruate not being taken as seriously as they should be. Your experience of your cycle is important and if you need support, we recommend that you speak with your general practitioner. ■



Above: Respondents indicated they were between the ages of seven and seventeen at the age of their first period.

Period poverty

Share the Dignity and fellow campaigners were successful in abolishing the tax on period products in 2019, but these products are still costly items to purchase every month.

Pads and tampons can be purchased in different sizes, in packs of different amounts and there are lots of brands to choose from.

No name pads start at \$1.80 per pack and bulk packs of branded pads can be up to \$10.⁸ Tampons on the other hand also come in different sizes and with or without applicators. They range in price from \$2.88 for a 12 pack and \$6.80 for a 16 pack.⁸

In some places where period products are hard to come by, such as rural and remote locations, or even airports, these prices can be as much as \$12.

Recently, more sustainable options have appeared on the market which includes period underwear, reusable pads and menstrual cups. These are long term solutions but are more expensive in the initial outlay.

The cups cost around \$40, the underwear is approximately \$15 per pair and the reusable pads cost between \$10 to \$15 each and usually come in packs of 10.



Of those who had been unable to afford period products

10%

were university and TAFE students, and

19%

were unemployed

Of those who identified as gender-fluid, non-binary and transgender

30%

were unable to afford period products

How do people cope with period poverty?

Our core vision at Share the Dignity is to address period poverty and ensure people have an opportunity to access period products with dignity. Through our existing initiatives like our Dignity Drives and Dignity Vending Machines we are making progress.

The survey revealed some distressing ways that people are dealing with this problem. 40 per cent of respondents had chosen a less suitable product due to cost and 49 per cent had worn a tampon or pad for more than four hours because they had run out

This can put consumers at unnecessary risk of developing toxic shock syndrome. A serious health condition that can lead to death.

Still others, in fact, 22 per cent, had improvised with items such as socks, newspapers, and toilet paper when they had run out of pads and tampons.

Such items are not reliable, difficult to dispose of, and uncomfortable. They can leave people feeling frustrated, vulnerable and distracted from their daily lives.

Period poverty for students and the trans community

At the time we wrote this report the average general unemployment rate for Australian's was 4.9 per cent. This is in stark contrast to the high unemployment rate for those in the trans community which has been measured at 19 per cent.¹⁰

Of all the people who identified their gender as gender fluid, non-binary and transgender in our survey, 30 per cent said they had been unable to afford period products.

Again, this maps onto the high unemployment rates that the trans community experiences.

Similarly, unemployment numbers for the students, or more specifically youth unemployment numbers are also very high in comparison to the state and territory average. The Australian Bureau of Statistics reported that by the end of 2020 "youth unemployment hit a 23-year high of 16.4 per cent in June."¹¹

Our survey also revealed that university and TAFE students were also a demographic that suffered highly from period poverty - 10 per cent. 11 per cent of people in the dataset were unemployed, however, 19 per cent of the people who couldn't afford period products were unemployed.

Right: People often don't consider that transgender men experience menstruation.



“I have had to put [menstrual cup and period undies] on after pay because I couldn’t afford it all in one go...”

Period poverty by location

A person might menstruate 12 times a year, every year between the ages of 12 and 50.

On average that could be an outlay of \$20 per month, which adds up to \$10,080 per lifetime. That’s quite a hit to the hip pocket and the environment.

‘Period poverty’ is what we call it when a person is in that space where they can’t afford these essential items.

We believe this is an indignity that no one in Australia should endure.

So how does period poverty affect Australians in each state and territory? On average 17 per cent of the participants from each state and territory were unable to afford period products at some point in their life.

There was only 4 per cent difference between the smallest percentage, which was 15 per cent and the largest, 19 per cent, in both the Northern Territory and Tasmania.

