

Initial Washroom Hygiene teams up with Freedom4Girls in the battle to help end Period Poverty

March 2019 – Period Poverty has affected more than a quarter of females, forcing them to miss either work or school¹. To help combat this, Initial Washroom Hygiene has partnered with [Freedom4Girls](#), a UK-registered charity actively supporting women and girls in both the UK and worldwide, who struggle to access or afford safe menstrual protection.

For every Period Poverty Vending Dispenser installed by Initial Washroom Hygiene, the company is donating £5 to Freedom4Girls as well as an additional donation of £1 for every box of sanitary refills ordered for these units.



Initial Washroom Hygiene launched a bespoke [Period Poverty Vending Dispenser](#) last September, which was developed specifically to provide a hygienic, in-cubicle option in response to customer demand. Housed in a compact unit, typically located alongside the toilet roll holder, female washroom users who cannot afford them or who have simply been caught unaware are provided with easy, free and most importantly, private, access to sanitary products.

Set up in 2016, Freedom4Girls works in developing countries to offer environmentally-friendly, washable, re-usable menstrual cups. In the UK, the organisation supports local schools, supermarkets and charities in the set-up of sanitary donation stations, so more women and girls have access to the products they need to enjoy a normal life, regardless of being on their period. It also delivers hundreds of period products each week to schools, community groups, refugees and women's agencies.

Tina Leslie, Founder of Freedom4Girls, comments: *"We are delighted to have this support from Initial Washroom Hygiene. At Freedom4Girls, we envisage a world in which no girl or woman suffers from Period Poverty or stigma associated with their periods. No girls should miss school or woman be forced to miss work because they have their period, and that is why access to free and hygienic menstrual protection for those who need it is so important."*

¹ <https://www.itv.com/news/2019-02-18/more-than-a-quarter-of-females-have-suffered-from-period-poverty-survey-finds/>

Sian Walkling, Marketing Manager, Initial Washroom Hygiene, concludes: *“Creating a welcoming and hygienic washroom is important for any establishment, which is why we believe that sanitary products should be viewed as a ‘washroom essential’, in the same way soap and toilet paper are. We’re extremely proud to be supporting the amazing efforts of Freedom4Girls in their fight against period poverty.”*

- ENDS -

About Freedom4Girls

Set up in 2016, Freedom4Girls (a registered Charity Number 1177566) works in the UK and developing countries to sew and distribute environmentally-friendly, washable re-usable sanitary kits, alongside menstrual health education. In the UK, the organisation coordinates dozens of menstrual product donation stations across the country; hundreds of donated products are then distributed by the charity each week to many different organisations, including community hubs, foodbanks, homeless shelters, refugee agencies and women’s refuges. Through their work, Freedom4Girls have been instrumental in helping those who menstruate to have access to the products they need to enjoy a normal life, regardless of being on their period.

www.freedom4girls.co.uk

About Initial Washroom Hygiene

Initial Hygiene is a global leader in hygiene services operating in over 45 countries across the world including the major economies of Europe, North America, Asia Pacific and Africa. It provides innovative and environmentally responsible washroom services solutions to large and small organisations across a range of business sectors including public administrations and schools, food and drink manufacturing, hospitality and leisure, medical and paramedical, construction, retail, services and transportation.

The range of Initial Hygiene’s services and supplies includes:

- Hand washing and drying products and services
- Feminine hygiene disposal units and services
- Products for washroom, urinal and toilet hygiene and cleaning

www.initial.co.uk

Ending Period Poverty

The Background



Initial is leading the way in offering provision

- Thousands of females, from school-age upwards, are unable to afford basic sanitary and feminine hygiene products, this is in the forefront of advertising and government campaigns
- The Scottish Government have taken a decisive lead in 2018, becoming the first national government ever to provide free access to feminine hygiene products in all schools, colleges and universities, while the Welsh government has also allocated £1m to address the issue in communities and school.
- In the UK currently there is no official government funding, however businesses are taking the socially correct position to provide feminine hygiene products free-of-charge.



