

Menstrual Care Products

Objective: To get free menstrual care products in University bathrooms.

Hurdles: Financial and Philosophical

Steps We Took (Philosophical Hurdle):

1. Diagnose and Assess the Problem
 - a. Who's in charge of each building's bathrooms and the dispensers of menstrual care products? What is the current system in place? Why is it the way that it is? What are potential apprehension for changing the system?
2. Ask Thoughtful Questions
 - a. Have you ever increasing access to these products? Get a feel of whether the hurdle is financial or philosophical. At the University of Minnesota, the hurdle was philosophical.
 - b. Our facilities were run by men who never gave the issue much thought and were not deliberative in their actions.
3. Break Assumptions
 - a. Biggest Assumption: Increasing products will mean that people will steal them.
 - i. Break it: The products offered are not the luxury kind and people don't want them until they are absolutely necessary. menstrual care products are hygiene needs, like toilet paper.
 - ii. Bring in facts and data nationally, ex. Benchmarks and movement towards mensural care isn't luxury care.
4. One Ask at a Time
 - a. Our current ask: One bathroom in every building to have free products and, if that's by a gender neutral bathroom, to add it there as well.
 - i. Eventually we hope to get it expanded to all bathrooms (female, male, and gender neutral)
5. Prepare for Additional Pushback
 - a. *Wasting time to make tampons free*
 - b. *Adding menstrual care products in bathrooms for men would cause outrage*
 - i. Break the stereotype that men will act like children.
 - ii. Explain it's important to normalize the fact people should use the bathroom they identify with.

What To Do For Financial Hurdle:

1. Proof of concept is the best way to go
 - a. Have student government buy a bunch of products (or partner with a tampon company) and keep data on it in the bathroom
 - i. Put student government labels on them so students are aware of the campaign (embarrass the school in not taking the issue seriously)