



Leabharlann UCD
UCD Library



Supporting Students through the End Period Poverty Initiative at UCD Library

Catherine Bodey & Vanessa Buckley
UCD Library
University College Dublin



Period Poverty

Period poverty is the lack of access to adequate menstrual hygiene including period products, washing and waste management facilities

- ❑ **53,000-85,000** women in Ireland are at risk of period poverty
- ❑ **50% of 12-19 years olds** have experienced occasional period poverty
- ❑ **61%** have missed school as a direct result of their period



UCD Staff and Student Initiatives

Homeless Period Ireland drop off points on campus

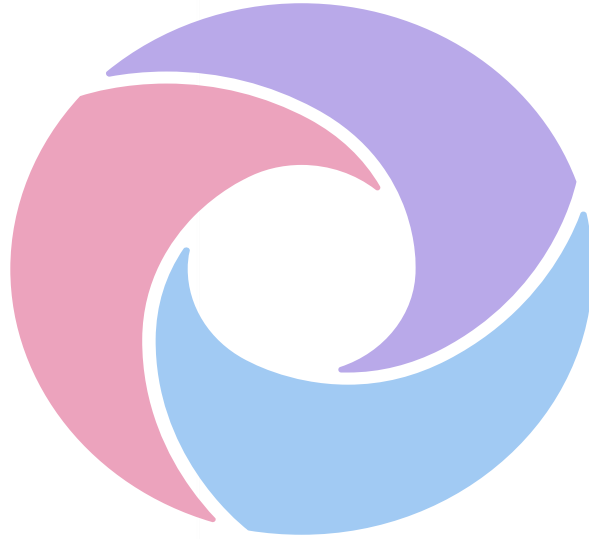
UCD Mature Students Society & UCDSU partnership with Homeless Period Ireland

UCDSU Welfare Office provide period products to students in need

Collaboration



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UCD Dean of Students

EDI at the heart of all we do

To promote a culture of
dignity, respect and well-
being for all, and eliminate
all forms of discrimination

[UCD EDI Strategy and Action Plan Priorities for 2021 - 2024](#)



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UCD Library Strategy 2020-2024

Library of the Future



Creating an inclusive Library for all

Accessible to all UCD
students

Longest staffed opening
hours on campus

Central role in student life
on campus



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#EndPeriodPoverty

Design and promotion

- ❑ Evolution of period advertising
- ❑ Quirky campaigns
- ❑ Approach to designing artwork
- ❑ Taking your campaign online



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Talking about my generation



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Hazel Mead's **'Bloody Good Period'**, a far cry from plain English

The evolution of period advertising



Southalls' Sanitary Towels, 1898



Kotex, 1927



Tampax, 1941



Modess, 1950s



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No code words or shock tactics



Morrisons 'Package for Sandy', 2022



Tesco 'White Envelope', 2022



Bodyform 'Womb Stories', 2022



In the pink... or red



@washingtonpost, 2020



Moms Rising Together, 2019



©Alice Skinner



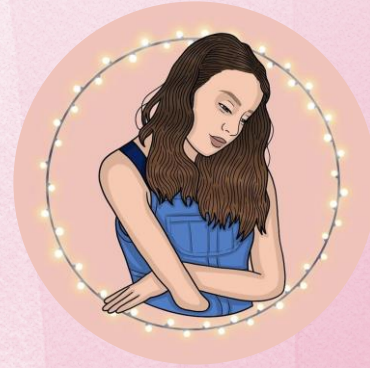
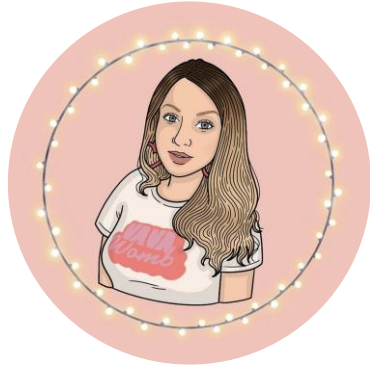
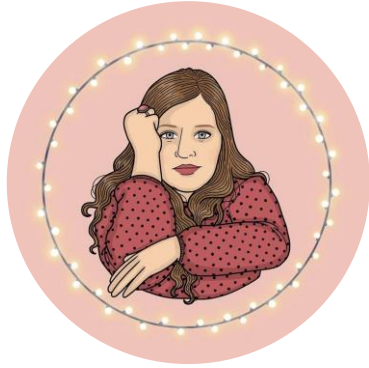
Pantone, 2020



