



# Healthy Campus Case Study

**HEA** | AN tÚDARÁS um ARD-OIDEACHAS  
HIGHER EDUCATION AUTHORITY



## Period Promise/#NailTheStigma

### Name of Institution and Initiative Lead

Atlantic Technological University (ATU)  
Healthy Campus Coordinator, ATU Facilities and ATU EDI Teams

### Date, timeframe and reach

Launched March 2025 – Will be an ongoing initiative. The initiative was rolled out across all nine ATU campuses and will benefit all staff, students and visitors on our who menstruate to access free period care.

### Aligned Frameworks, Policies, or Strategies

Healthy Campus Framework; Ottawa Charter; Health Equity Framework; Healthy Ireland; UN Sustainable Development Goals (SDGS) (3,4,5 and 10), WHO Menstrual Health Guidelines.

### Aims and Objectives

Overall aim was to provide Free Period Products to all campus population in all nine campuses. This initiative is about more than access to free period products, it is about driving real change by addressing menstrual health holistically with:

- Ethical & Sustainable Period Care – Ethically sourced, toxin-free, and eco-friendly products.
  - Menstrual Dignity & Awareness – Breaking the stigma and normalising conversations.
  - Menstrual Health Education – Empowering all genders with knowledge about periods.
  - Menstrual Health Policy – Advocating for meaningful policy changes, including menstrual leave and flexible work arrangements.
- “A Period Promise to You” – because everyone deserves to manage their period with dignity, free from stigma.

### Project Collaborators

ATU University Management Team, ATU EDI, ATU Facility Managers, Students Unions on the four campuses, HEA Healthy Campus and EDI, Health Promotion staff and students in ATU Sligo. Student Health Service Nurses ATU Sligo, External experts in menstrual Health and Sligo Rovers Football team.

### Key Learning Points

ATU UPT commitment from the start of the project. Need a cross functional team with all stakeholders in ATU. Need to utilise the expertise you have on campus, e.g marketing students, health promotion students. Important to have peer led advocacy – #NailTheStigma was led by three Health Promotion students, and it appealed to their student peers. Working with Sligo Rovers Football Club led to massive engagement for the #NailTheStigma Campaign.

### Healthy Campus Process

Commit; Coordinate;  
Consult; Create; Celebrate &  
Continue

### Whole Campus Approach

Leadership, Strategy & Governance; Campus Environment (Facilities & Services); Campus Culture & Communications; Personal & Professional Development

### Topic

Sexual Health & Wellbeing;  
Wellbeing on the Curriculum;  
Health & Sustainability; Other

### Population Group

Students; Staff; Wider  
Community

