

(1)

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**From:** [REDACTED]  
**Sent:** 10 May 2019 13:47  
**To:** [REDACTED]  
**Subject:** FW: ACCESS TO FREE SANITARY PRODUCTS MARKETING MEETING - FOLLOW-UP  
**Attachments:** Access to Free Sanitary Products - FareShare progress report 2018\_19 - Updated version.obr; Access to sanitary products - Information on Plan International survey of young people\_March 2018.obr; SCT0319716400-001 YS\_Period\_Poverty\_A3\_Poster\_aw\_p3.pdf

And some pretty pictures.

**From:** [REDACTED]@gov.scot>  
**Sent:** 02 May 2019 11:53  
**To:** [REDACTED]@gov.scot>  
**Cc:** [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Subject:** FW: ACCESS TO FREE SANITARY PRODUCTS MARKETING MEETING - FOLLOW-UP

Hey [REDACTED]

Just to follow up on my mail from last week, please find attached the poster design from APS for the wider LA roll out. Not too dissimilar to the designs used in schools, colleges and universities.

Cheers,  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 24 April 2019 15:47  
**To:** [REDACTED]@gov.scot>  
**Cc:** [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Subject:** ACCESS TO FREE SANITARY PRODUCTS MARKETING MEETING - FOLLOW-UP

Hey [REDACTED]

Good to meet you earlier. As discussed, we have a number of data sources to help inform the policy brief and I've attached either an eRDM link or URL to these as detailed below:

Aberdeen pilot evaluation: <https://www.gov.scot/binaries/content/documents/govscot/publications/research-and-analysis/2018/05/access-sanitary-products-aberdeen-pilot-evaluation-report/documents/00535768-pdf/00535768-pdf/govscot%3Adocument?forceDownload=true>

Young Scot survey report: [https://youngscot.net/wp-content/uploads/2018/03/Access-to-Sanitary-Products-Report\\_Final-Edit.pdf](https://youngscot.net/wp-content/uploads/2018/03/Access-to-Sanitary-Products-Report_Final-Edit.pdf)

Plan International UK survey findings (with Scotland data breakdown) – eRDM link attached above

FareShare progress report (AFSP for low income families via third sector org) – eRDM link attached above

We also spoke about posters we've produced in partnership with Young Scot and APS. We don't yet have the APS posters (I will forward once we receive these – should be imminent) but here is the URL for the Young Scot posters: [https://young.scot/media/10692/ys\\_period\\_poverty\\_a3\\_poster\\_artwork.pdf](https://young.scot/media/10692/ys_period_poverty_a3_poster_artwork.pdf)

Hope all this is helpful.

Cheers,

Ext

2

2

**From:** [REDACTED]  
**Sent:** 30 May 2019 10:44  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Period Poverty: Scoping Session  
**Attachments:** Access to Free Sanitary Products - Local authority roll-out - Letter to Local Authorities - Funding 2019-21.obr

Hey [REDACTED]

Sorry for delay in sending this material. I note you already have the Aberdeen pilot evaluation and Young Scot survey. Hope all this is helpful.

Regards,

Ext [REDACTED]

- Relationships, Sexual Health and Parenthood (RSHP) education website - <https://rshp.scot/>
- News release on further funding for LAs - <https://www.gov.scot/news/expanding-access-to-free-sanitary-products/>. Link to letter detailing allocations is attached to this mail.
- Plan International survey news release - <https://plan-uk.org/media-centre/almost-half-of-girls-aged-14-21-are-embarrassed-by-their-periods>

Table detailing breakdown of funding and where products are available

	2018/19	2019/20	Where available
Local authority schools	1850000	2086000	All LA primary and secondary schools
Colleges	1308000	1435000	All colleges
Universities	1781000	2030000	All universities
Local authorities	1230000	2780000	Community settings, e.g. libraries, community centres
FareShare	405950	531000	Third sector organisations
Grant-aided schools	4500	-	All grant-aided schools

**From:** [REDACTED]@gov.scot>  
**Sent:** 30 May 2019 10:17  
**To:** [REDACTED]@gov.scot>  
**Cc:** [REDACTED]@gov.scot>  
**Subject:** RE: Period Poverty: Scoping Session

Thanks [REDACTED]

Just to say I'm happy with the segmentation you've proposed and we'll see what comes out of the research.

[REDACTED] just checking you've sent on the various links we mentioned in the meeting to [REDACTED]

Thanks

[REDACTED] | Social Justice Delivery Unit

From: [REDACTED]@gov.scot>

Sent: 29 May 2019 14:21

To: M [REDACTED]@gov.scot>; [REDACTED]@gov.scot>

Cc: [REDACTED]@gov.scot>

Subject: RE: Period Poverty: Scoping Session

Thanks [REDACTED] (our strategy and insight lead) has joined us but is still climbing the hill that is eRDM access so we've sent her the links to the Aberdeen pilot project and Young Scot survey report for now so she can familiarise herself.

Thanks,

From: [REDACTED]@gov.scot>

Sent: 28 May 2019 16:47

To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>

Cc: U [REDACTED]@gov.scot>

Subject: RE: Period Poverty: Scoping Session

Hi [REDACTED]

Apologies but what with the long weekend and a Ministerial visit I haven't had the chance to read this properly. I'll be able to look at it tomorrow though.

Sorry again.

