

Women and Girls in Sport Week 2020: Tackling Period Poverty

SW/S
SCOTTISH WOMEN IN SPORT



SCOTTISH
SQUASH



#ACTIVEGIRLS

Why are we interested in tackling period poverty?

Research reports that:

- 3 in 10 people in Scotland cannot afford period products
- 20% of girls choose not to socialise on their period because they don't have access to sanitary products
- 25% of girls in the UK admitted to avoiding or skipping sporting activity when menstruating
- 89% of people felt less anxious when FREE sanitary products were available in facilities

We know that:

- Women and girls are under represented in squash across Scotland (Female 23%;Male 77%)
- The majority of squash/sports clubs in Scotland don't provide access to free period products



In 2019, Scottish Squash received investment from **sportscotland** to provide free period products to 22 clubs. As always, we wanted to go above and beyond to highlight our dedication to supporting females in sport while striving to create positive culture changes within squash. To celebrate Women and Girls Week 2021 we aimed to tackle the often taboo subject of period poverty, while raising awareness and providing educational opportunities for the squash community. This case study outlines our journey to stop inequality in sport. Period.

Our partners

We partnered up with some forward thinking organisations to support our campaign, striving to instil #PeriodPride across our clubs



HeyGirlsUK provided the products for our #PeriodPoverty packs and shared educational resources with us ... all products are vegan friendly and organic, while also being bleach, paraben and plastic free. The profits of the organisation are used to tackle period poverty in the UK.



Through the power of sport, SW/S works to impact on the culture of sport in Scotland to ensure that equality and parity are reached in every aspect of sport. SW/S helped shape our campaign by supporting us to develop educational content, raise awareness and strengthen our social media presence



***sportscotland** provided the investment for our period poverty tour and additional resources to help promote the initiative. In partnership with the Scottish government £50, 000 was distributed to sports across Scotland to provide free period products in clubs*

Creating our #PeriodPoverty packs

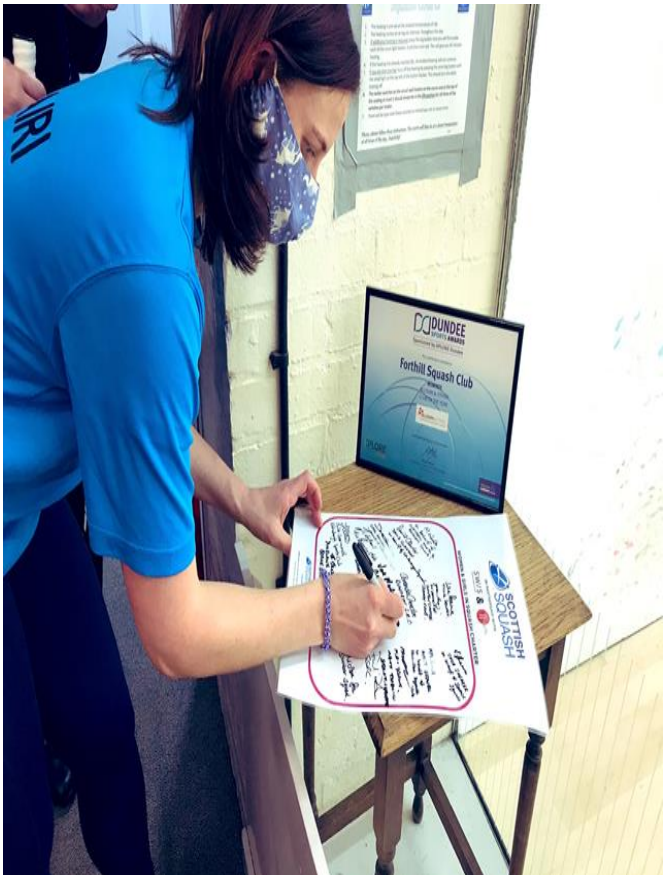
We knew that it was important to prepare and educate clubs on menstruation in sport and the different products that women and girls may need. Therefore, each #PeriodPack included 496 tampons, 590 sanitary towels, educational material and personalised club posters to signpost women and girls to the products available. We also provided a large storage container to make sure clubs had somewhere to store and display the products!



Women and Girls in Squash Charter

We gave the 22 clubs that received the #PeriodPoverty packs an opportunity to sign our ‘**Women and Girls in Squash Charter**’ which is a commitment between **Scottish Squash** and its **member clubs** to take visible steps to remove these barriers. All of the 22 clubs enthusiastically signed the charter to showcase their continued commitment to supporting women and girls in squash. The charter has **five** core principles for **Scottish Squash** member clubs to sign up to:

1. Take steps to actively involve women and girls in squash and visibly support women and girl’s inclusion and equality.
2. Challenge discriminatory behaviour and ensure a positive and welcoming culture and environment for women and girl participants.
3. Commit to actively working with the **Club Development Officer (Women & Girls)** to complete the **Scottish Squash ‘Women & Girls Toolkit’**.
4. Provide **free** sanitary products for women and girl members and visitors, display promotional material to advertise these products, and ensure they are accessible and available at all times.
5. Strive to make continuous improvements to greater include women and girls in squash in Scotland.



Period poverty tour.... Day 1



We started our tour in the West, delivering #PeriodPoverty packs to 6 clubs (Hamilton, Strathgryffe, SSRC, Western, Giffnock and Whitecraigs)... each club sent a representative to meet us who keenly supported our #PeriodPride campaign and signed our Women and Girl's charter!



