



Healthy Campus Case Study



HEA

An tÚdarás um Ard-Oideachas
The Higher Education Authority

Period Promise – Nail the Stigma

Institution/ Organisation
ATU Sligo

Who leads/ led the project?
Aisling Murphy and Barbora Stará 4th Year Public Health and Health Promotion Students, Lecturer Maire Mc Callion Dept of Health Nutritional Sciences ATU Sligo, Healthy Campus Coordinator ATU Sligo, ATU Sligo Students Union and ATU EDI Team

Date and timeframe
2025/2026 - Ongoing

Project Rationale
In March 2025, Atlantic Technological University (ATU) launched the Period Promise initiative to ensure that all students and staff can manage menstruation with dignity, free from stigma and financial barriers. This included the installation of over 160 dispensers across nine campuses, providing access to free ethically sourced and sustainable period care.
Overall, the initiative responds to an identified need to move beyond provision of resources towards meaningful cultural change, contributing to a more inclusive, supportive, and health-promoting campus.



Project Overview/ Summary

Planning

- Conducted stakeholder mapping including Students' Union, Healthy Campus, EDI team, sports teams, ATU communications team and sponsors (as shown on poster stakeholder section).
- Designed a multi-component campaign combining in-person events, social media and on ATU campus TV's.
- Secured sponsorships and collaborated with campus groups to maximise reach.
- Continuous communication and collaboration with the different stakeholders all stages.

Implementation

- Delivered a "Nail the Stigma" Day on the Concourse with 200+ participants, including interactive activities such as a mind map exercise to explore perceptions of menstruation and a "guess how many tampons/pads in a jar" to get people taking about menstrual products.
- Hosted a Period Promise Quiz Night engaging 100+ participants, supported by over 10 volunteers and multiple sponsors.
- Ran a social media campaign (@nailthestigma) achieving approximately 170,000 views and 3,500 interactions across 30 posts.

- Promoted messaging aligned with dignity, inclusion, and access to period products.

Evaluation

- Monitored participation numbers across events.
- Analysed social media engagement metrics (views, interactions, reach).
- Gathered informal feedback from participants during events.

Impact

- Increased visibility of the Period Promise initiative across campus.
- Increased awareness and visibility of free period products across campus.
- Encouraged open discussion and reduced stigma associated with menstruation.
- Demonstrated the effectiveness of peer-led approaches in health promotion.
- Increased awareness on menstrual health such as average duration of cycle, phases of the cycle etc on our social media platform.
- Strengthened student capacity in peer-led health promotion.
- Reached 170,000+ individuals online and engaged thousands through interactions.
- Directly engaged 300+ students through in-person events.

Key Learning Points

A key learning from this initiative is that peer-led approaches are highly effective in engaging students on sensitive topics such as menstruation. Students responded positively to interactive, informal, and in social activities such as the Quiz night, which helped normalise conversations and reduce stigma.
Collaboration was essential to success. Working with multiple stakeholders significantly increased reach and impact. Early engagement with partners and clear communication supported smooth implementation.
Another important insight was the value of combining in person engagement with digital campaigns. Social media extended the reach of the initiative beyond event participants, and the ATU campus population and reinforced key messages. For others developing similar projects, it is important to:

- Prioritise student involvement and ownership
- Use creative and inclusive engagement methods such as the Quiz Night
- Build strong partnerships early
- Track simple metrics (participation, engagement) to demonstrate impact



Limerick Framework for Action			Whole Campus Approach	Type of Evaluation
Ethos	Policies	Research	Leadership, Strategy & Governance (Pillar 1)	Formative Evaluation
Act	Culture	Celebrate	Campus Environment (Facilities & Services) (Pillar 2)	Process Evaluation
Localise	Partnership		Campus Culture & Communications (Pillar 3)	Outcome Evaluation
Leadership	Students		Health Focused Area (Pillar 5)	