[REDACTED] Social Justice Delivery Unit

[REDACTED] and

From: [REDACTED]@gov.scot>

Sent: 22 May 2019 11:20

To: M [REDACTED]@gov.scot>; M [REDACTED]@gov.scot>

Cc: U [REDACTED]@gov.scot>

Subject: RE: Period Poverty: Scoping Session

Hi both,

Great to meet on Monday, thanks for coming along to St. Andrew's House again.

Following our conversation I thought it'd be worth sharing some initial audience mapping for the campaign – it's very much an initial outline and I've kept the range of audiences deliberately wide. As a note, I haven't differentiated the audiences based on socio economic status as it would more than double the number of audiences in the chart below.

It's worth highlighting that [REDACTED], who will be our Strategy and Insight lead and is joining SG next week, will conduct the desk research. This is typically the process by which we determine the most effective audience to target, feeding in all the helpful information and insight you've gathered as well. While the only demographic that hasn't been included below is those over 60 – the argument here being that they're less likely to be menstruating themselves or playing a primary caregiver role (e.g. parenting under 18 year olds) – we'll be guided by this research on audience selection and restriction.

	<b>Audience 1 (schools)</b>	<b>Audience 2 (schools)</b>	<b>Audience 3 (uni/young adults &amp; younger parents)</b>	<b>Audience 4 (uni/young adults &amp; younger parents)</b>	<b>Audience 5 (parents &amp; people who menstruate)</b>	<b>Audience 6 (parents &amp; people who menstruate)</b>
<b>Demographic attribute</b>						
Age range	Under 18	Under 18	Young adults (18-35)	Young adults (18-35)	Older adults (30-60)	Older adults (30-55)
Socio economic scale	Lower and/or middle*	Lower and/or middle*	Lower and/or middle*	Lower and/or middle*	Lower and/or middle*	Lower and/or middle*
Gender	People who menstruate/will menstruate	All	People who menstruate	All	All	People who menstruate

We're moving ahead with drafting the policy brief and will keep you sighted on that of course. You had mentioned during the meeting a few things you could share with us (other initiatives, work being done in this area, stats, etc.) – if at all possible it'd be great to get these Tuesday next week so we can share with [REDACTED] when we're bringing her up to speed.

Thanks,

-----Original Appointment-----

From: [REDACTED]

Sent: 10 May 2019 15:23

To: [REDACTED]; [REDACTED]

Subject: Period Poverty: Scoping Session

When: 20 May 2019 14:00-15:00 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.

Where: SAH 3rd Floor Meeting Room 3E.02 (8)

Hi All,

As discussed with [REDACTED], this campaign is being delivered by the Smarter, Wealthier and Fairer marketing team and we wanted to put some time in to discuss the project.

[REDACTED] if there's any issues with the time or location please let [REDACTED] know and we can look to reschedule (I'm away next week so you're aware).

Best Wishes,

3

[REDACTED]  
From: [REDACTED]  
Sent: 05 June 2019 16:52  
To: [REDACTED]  
Subject: FW: Further update on re-useable menstrual campaign

Hi [REDACTED]

[REDACTED] and [REDACTED] are happy for you to send Ms Campbell a note on the updated campaign budget and timings – below they've amended the wording around Monica Lennon's bill to reflect their understanding of timings. They'd rather you use this wording and I've updated the policy brief with it as well.

I think they'd like sight of the sub before it goes up but I'm happy to do that on a call with [REDACTED] next week if you like (although of course you feel free) as I'm conscious of timings.

Thanks,  
[REDACTED]

From: [REDACTED]@gov.scot>  
Sent: 05 June 2019 15:29  
To: [REDACTED]@gov.scot> [REDACTED]@gov.scot>  
Subject: RE: Further update on re-useable menstrual campaign

Thanks [REDACTED]

That text is not accurate and apologies if we didn't pick that up previously or were unclear in describing the likely progress.

The following is correct

Monica Lennon MSP introduced a Members Bill that will introduce universal free access to products on 23 April 2019. A date for the completion of Stage 1 has not yet been announced but it is expected to run until at least October (and potentially into the New Year), at the end of which the Bill will be debated and voted upon.

Thanks  
[REDACTED]  
[REDACTED] Social Justice Delivery Unit  
[REDACTED]  
[REDACTED]  
[REDACTED]

From: [REDACTED]@gov.scot>  
Sent: 05 June 2019 15:20  
To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: RE: Further update on re-useable menstrual campaign

Hi [REDACTED]

Great thank you. On the bill, I think [REDACTED] was going to reference it as I've done in the policy brief detailed below:

*Monica Lennon MSP introduced a Members Bill proposing universal free access to products on 23 April 2019 which has been approved. The subsequent process may take 3-4 months before the final bill is introduced to Parliament, debated and voted on.*

Would that be accurate?

Also so you're aware why the policy brief hasn't come across your desk yet, we're waiting on some feedback from our department head and once this is inputted, I'll send it on to you.

Thanks,  
[REDACTED]

From: [REDACTED]@gov.scot>

Sent: 05 June 2019 14:43

To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>; [REDACTED]@gov.scot>

Subject: RE: Further update on re-useable menstrual campaign

Thanks [REDACTED]

Yes we are content with this proposal. We've always known that it's important to get the timing of these two projects right so that they can, where possible, be complementary.

Could we possibly just cast an eye over the sub if it refers to the Bill just to make sure references to timings around that are in line with our understanding of timings?

