

2023-2027 Bulletin #441

May 26, 2026

May 28, 2026: Menstrual Hygiene Day

On **May 28th**, we mark **World Menstrual Hygiene Day!**

Menstruation is a totally natural and healthy process that occurs when the uterus sheds its lining. This monthly process, also called a ‘period’, impacts half the planet—women, girls, trans and non-binary people—at some point in their lives.

According to the World Health Organization (WHO), 1.8 billion people around the world menstruate every month. Yet for too long, it’s been surrounded by taboo, stigma and shame.

The stigma of menstruation makes life even more stressful for those experiencing it at a time when they need our support. Many experience head and back aches, strong stomach cramps and nausea. Hormonal changes can make them feel down and anxious. Up to 40% struggle with or miss out on work and other activities.

Feelings of shame may prevent those impacted from seeking healthcare which could help alleviate their symptoms.

Period Poverty

Many people also experience period poverty—the inability to access or afford menstrual products.

- On average, those impacted bleed for 68 days or over 2 months of the year. They need menstrual products such as tampons, pads, menstrual cups and period pants for each one of those days. Those costs can add up.

- About 1 in 5 must choose between food and their menstrual hygiene. Many literally can’t afford their periods.
- Menstrual hygiene products are among the most requested items at food banks—but the least donated.
- Period poverty **is a serious equity issue** adversely affecting women, girls, trans and non-binary people.

Fortunately, there are organizations spearheading the fight against period poverty across Canada and around the world.

The Period Promise

The Period Promise, previously known as “Tampon Tuesday,” is a partnership between The United Way, The Canadian Labour Congress, and other labour and community groups. It’s a true demonstration of solidarity in action in support of women, girls, trans and non-binary people.

The Period Promise encourages workplaces to run a donation drive to collect pads, tampons, menstrual cups, period pants, liners and other products. And to ensure that **all** washrooms have access to free menstrual products.

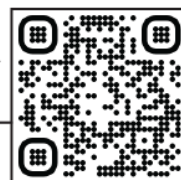
Please reach out to your local to see about participating in the Period Promise campaign this year.

International campaign

Internationally, the first Menstrual Hygiene Day was launched in 2014 by organizers in Germany to destigmatize conversations about menstruation and increase access to menstrual products for those who need them.

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CUPW respectfully acknowledges this office is located on the traditional unceded territory of the Anishinaabeg People.

Under the umbrella of the United Nations, *UN Women* campaigns internationally to promote the following five actions:

- Demand that menstrual products are tax-free and increase access to menstrual products.
- Fund women and girl-led movements fighting period poverty.
- Improve data on menstrual health and hygiene.
- Demand that school curriculums include menstrual health and hygiene education.
- Erase the stigma around menstruation. Normalize the conversation in the workplace and elsewhere.

For more on how you can help:

<https://tinyurl.com/ynjt5a62>

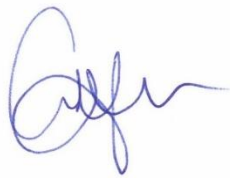
Make an impact on Menstrual Hygiene Day

On May 28, 2026, we call on members to join the fight against period poverty.

- Break the taboo and start a conversation in your workplace about menstruation.
- Advocate for menstrual products in **all** washrooms as per the Canada Labour Code.
- Start a donation drive in your local or community.

End period poverty. Now.

In Solidarity,



Coleen Jones
2nd National Vice-President

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