

# HELP THEM THRIVE. *Period.*



ACCESSIBLE PERIOD CARE FOR ALL

*Libra* *Period*  
**POSITIVITY**  
*Program*



# WHY FREE PERIOD CARE MATTERS.

Free period care in primary and secondary schools is important for a number of reasons. The inability to access period care products can affect education outcomes. Supporting your students through the provision of free period products will lead to positive outcomes.



of teenage girls would rather fail a subject than have their peers know they have their period.<sup>1</sup>



of teenage girls would rather be bullied than discuss periods with their parents.<sup>1</sup>



of women agree that girls' confidence is at risk if periods aren't discussed openly.<sup>1</sup>



of women admit to hiding their period at home, work & school.<sup>1</sup> This can come as a result of the stigma & shame associated with periods.



When students don't have access to period care products, they may need to use an unsuitable product, or leave class resulting in their education being affected.



1 in 5 New Zealand children live below the poverty line.<sup>2</sup>



Cost is the biggest barrier for students who have challenges in accessing period care products.

1. Libra Taboo Study 2019. 2. Stats NZ Child poverty statistics: Technical appendix 2018/19

# BENEFITS OF THE LIBRA PERIOD POSITIVITY PROGRAM.



## Discreet dispensers

**81% OF STUDENTS FIND DISCREET ACCESS TO PERIOD PRODUCTS IMPORTANT.<sup>3</sup>**

- Bathroom dispensers overcome the embarrassment of asking a peer or school nurse.
- Our high-quality bespoke dispenser is suitable to install in any bathroom, whether it is small, large or ambulant/accessible.
- Our lockable dispenser with a unique dispensing mouth prevents excess usage and ensures safe delivery of the product to the student.
- Dispensers are a proven system already implemented in Australia and New Zealand across thousands of schools, workplaces and leading tertiary facilities.



**81% OF STUDENTS SAY THAT THEY WOULD BE VERY LIKELY TO USE A DISPENSER IF THERE WAS ONE IN EVERY BATHROOM AT SCHOOL.<sup>3</sup>**



## Trusted, reliable and safe

- Made in Australia for over 30 years, Libra is a reliable supplier and the only local period care manufacturer.
- Our tampon boxes meet New Zealand Standards requirements to provide tamper proof product with product safety information.
- We offer a unique Roll Press Go wrapper, which enables used pads to be sealed and disposed of discreetly.

**LIBRA IS THE #1 FAVOURITE BRAND FOR STUDENTS.<sup>3</sup>**



3. Libra NZ Schools Research 2020



**Reduce shame and stigma with**

- Our free comprehensive Libra School lesson plan tailored for teachers across years 5, 6, 7 and 8. You can find more here: [lovelibra.com/nz/educators](https://lovelibra.com/nz/educators).
- Our communication materials can be used to introduce and provide education about the program to teachers, staff, students and parents.
- Dispenser stickers with positive messaging and co-branding option.



*The Period Positivity Program helps remove*  
**THE SHAME AND STIGMA SURROUNDING PERIODS.**



**PROGRAM SERVICES.**

Program delivery by Tork Professional Hygiene, the no.1 global professional hygiene brand.

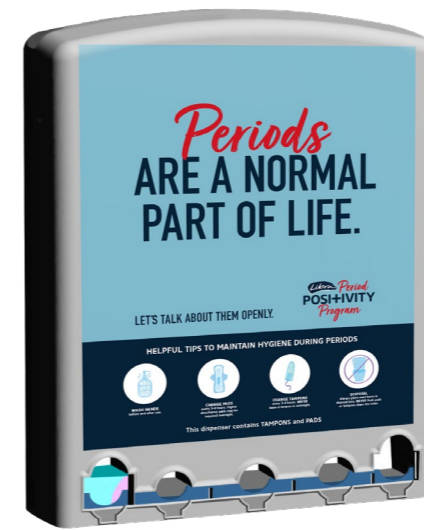


The Tork team are highly experienced in managing large washroom dispenser installation programs.

**Our full-service offering includes:**

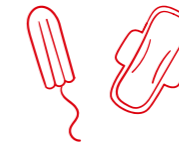
- A full install service to get up and running quickly.
- Assured product availability and reliable replenishment service.
- No added administration burden with our full ordering and reporting service.
- Unique lockable dispensers provided free on loan with Libra refill agreement.
- Free resources to help you promote the program to students and staff.

**THE PROGRAM SETUP.**



**Libra bathroom dispenser**

- Dispenses individual pads and tampon boxes
- Services 198 users
  - 168 pads
  - 30 tampon boxes (240 tampons)
- Uses the same key as Tork washroom dispensers



**Designed to use with**

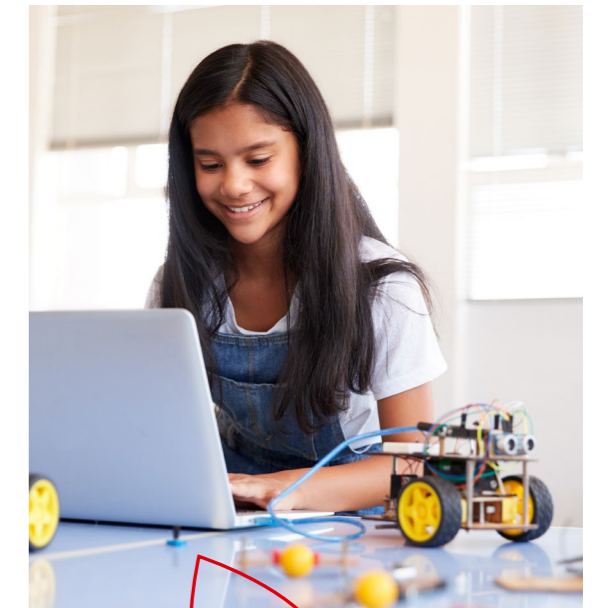
- Libra Ultra Thin Regular Pads with wings
- Libra Regular Tampons (8 tampons per box)

**ABOUT US.**

Essity is a leading personal care and hygiene company that manufactures and sells essential everyday consumer products.

We are the only manufacturer of hygiene products in New Zealand employing over 320 people and are the major hygiene supplier to the government and education sectors.

We have been manufacturing Libra branded Pads and Tampons in Australia for over 30 years and are focused on supporting and empowering people and providing education about period care.



**FIND OUT MORE:**

[lovelibra.com/nz/periodpositivity](https://lovelibra.com/nz/periodpositivity)  
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Think ahead.