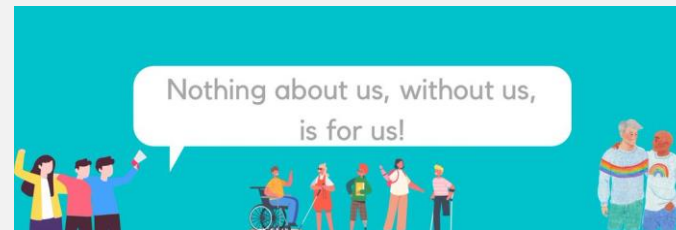




## INTRODUCTION

- Tyra – West Cheshire Foodbank Participation worker, Community Inspirer
- Steph – Community inspirer
- Kay – Community Inspirer
- Carole – Community Inspirer
- Barbara – Community Inspirer





## WHAT IS A COMMUNITY INSPIRER?

**A community inspirer is an individual with living and/or lived experience of poverty or hardship which may include:**

- **Experience of using a foodbank**
- **Homelessness/housing difficulties**
- **Mental health difficulties**
- **Financial hardship**

**The role of an inspirer is a voluntary one, where we share our experiences and use our voice to bring about change and ensure other people do not suffer in the same way.**



**WHAT HAVE  
WE BEEN  
DOING**

- **Working with Kate (Motherwell) to highlight issues around Period Poverty linking in with Foodbanks and other organisations.**
- **Attended Winsford Woman's Day to highlight concerns - Pink Tax and Period Poverty.**
- **Signed individuals up to the Period Poverty Task Force Group at the Winsford Woman's Session.**
- **Celebrated People's Uniqueness – Positive mannequin people posted positive comments about themselves.**
- **Highlighted Pink Tax and the shocking examples of this to raise awareness.**

WINSFORD  
WOMAN'S  
DAY





WHAT WE  
WANT TO  
TALK ABOUT  
TODAY

- **Period Poverty**
- **Pink Tax**
- **What can we do?**



**What do you  
think Period  
Poverty is?**

**Inability to access  
menstrual health  
education?**

**Inability to afford  
sanitary  
products?**

# **PERIOD POVERTY**

**Inability to  
access menstrual  
healthcare?**

**Inability to access  
sanitary products?**



**24%** of people who menstruate in the UK say they or their family have struggled to afford period products in the last year.

*Data from Water Aid's 'In the Red'*

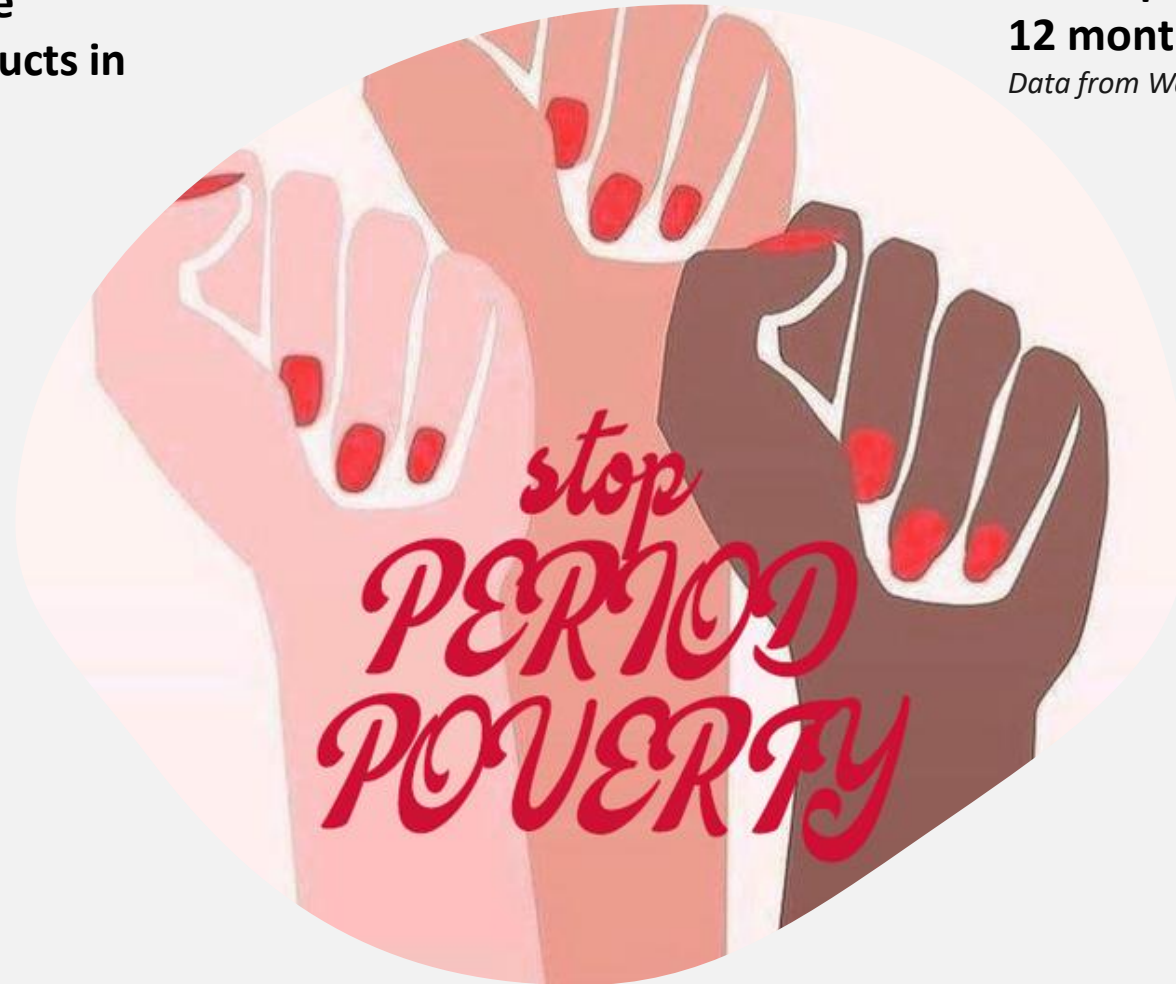
Estimated **49%** of girls have missed a day of school due to their periods.