The Background

Initial is leading the way



- Initial Washroom Hygiene have developed a provision which is located in the toilet cubicle and offers a discreet solution as required
- The container is owned by the customer and fill products are delivered by your local service branch – 17 sites across the UK to offer full countrywide coverage
- Taking the correct social stance on this highly publicised plight will enhance your standing in the community



Product Range

The Range



Cubicle Dispenser - £69 installed

- Holds either tampons and towels
- Cubicle sized wall mounted units
- Owned by the customer



Product –
towels
Case 200
at £70



Product –
3 Tampax lites
Case 288 at
£260

Customers leading the way

Celtic FC leads way in tackling period poverty, now other clubs need to follow

May 15, 2018 5:02pm BST



Celtic FC should be shared by others. Celtic Women's Supporters

Scotland's top football club, Celtic FC, will become the first in the UK to provide free menstrual products in its stadium this autumn. The move raises awareness of the global issue of period poverty and should prompt other clubs to follow Celtic's lead.

Period poverty – being unable to afford menstrual products – is a worldwide problem and has become a major focus of campaigns in numerous countries. It affects one in ten women aged 14 to 21 in Britain and nearly one in five in Scotland.

Many women and girls are prevented from participating in sport both because of period poverty and lack of access to sanitary products – plus the stigma and signs associated with menstruation. A recent study found 48% of girls aged 11-21 feel embarrassed by their periods, while 71% have felt embarrassed buying products. For this reason campaigns like #essential, which pushes for free menstrual products in schools, fit

WATER & SANITATION

Brighton Is the First Premier League Football Club to Give Free Sanitary Products to Fans

Celtic got involved after three top Glasgow clubs provide menstrual 2,700 signatures. It is fitting that regard, since the movement is at this country. To quote the Labour lead campaigners:

Period poverty affects 1 in 10 girls in the UK – and football fans are no different.

Why Global Citizens Should Care

Period poverty affects girls and women all around the world, including in Britain. It's a huge obstacle, particularly in terms of being able to equally access education and employment throughout the whole month, and it needs to be addressed if we're to achieve true gender equality. You can join us by taking action [here](#) to help achieve the UN's Global Goals for gender equality, and access to clean water and adequate sanitation.

Brighton has become the first Premier League football club to provide period products for free in its women's toilets.

Period poverty: Barnsley FC offer free sanitary items

22 August 2018

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Authors

Sarah Clegg
Lecturer in Sport Management,
University of Stirling

Kay Standing
Reader in Gender Studies,
Liverpool John Moores
University

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News - Local News - Motherwell FC

Motherwell FC offer free sanitary products to battle period poverty

The club have teamed up with sponsor Payscale at the Fir Park stadium.

SHARE f t+ t+ e+ By Robert Mitchell
18:27, 5 SEP 2018

NEWS



Richard Tait, Chris Cadden, and Kevin Rogers, chief executive of Payscale.

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Motherwell FC is the latest Scottish Premiership club to provide free sanitary products in its stadium, thanks to one of its sponsors, Payscale.

The Steelmen's official shorts partner and health and wellbeing partner has sponsored the club's trial of free sanitary products within all 14 of its female toilets.

Suzanne Reid, head of commercial and marketing, said: "As a fan-owned club, we're immensely proud of our history and our commitment to inclusivity for our fans, visitors and staff alike.

"Period poverty is a very real issue impacting many women from lower income families, and it can subsequently have a huge impact on the quality of their day-to-day lives. We're pleased to be launching our trial to freely supply our female visitors with free sanitary products, kindly part-funded by Payscale, our official health and wellbeing partner.

"Feedback so far has been incredible, and we very much hope to implement it as a permanent benefit within Motherwell Football Club."

The campaign will run throughout the season, with Payscale contributing towards the initial cost.

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Contact us

- **Account Manager** – Mindy Jagpal
- mindy.jagpal@rentokil-initial.com
- 07789 86 4872

- **Customer Support team**
- lws-kahelpdesk-uk@rentokil-initial.com
- Ask for the message to be directed to your account manager