

NORTHERN IRELAND PASS 'PERIOD PRODUCTS FREE PROVISION BILL'

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Last year, **Hey Girls** and charitable arm **My Period** made an inspiring visit to Northern Ireland to celebrate a monumental step towards equality: the passing of the 'Period Products Free Provision Bill'. The bill made Northern Ireland only the second country in the world to legislate universal access to free period products, following Scotland's trailblazing lead.

With Hey Girls as a key facilitator, Scotland set the stage in 2020 when it became the first country in the world to pass similar legislation, guaranteeing free period products for anyone who needs them. This groundbreaking move inspired Northern Ireland to follow suit, again with the fundamental support of Hey Girls and My Period as key facilitators in the roll out of the initiative.

During the visit, Hey Girls and My period partnered with 'Libraries NI', a key player in ensuring period products reach people who need them most. Libraries became accessible and welcoming spaces where individuals could collect free products, no questions asked.

Through the award-winning (and one of a kind!) My Period app, users gained access to a variety of pick-up locations across Northern Ireland, ensuring convenience and dignity for anyone in need.

This milestone marks a significant stride in addressing period poverty while shining a light on period dignity and equality as a whole. The simple act of providing free period products ensures no one has to choose between buying a meal and managing their period, a choice no one should face.

Northern Ireland's commitment to accessible period products is a step toward broader gender equality, helping to normalise conversations about menstruation and remove the stigma that has long surrounded it. The work of organisations like Hey Girls and the technological accessibility of the 'Pick Up My Period' app from My Period, amplifies this progress, showing how innovative partnerships and advocacy can accelerate change.

Scotland and Northern Ireland are leading by example in building a world where period dignity is a right, not a privilege.

Let this be a call to action for other nations to follow suit, because equality starts with dignity. If your passionate about lobbying for change and accelerating action, contact your local MP and petition for free period products in your country via the QR code here.



SAY HEY: GEORGIE@HEYGIRLS.CO.UK
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myPeriod
now we're talking...

My Period, our charitable arm takes period product access to the next step. The **PickUpMyPeriod** app marks exactly where you can find free period products on the map!



Free period products at your fingertips?

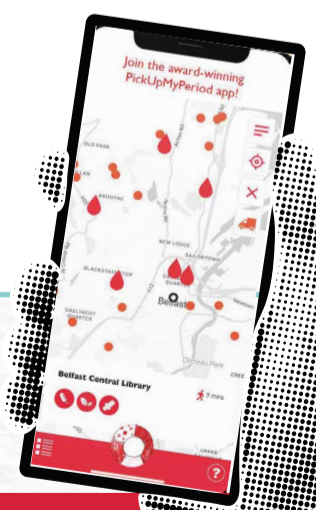
Find free period products near you, education links and more on **PickUpMyPeriod!**

31%

Growth in Pick Up Points on the app's map this year!

40%

Increase in Pick Up Points providing Hey Girls products!



you may not know...

2650+

pick up points listed on the My Period app.

more than half...

57%

said that reusable period products were important to them.

can you believe it...

9 in 10

said they would use free period products if they were available.

Respondents from the Northern Ireland Provision of Free Period Products: Public Consultation