*Data from The Borgen Project*

A third of Britons (**29%**) say they have never heard of the term 'period poverty' Yougov.co.uk

**61%** said if period products were cheaper or more free products were available, it would improve their mental health or well-being.

*Data from Water Aid's 'In the Red'*



**13%** who currently have periods say it is likely that they will be unable to afford period products in the next 12 months.

*Data from Water Aid's 'In the Red'*

**1 in 5** girls surveyed in a 2019 study reported being a victim of bullying and teasing because of their periods.

*Data from The Borgen Project*

**20%** people who can't afford period products are coping by using makeshift materials, such as loo-roll or sponges.

*Data from Water Aid's 'In the Red'*

The NHS says a woman who doesn't have kids would have about 480 periods in their lifetime.

This is less for those who have pregnancies, as well as other factors.

A Woman  
(who doesn't  
have kids) will  
use about  
10,500 period  
products  
throughout  
her lifetime

This is less for those who  
have pregnancies, as well as  
other factors.

A woman  
will buy  
22  
tampons  
or pads  
each  
month

What is the Cost  
£4 on tampons  
£4 on Pads, £2  
on panty liners  
= £10 x 480  
average periods

= £4,800 over life  
time and £120 per  
year

# WHAT CAN WE DO?

IT'S TIME TO  
END PERIOD  
POVERTY.



**Place period products in your local Foodbank collection point**

**Donate to Motherwell Wellbeing packs**

**If interested and you want to find out more please sign up to the Poverty Task Force Group**

**Reduce stigma talk about periods with your family, children and family**

**Educate**

**Talk about Polycystic Ovary Syndrome (PCOS) and impacts on mental and physical health**



**What is Pink Tax**



# THE PINK TAX

## What is Pink Tax?

“Pink tax” is a term for the extra amount of money charged for certain products or services that are specifically marketed toward women.

Examples of products that cost more for a woman



Toiletries



Razors



Haircut



Clothing

Vitabiotics  
**wellteen**  
13-19 years  
**Her**

To help maintain  
**vitality & wellness**

25 nutrients  
with vitamins B6 & B12  
which contribute to the reduction of  
**tiredness & fatigue**

- Studies
- Sports
- Late nights, early mornings

**Nº1**

VITABIOTICS

Vitabiotics  
**wellteen**  
13-19 years  
**Him**

To help maintain  
**vitality & wellness**

24 nutrients  
with vitamins B6 & B12  
which contribute to the reduction of  
**tiredness & fatigue**

