



Women Against Period Poverty

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Issue Identification

[DEMANDS]

1. SJSU provides menstrual hygiene products in all restrooms on campus.
2. SJSU provides menstrual hygiene products at no cost.
3. SJSU provides menstrual products that are safe and sustainable for use.

[BEFORE IDENTIFYING ISSUE]

- Review History
- Gain Knowledge
- Create a plan



Leadership

- New definition of leadership
- Definition: someone who thinks about their team and assists in the effective functioning of the group (Myers-Lipton 22)
- Best style of leadership for social action students, but not for original WAPP members
- **Piece of advice:** Have a meeting at the beginning of the semester to get all your ducks in a row with original members of your new campaign!



Change Theory

- Began as a women centered model leadership
- Progression of campaign required clear leadership
- Combination of both was used in order to build a successful campaign
- Leadership is key when facilitating discussions between new group and old group



Building Power

- The ability to accomplish what you want done
- WAPP's goals and organization mainly followed 2 structures of power: "power with" and "power for"
 - Power with: utilized the individual strengths and ideas that our members came up with
 - Power for: our goal was meant to provide for the *entire* student body
- Recruitment to build power via tabling, fliers and social media outreach
- Powerless at the hands of original WAPP

End Period Poverty.



10%

Of menstruating college students experience period poverty each year

16.9 million

individuals who menstruate in the US live in poverty

more than 4 in 5 students experience or know someone who has missed class time due to lack of access to period products.

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Power Map WAPP



Traci Ferdolage

- Power over facilities



Vice President Patrick Day

- Power over Student Affairs



Supervisor Cindy Chavez

- Power over district 2



President of Associated Students

- Power over student board



President Stephen Perez

- Power over all

Historical Research: Waves of Feminism

- 1848-1920's
 - 1848: First Women's Right Convention
 - Women's Suffrage movement
- 1963-1980's
 - Voting Rights Act
 - Equal Pay Act
 - Roe v. Wade
- 1990's
 - Focus on Intersectionality, Reproductive Rights, Individual Empowerment, Violence against women, and Sexual liberation
- Present Day
 - #MeToo Movement
 - Rise of Trans Rights
 - Roe v. Wade overturned



Historical Research; PERIOD POVERTY



- Pink Tax, “Tampon Tax”
- 2016 Inc. “Boxed”
- CEO Chieh Huang
- Section, “Pink Tax Free”



- 2014
- Two H.S. Students
- Portland Oregon
- World Wide



- October 19, 2019
- 60 Rallies world wide
- National Period Day!!

Target Analysis

- Main target was VP Patrick Day
- Secondary target was President Stephen Perez though he didn't have ability to help nor excitement
- Both showed support for period poverty when spoken to in private but did not put forth their own efforts to make change.
- Ultimately the goal is partially achieved

Vice President Patrick Day

- 25 years experience in higher education
- Vice President of Student Affairs for 4 years
- Interested in representing students needs
- Cisgender African American male
- Political views: Democratic
- *Partially* supports demands for WAPP
- Resistant to putting menstrual products in men's restrooms
- Wants student support for putting menstrual hygiene products in men's restrooms



Campaign Actions

- October 19th 2022- Target meeting with Vice President Patrick Day
- “We won”
- But did we really?
- Planned to conduct picket event and/or peaceful march
- Cancelled due to lacked support from original WAPP members



Video:



Lessons Learned

- Communication is key!!!
- Conducting a campaign with groups outside the class is challenging
- Never give up!!
- Look at History!
- Power comes in numbers so build allies
- Being a social activist is A LOT of work
- Change methods if necessary