[REDACTED]

[REDACTED] Social Justice Delivery Unit  
[REDACTED]

From: [REDACTED]@gov.scot>

Sent: 04 June 2019 15:11

To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>

Cc: [REDACTED]@gov.scot>

Subject: RE: Further update on re-useable menstrual campaign

Hi [REDACTED]

Thanks for letting us know - I actually just dropped [REDACTED] an email about the campaign and the consumer insights research they've commissioned. Would I be right in thinking the research hasn't kicked off just yet?

Seeing as the ZWS campaign will run later in the year, would you and [REDACTED] be happy for us to send a note to Ms. Campbell re: switching the budget allocations and proposing an October launch (as per [REDACTED] previous email attached)? As you mentioned before, there's potential here



for the campaigns to at least complement each other and even for creating a link between them, at least visually. If there's overlap in our target audience this would certainly make sense.

[REDACTED] not back in the office until next week and I think he's best placed to send the note to Ms. Campbell initially as they have a good rapport. Are you ok to let me know if this is ok by Friday please?

Feel free to give me a call if anything's unclear.

Thanks,  
[REDACTED]

From: M [REDACTED]@gov.scot>  
Sent: 04 June 2019 14:49  
To: [REDACTED]; [REDACTED]@gov.scot>  
Subject: FW: Further update on re-useable menstrual campaign

[REDACTED]

Just to follow up on my chat with [REDACTED] last week, it looks like the Zero Waste Scotland campaign on reusables will run a little later than anticipated – potentially Nov/Dec. Hopefully, that makes things a little easier for you.

Cheers,  
[REDACTED]

From: [REDACTED]@zerowastescotland.org.uk>  
Sent: 31 May 2019 17:08  
To: [REDACTED]@gov.scot>; [REDACTED]  
[REDACTED]@gov.scot>; [REDACTED]@gov.scot>; [REDACTED]  
[REDACTED]h@gov.scot>; [REDACTED]@zerowastescotland.org.uk>; [REDACTED]  
[REDACTED]t@zerowastescotland.org.uk>  
[REDACTED]@zerowastescotland.org.uk>  
Subject: RE: Further update on re-useable menstrual campaign

Hi [REDACTED] – thanks for your reply.

Yes, we are in regular contact with [REDACTED] this.

Have a good weekend.

[REDACTED]

From: [REDACTED]@gov.scot <[REDACTED]@gov.scot>  
Sent: 31 May 2019 16:46  
To: [REDACTED]@zerowastescotland.org.uk>; [REDACTED]@gov.scot;  
[REDACTED]@gov.scot; [REDACTED]@gov.scot; [REDACTED]@zerowastescotland.org.uk>;  
[REDACTED]@zerowastescotland.org.uk>; [REDACTED]  
[REDACTED]@zerowastescotland.org.uk>  
Subject: RE: Further update on re-useable menstrual campaign

Better not to rush it so that you can have confidence in the results.

Are you being kept in the loop with the plastics value chain work?

From: [REDACTED]@zerowastescotland.org.uk>

Sent: 31 May 2019 16:43

To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>; [REDACTED]

[REDACTED]@gov.scot>; [REDACTED]@gov.scot>; [REDACTED]

[REDACTED]@zerowastescotland.org.uk>; [REDACTED]

[REDACTED]@zerowastescotland.org.uk>; [REDACTED]

[REDACTED]@zerowastescotland.org.uk>

Subject: Further update on re-useable menstrual campaign

Dear all

Just further to my email on Monday and in advance of our meeting with the research agency Progressive next week, I also wanted to highlight that the likely timing for the campaign could be later in the year (possibly Nov/Dec or even January) to give the research phase more time (recommended by the research company). The current timescales would mean running qual and quant research concurrently, which isn't advisable for the best results.

If anyone has any comments or questions re this, please let me or [REDACTED] know by 2pm Wednesday 5<sup>th</sup> June if possible.

Kind regards

[REDACTED]  
[REDACTED] Zero Waste Scotland  
Direct [REDACTED] | Mobile [REDACTED] | Reception 01786 433930  
Email: [REDACTED]@zerowastescotland.org.uk

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Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun

thead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus flos a leigeil chun neach a sgaoil am post-d gun dàil.

Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

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4

[REDACTED]  
**From:** [REDACTED]  
**Sent:** 05 June 2019 16:32  
**To:** [REDACTED]  
**Subject:** RE: Further update on re-useable menstrual campaign

Thanks [REDACTED]

[REDACTED] | Social Justice Delivery Unit  
[REDACTED]

[REDACTED]  
[REDACTED]

**From:** [REDACTED]@gov.scot>  
**Sent:** 05 June 2019 15:58  
**To:** [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Subject:** RE: Further update on re-useable menstrual campaign

Hi [REDACTED]

Thanks for this and don't worry, my wording was a first attempt at making sense of what I could glean from our meeting, parliament's website and some online research. I'll replace the wording in the brief with yours and flag this to [REDACTED] as well.

I think I had picked up on August as an important date in the development of the bill but this doesn't seem to be the case?

Thanks again,  
[REDACTED]

**From:** [REDACTED]@gov.scot>  
**Sent:** 05 June 2019 15:29  
**To:** [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Subject:** RE: Further update on re-useable menstrual campaign

Thanks [REDACTED]

That text is not accurate and apologies if we didn't pick that up previously or were unclear in describing the likely progress.

