



Period Poverty

~ Sanitary products in toilets are commonplace ~

[About the Theme]

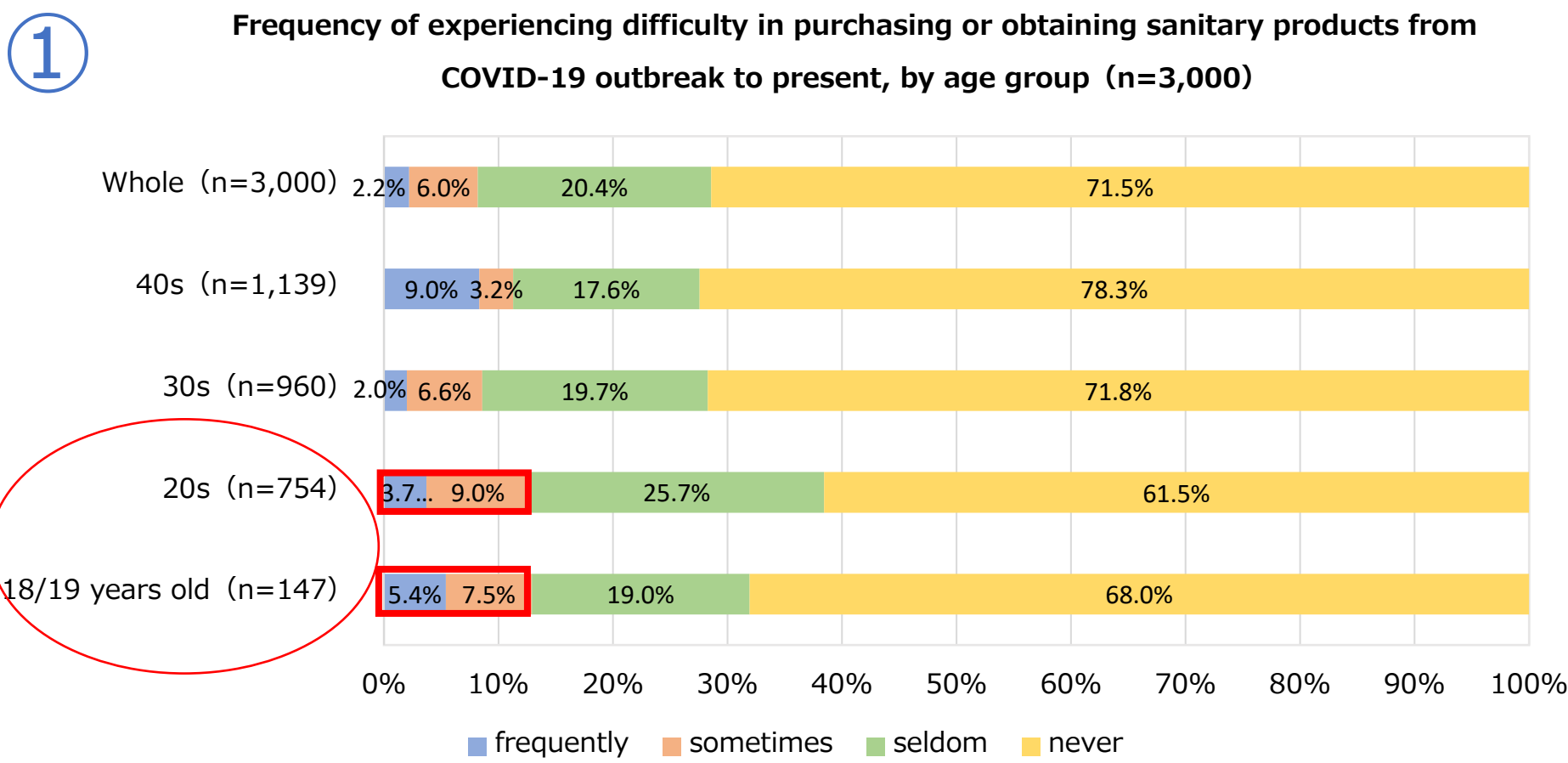
Until now, "menstruation" has been treated as a sensitive issue for women, but in recent years there has been a growing social movement to solve this problem.

