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# THE WELSH GOVERNMENT

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| **TITLE** | **A Period Proud Wales** |
| **DATE** | **15 February 2023** |
| **BY** | **Jane Hutt MS, Minister for Social Justice** |

Today, I am launching [*A Period Proud Wales*](https://www.gov.wales/period-proud-wales-action-plan) – a plan to achieve period dignity in Wales and eradicate period poverty. Since 2018, we have invested around £12m to ensure children and young people, and those on low incomes, have access to free period products.

This plan sets out our ambition to go further by setting out our intention for free period products to be available in a wider variety of settings, providing education to all about periods and eliminating stigma related to periods. We will do this by sharing real life stories of people who have experienced health issues related to periods and those who have experienced period poverty.

Our aim will be achieved by more comprehensive teaching about what periods are, to everyone; what ‘normal’ periods should feel like and who to contact for additional advice, guidance and support, as well as practical help. The plan will also help to raise awareness about the help provided by our Period Dignity grant. A useful tool has also been developed providing a map which shows where people are able to get products, for free, at their most convenient location.

I look forward to the changes that *A Period Proud Wales* will help to drive forward to make Wales a truly period proud nation and one that ensures everyone who needs products can access them without embarrassment or shame.