The following is correct

*Monica Lennon MSP introduced a Members Bill that will introduce universal free access to products on 23 April 2019. A date for the completion of Stage 1 has not yet been announced but it is expected to run until at least October (and potentially into the New Year), at the end of which the Bill will be debated and voted upon.*

Thanks  
[REDACTED]

[REDACTED] Social Justice Delivery Unit  
[REDACTED]  
[REDACTED]

From: [REDACTED]@gov.scot>

Sent: 05 June 2019 15:20

To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>

Subject: RE: Further update on re-useable menstrual campaign

Hi [REDACTED]

Great thank you. On the bill, I think [REDACTED] was going to reference it as I've done in the policy brief detailed below:

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Would that be accurate?

Also so you're aware why the policy brief hasn't come across your desk yet, we're waiting on some feedback from our department head and once this is inputted, I'll send it on to you.

Thanks,  
[REDACTED]

From: [REDACTED]@gov.scot>

Sent: 05 June 2019 14:43

To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>; [REDACTED]@gov.scot>

Subject: RE: Further update on re-useable menstrual campaign

Thanks [REDACTED]

Yes we are content with this proposal. We've always known that it's important to get the timing of these two projects right so that they can, where possible, be complementary.

Could we possibly just cast an eye over the sub if it refers to the Bill just to make sure references to timings around that are in line with our understanding of timings?

[REDACTED]  
[REDACTED] Social Justice Delivery Unit  
[REDACTED]  
[REDACTED]

From: [REDACTED]@gov.scot>

Sent: 04 June 2019 15:11

To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot>  
Subject: RE: Further update on re-useable menstrual campaign

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[REDACTED] not back in the office until next week and I think he's best placed to send the note to Ms. Campbell initially as they have a good rapport. Are you ok to let me know if this is ok by Friday please?

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Thanks,  
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Sent: 04 June 2019 14:49  
To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: FW: Further update on re-useable menstrual campaign

[REDACTED]

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Cheers,  
[REDACTED]

From: [REDACTED]@zerowastescotland.org.uk>  
Sent: 31 May 2019 17:08  
To: [REDACTED]@gov.scot>; [REDACTED]  
[REDACTED]@gov.scot>; [REDACTED]@gov.scot>; [REDACTED]  
[REDACTED]@zerowastescotland.org.uk>; [REDACTED]  
[REDACTED]@zerowastescotland.org.uk>  
Subject: RE: Further update on re-useable menstrual campaign

Hi [REDACTED] – thanks for your reply.

Yes, we are in regular contact with [REDACTED] re this.

Have a good weekend.

[REDACTED]  
From: [REDACTED]@gov.scot <[REDACTED]@gov.scot>

Sent: 31 May 2019 16:46

To: [REDACTED]@zerowastescotland.org.uk; [REDACTED]@gov.scot;  
[REDACTED]@gov.scot; [REDACTED]@gov.scot; [REDACTED]@zerowastescotland.org.uk;  
[REDACTED]@zerowastescotland.org.uk; [REDACTED]  
[REDACTED]@zerowastescotland.org.uk>

Subject: RE: Further update on re-useable menstrual campaign

Better not to rush it so that you can have confidence in the results.

Are you being kept in the loop with the plastics value chain work?

From: [REDACTED]@zerowastescotland.org.uk>

Sent: 31 May 2019 16:43

To: M [REDACTED]; M [REDACTED]@gov.scot; [REDACTED]  
[REDACTED]@gov.scot; [REDACTED]@gov.scot; [REDACTED]  
[REDACTED]@zerowastescotland.org.uk; [REDACTED]  
[REDACTED]@zerowastescotland.org.uk; [REDACTED]  
[REDACTED]@zerowastescotland.org.uk>

Subject: Further update on re-useable menstrual campaign

Dear all

Just further to my email on Monday and in advance of our meeting with the research agency Progressive next week, I also wanted to highlight that the likely timing for the campaign could be later in the year (possibly Nov/Dec or even January) to give the research phase more time (recommended by the research company). The current timescales would mean running qual and quant research concurrently, which isn't advisable for the best results.

If anyone has any comments or questions re this, please let me [REDACTED] now by 2pm Wednesday 5<sup>th</sup> June if possible.

Kind regards

[REDACTED]  
[REDACTED]  
Direct: [REDACTED] Mobile: [REDACTED] Zero Waste Scotland  
Email: [REDACTED]@zerowastescotland.org.uk Reception 01786 433930

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Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agalbh agus fios a leigeil chun neach a sgaoil am post-d gun dàil.

Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

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[REDACTED]

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**From:** [REDACTED]  
**Sent:** 11 June 2019 18:02  
**To:** [REDACTED]  
**Subject:** Period Poverty Policy Brief  
**Attachments:** 19-20 - Period Poverty - General - Policy Brief - 070619.obr

Hello hello.

[REDACTED] and I had a chat about this project earlier and covered the Policy objectives as part of that.

I'm groping in the dark a bit but have included an alternative Policy Objective in italics - feel free to tweak / edit as you see fit.

Thanks so much.

[REDACTED]

6

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 07 June 2019 15:43  
**To:** [REDACTED]  
**Subject:** RE: Period Poverty | Policy Brief for Approval  
**Attachments:** 19-20 - Period Poverty - General - Policy Brief - 070619.obr

Hi both,

I've had a go at amending the brief in line with [REDACTED] comments and have attached a fresh version here, let me know if you think this clarifies things.

I'm aiming to get this back to her by Tuesday EOP/Wednesday morning if possible? Conscious our timings have us getting approval from PA and policy by the end of next week and policy haven't seen it yet.