As women students studying at a women's college, we decided to address the theme of "period poverty" from the perspective of wanting to solve the problems and concerns that women face.

[Current Initiatives]

Sanitary products are always available in private restrooms and are provided free of charge to those who download the app (example: OiTr). A service that distributes sanitary products free of charge for a year to 1,000 students who have difficulty obtaining sanitary products on the condition that they cooperate with a questionnaire (example: Eris). A service in which local governments distribute sanitary products to those who cannot afford them for financial reasons (example: Kasumigaura City, Ibaraki Prefecture).

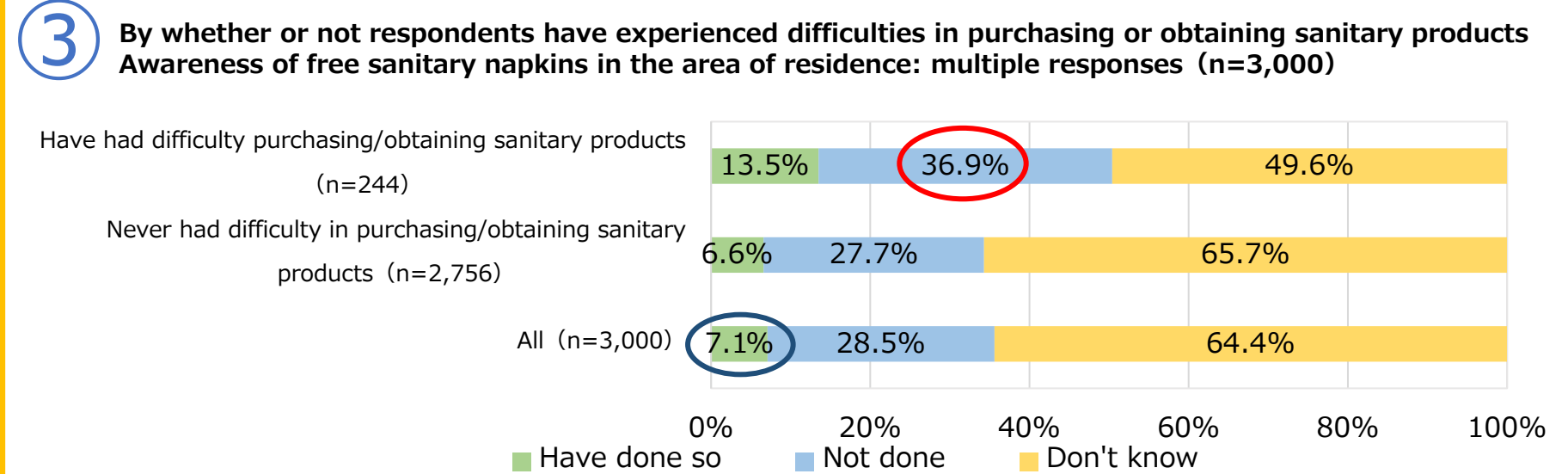
[Current conditions]



Source : Ministry of Health, Labour and Welfare 「 Questionnaire survey on the impact of "menstrual poverty" on women's mental and physical health 」 (2022)

A large proportion of **young people** are in trouble !

Many have had difficulty purchasing sanitary products for **financial reasons** !

