

KNOW YOUR FLOW

FAQs!

What is Know Your Flow?

[Know Your Flow](#) is a campaign that helps people access menstrual health information and find free period products. We believe that, together, we can

- Raise awareness of period poverty and improve access to period products
- Advance menstruation and menopause health information
- Reduce the stigma associated with menstruation and menopause



How do I become a Flow Site?

Becoming a Flow Site demonstrates your organization's commitment to menstrual equity by promoting that your bathrooms provide freely accessible period products and you have menstrual health education available on-site to support your patrons.

You can become a Flow Site in three easy steps:

- Use [Know Your Flow downloadable resources](#) to offer free educational materials to engage the community and spread awareness about menstrual health. Print or share them digitally! 📖
- Offer [free period products](#) in your bathrooms to support menstrual equity and help fight period poverty. If toilet paper is offered for free, why not tampons or pads? 🧻
- Promote your participation in Know Your Flow by [submitting your location details](#) to be added to the [Flow Map](#)! 📍





Why are we providing free period supplies?

Did you know 86% of menstruators have started their period unexpectedly in public?* Period supplies are necessary sanitary products like toilet paper and soap in restrooms. We want to create an equitable and safe environment for all patrons who need access to menstrual products. By providing free period products, we can reduce the stigma and shame associated with menstruation and normalize talking about periods.

*[Free the Tampon Study 2013](#)

How can I use gender-affirming language when talking about periods?

Many period products on the market still use gendered language, which can alienate transgender and non-binary people. Instead of “women” or “girls,” you can say “people with periods,” “menstruators,” or “people who menstruate.” Rather than “feminine hygiene products,” you can say “menstrual products,” “pads and tampons,” or “period supplies.” Using gender-affirming language like these examples can help create more inclusive and kinder spaces.

What does the term “period poverty” mean?

One in four students has struggled to afford period products and 76% of students have questions about their period.** [Period poverty](#) is the lack of access to period products and education. We believe fighting period poverty is one of the most tangible steps we can take toward gender equality!

**[State of the Period 2024](#)





What are ways I can get more involved in the Menstrual Movement?

We've got you covered! Below are some ways to get more involved in the Menstrual Movement.

1. Share health information to engage and educate. [Download the free Know Your Flow resources](#) to print handouts and signs or to post on your social media and digital sites.
2. Offer [free period products](#) in your bathrooms.
3. [Share details](#) about your location to be featured on the Flow Map.
4. Post on social media and promote your involvement with the [Know Your Flow marketing toolkit](#).
5. Email your policymakers, decision-makers, and local leaders, advocating for policies that improve access to menstrual products and education.
6. