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Who are we?

Share The Platform is a collaboration between Changing the Flow and Days for Girls Canada.

Started in 2021, the initiative has evolved from a platform for national menstrual equity education and advocacy, to encompass a range of virtual and in person resources and programs to support menstrual equity advocacy at all levels.

Having recognized the need for a consistent system for diverse menstrual equity groups to reach different audiences, we have developed a trusted platform that works.

Share The Platform is composed of subject matter experts with relationships and connections across the menstrual equity ecosystem in Canada; including academia, grassroots organizations, K-12 and post secondary institutions, cultural groups, social enterprises, and not for profit organizations of all types working together.

Why are we here?

BARRIERS: As recognized in the motion adopted by the committee, significant barriers exist that result in period poverty for some Canadians who menstruate. Besides access to products, geography, WASH facilities, affordability, and personal trauma, there are additional barriers to be considered.

- Lack of respect for cultural practices (First Nations communities, and various ethnic communities)
- Lack of respect for personal needs and product preferences
- Stigma and harmful stereotyping, "reinforcing patriarchal and discriminatory systems and societies, and resulting in denial of human rights and further gender inequity." (UN High Commissioner for Human Rights, 2022)
- Limited education and communication of MH information (to menstruators and non-menstruators) resulting in
 - ignorance and misconceptions about Menstrual Health. Language used in messaging ought to be clear, accurate, and inclusive of all people who menstruate.
 - lack of support from non-menstruators
 - lack of knowledge about product choices - safe and environmentally responsible
- Lack of product quality standards
- Lack of "relevant sectoral work plans and budgets" (WHO 2022)
- Lack of access to "competent and empathetic care" (WHO 2022)

What matters most?

Share The platform is informed by the values of the organizations behind it.

Days for Girls Core Values:

- Honour: We honour the wisdom of those we serve and those with whom we serve.
- Collaboration: DfG reaches menstruators throughout the world through partnership, and through a willingness to be flexible and to modify our approaches as local circumstances and cultural norms may dictate.

A Changing the Flow core belief: We believe every washroom should provide period products.

Inclusive, accessible, free.

Share The Platform recognizes that not all women menstruate, and that not everyone who menstruates is a woman.

We intentionally use inclusive language such as menstruators or people who menstruate to include girls, women, trans men, trans boys, non-binary, gender fluid, gender non-conforming individuals and all others who experience menstruation.

What can we do?

SHARE THE PLATFORM

We are advancing menstrual equity in Canada by

- offering bi-monthly virtual menstrual events : [ShareThePlatform - YouTube](#)
- presenting educational sessions on a variety of topics related to menstruation
- framing menstruation as a health issue with physical, psychological and social dimensions, as per the definition of Menstrual Health.
- advocating for all menstruators
- seeking non-menstruator support for menstrual equity
- Sharing the Platform with others who are working in this space - Example: Red Dot Project has been a valuable partner on the virtual event series since 2022
- highlighting the collaborative nature of our initiative as we seek to transcend traditional barriers such as different approaches and competition
- connecting with all levels of government

- participating in the Federal Advocacy Working Group.
- vetting, researching, and curating reliable sources to ensure the information we share is clear, accurate and inclusive..
- providing guidance on language use and best practices related to evolving terminology, specifically to ensure inclusivity is universal, and also to allow for learning opportunities.
- scanning and collecting information from subject matter experts (SME) in related areas such as gender identity
- ensuring the voices of those most affected by period poverty are centered (and recentered) and adjustments are made when needed (people with disabilities, people who are incarcerated, people who are unhoused)
- leading the global Period Positive Workplace Campaign for Canada

THE CANADIAN PERIOD POSITIVE WORKPLACE

Share the Platform is leading a PPW campaign that is designed to offer:

- Support for organizations impacted by the new regulations for federally regulated workplaces with education, implementation resources, and best practices
- Encouragement to private sector businesses to follow the federal example and supply free menstrual products in their workplaces
- Clear and accurate information about menstruation,
- Information regarding access a variety of high quality, safe, and environmentally responsible menstrual products for purchase by private sector businesses,
- Suggestions for relevant sectoral work plans and budgets
- Examples of supportive messaging
- Recommendations for competent and empathetic menstrual health care

Our campaign will maximize the work of Brand Ambassadors hired through Canada Summer Jobs for the initial phase, and make use of Share the Platform virtual workshops to advance to campaign.

Please Note: English and French resources available.

Days for Girls Canada Society is a registered Canadian not for profit and is a Country Affiliate with Days for Girls International. Volunteers across Canada mobilize to advocate for menstrual equity, and to increase access to high quality menstrual products and vital health information for menstruators around the world. We believe in knowledge, products, and supportive environments for all menstruators. We create beautiful, washable, sustainable Days for Girls menstrual Kits, and distribute them, along with our DfG education component, to menstruators in countries throughout the world. Our teaching materials are terrific. They are accurate, positive, informative, and attractive; and our distributions are always happy occasions. We dispel myths, and we use correct terminology. We encourage local medical people and teachers to participate, and to take the lead when they can. We are careful to honour and respect the people we serve.