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Callaly

#TheWholeBloodyTruth



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A campaign is born

#PeopleHavePeriods



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UCD SU

End Period Poverty

No one should have to go without sanitary products. We are working to eliminate period poverty by providing free pads and tampons.

PLEASE ONLY TAKE WHAT YOU NEED.
#EndPeriodPoverty



DISPENSERS ARE ALSO AVAILABLE IN A RANGE OF LOCATIONS ON CAMPUS. CHECK THE QR CODE FOR MORE DETAILS.



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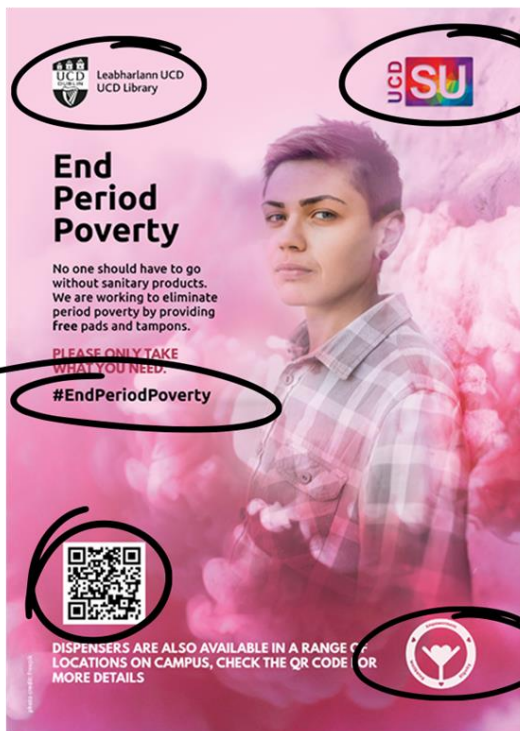


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The anatomy of a poster



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Partner logos

#EndPeriodPoverty

Hashtags were used to build a community and group content on this initiative



Information on the location of dispensers was provided via QR codes instead of lengthy urls



The 'Homeless Period Ireland' motif which includes the words, 'Empowerment', 'Wellbeing', and 'Dignity' was included in recognition of the ground work carried out by Mary Gallagher-Cooke and the UCD Mature Students Society.

Watch your language



ucdlibrary FOLLOW ...

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Free Period

#EndPeriodPoverty

407 likes

ucdlibrary DON'T GET CAUGHT OUT. . @UCDlibrary are delighted to announce the introduction of a new initiative that will tackle #periodpoverty by providing FREE pads and tampons to @ucddublin students. Vending machines located in women's, men's and unisex/disabled toilets on Level 2 and Level 4 of the James Joyce Library.

#EndPeriodPoverty



ucdlibrary FOLLOW ...

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Wellbeing Empowerment Equality

#EndPeriodPoverty

407 likes

ucdlibrary Don't let **access** to period products be a **barrier** to your education. **FREE** period products now available from vending machines on Levels 2 / Level 4 of James Joyce Library. Machines restocked daily, Monday - Friday. Demand may be high, so please take only what you need. See <http://ucdsu.ie/free-period-products> for **dispenser locations**.

#EndPeriodPoverty



ucdlibrary FOLLOW ...

