



The Period Positive Pledge

Are you ready to be period positive? Great!

But you can't just say you're period positive – you've got to work at it. Sometimes folks don't know that when they say 'period positive' this means a specific set of inclusive values and high standards developed through founder [Chella Quint](#)'s research and outreach work. We ask partners and fans to agree to some basics. Our 'red lines', if you will. That's why the phrase was coined and the logo designed.

Want to support the campaign and be more period positive? Commit to one pledge, several, or all of them, and share the images below on social media to support these values.

1. It's Period Positive to say menstrual products, not sanitary products*, because periods aren't dirty.

**or feminine hygiene, or sanpro, or CSPs, or femcare*

2. It's Period Positive to include all genders, because whether you menstruate or not, everybody had a room that was a womb.

3. It's Period Positive to teach yourself and others about sustainable menstrual products, because single use plastics and disposable culture are unsustainable.

4. It's Period Positive to learn and teach about the entire menovulatory lifetime, because we all deserve to know what happens from menarche to menopause and beyond.

5. It's Period Positive to audit your environment to make sure it supports people who menstruate and doesn't reinforce taboos.

6. It's Period Positive to read more about the biology of menstruation and reproductive health, because knowledge is power, and it empowers those addressing ignorance.

7. It's Period Positive to advocate for menstruators on the margins because oppression is intersectional.

8. It's Period Positive to centre education, training, and choice in rigorous holistic solutions to period poverty because anything less is ineffective long-term.

9. It's Period Positive to challenge corporate messages that reinforce shame or bias and challenge companies* to find more ethical models for promoting their product.

**including within your own company*

10. It's Period Positive to cite your sources and give credit where it's due because this movement only has a future as long as it celebrates and draws from its history.

11. It's Period Positive to ensure your research - and any other research you share - is robust, because of the need to be trained and trusted.

12. It's Period Positive to set ethical boundaries when working with corporations* and put the focus on media literacy, because periods come before profit.

**and for corporations, to honour these boundaries when working with non-corporate partners*

13. It's Period Positive to call in before you call out, because everyone is learning.

14. It's Period Positive to remember that there is always something to learn, because you might not know what you don't know, and learning is amazing.

15. It's Period Positive to reject embodied shame, because acknowledging it may be hard but living with it is far harder.

16. It's Period Positive to challenge negative media messages, because they have been plaguing us for a century.

17. It's Period Positive to say menstruation, because euphemisms allow people to hide from the subject.

18. It's Period Positive to talk about periods, good or bad, because even when they're a pain in the uterus, sharing and understanding our own and others' bodies will help people now and in the future.

19. It's Period Positive for anyone of any age, class, gender, ability, race or culture to talk about menstruation, and for everyone to include those on the margins or affected intersectionally in this discourse.

20. It's Period Positive to update and revise these statements because we are learning and growing as a society and these views may grow with us as we learn more.

The #periodpositive campaign and the concept of period positivity started as a phrase coined by former head of PSHE, comedian and education researcher Chella Quint, grew into a campaign, a trademark, and then a charter programme. If you'd like to earn the charter mark and apply for a licence to use 'period positive' or the logo, please get in touch via the contact form.

www.periodpositive.com