

Carefree Campaign

Menstruation No Frustration



 **Carefree**
CAMPAIGN



What is Period Poverty?

- The lack of menstrual hygiene tools and menstrual education
 - Leading to the cultural and social stigma
- Around the world, many children miss school while menstruating due to a inaccessibility to period products
- Poor menstrual hygiene can pose physical health risks and can be linked to reproductive and urinary tract infections.



Our Impact



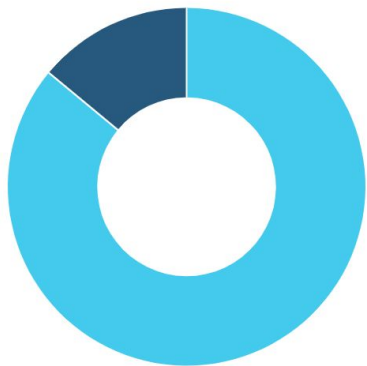
**Mandate free sanitation
products in all Novi public
buildings**

Ann Arbor

- In November, Ann Arbor passed an ordinance to place menstrual products (pads and tampons), as well as soap and toilet paper in all public bathrooms including University of Michigan, schools, city buildings, and businesses
- Became effective on January 1st, 2022
- If not obliged, there is a 100 dollar fine
- The individual entity is responsible for maintaining and managing sanitation products in restrooms
 - ◆ The city does not cover the finances, but simply uphold the ordinance.

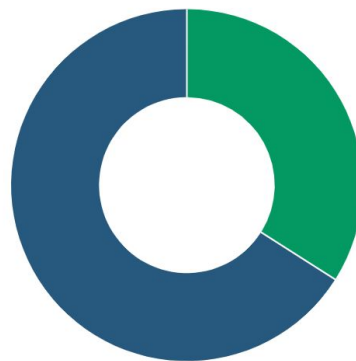


**Not having access to these
medical necessities is a
monthly occurring
inconvenience for
menstruators.**



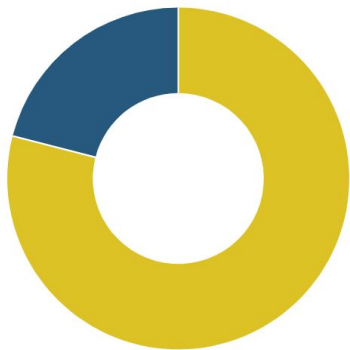
A Flourish chart

86 percent started their period **unexpectedly** in public **without the supplies they need**.



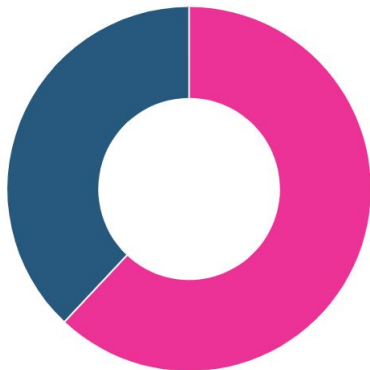
A Flourish chart

34 percent went home immediately to get supplies.



A Flourish chart

79 percent improvised by "macgyvering" a tampon or pad out of toilet paper.



A Flourish chart

62 percent went to a store immediately to buy supplies.



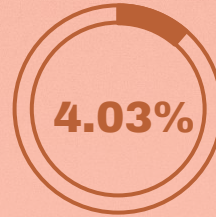
A Flourish chart

53 percent asked another menstruator for supplies.

The severity of the issue



1 in 4 students miss school due to a lack of access to menstrual products



4.03% of Novi population is below the poverty line

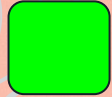


58.33% of the population below the poverty line are woman, with the largest demographic being females 25-34

Menstrual Equity in America

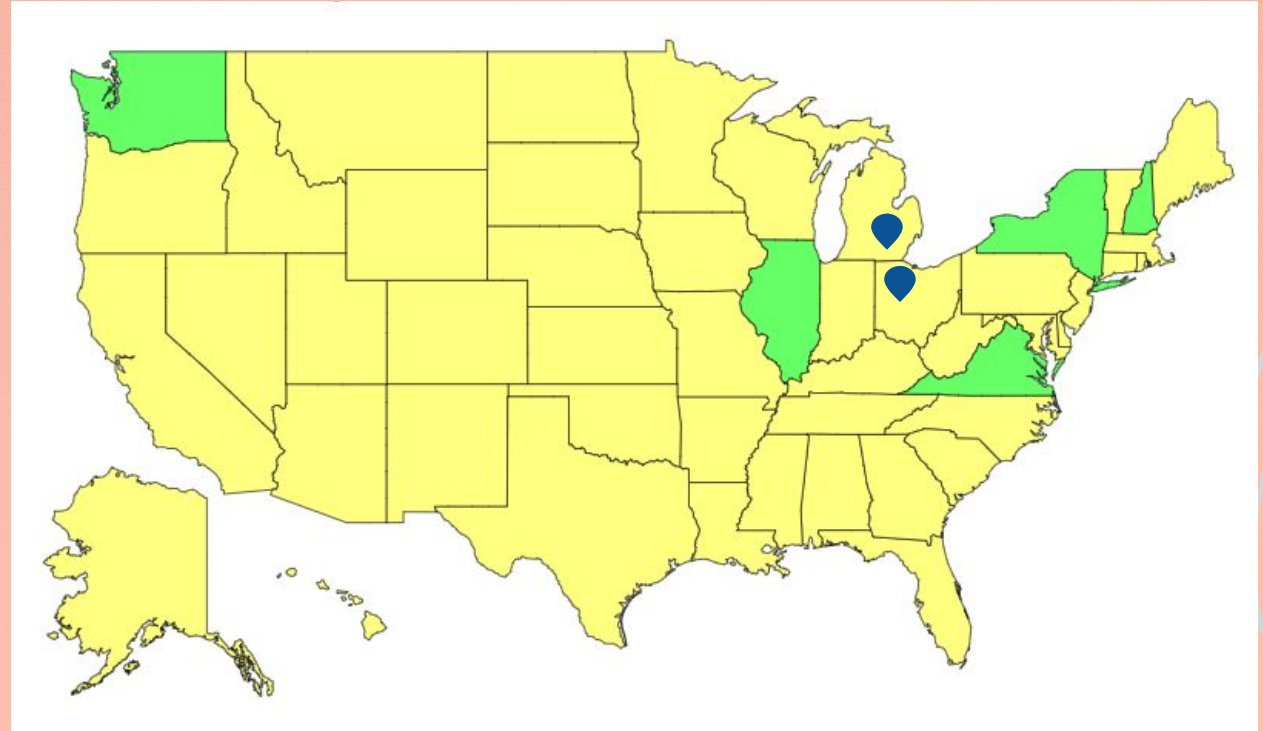


Cities offering
free sanitation
products in
public restrooms



States
mandating free
products in
schools and
colleges

Not pictured:
Washington D.C.



Possible Concerns

- Misuse of products
- Not having proper product dispensers
- Affordability for small businesses..



Estimated Expenditure

8 Dollars

For 36 pads/tampons

Number of bathrooms required for a business based on employees:

>15 employees: one bathroom

15-35: two bathrooms

35+ three bathrooms etc.

Max Monthly Fee:

One bathroom: \$16

Two bathrooms: \$32

Three bathrooms: \$64

(based on one box of pads and tampons per bathroom)



Potential Timeline

Bring issue to city council attention

January

01

Work with city council members to modify any changes required for the bill

March

02

Gain support for the bill

May

03

Sign bill into law and ensure it becomes effective for the next term

July

04





Thanks!

Do you have any questions?

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<https://www.fearlessflowfoundation.org/>



@carefree.campaign



@carefreecmpgn

The Carefree Campaign logo, featuring a red flame icon above the text "Carefree" in a bold, dark font, with "CAMPAIGN" in a smaller, all-caps font below it.

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