**HEA Healthy Campus**  **Case Study**

**NOTES FOR COMPLETION**

* Case studies should relate to your institution's healthy campus initiative.
* Where possible send a photograph or illustration, links, or resources to accompany your case study.
* It is recognised that not all sections will be relevant to all case studies – the proforma is designed to offer consistency across a range of case studies.
* Case studies will be used as part of HEA communications including email, website, and social media.
* Case studies should be written in the third person and anonymous when it comes to participants’ names.
* Please be as **concise and clear** as possible and consider the use of bullet points to summarise information.
* Please submit your case study to [healthycampus@hea.ie](mailto:healthycampus@hea.ie).

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| **HEALTHY CAMPUS CASE STUDY** | |
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| **Name of Institution/ Organisation** | Atlantic Technological University (ATU) |
| **Who lead the initiative?** | Healthy Campus Coordinator, ATU Facilities and ATU EDI Teams |
| **Date and timeframe of the initiative** | Launched March 2025 – Will be an ongoing initiative. |
| **What was the reach of the 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. |
| **Initiative Title** | Period Promise/Nailthestigma |
| **Aims/ 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. |
| **The rationale for the action, including any identified health needs** | According to a survey of more than 1,100 young girls and women aged between 12 and 19 years by Plan International Ireland, nearly 50% of Irish teenagers cannot afford sanitary products. For some college students this could mean deciding to not buy food in order to get sanitary products. ATU introduced Period Promise so we would eliminate period poverty for our campus users. Period promise is much more than just about providing free period products it is about.   * **Promoting** period dignity by fostering conversations, eradicating menstrual health stigma, and advocating for an inclusive and supportive university culture. * **Providing** menstrual health education that supports the well-being of the university community while promoting equity and inclusivity. * **Pushing** for policy change, including workplace policies like menstrual leave, flexible work options and advocating for access to free period products in all public buildings. |
| **Identify all frameworks, policies, or strategies this initiative aligns to**  **(internal, local or national)** | Healthy Campus Framework, the Ottawa Charter Framework for Health Promotion, Health Equity Frameworks, Healthy Ireland Framework, UN Sustainable Development Goals (SDGS) (3,4,5 and 10), WHO Menstrual Health Guidelines. |
| **Summary** | Period Promise is a public health initiative aimed at ending period poverty and reducing the stigma surrounding menstruation. Rooted in principles of health equity and human dignity, the campaign works to ensure that everyone who menstruates has access to free, sustainable period products, especially in public and educational settings.The campaign was developed in response to the growing recognition that period poverty — the lack of access to menstrual products due to financial hardship — negatively impacts education, health, and wellbeing. Many students and individuals miss out on daily activities, including attending school or college, because they cannot afford the products they need. Period Promise addresses this gap by distributing free, ethically sourced menstrual products and advocating for policy change.At Atlantic Technological University (ATU), Period Promise is being delivered as part of the Healthy Campus initiative, with over 190 free period product dispensers installed across all nine campuses. The products are pesticide-free, ethically produced, and supplied by We Are Riley, a female-led Irish company committed to sustainability and social impact.  Period Promise includes the NailTheStigma campaign, which encourages open conversations about periods, particularly in male-dominated spaces like sports clubs. Together, these initiatives foster a more inclusive and informed culture around menstrual health.  By normalising period conversations, advocating for product access, and challenging stigma, Period Promise is a transformative campaign that champions menstrual equity and contributes to healthier, more supportive communities. |
| **Did you collaborate with internal and/or external stakeholders to deliver?** | 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 |
| **How was the initiative organised?** | In 2021/2022 the then IT Sligo ran a pilot programme that saw the provision of free period products in 20 of our facilities on campus. The units were managed through the estates function and were stocked by the cleaners, like toilet paper and soap. In March 2024 a proposal was approved by ATU UPT to provide free period products across all nine of our campuses. The project was managed by the Healthy Campus coordinator Sligo who sourced suitable period products, ensuring that we met with our sustainability goals when selecting a product and ten worked with the estates managers in each campus to have the 160 dispensers installed, this took from May 2024 to January 2025 to organise. During this team the “Period Promise” logo was designed by an ATU marketing student and an ethos for the initiative was developed. Suitable products were selected, including reusable options such as menstrual cups. Dispensers were stocked across all the campuses and Period Promise was officially launched in March 2025. |
| **What resources did you need?** | Funding was required to purchase and install 160 period product dispensers across the nine ATU Campuses. Additional funding was then required to purchase period products to ensure a continuous supply of period care. ATU have selected period products that are ethically sourced, sustainable and toxin free. Funding was received in 2024 from HEA Centre of Excellence for Equality, Diversity and Inclusion and this was matched by ATU. Funding for products will be a reoccurring cost that will need to be met by ATU with the help of Government funding.  The Healthy Campus Coordinator has also used to launch an education and awareness Campaign called “Nailed the Stigma”  The initiative was managed by the Healthy Campus Coordinator with the assistance of the EDI team and the facilities team (approx. 10 people) |
| **Has it been evaluated? How successful has it been?** | Product usage will be monitored across all campuses. Users will be asked for feedback on the initiative after the first year.  The Nailthestigma campaign which is the awareness and educational element of the initiative that runs on social media will be tracked for usages/views etc. |
| **Any future plans, including the sustainability of the initiative?** | ATU will continue to provide free period care to the campus population, however it is much more than free products Period Promise is about starting a movement for change, one that is led by educators, students, and allies. We will continue to grow the “Nailthestigma” campaign and have identified external bodies that want to work with us especially in the area of sport. |
| **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 – Nailthestigama 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 Framework Categories (please tick all that apply)**

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| **Healthy Campus Process** | **Whole Campus Approach** | **Topic** | **Population Group** |
| Commit | Leadership, Strategy & Governance | Alcohol | Students |
| Coordinate | Campus Environment (Facilities & Services) | Substance Misuse | Staff |
| Consult | Campus Culture & Communications | Healthy Eating / Food | Wider community |
| Create | Personal & Professional Development | Mental Health & Wellbeing | Other |
| Celebrate & Continue |  | Sexual Health & Wellbeing |  |
|  |  | Tobacco Free Campus |  |
|  |  | Physical Activity / Active Transport |  |
|  |  | Wellbeing on the Curriculum (can also fall under ‘Personal & Professional Development) |  |
|  |  | Health & Sustainability |  |
|  |  | Other |  |

**Contact Details**

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| **Date** | 22nd April 2025 |
| **Email Address** | Yvonne.kennedy@atu.ie |
| **Links** | Please add links to any relevant pages/ documents. Please attach any items not in a link format with your submission.  [Atlantic Technological University Launches Period Promise Initiative - Atlantic Technological University](https://www.atu.ie/news/atlantic-technological-university-launches-period-promise-initiativ)  [Focus on menstrual equity in sport as ATU and Sligo Rovers women’s team collaborate | Irish Independent](https://www.independent.ie/regionals/sligo/news/focus-on-menstrual-equity-in-sport-as-atu-and-sligo-rovers-womens-team-collaborate/a1666687280.html)  [ATU Launches Period Promise – Nail the Stigma – Magnumlady Blog](https://magnumlady.com/2025/03/10/atu-launches-period-promise-nail-the-stigma/#:~:text=On%20March%204%20th%2C%202025%2C%20ATU%20Sligo%20launched,manage%20their%20period%20with%20dignity%2C%20free%20from%20stigma.) |