- Studies
- Sports
- Late nights, early mornings

**Nº1**

VITABIOTICS

& MAT

AND HERBAL PRODU

PRICE ADVANTAGE  
**£11.20**

PRICE ADVANTAGE  
**£7.20**

**£14.00**

Vitabiotics Wellteen Her plus capsules 13 to 19 years 20s

14/16 per unit



**£9.00**

Vitabiotics Wellteen Him tablets 13 to 19 years 30s

14/16 per unit









**ibuprofen**

**£ 4.09**

Nurofen Express period pain 100

**£ 4.75**

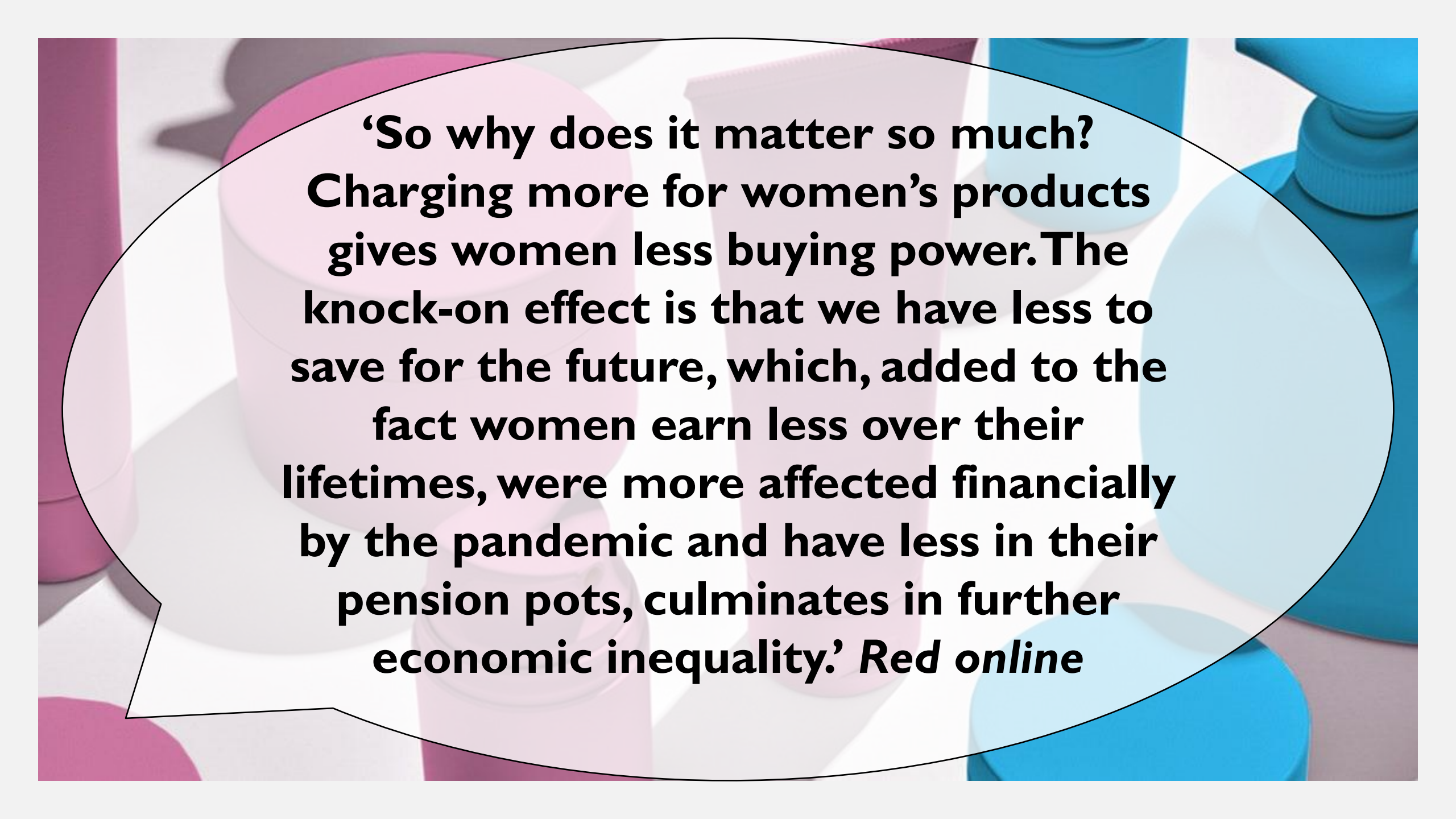
Feminax express tabs 100 (G)






**TAKE YOUR SHADES OFF!!**

**YOU CAN STILL **SEE**, BUT  
YOU'RE NOT SEEING  
**EVERYTHING!****



**‘So why does it matter so much? Charging more for women’s products gives women less buying power. The knock-on effect is that we have less to save for the future, which, added to the fact women earn less over their lifetimes, were more affected financially by the pandemic and have less in their pension pots, culminates in further economic inequality.’ *Red online***

A collection of cosmetic products, including jars, tubes, and bottles, in shades of pink and blue. A speech bubble is overlaid on the center, containing the text: 

**Have you heard of pink tax before?  
Has any of this surprised you?**