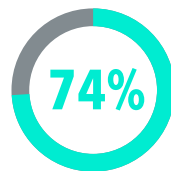
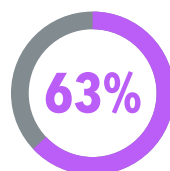


End the Stigma. Period.

SEVEN facts about period stigma in CANADA:



of young women have been socially shamed for their period, including accusations of PMS.¹



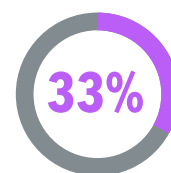
of women hide their tampon or pad on their way to a school or work washroom.¹



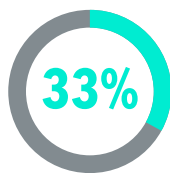
of women are ashamed to tell a male colleague that they are menstruating.¹



of women have missed school or work due to their period.¹



of women under the age of 25 have struggled to afford menstrual products, causing anxiety and other potential health risks.¹



of women experience severe periods that interfere with daily life.²



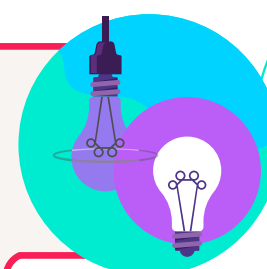
of menstruating women are affected by dysmenorrhea.^{3*}

*Dysmenorrhea: abdominal and pelvic pain associated with menses.³

How can pharmacists help?

Change the Narrative

Encourage use of the terms "period" and "menstruation" without shame. Avoid language such as "time of the month", "Aunt Flo", and "Shark week".⁴



THERE HAVE BEEN OVER **5000 slang terms** identified for the word period.⁴

Create an Open Dialogue about Periods

- Be aware that many people are suffering with period-related issues in silence.
- Provide education, offer support, and assure patients that there are no "embarrassing" questions and that they are not alone.
- Be culturally sensitive, empathetic, and respectful.
- Remember that impoverished, disabled, imprisoned, migrating, and trans people have periods too.⁵



Educate and Empower

- A lack of education about periods leads to missed school and workdays, infections, discomfort, fear, and unplanned pregnancies.⁶
- Ensure patients are aware that severe pain during menstruation is not normal. Provide pain management options, prescribe treatment where allowed and refer patients to other health-care professionals when needed.
- Make patients aware of the risks associated with improper menstrual hygiene, such as toxic shock syndrome and reproductive tract infections.⁶
- Be prepared to provide guidance with respect to other period-related issues such as missed, prolonged or heavy periods, and symptoms of endometriosis.



INTERNATIONALLY, **1 in 4 girls** learn about their period after experiencing their first one.⁹

IN 2020, SCOTLAND BECAME **the 1st country** in the world to supply menstrual products for free.⁷



Find Resources to Help

- Find organizations in your local community that provide menstrual products.
- Advocate for access to freely available period products.

IN JUNE 2021, **free sanitary products** will be provided by New Zealand schools.⁸

Together we can end period stigma and empower people everywhere to feel in control of their health. Advancing the conversation around periods is a positive step towards gender equality.

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