



Strathclyde
Students'
Union

Free Sanitary Products

In partnership with



After the campaign is won: Period Poverty

- We became the first country in the world to make free sanitary products available in all schools, colleges and universities: AMAZING!
- Now what do we do????!!!
 - After the campaign was won, we had to work out how to implement this across campus and beyond
- A committee was formed that brought together the University's Student Experience Team, Estates and the Students' Union (Strath Union)





Strathclyde
Students'
Union

Free Sanitary Products

In partnership with



Phase 1- Committee

- The committee was pulled together to agree what would be needed to drive this forward
- Key to the implementation was the inclusion of the Estates Team, who had full understanding of the campus and therefore could identify high footfall locations
- We ran a survey among student to identify initial locations for dispensers (10) and the types of products ordered & hosted focus groups with key demographics
- We developed a brand style to raise awareness and a distribution plan to make the products accessible via the Union's online shop too



Free
sanitary
towels and
tampons
for every
student



Free
sanitary
towels and
tampons
for every
student



Strathclyde
Students'
Union

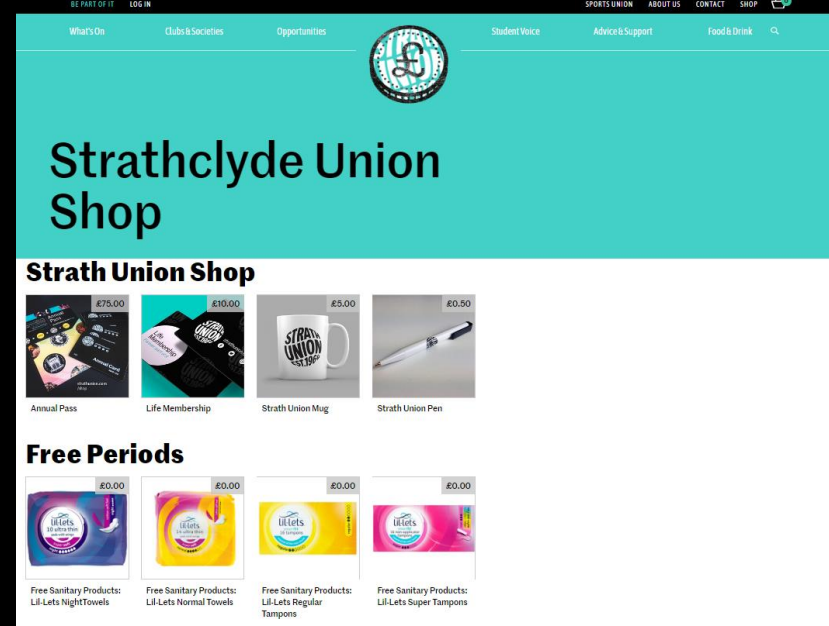
Free Sanitary Products

In partnership with



Phase 2- Branding & Dispensing

- The Estates team commissioned the build of dispensers to fit a specific brief:
 - Accessible
 - Visible
 - Easy to fill
- We added products to the Union online shop to provide out of term time provision, and make it more accessible to all students
- The Cleaning Team recommended ways they could keep the dispensers filled





Strathclyde Students' Union

Free Sanitary Products

In partnership with



Phase 3- Marketing & Comms

online

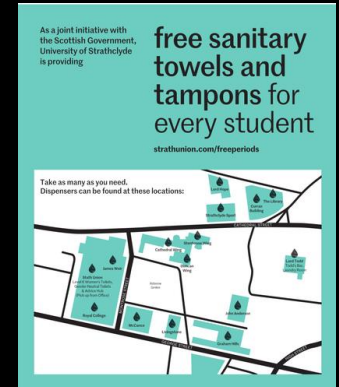
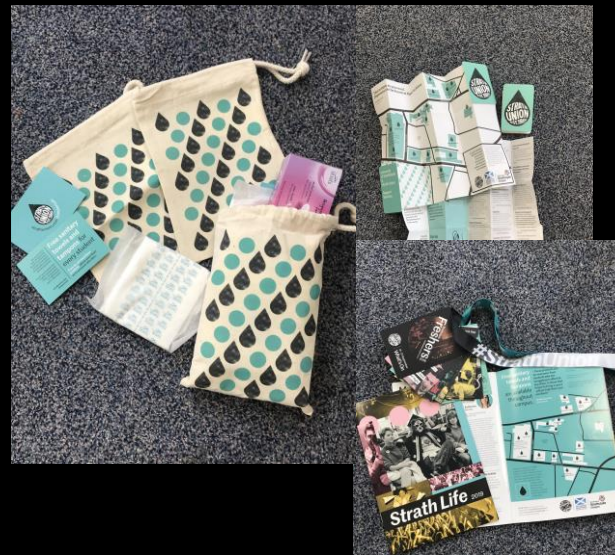
- across our social media channels
- On our websites
- Locations on the University App

Offline:

- Working with the Clean Team to make up packs
- handing out packs to every new student at Freshers
- Advert in Freshers magazine
- Pop out leaflets promoting free products and also support services at the University

In toilets

- Location poster
- Clip frames and posters on the back of doors





Strathclyde
Students'
Union

Free Sanitary Products

In partnership with



Phase 4 - Feedback and next steps

- Our feedback is telling us that students are interested in eco-friendly and reusable products and we are talking to the procurement team about ordering these
- Our spend was approximately:
 - 15% of the overall budget on infrastructure, dispensers, brand and marketing



Free
sanitary
towels and
tampons
for every
student



Free
sanitary
towels and
tampons
for every
student