Thanks,  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 07 June 2019 15:32  
**To:** [REDACTED]@gov.scot>  
**Cc:** [REDACTED]@gov.scot>, [REDACTED]@gov.scot>  
**Subject:** RE: Period Poverty | Policy Brief for Approval

Thanks [REDACTED] your comments are pretty clear so we'll have a look and come back to you.

Have a great weekend.

Thanks,  
[REDACTED]

**From:** [REDACTED]@gov.scot>  
**Sent:** 07 June 2019 14:26  
**To:** [REDACTED]@gov.scot>  
**Cc:** Wood [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Subject:** RE: Period Poverty | Policy Brief for Approval

Hi [REDACTED]

I attach with some comments for development. Give me a shout if you want to chat through but essentially you need to nail the policy objs and the rest should follow.

Thanks  
[REDACTED]

[REDACTED] Head of Marketing and Insight [REDACTED]  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED]@scogovmarketing

From: H [REDACTED]@gov.scot>  
Sent: 31 May 2019 12:11  
To: [REDACTED]@gov.scot>  
Cc: V [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: Period Poverty | Policy Brief for Approval

Hi [REDACTED]

I hope your Friday is going well and you have some nice weekend plans ahead.

We wanted to share the policy brief with you for the period poverty campaign - I've attached the word doc and eRDM link for ease. Let us know if you're happy with this or if you have any comments at all, and we can then move ahead with getting policy's approval also.

Thanks,  
[REDACTED]

[REDACTED] **Marketing and Insight Unit**  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED]@scogovmarketing

7

[REDACTED]  
**From:** [REDACTED]  
**Sent:** 12 June 2019 15:08  
**To:** [REDACTED]  
**Subject:** RE: 19-20 - Period Poverty - General - Policy Brief - 120619 (A24607926)

I think they're good and clear. Good build. Thanks!

●  
-----Original Message-----

**From:** [REDACTED]@gov.scot>  
**Sent:** 12 June 2019 14:53  
**To:** W [REDACTED]@gov.scot>  
**Subject:** RE: 19-20 - Period Poverty - General - Policy Brief - 120619 (A24607926)

Hey,

I added two bullets just to make the connection she was looking for a bit more literal. Do you think that works or is it superfluous?

Thanks,  
[REDACTED]

-----Original Message-----

**From:** [REDACTED]@gov.scot>  
**Sent:** 12 June 2019 13:48  
**To:** [REDACTED]@gov.scot>  
**Subject:** 19-20 - Period Poverty - General - Policy Brief - 120619 (A24607926)

See what you think to this. I'm not certain the bullet points add much but I was trying to keep it brief!  
[REDACTED]

8

[REDACTED]  
From: [REDACTED]  
Sent: 12 June 2019 16:04  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Period Poverty | Policy Brief for Approval

Great thanks [REDACTED] I've changed this and will send on to policy now.

Thanks,  
[REDACTED]

From: [REDACTED]@gov.scot>  
Sent: 12 June 2019 15:33  
To: [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot> [REDACTED]@gov.scot>  
Subject: RE: Period Poverty | Policy Brief for Approval

OK, it was good to chat. I think the policy objective section is almost there but needs to be something like this without being specific about how exactly the campaign will deliver the aims at this stage):

The Scottish Government aims to reduce poverty and indignity by providing free period products to schools, colleges and universities in Scotland. To support this initiative that was rolled out in 2018, the Scottish Government wishes to go further and to reduce the stigma and social embarrassment attached to periods for menstruating people to further support the reduction gender inequality (but ensure you have evidence as to why stigma perpetuates inequality as that is key).

Thanks  
[REDACTED]

[REDACTED]  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED] @scogovmarketing

From: [REDACTED]@gov.scot>  
Sent: 12 June 2019 15:23  
To: [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot> [REDACTED]@gov.scot>  
Subject: RE: Period Poverty | Policy Brief for Approval

Thanks for the chat earlier – we've broken this down a bit more to make the link you were looking for clearer, let us know if you think it's good to go.

I'll also mail [REDACTED] aware of your other concerns, thanks for flagging.

Thanks,  
[REDACTED]

From: [REDACTED]@gov.scot>  
Sent: 12 June 2019 12:42  
To: [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: RE: Period Poverty | Policy Brief for Approval

Thanks [REDACTED]

This is better but I still think you need to unpack the policy objectives some more. I've attached a comment to the doc.

Thanks

[REDACTED]  
[REDACTED]  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED]@scogovmarketing

From: [REDACTED]@gov.scot>  
Sent: 12 June 2019 11:59  
To: [REDACTED]@gov.scot>  
Cc: V [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: RE: Period Poverty | Policy Brief for Approval

Hi [REDACTED]

Thanks again for taking the time to review this - we've had a think about your feedback and updated the brief (new version is attached here). Do let me know if you have additional feedback or if you'd be happy for us to send this to policy for approval?

Thanks,

From: [REDACTED]  
Sent: 07 June 2019 15:32  
To: A [REDACTED]@gov.scot>  
Cc: V [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: RE: Period Poverty | Policy Brief for Approval

Thanks [REDACTED] your comments are pretty clear so we'll have a look and come back to you.

Have a great weekend.

Thanks,

From: [REDACTED]@gov.scot>  
Sent: 07 June 2019 14:26  
To: [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: RE: Period Poverty | Policy Brief for Approval

Hi [REDACTED]

I attach with some comments for development. Give me a shout if you want to chat through but essentially you need to nail the policy objs and the rest should follow.

