

May 2021 Project Update: **UBC Menstrual Map**

Overview

In September 2020, Free Periods Canada received funding from the UBC Alma Mater Society through the Clubs Benefit Fund. The funds were directed towards our UBC Menstrual Map Project, which aims to provide centralized information about the availability of menstrual supplies on the UBC Vancouver campus.

There is no central source of menstrual supplies at UBC Vancouver. Products are provided by different campus groups, including Sexual Assault Service Centre (SASC), UBC Building Operations and AMS Foodbank (with contributions from Free Periods Canada).

In collaboration with the AMS and UBC Building Operations, we sought to create a comprehensive resource that will help on campus easily locate and access the period products they need.

Project Progress

From January 2021 to May 2021, the Free Periods Canada team has made substantial progress with the menstrual mapping project. Key milestones over the last five months include the following:

1. **Designing the UBC Menstrual Map**

This digital map indicates the location of the period product across campus, indicating the building and floor number of the dispensers and whether or not they are located in gender-inclusive washrooms.

You can access the map on its own [here](#) or through the Building Operations website [here](#).

1. **Equity and Inclusivity Assessment**

The Free Periods Canada team consulted Equity, Diversity, and Inclusion Collaborator, Halimah Beaulieu from March-May 2021. This work offered valuable insight that will allow our team to center inclusive and equitable strategies in the next steps of the Menstrual Map project and included the following:

- A two-part anti-racism workshop held on March 23, 2021, and March 29, 2021.
- An organizational assessment and recommendations report for upholding equitable strategies, completed in May 2021
- A communications plan for equitable promotion of the UBC Menstrual Map completed on May 26, 2021. This has been attached in the appendix below.

Next Steps

From June to September 2021, Free Periods Canada will work on resources to promote the UBC Menstrual Map. These will be disseminated in September as students return to campus for in-person classes.

1. Communications Material for AMS Platforms

Our team will work with the AMS Communications team and Equity and Inclusion Lead (Maia Wallace as of June 2021) to develop communications material for AMS social media.

1. Resources for UBC Student Housing

Our team will design posters with a scannable QR code for students to access the map. These will be distributed to Resident Advisors in September.

Free Periods Canada is excited about the progress made so far in collaboration with the AMS and Building Operations. In the coming months, we hope to continue this work to reduce barriers to menstruators' success, wellbeing, and active participation in the UBC community.

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FPC Communications Plan: UBC Menstrual Products on Campus Campaign

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OVERVIEW

Free Periods Canada (FPC) – a grassroots, youth-run, non-profit organization that promotes menstrual equity and sexual and reproductive health – has embarked on a campaign to promote access to menstrual products on the University of British Columbia (UBC) Vancouver campus. The FPC team has created a map to indicate the availability of menstrual products through dispensers in women’s washrooms and gender inclusive washrooms on campus.

GOALS

FPC aims to promote access to menstrual products on campus by:

1. Increasing awareness of free menstrual products available in most women’s and gender inclusive washrooms on the UBC Vancouver campus
2. Increasing awareness that free menstrual products are available to ALL people who menstruate

KEY MESSAGES

- FPC is advancing menstrual equity by increasing access to menstrual products at UBC.
- Increasing access to menstrual supplies plays a fundamental role in overcoming menstrual stigma and normalizing periods.
- By increasing access to menstrual supplies for all menstruators, FPC is breaking the silence on how menstrual inequity has a greater impact on marginalized groups including trans and non-binary folx, and those from lower income groups.

These key messages should guide the content FPC develops for its communications assets including posters, stickers, social media posts and website copy.

AUDIENCE

Menstruators of diverse gender identities who visit, attend courses and/ or work on the UBC Vancouver campus, including students, staff, researchers, and auxiliary employees.

CAMPAIGN STRATEGY

Timeline

FPC will launch the *UBC Menstrual Products on Campus Campaign* at the start of the Fall 2021 semester on September 7, 2021. The campaign will last for a duration of three weeks, ending on September 24, 2021. This period is one of the busiest times on the UBC Vancouver campus as UBC welcomes new and returning students, and would be an optimal time to promote the availability of free menstrual products on campus for all people who menstruate.

Depending on the success of this campaign and FPC's capacity, FPC might want to consider rolling this campaign out on a cyclical basis at the start of every Fall and Winter semester, the two busiest times at the UBC Vancouver campus.

Potential Campaign Partners

The following UBC affiliates have been identified as potential campaign partners who can lend support to the *UBC Menstrual Products on Campus Campaign*. Partners can support this campaign through 1) social media posts promoting the availability of free menstrual products on campus, 2) displaying campaign posters in their service areas (i.e., offices, waiting rooms, The Nest, etc.), 3) media coverage, 4) word of mouth from service providers, and 5) include mention of the availability of free menstrual products in their materials distributed to students.