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End Period Poverty

#EndPeriodPoverty

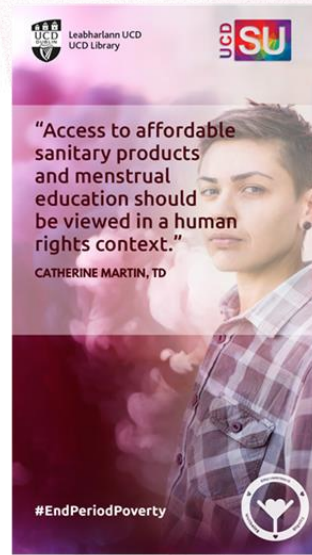
49 likes

ucdlibrary No one should have to go without sanitary products. @UCDlibrary are helping to eliminate #periodpoverty by providing FREE pads and tampons.

For details go to: <http://ucdsu.ie/free-period-products>

#EndPeriodPoverty #dontmissout

Use all the channels at your disposal



l-r, top to bottom: Instagram; UCD Library Homepage; Twitter and Facebook; Instagram Stories; and the plasma screen at the UCD's O'Brien Centre for Science.

Harnessing social media to amplify your message

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Free Periods

#EndPeriodPoverty

3,920 Accounts Reached 407 7 -- 15

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Free period products for UCD students

#EndPeriodPoverty

1,328 Accounts Reached 110 1 -- 9

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Free Periods

#EndPeriodPoverty

444 Accounts Reached 19 0 -- 0

UCD Leabharlann UCD UCD Library UCD SU

Free period products for UCD students

#EndPeriodPoverty

604 Accounts Reached 25 0 -- 1

Friends in high places

Simon Harris TD @SimonHarrisTD · Follow

An excellent initiative by @UCDLibrary & @UCDSU. Congratulations and thanks to them. An important step to #endperiodpoverty. I am working on rolling out a number of initiatives in this area this academic year



5:44 PM · Oct 21, 2021

58 Reply Copy link

Read 3 replies

4,099 views

Hazel Chu @hazechu · Follow

This is excellent work from @UCDSU and @UCDLibrary. Free sanitary products in the library building will go a long way to with already struggling students. We must #EndPeriodPoverty. Hopefully other institutions and organisations will follow suit.

UCD Library @UCDLibrary

Student wellbeing is at the core of everything we do at @UCDLibrary. We are partnering with @UCDSU and UCD Dean of Students to provide students with FREE sanitary products. For vending machine locations see: ucdsu.ie/free-period-pr...

#EndPeriodPoverty
@UcdDoctor @UCDMaturesoc



10:01 PM · Oct 21, 2021

34 Reply Copy link

Read more on Twitter

Jenny O'Neill @JennyOLibrarian · Follow

I'm so proud of all my colleagues @UCDLibrary who were involved in this amazing initiative. @UCDSU #endperiodpoverty



1:15 PM · Oct 12, 2021

44 Reply Copy link

Read 2 replies



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How does it look now

No one should have to go without period products

Free pads and tampons are now available across campus for anyone who needs them.

Eco-friendly and organic, they are kind to your body and kind to the environment.



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Operation and lessons learnt...

Operation

- library volunteers & UCDSU staff
- refilled daily
- over 17,000 individual items supplied

Dispensers - simple is best

- visual stock check
- easy to refill

Product

- environmental impact



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Impact

Awarded 'UCD Values in Action Award 2022'

- upholding the value UCD places on engagement, excellence, creativity and diversity

'Proof of concept' for wider university roll-out



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Members of UCD Library receiving 'UCD Values in Action Awards 2022'



UCDSU & UCD Period Poverty Initiative

Launched in February 2023

26 dispensers across Belfield & Blackrock campuses

Eco-friendly & sustainable



No one should have to go without period products

Free pads and tampons are now available across campus for anyone who needs them.

Eco-friendly and organic, they are kind to your body and kind to the environment.



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Thank you

References

Plan International Ireland <https://www.plan.ie/campaigns2/we-need-to-talk-period/>
Period Poverty Sub-Committee, National Strategy for Women and Girls 2017–2020. (2021). Period poverty in Ireland: Discussion paper. Available at: <https://www.gov.ie/en/publication/264f4-period-poverty-in-ireland-discussion-paper-period-poverty-sub-committee-national-strategy-for-women-and-girls-20172020-february-2021/>
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