Thanks

[REDACTED]  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED]@scogovmarketing

From: [REDACTED]@gov.scot>  
Sent: 31 May 2019 12:11  
To: [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: Period Poverty | Policy Brief for Approval

Hi [REDACTED]

I hope your Friday is going well and you have some nice weekend plans ahead.

We wanted to share the policy brief with you for the period poverty campaign - I've attached the word doc and eRDM link for ease. Let us know if you're happy with this or if you have any comments at all, and we can then move ahead with getting policy's approval also.

Thanks,

[REDACTED]  
[REDACTED] Marketing and Insight Unit  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED]@scogovmarketing

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[REDACTED]  
[REDACTED]  
From: [REDACTED]  
Sent: 13 June 2019 14:32  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Period Poverty | Comms Calendar  
Attachments: 19-20 - Period Poverty - General - Policy Brief - 120619 FINAL.obr

Hi [REDACTED]

I hope your week is going well.

We wanted to keep you in the loop on this and let you know that we've finalised the policy brief (attached) which agrees the policy objectives we'll be addressing and details the policy landscape. Unlikely anything in the attached will be new news to you and isn't mandatory reading but so you know. We're currently undertaking desk research and will be moving ahead with the marketing brief that we'll share with our agencies.

Can you share the comms calendar of related events, launches, etc. you have sight of please?

Thanks,  
[REDACTED]

From: [REDACTED]  
Sent: 29 May 2019 12:27  
To: [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: Period Poverty | Comms Calendar

Hi [REDACTED]

Thanks for the chat last week, it was helpful to see that there isn't an imperative from a news perspective to launch the campaign in August/September.

We're working on the policy brief at the moment and once this is approved we'll move ahead with the marketing brief – I'll keep you looped in on these developments. We're looking to draw up overarching timings so could you share the calendar of related events, launches, etc. you have sight of please? You had mentioned that there's a lot happening in this area from a news point of view across the next few months? I saw Ms. Campbell did a media piece around a Scottish Water initiative already which looks great.

Thanks,  
[REDACTED]

[REDACTED] Marketing and Insight Unit  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED]@scgovmarketing



10

**From:** [REDACTED]  
**Sent:** 13 June 2019 14:23  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Period Poverty | Policy Brief for Approval

Great, thanks both for this – as per my call with [REDACTED] a moment ago, we're going to continue using 'Period Poverty' as the internal name of the campaign but I can flag to the agencies that we don't want to use this in our external facing messaging.

I'll get the meeting with [REDACTED] and her team in the diary and you can let us know closer to the time who will join. One other thing to be aware of (though likely you'll already know this) [REDACTED] noted that their campaign would almost certainly be going out in November as it *has* to be delivered in 2019. I know you had mentioned it could be December/January so just wanted to flag.

Thanks,  
[REDACTED]

**From:** [REDACTED]@gov.scot>  
**Sent:** 13 June 2019 13:27  
**To:** [REDACTED]@gov.scot>  
**Cc:** [REDACTED]@gov.scot>; [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Subject:** RE: Period Poverty | Policy Brief for Approval

Hey [REDACTED]

We've made a few amendments to the brief in track mode. 3 September is fine for me too.

Cheers,  
[REDACTED]

**From:** [REDACTED]@gov.scot>  
**Sent:** 13 June 2019 12:46  
**To:** H [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Cc:** [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
**Subject:** RE: Period Poverty | Policy Brief for Approval

Thanks [REDACTED] – [REDACTED] will come back to you on the brief. That date is fine with me – we'll decide nearer the time whether we both need to attend.

[REDACTED]  
[REDACTED] Social Justice Delivery Unit  
[REDACTED]  
[REDACTED]  
[REDACTED]

From: [REDACTED]@gov.scot>  
Sent: 12 June 2019 16:46  
To: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Cc: [REDACTED]@gov.scot>; [REDACTED]@gov.scot>  
Subject: Period Poverty | Policy Brief for Approval

Hi both,

I hope this week is going well for you. I wanted to share our policy brief with you for sign off, following approval today from the Head of Marketing and Insight here.

The purpose of this document is to distil the policy objectives and landscape, and provide crucial background, timing and stakeholder info. We have used a lot of the information you shared originally in your marketing request form and following our meeting a few weeks ago (thank you again for that) so none of this will be 'new news' to you, I know. Are you ok to approve the attached so we can move ahead with the desk research phase please?

Also, I was emailing [REDACTED] from Zero Waste Scotland who has been really helpful in sharing info on their campaign development. We've provisionally marked early September as a time to regroup to discuss any synergies across the campaigns – would you like to join and would 3<sup>rd</sup> September (PM) suit you?

Do let me know if you have any questions at all relating to the attached though, more than happy to chat it through.

Thanks,

[REDACTED]  
[REDACTED] Marketing and Insight Unit  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[REDACTED]@scogovmarketing

# POLICY BRIEF

The Scottish Government  
Marketing Team  
Communications Division



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<b>Marketing / Audience Portfolio:</b>	<b>Campaign:</b>
Fairer Scotland	Period Poverty
<b>Date:</b>	<b>Brief Author(s):</b>
12/06/19	[REDACTED]
<b>Marketing:</b>	<b>Strategy &amp; Insight Team :</b>
[REDACTED]	[REDACTED]

## 1. What are the policy objectives?

The Scottish Government aims to reduce poverty, indignity and gender inequality and in 2018, it provided free period products to schools, colleges and universities in Scotland to advance this goal. In 2019/2020 the Scottish Government wishes to support this initiative by going further and tackling the stigma and social embarrassment attached to periods for menstruating people.