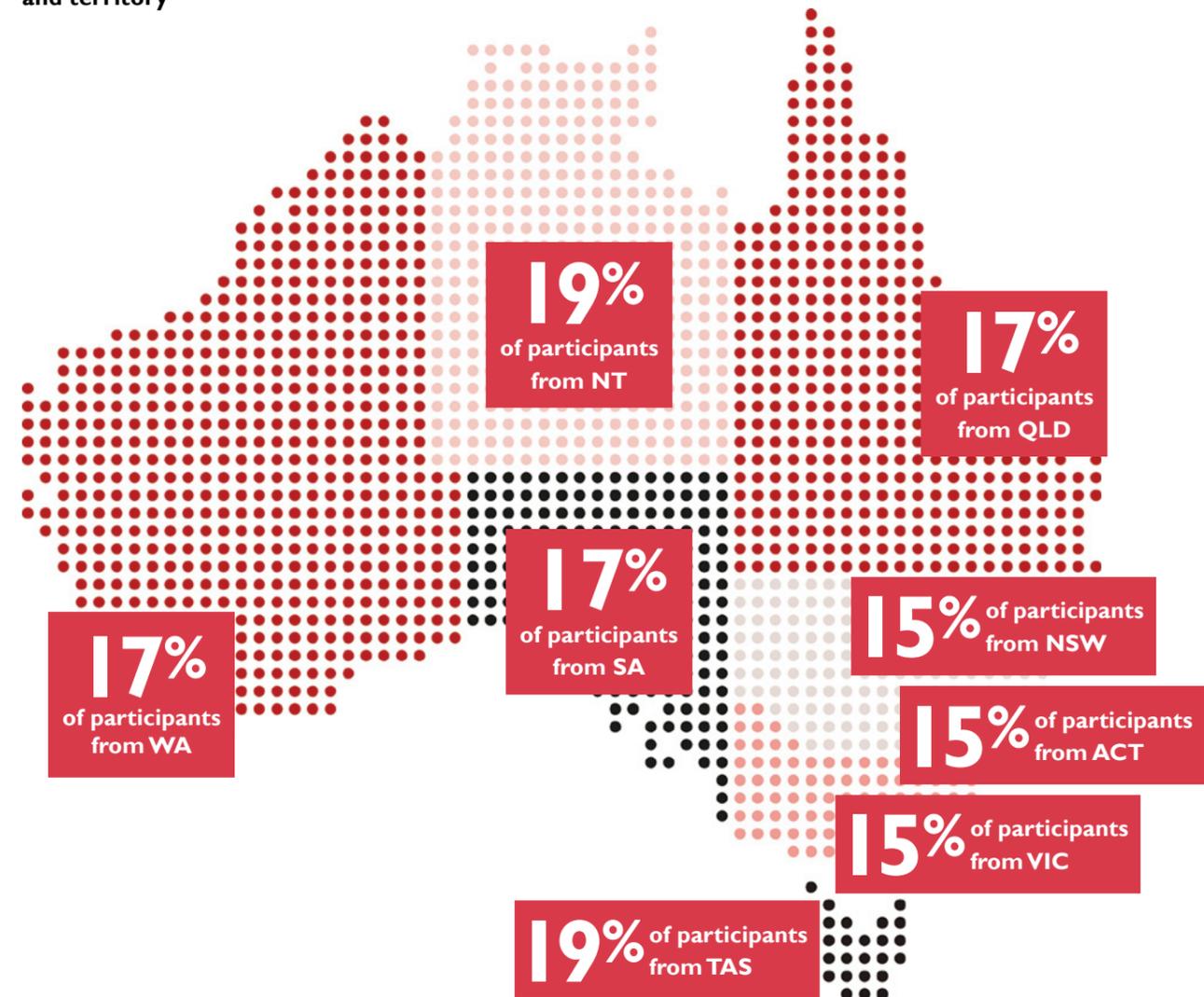
However, these percentages still represent a large part of the menstruating population.

Considering the high percentage of unemployed people who were unable to purchase period products in the survey (19 per cent), the current similarities between unemployment rates across Australian states and territories seem to resonate with our findings.

There was also only a small percentage of 1.4 separating unemployment statistics across the country in May 2021.⁹ Unemployment rates ranged between 3.6 per cent in the Australian Capital Territory and 5.8 per cent in South Australia. ■

“There were times I could not afford them when I was young, so I stole them from the shops or improvised...”

