NATIONAL MEDIA RELEASE

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March Dignity Drive calls on Australians to act as new data reveals depth of period poverty crisis nationwide.

Share the Dignity is calling on Australians to take action this March through its nationwide Dignity Drive, as new suburb-specific data reveals the hidden hotspots of period poverty across the country.

The call to action coincides with the launch of the Dignity Map, Australia's first interactive map showing where period poverty is most severe, powered by data from Share the Dignity's 2024 Bloody Big Survey.

The Dignity Map reveals that 64% of Australian menstruators have found it difficult to afford period products, with Tasmania (69%), Queensland (66%) and South Australia (66%) recording the highest rates.

Share the Dignity Founder and Managing Director, Rochelle Courtenay, said the data confirms period poverty is widespread and demands immediate action.

"Period poverty is happening in every community, in every postcode, and for too long it has remained hidden," Ms Courtenay said.

"The Dignity Map shows us exactly where the need is greatest, and the Dignity Drive gives Australians a simple but powerful way to respond."

Running throughout the month of March, the Dignity Drive invites shoppers to donate unopened period products and incontinence aids at Woolworths Supermarkets and participating businesses nationwide.

The data also highlights the far-reaching impact of period poverty on daily life:

- 63% have missed school due to their period
- 56% have missed work, costing the economy an estimated $9.6 billion annually
- 68% have missed sport, most due to fear of leaking, pain or lack of access to products

The Dignity Map transforms responses from 153,620 Australians into a searchable, visual tool that helps identify where support is needed most.

The Bloody Big Survey also revealed that:

- 1 in 4 people wear pads or tampons longer than four hours due to cost
- 96,000 respondents reported low iron or iron deficiency
- 83% of gender diverse people and 78% of people with a disability have experienced period poverty

"No one should ever have to use toilet paper, socks or cotton wool to manage their period," Ms Courtenay said.

"The Dignity Map helps us advocate for long-term change, while the Dignity Drive ensures immediate dignity for people doing it tough right now."

The March Dignity Drive is held in partnership with Woolworths, with collection boxes available in stores across Australia.

Loretta Arrastia, Woolworths' Community Programs Manager said "Our teams can't wait to get behind this great cause. Since the start of Woolworths partnership with Share the Dignity, we've donated more than $3.3 million to help provide better access to period care for local communities. Each March and August we donate five cents from every period product sold, and this funds Dignity Vending Machines across Australia."

Australians are encouraged to look for the pink collection boxes when shopping this March and donate what they can, or contribute financially via the Share the Dignity website to support distribution to charities and communities in need.

"By donating this March, Australians can turn awareness into action," Ms Courtenay said.

"Together, we can ensure no one is held back simply because they cannot afford period products."

To explore the Dignity Map or find your nearest collection point, visit sharethedignity.org.au/dignity-drives

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Interview opportunities:

- Rochelle Courtenay - Share the Dignity Founder and Managing Director
- Share the Dignity volunteers and charity partners

About Share the Dignity:
Share the Dignity was formed in 2015 when founder Rochelle Courtenay first learnt of homeless women going without basic period products during their menstrual cycle. Courtenay decided the question was not, "why is no one doing anything" but rather, "what's stopping me from doing something?"