## 2. What is the budget?

£200,000 – below split TBC

- £170,000 – marketing budget (to be transferred from policy to marketing at SBR) to cover media, creative development, agency fees, productions, etc.
- £30,000 - research and evaluation (kept by policy and not transferred)

## 3. What are the National Outcomes that inform this activity?

- Poverty: We tackle poverty by sharing opportunities, wealth and power more equally
- Human Rights: We respect, protect and fulfil human rights and live free from discrimination
- Children and Young People: We grow up loved, safe and respected so that we realise our full potential

## 4. What are the National Indicators that inform this activity?

- Public services treat people with dignity and respect\*
- Confidence of children and young people\*
- Mental wellbeing

\* Indicator in development

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## 5. What are the Sustainable Development Goals that inform this activity?

- No poverty
- Good health and well-being
- Gender equality
- Reduced inequalities

## 6. Is there any additional background information?

### Background

The issue of period poverty, and more generally the topic of access to period products as an equalities issue and reducing the societal stigma around menstruation, has been growing in recent years.

The Scottish Government believes that being able to access period products is fundamental to equality and dignity. In a society as rich as Scotland, no-one should have to suffer the indignity of not having the means to meet their basic needs. Policy around access to period products was included within PfG:

*In the coming year [ ] we aim to increase the number and range of places where sanitary products are available for those who need them. We will do this through working with additional third sector partners to expand the geographical spread of support and also with a range of public and private sector organisations.*

SG has been taking world leading action in this area including:

- Being the first national government in the world to make period products available for free for those attending school, college or university, following a commitment of £5.2 million in August 2018 (up to 395,000 students are expected to benefit from this initiative), with further funding of up to £5.5 million in FY 2019/20.
- providing over £500,000 of funding to Fareshare in 2018/19, who have since made products available to around 40,000 low income individuals through community groups across the country
- providing £4 million to local authorities to expand the geographical spread of access to free period products
- actively encouraging public sector organisations to provide free products for employees, with at least 18 organisations now doing so and more considering
- developing new educational resources (in partnership with a range of organisations)

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- recently announcing a campaign with Zero Waste Scotland to promote and encourage the use of reusable products and to recognise the impact that disposable products have on the environment
- working with Young Scot to seek the views of students on their past experiences and how they would like to see period products made available in the future
- Along with COSLA and the Scottish Parliament, taking the decision to make products available in toilets for staff and visitors.
- Taking global action by funding projects in two of SG's international development priority countries (Malawi and Rwanda) to support production of and access to reusable products

There is also currently work underway to deliver on the PfG commitment to widen access through public sector routes, primarily in partnership with local authorities. Additionally, work is being done to encourage private sector organisations to take action to provide products for staff and/or visitors/customers, in the same way that toilet paper is provided.

In addition to these initiatives, there is a wealth of other activity relating to period poverty taking place in Scotland which is having a significant and tangible impact. On The Ball are successfully campaigning for free period products for female fans at football grounds. They started with Celtic FC and so far have encouraged 18 clubs across Scotland to provide free products for fans (88 clubs worldwide).

Hey Girls is a Scottish social enterprise providing environmentally friendly period products and educational resources to girls in need. They have provided education resources to over 3,000 school children and supplied menstrual products to over 1,400 schools in Scotland.

However, making products available is only part of the answer – stigma and embarrassment around menstruation and period products is apparent across society and will limit uptake of the products available.

Regarding the work between SG and Young Scot, an online survey they conducted received over 2,000 responses (one of the biggest responses they have ever had), with around 25% of respondents indicating that they had experienced difficulty in accessing period products at some point in the past year.

Research by Plan International earlier this year found that 27% of the 14-21 year-olds they surveyed were too embarrassed to speak to a health professional about their concerns while menstruating. This means that the continuing stigma about menstruation could be preventing people seeking help for problems that could be treated in addition to not seeking support for period poverty.

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Therefore, breaking down the 'period taboo' is key to ensuring people access the help they need whether that be products, further medical help or anything else. Normalising the idea of periods as well as discussion around them is essential to this effort.

## Stakeholders

Key stakeholders in this area include:

- Hey Girls (sustainable, organic products) - [████████@heygirls.co.uk](mailto:████████@heygirls.co.uk)
- On The Ball (UK wide, 75+ clubs on board) - [onthebaw@gmail.com](mailto:onthebaw@gmail.com)
- Fareshare

Many organisations are making period products available for free as part of the movement:

- COSLA, Cairngorms National Park, Councils, Scottish Enterprise, Scottish Water
- Schools and places of education

## Timings

Monica Lennon MSP introduced a Members Bill on 23 April 2019 which proposes a right to universal free access to products in Scotland. A date for the completion of Stage 1 has not yet been announced but it is expected to run until at least October (and potentially into the New Year), at the end of which the Bill will be debated and voted upon.

A new educational resource for Relationships, Sexual Health and Parenting is being launched in summer 2019. This includes more content on menstruation and sanitary products, including links to Hey Girls educational materials and reference to free products being available in school.