People who have been unable to afford period products by state and territory



40%

changed to a less suitable product due to cost

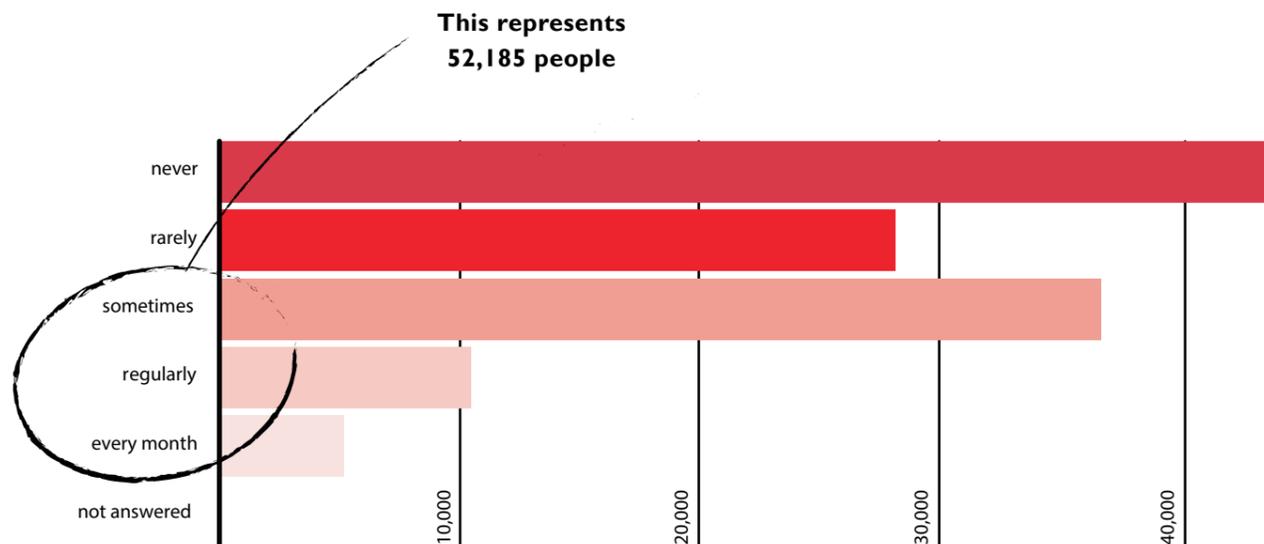
49%

wore a tampon or pad for over 4hrs because they didn't have more

22%

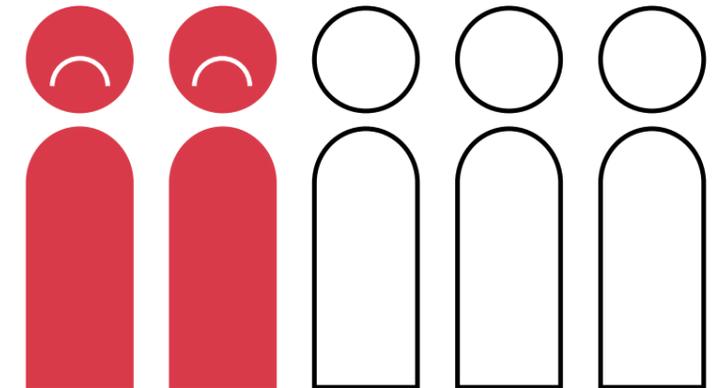
had to improvise on period products due to cost (eg. toilet paper)

Do you find it difficult to buy period products because of their cost?



97,337 were **NEVER** excited about getting their period

Two out of five people **ALWAYS** hate their period



Feelings of stigma around periods...

78% of people were never excited

42% of transgender men always hide anything that shows they are having their period

59% of people never felt embarrassed



Period pride



Above: Maria Thatill and Nazeem Hussain support Share the Dignity's Period Pride campaign in 2021.

People have historically been encouraged to hate their periods. But we believe we should have access to a bit more period pride.

Two questions we asked in the survey were “Do you hate your period?” and “Do you feel excited about your period?” 41 per cent of people answered that they always hate their period and 78 per cent said they were never excited about their period. Those are very polarising results.

However, when it comes to being embarrassed about periods it seems we are getting more comfortable with them.

The menstrual taboo of shame and secrecy has its origins in centuries-old cultural and religious beliefs that practised seclusion and segregation and reinforced ideas of impurity and sinfulness.¹²

Advertising has also reinforced these taboos in print advertising and women's magazines over the past 100 years.¹³

Yet our survey showed that the majority of respondents never felt embarrassed (59 per cent) when they talked about their periods.

We also dug into the data surrounding people in the trans community. We expected that the complex set of factors affecting the experiences of trans people, including discrimination, increased unemployment, and mental health barriers could intersect with feelings of stigma around menstruation.

For example, 42 per cent of transgender men who participated in our survey said that they always hide anything that shows they are having their period.

Research has found that stigma prevents women from seeking health care for menstrual-related pain. Since the topic of periods is often avoided in conversations altogether, there is a lack of understanding about when menstrual symptoms require medical attention.¹⁴

We also know a lack of conversation about periods can mean people live in period poverty. This can be detrimental to the livelihood of those who menstruate.

Right: Those who are just beginning to experience regular periods are not the most likely to feel the need to always hide their period.

How shame affects different age groups

As our data demonstrates a lack of embarrassment regarding periods, we then looked into our survey questions about shame.

