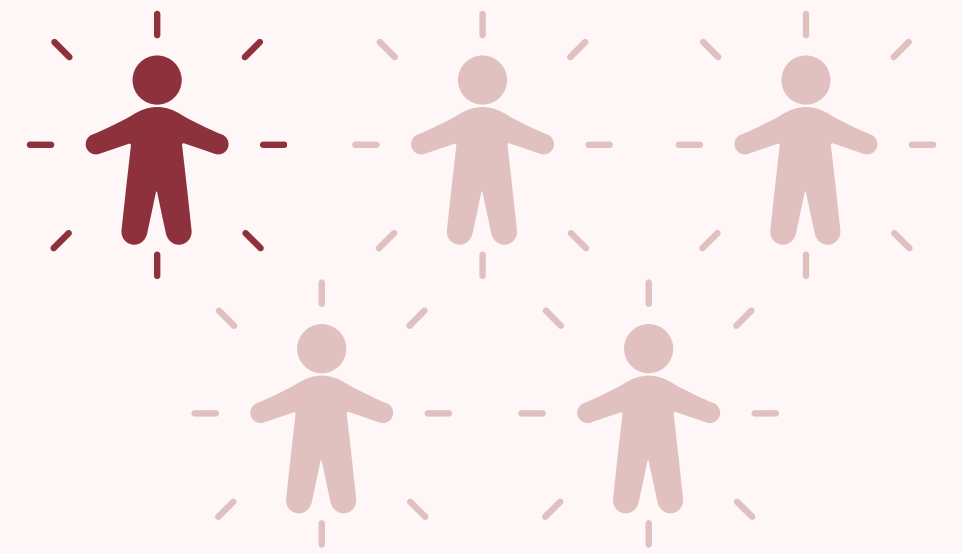


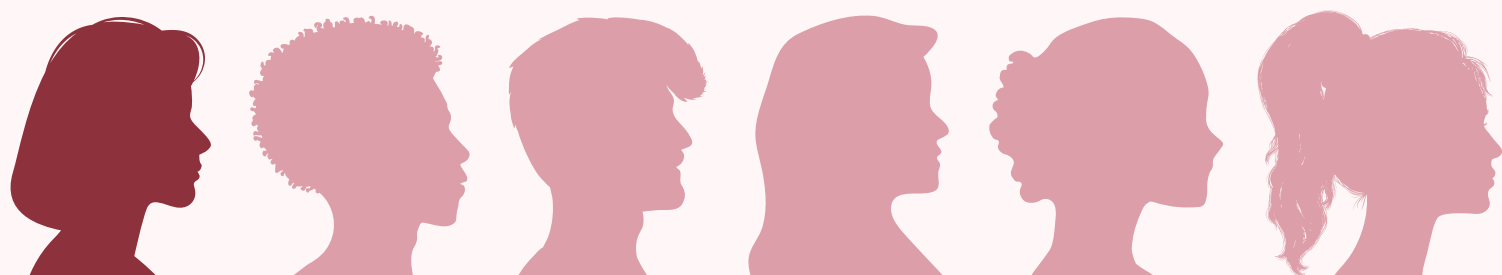
PERIOD POVERTY IN CANADA

WHAT IS PERIOD POVERTY?

A lack of access to menstrual products, hygiene facilities, waste management, and education due to barriers including cost, availability, and social norms/stigma surrounding menstruation.

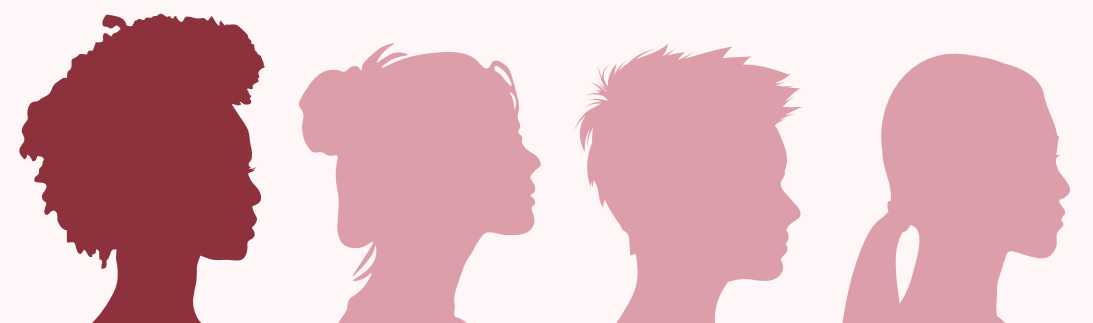


One in five (20%) Canadians who menstruate say they may not afford period products at some point in the next 12 months.

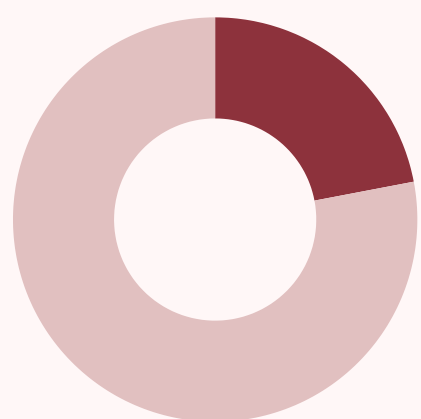


ONE IN SIX (17%) CANADIANS WHO MENSTRUATE HAVE EXPERIENCED PERIOD POVERTY.

THIS RISES TO ONE IN FOUR (25%) AMONG THOSE WHOSE HOUSEHOLD EARNS LESS THAN \$40,000 A YEAR.



PERIOD STIGMA PERSISTS



22% of Canadians think that menstruation should not be publicly discussed and 22% think menstrual products should be kept out of sight.

WHAT IS MENSTRUAL EQUITY?

Ensuring that everyone has equal and comprehensive access to menstrual products and education on sexual and reproductive health and rights. **Menstrual products are necessities, not luxuries.**

Source: [Menstrual Equity Fund Pilot, Government of Canada](#)