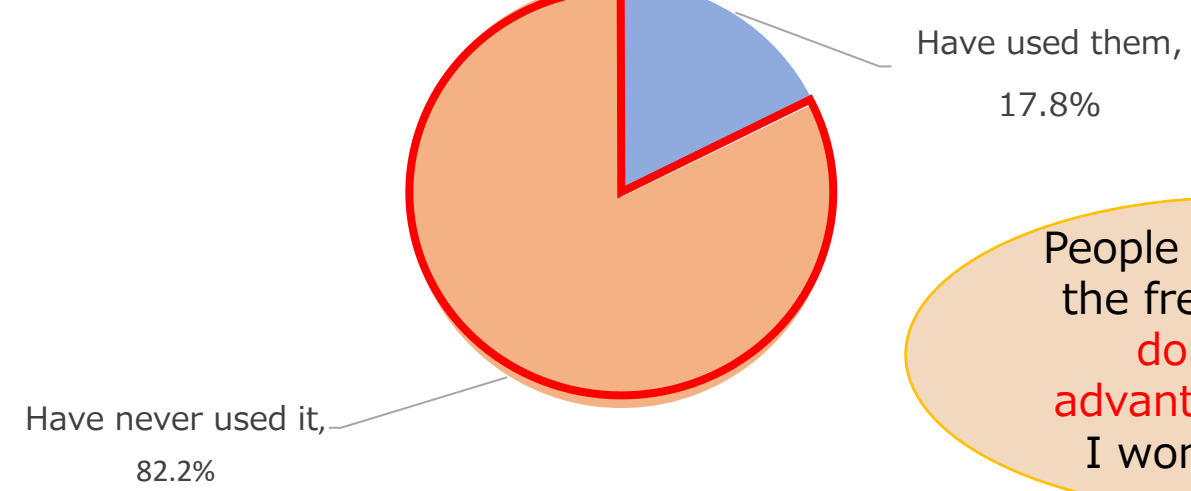


Source : Ministry of Health, Labour and Welfare 「 Questionnaire survey on the impact of "menstrual poverty" on women's mental and physical health 」 (2022)

Noted **7.1%** of the total

In areas where people have had difficulties, whether or not initiatives are being taken or not, they believe that initiatives are not being taken.