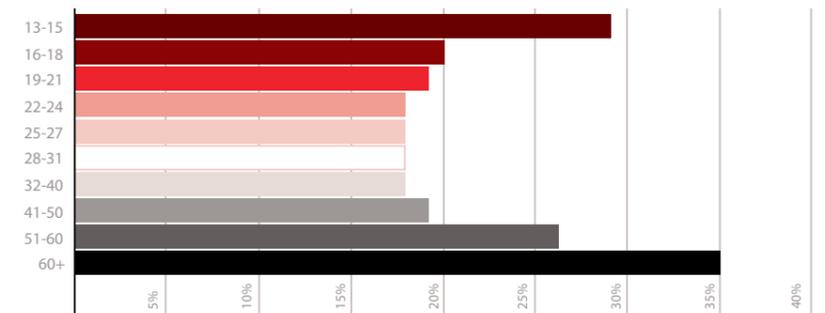
Altogether, 23,307 respondents always hide anything that shows they are having their period.

That is a whole lot of people who hid their period products while shopping, storing and disposing of them, hid reminders in their calendars, and any medications they used to treat period pain. That's a lot of undercover work.

However, we were interested to see what age groups were more likely to feel this way and it turns out that those who are just beginning to experience regular periods and those who are approaching menopause feel the need to always hide their period. ■



I always hide everything that shows I am having a period, per age group



Above graph guide example: 35% of respondents above 60 years old always hide anything that shows they are having their period.

Education

This survey asked five questions addressing education at high school, university, and TAFE.

There are gender gaps in levels of literacy and numeracy across the world. These are heavily influenced by socio-economic status, parental expectations and involvement and unconscious biases in the classroom.

Girls in particular lag behind boys in numeracy.¹⁵ Members of the LGBTQIA+ community also experience hurdles of under-representation and oppression in the education sector.¹⁶

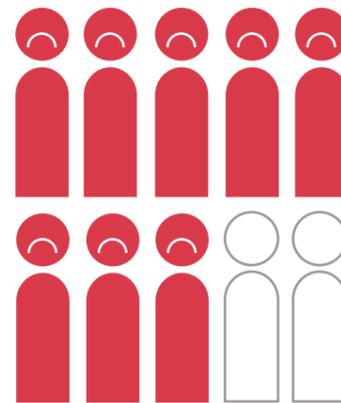
Our research shows that periods also disadvantage students by affecting their ability to pay attention in class, complete exams or simply attend class at all. We know this as 48 per cent of respondents at least sometimes miss a class due to their period.

This indicates that experiencing a period is another important factor worth considering when addressing gendered disparities in academic achievement and performance.

Sport and swimming

Participation in sport can have many benefits like maintaining good physical and mental health. However, girls and women have been shown to 'drop out' of regular sporting activities and team involvement at a higher rate than boys and men.¹⁷

Again, our research demonstrates that periods can impact these 'drop out' rates and should be a consideration when developing policies and campaigns to encourage participation in sport.



Eight out of ten at least sometimes don't swim due to their period



Three in four respondents were at least sometimes less able to pay attention in class with periods

Only 10% of respondents said that they **never** have trouble with paying attention in class due to their period.

Work

We directly asked participants in our survey if they had ever used a sick day because of their period and 35 per cent of the respondents said they sometimes did while 6 per cent said they needed to every month.

Other research has shown that PMS affects up to 80 per cent of women suggesting that the impact of period pain on our workforce in Australia is significant.¹⁸

Around the world, 17 countries have implemented menstrual leave policies to address this issue and Australia is beginning to adopt them as well.¹⁹

Considering the rates at which period pain has been shown to affect workplaces in this survey, we fully support further adoption of these policies across Australia.

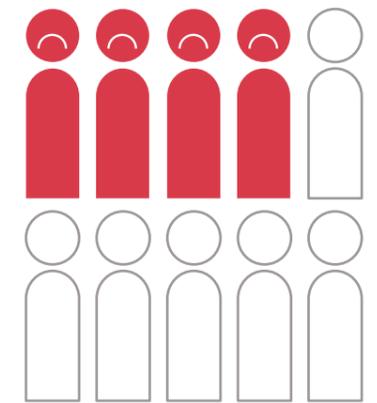
7,024
missed work every month due to their period

Socialising

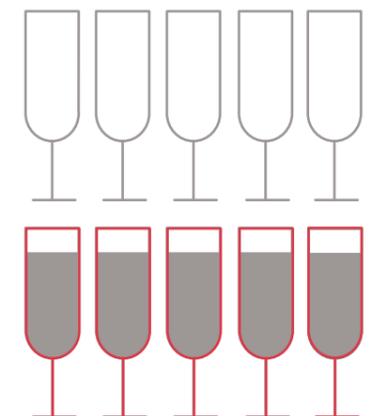
Socialising in any form can give us a sense of belonging and connectedness. It is good for our overall well-being when we engage in planned or spontaneous activities like hanging out with friends or belonging to an online book club. Being part of a community can combat feelings of isolation and loneliness.²⁰

Our survey showed that 43 per cent of respondents sometimes missed out on socialising while 8 per cent missed out every month.

