



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

NEWS RELEASE

May 15, 2023

**It's always pricey to have your period, but with current inflation,
it's more expensive than ever before.**

*United Way BC's Period Promise campaign is seeking support in fighting
period poverty by collecting 700,000 menstrual products.*



Burnaby, BC – United Way British Columbia (United Way BC) - working with communities in BC's Interior, Lower Mainland and Central & Northern Vancouver Island, wants British Columbians to know that period poverty is more widespread than is commonly known.

At least half of people who menstruate will struggle with access to products at some point in their lives – and with the rising costs of basic goods, this amount is increasing. United Way BC's 2023 Period Promise campaign, presented by Pacific Blue Cross in partnership with CUPE Local 1816, offers a solution: British Columbians can tackle period poverty from May 16 to June 13 by giving financially, donating period products, or organizing their own Period Promise campaign.

United Way BC is calling on British Columbians to match last year's collection record of over 700,000 menstrual products. This goal can be achieved through a combination of financial and product donations.

Per United Way's research as seen in the [Period Promise Final Report](#):

- 26% of people who menstruate in BC say that they had gone through a period without having menstrual products available to them.
- Not having access to menstrual products is an isolating factor: 18% of respondents indicated that they missed school, 22% work, 29% community events, and 27% social events when they didn't have access.
- Nearly 75% of respondents indicated that having access to products at community organizations allows them to be more engaged in their community.

According to Statistics Canada's Consumer Price Index, the cost of personal care items like tampons and pads is up 6.2% compared to last year. This means a surging number of British Columbians who menstruate are struggling to keep up with cost increases and are falling short of affording menstrual products. The potential implications, both individual and societal, can be immense. More people lacking

menstrual products leads to more missed days of school and work, and missed social and community events, all of which limit one's access to critical opportunities and ability to thrive.

At United Way BC, we believe that together we can make a tangible and meaningful difference in the lives of those facing period poverty and foster positive change that strengthens vital connections in community.

Learn more: www.uwbc.ca/periodpromise

For community members and organizations interested in starting a Period Promise campaign, the toolkit can be accessed here: <https://uwbc.ca/program/period-promise/#toolkit>

Quotes:

“The cost of living has always been a concern, especially amongst vulnerable populations, such as newcomers, immigrants, refugees, and in the last year or so, inflation has certainly shot up quite a bit and has continued to make essential items for individuals and families very challenging to acquire,” says Angelene Prakash, Co-Chair for the Period Promise Community Action Group.

“United Way British Columbia has led a remarkable effort to draw attention to the impact of not having adequate access to menstrual products,” says Rob Chiarello, SVP, People and Culture at Pacific Blue Cross. “As the cost of living continues to rise and inflation impacts essential items, including basic hygiene supplies, supporting this year’s Period Promise campaign is more important than ever. Through donations of menstrual products, financial contributions and organizing our own campaigns, we can raise awareness to help alleviate period poverty in our communities. Together, we can make a meaningful and tangible contribution towards building healthy communities and improving the health and wellbeing of British Columbians.”

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About United Way British Columbia – working with communities in BC’s Interior, Lower Mainland and Central & Northern Vancouver Island

United Way supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the six regions of Central and Northern Vancouver Island, East Kootenay, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Trail and District, our organization serves a population of more than 4 million people, with a focus on kids and youth, seniors, poverty, mental health and food security.

www.uwbc.ca

Interviews are available with Angelene Prakash, Co-Chair for the Period Promise Community Action Group.

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