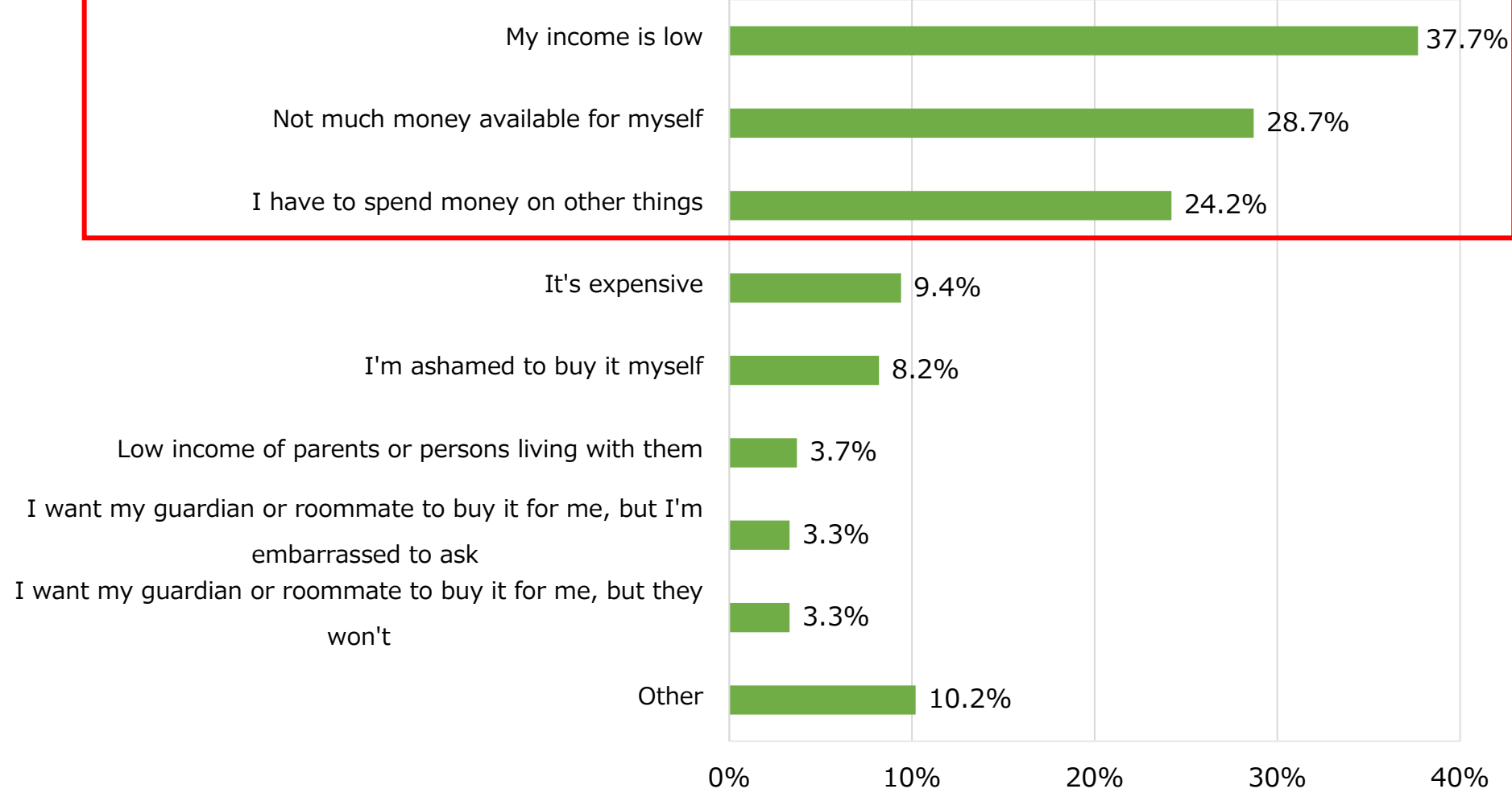
④ Those who know that free sanitary napkins are provided in their area of residence Use of free sanitary napkins in the area where they live (n=214)



People know about the free offer but **don't take advantage of it...!** I wonder why?

Source : Ministry of Health, Labour and Welfare 「 Questionnaire survey on the impact of "menstrual poverty" on women's mental and physical health 」 (2022)

② Reasons for difficulty in purchasing or obtaining sanitary products, multiple answers (n=244)



Source : Ministry of Health, Labour and Welfare 「 Questionnaire survey on the impact of "menstrual poverty" on women's mental and physical health 」 (2022)