It seems a lot of us are pouring a cup of tea and pulling on our fluffy socks and hugging a water bottle instead of getting out of the house while on our periods. ■



Four out of ten at least sometimes called in sick to work due to their period



Five out of ten at least sometimes missed socialising due to their period



Above: Gabi Alosi, Rochelle Courtenay, Christian Hull and Fiona Gable

What now?

Championing period pride for everyone

It seems like the awareness of period stigma is increasing with each generation. This brings us hope, but it doesn't mean that our job is done. We can only speculate how to continue the spread of period pride.

It is unclear how much period education is happening in the national curriculum, how effective it is and how supported teachers are in delivering this information.

Much of the current discourse surrounding sex education pertains to issues like consent and sexuality which is important.

However, within this evolving conversation, we want to ensure that period education happens early in primary school classrooms.

The advertising industry is beginning to show the realities of periods. You'll even see blood on the TV screen now rather than sanitised blue ink.

With each new brand that appears, we would like to see these real messages continuing as we hope that positive representation in the media will continue to spread period pride.

Our research did reiterate that it is very normal for people as young as seven or eight to get their periods. These are students in primary schools in grades two, three or four.

They need to have the support of access to period products and sanitary bins to help them manage menstruation with pride.

In Term 3 of 2019, the Victorian Government began providing free pads and tampons in every Government school, and the Tasmanian Government announced the same in July 2021.

The Victorian Government also has a policy stating that schools must "provide universal access to sanitary items when and where they are needed, soap and water to wash their hands, privacy to change products when required and provide facilities to dispose of used sanitary products."²¹

Share the Dignity has Dignity Vending Machines in many schools across the country, and in total, we aim to have over 1200 of these machines available for use by 2025.

We would also like to see the program as a national rollout that includes both primary and secondary schools, schools in remote Australian communities, areas with low socioeconomic statuses as well as universities and TAFEs.

At Share the Dignity, we will be commencing a new 'Period Pride' campaign in the second half of 2022 and beyond to encourage open and informed conversations about menstruation in primary schools. The campaign has been designed to promote positivity through artwork generated by students.

Ending period poverty

With the lingering impacts of COVID-19, millions of Australians are in lockdown. This doesn't mean the demand for access to period products is decreasing.

Almost 3,000 partner charities request 500,000+ products each year, and lockdowns mean fewer people out shopping, and our donation numbers are in jeopardy of not meeting these requests.

This is why it is so important can continue our work to help end period poverty.

Twice a year, in March and August, we ask the public to donate period products and sanitary items to be distributed to our registered charities across Australia.

Since 2015, we have been able to donate three million period products to those who menstruate, through our Dignity Drives and It's in the Bag campaign.

The generosity of our supporters has changed the lives of so many across Australia and we are so thankful.

From people experiencing homelessness, fleeing domestic violence, and those living in crisis. We donate thousands of packets of unopened period products to our partner charities to help those doing it tough.

We believe everyone experiencing period poverty deserves the right to their dignity. ■

About Share the Dignity

Share the Dignity is a women's charity in Australia, that works to make a real, on-the-ground difference in the lives of those experiencing homelessness, fleeing domestic violence, or doing it tough.

We distribute period products to women, girls, and anyone who menstruates who needs support. When someone is doing it tough, the last thing on their mind should be dealing with their period.

Our work directly benefits those in crisis experiencing period poverty. We believe that everyone deserves to be afforded the dignity so many of us take for granted.

We assist those in need by collecting hundreds of thousands of period products each year through collection drives and campaigns. These products are distributed directly to charities across Australia.

We also work on advocacy by aiming to end period poverty in Australia, we helped to axe the tampon tax in 2018 and are now focused on ensuring all public hospitals offer free sanitary items to those who need them through our Pad Up Public Health campaign. ■



Share the Dignity

Mission

To ensure that everyone is afforded the dignity in life that so many of us take for granted. To bring dignity to women and girls experiencing homelessness, domestic violence, and period poverty through the distribution of sanitary items.

Vision

Dignity for all through:

- Ending period poverty
- Leadership in education and advocacy
- Dignity for people facing adversity.

Our Values

- Gratitude
- Integrity
- Passion
- Innovation.

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