- UBC AMS (social media posts, display posters in The Nest)
 - The Pride Collective (social media posts, poster display)
 - Women's Centre (social media posts, poster display)
- The Ubyyssey (media coverage)
- CiTR Radio (media coverage)
- UBC Student Housing (social media posts, poster display)
- UBC Student Health Services (poster display, word of mouth through service providers)
- UBC Orientation Programs: Jump Start, Imagine UBC, Indigenous Student Orientation (word of mouth through orientation leaders, mention in materials distributed to orientation participants)
- UBC Student Services (social media posts)

**This is not an exhaustive list. FPC to add potential partners as it sees fit.*

Required Communications Assets

1. **Posters** to be displayed around the UBC Vancouver campus by FPC and the potential campaign partners listed above. These posters should clearly indicate that: A) free menstrual products for all menstruators are available in most women's and gender inclusive washrooms on campus and, B) a short link to the UBC menstrual map indicating which washrooms on the UBC Vancouver campus provide access to free menstrual products. The Menstrual Map poster designed by FPC Advocacy & Policy Coordinator Deyvika Srinivasa with a short link to the map, FPC's Instagram handle, Facebook URL and web address would work well.
2. **Stickers** to be pasted on the doors of washrooms where free menstrual products are available. Stickers should clearly indicate that this washroom provides access to free menstrual products (i.e., "Free menstrual products available here!")
3. **Social media assets.** Planned Facebook and Instagram posts for the duration of the campaign. I recommend posting 3 times a week (a total of 9 posts) on all FPC social media channels for the duration of the campaign. Content ideas can include: facts about menstruation, sharing an Indigenous worldview on menstruation, brief discussions on menstruation and gender diversity, tips on how to talk about periods in a gender inclusive way, stats around menstruation and gender equity, etc. However, all posts should conclude with a reminder that free menstrual products are available on campus and include a short link to the menstrual map.
4. **Social media toolkit** for campaign partners containing 3 drafted Facebook and Instagram posts for them to push out each week for the 3-week duration of the campaign. I recommend that all partners push out the same first post where the messaging should simply focus on the availability of free menstrual products on campus for all people who menstruate.

Depending on resources available, FPC may want to tailor the toolkit for each partner (i.e., aligning content with the partner's mandate - e.g., creating a post on menstruation and gender diversity for the Pride Collective. However, all posts should conclude with a reminder that free menstrual products are available on campus and include a short link to the menstrual map).

Alternatively, FPC can create a standardized social media toolkit for all partners (i.e., 3 different posts that focus on the availability of free menstrual products on campus for all people who menstruate).

5. **Website content.** Feature information about the availability of free menstrual products in campus washrooms more prominently on the FPC website for the duration of the campaign (e.g., a pop-up on the landing page). This information currently sits at the bottom of the *Free Periods Canada @ UBC* page of the FPC website and needs to be updated to reflect the campaign’s goals and messaging.
6. **Campaign memo.** This brief memo should provide information on the campaign (i.e., who, what, when, where and how) and clear and simple guidelines for campaign partners to promote the availability of menstrual products on campus to their clients. For example, orientation leaders and service providers at UBC Student Health Service should be able to make use of the information on the memo to talk to UBC students about the availability of menstrual products on campus. Campaign partners should also be able to use the memo to help them include information on the availability of free menstrual products on campus in the materials they distribute to students.

Campaign Workback Schedule (July 2021 - September 2021)

Task	Deliverables	Date
Reach out to UBC facilities to obtain permission to display campaign posters and stickers	Permission from UBC facilities to display posters and stickers on campus	Mid July
Design campaign posters and stickers	Printed campaign posters and stickers	Late July to early August
Reach out to potential partners	A list of confirmed campaign partners	Late July to early August
Develop a brief memo for campaign partners who will be promoting the campaign via word of mouth and through distributed materials	Send memo to relevant campaign partners	Early August
Create a social media editorial calendar for the campaign (3 posts x 3 weeks)	9 social media posts to be scheduled throughout the 3 week campaign for FPC’s various social media channels	Mid August
Create social media toolkit for campaign partners (3 posts including required graphics)	3 drafted social media posts sent to each campaign partner	Mid August
Display posters and stickers	Displayed posters in high visibility areas on campus and stickers on	Late August

	doors of washrooms where menstrual products are available	
Draft content for FPC's website to promote campaign	Post campaign promotion content on FPC website	Late August
Distribute posters to campaign partners	Campaign partners to display posters	Late August to early September
Campaign officially launches	Roll out social media posts according to editorial calendar	September 7-24

**FPC to add/ remove tasks and deliverables, and to change dates as it sees fit.*

Campaign Evaluation

The effectiveness of the campaign should be evaluated after the Fall 2021 semester ends if this is a one-off campaign. However, if FPC decides that this is a cyclical campaign to be held at the beginning of each Fall and Winter semester, then the campaign should be evaluated annually (or every 2 years), after the Winter semester.

Campaign effectiveness can be measured according to the following metrics:

- Menstrual products given away on campus via the free supplies made available in the women's and gender inclusive washrooms on the UBC Vancouver campus. It might also be worthwhile noting which washrooms require supplies to be replenished with more frequency.
- Number of campaign partners invited vs. number of campaign partners who participated.
- Visits made to the menstrual map and to FPC's website.
- Engagement rates on FPC's social media posts during the campaign. It might also be worthwhile to keep an eye on the engagement rates of the social media posts pushed out by campaign partners.