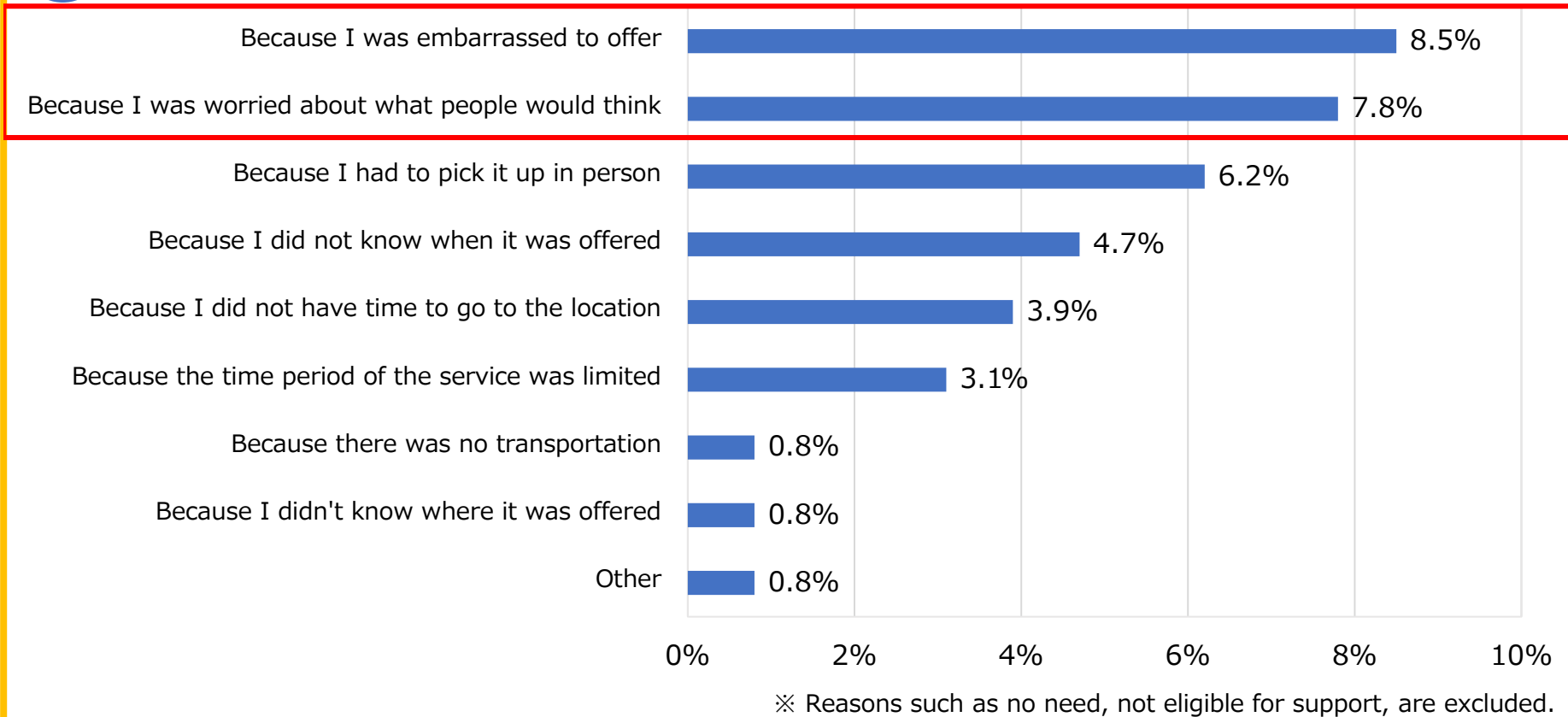
[Current Issues]

Many young people have difficulty purchasing and obtaining sanitary products : graph ①, graph ②

Initiatives are not recognized : graph ③

High hurdles to receive assistance : graph ④, graph ⑤

⑤ Reasons for knowing about but not using public assistance programs for sanitary products : multiple answers (n=129)



Source : Ministry of Health, Labour and Welfare 「 Questionnaire survey on the impact of "menstrual poverty" on women's mental and physical health 」 (2022)

The reason usage is so low is because so many people are afraid of being seen!!! I wonder if more people would use it if they could deal with it without anyone knowing!

I wish I could easily receive sanitary products without anyone knowing. I think I can do a simple survey!

[suggestion]

★ It allows you to receive sanitary products in a system like a vending machine.

→ **By installing it in a private room** where people's eyes are not a concern, the hurdle to receiving sanitary products is lowered.

★ It can be used **free** of charge by holding up a student ID card that can identify an individual (if the student ID card is not a card, distribute a QR code).

→ **By distributing sanitary products free of charge**, we will avoid a situation where sanitary products are economically difficult to obtain.

★ Conduct a simple consumer survey that is easy for users to participate in (e.g., attach two buttons to a machine and conduct a two-choice survey. Users 1) hold up a card (student ID card, etc. or QR code), 2) answer the questionnaire, and 3) receive a sanitary product, and create a system to provide the response data to cooperating companies to encourage cooperation and support of companies.

→ **By providing consumer data to companies, we will create a system that makes it easy to cooperate and participate in the provision of sanitary products free of charge.**