Period poverty tour.... Day 2

What a day... We visited 6 clubs in the East, delivering packs and having lots of conversations about period poverty, period pride and challenges that women and girls face to participating in sport.. It was great to see that clubs had already started using the packs and were also supporting our campaign by sharing content and keeping the conversations flowing #LeadByExample



Colinton Castle @ColintonCastle · 25 Oct 2020

Proud to be part of this initiative to end [#periodPoverty](#) and show how squash is an inclusive, welcoming sport for all. We will be signing the [#WandGClubsCharter](#) this Women & Girls Sport Week & are looking forward to a visit from [@Scottish_Squash](#) to deliver [@HeyGirlsUK](#) products.



Inverness Tennis & Squash Club @InvTennisSquash · 24 Oct 2020

We are delighted to be part of this initiative. Let's end [#periodPoverty](#)

Looking forward to getting our [@HeyGirlsUK](#) products from [@Scottish_Squash](#) next week during Women and Girls in sport week
[@ScotWomenSport](#)
[@sportscotland](#)

Period poverty tour.... Day 3

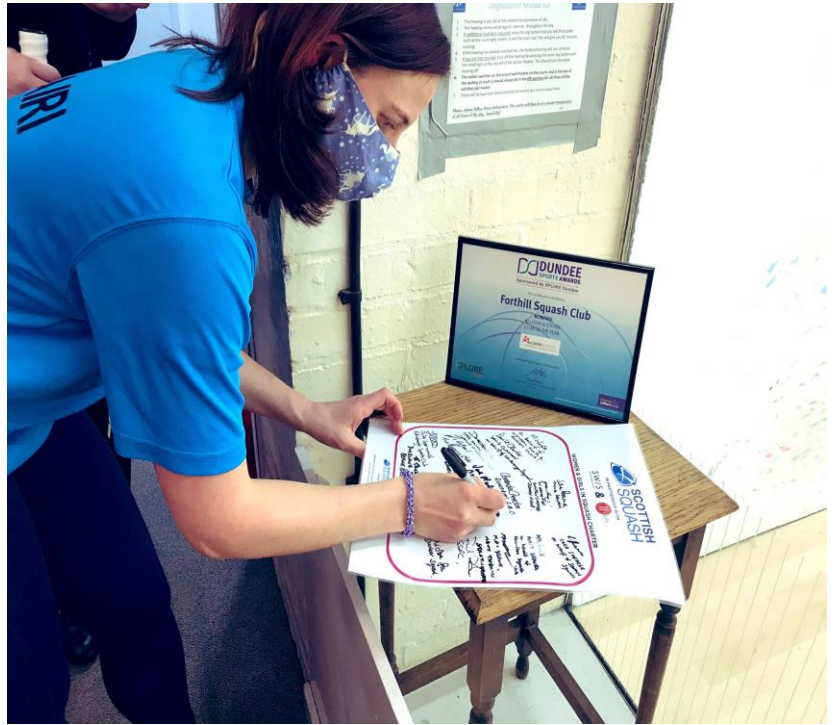
Today marked the half way point of our tour. We started the day by sharing our article 'PERIOD POVERTY – SCOTTISH SQUASH'S MISSION TO RAISE AWARENESS AND TACKLE A TABOO' (<https://bit.ly/3aumrZF>) this piece discussed period poverty in Squash while sharing both personal and professional insights from our female performance coach Kylie Lyndsey...we then headed down South to visit Gala, DumfriesSRC and Laurieknowe. We had the pleasure of meeting some inspiring female club members!

fighting
period
poverty.



Period poverty tour.... Day 4

All of the clubs we have met with so far have been excited to sign our Women and Girls Charter, this formalising their commitment to women and girls in squash. As you can see we are running out of space....



Today we visited another four clubs on our journey up North... We were thrilled to be met by inspiring female representatives off all ages
#BeTheChangeYouWantToSee

Period poverty tour.... Day 5



The last day of our #PeriodPoverty tour was also Active Girls Day so it was fitting that we visited Inverness Squash Club to spend some time with the new generation of squash players and drop off our last #PeriodPoverty pack!



Scottish Squash 🇬🇧 @Scottish_Squash · 30 Oct 2020

A perfect end to an important week! We celebrated #ActiveGirls day by meeting avid squash player Jessica Craig-Gould to present an award for winning our @WorldSquashDay photo competition 🙌🙌🙌

#SheCanSheWill

@sportscotland | @HLHsocial | @HLHSport | @ScotWomenSport



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W&G Week 2020 Round up:

We had an incredible Women and Girls in Sport Week 2020 travelling across Scotland raising awareness about period poverty. In total we:

- Travelled over 1000 miles across Scotland from Dumfries-Inverness
- Visited 22 clubs, delivering our #PeriodPoverty packs and facilitating conversations around #PeriodPride
- Spent time with each individual club, meeting key female contacts and understanding in greater detail the barriers that each club faces in regards to supporting female
- Delivered a total of 12,980 sanitary towels and 10,912 tampons



Hey Girls

@HeyGirlsUK

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This years [#WomenInSportWeek](#) has been spectacular, with thanks to [@Scottish_Squash](#) 🏸 Hundreds of boxes of period products have been distributed to local clubs and communities, making sure that more people can access [#PeriodEquality](#) & [#PeriodDignity](#). THANK YOU SCOTTISH SQUASH! ❤️



*For further information or any questions regarding our period poverty campaign
please get in touch with our development manager David Fallon:*



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Keep up to date with our progress:



Scottish_Squash



<https://www.scottishsquash.org/>