## Useful Links

- [www.young.scot/periods](http://www.young.scot/periods) is a handy tool to access information about periods
- [Aberdeen pilot evaluation](#)
- [Young Scot survey report](#)
- [Hey Girls site](#)

## 7. Who are the key people?

### 7.1 Ministers:

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Communications Division



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Aileen Campbell, Cabinet Secretary for Communities and Local Government

## 7.2 Policy:

██████████ Policy Lead - Access to Sanitary Products  
██████████ Policy Officer

## 7.3 News:

- ██████████ Media Manager
- ██████████ Team Leader

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## MARKETING AND INSIGHT UNIT: MARKETING SUPPORT REQUEST 2019-20

Policy topic	Period poverty/Sanitary products/Menstrual stigma
Cabinet Secretary / Minister	Cabinet Secretary for Communities and Local Government
Directorate / Division	Housing and Social Justice / Social Justice and Regeneration
Lead official	[REDACTED]
Context & Background	<p>The issue of period poverty, and more generally the topic of access to sanitary products as an equalities issue and reducing the societal stigma around menstruation, have been growing in recent years.</p> <p>SG have been taking world leading action in this area including:</p> <ul style="list-style-type: none"> <li>• making sanitary products available for free for those attending school, college or university,</li> <li>• funding a third sector organisation (FareShare) to make products available to up to 19,000 low income women/girls through community groups and</li> <li>• currently working to deliver on a new PfG commitment to widen access through public sector routes primarily in partnership with local authorities.</li> <li>• developing new educational resources (in partnership with a range of organisations)</li> </ul> <p>In addition, SG itself, along with CoSLA and the Scottish Parliament, took the decision earlier this year to make products available in toilets for staff and visitors. There are also a number of existing social media campaigns including On the Ball, which is encouraging football clubs to make products available at their grounds, and Unite has an ongoing campaign calling for period dignity (<a href="https://unite-theunion.org/campaigns/unite-demands-period-dignity/">https://unite-theunion.org/campaigns/unite-demands-period-dignity/</a>). This issue has considerable coverage on social media.</p> <p>Research by Plan International earlier this year found that 27 per cent of the 14-21 year-olds they surveyed were too embarrassed to speak to a health professional about their concerns while menstruating. This means that the continuing stigma about menstruation could be preventing people seeking help for problems that could be treated in addition to not seeking support for period poverty.</p> <p>On a political level Monica Lennon MSP has received the backing of Parliament to introduce a Members Bill proposing universal free access to products. This would be a highly costly and bureaucratic intervention if supported. An SG campaign to address the issue of stigma and promote widespread access to free products on a voluntary basis would build significant momentum and enable Ministers to continue to show leadership in this area – but without putting an excessive and recurring burden on public finances. A marketing campaign would ensure that Scotland remains world leading in this area – something that has been recognised by the WHO and which FM is keen to maintain.</p>



Has the proposal of a campaign been discussed with / agreed by the Cabinet Secretary / Minister?	The Cabinet Secretary for Communities and Local Government Aileen Campbell is aware that we are considering marketing activities as part of our overall package of work and in previous lines we have indicated that we wish to reduce the stigma associated with this issue.
Marketing campaigns are funded by policy areas. Please indicate your available budget for a campaign.	We have currently budgeted for £200,000 in 2018/19 for this activity. However there may be scope to increase this depending on the proposed campaign.
What do you want to achieve with marketing?	<p>There are two potential aims of this work depending on the scale that is possible</p> <p>a. Reduce the stigma and embarrassment associated with menstruation and sanitary products leading to people being more open to discussing this issue, admitting difficulties and being willing to accept help</p> <p>and, on a slightly different track</p> <p>b. Encouraging private sector organisations to take action to provide products for staff and/or visitors/customers, in the same way that toilet paper is provided</p> <p>The proposed work will complement a project working with Zero Waste Scotland to highlight the environmental impact of disposable sanitary products and raise awareness of reusable sanitary products (including giving away products to people to try), which is in the early planning stages.</p>
<p>Is the policy work or campaign:</p> <p>a) referenced in Programme for Government 2018/19? (please quote how and include ref to page number)</p> <p>b) In the Scottish Government Communications Plan</p> <p>c) Part of other ministerial commitments</p> <p>d) Essential to deliver the policy objectives</p> <p>e) Part of an on-going long term delivery plan</p>	<p>Policy around access to sanitary products is included within PfG as follows:</p> <p><i>In the coming year [ ] we aim to increase the number and range of places where sanitary products are available for those who need them. We will do this through working with additional third sector partners to expand the geographical spread of support and also with a range of public and private sector organisations.</i></p> <p>However making products available is only part of the answer – stigma and embarrassment around menstruation and sanitary products is apparent across society and will limit uptake of the products available. Breaking down the taboo will normalise the issue and make people much more likely to access the help that is available. Therefore this activity is key to fully delivering the policy objectives</p>
Which National Performance Framework outcomes and Indicators does this support?	<p><b>6. We tackle poverty by sharing opportunities, wealth and power more equally</b> - Expansion of provision to low income groups through additional third sector partners will tackle poverty by removing the financial burden of buying sanitary products from a large number of low income women and girls,</p> <p><b>10. We respect, protect and fulfil human rights and live free from discrimination</b> - through reducing the inequalities faced by</p>

	women and girls and the indignity of not being able to adequately manage their period.
<b>Have any commitments been made in regards to when activity has to run or do you have a plan with regards to timing?</b>	No commitments have been made in this respect however as noted above a Members Bill proposing universal free access to products has received approval for introduction and ideally this work would start before the Bill is introduced, to support the SG case for having taken appropriate and proportionate action on this issue. We have been keen to undertake this activity for some time so it would be helpful to be early in the FY. In addition local authorities will be rolling out access across public buildings and services from the start of the year so the campaign could tie into that.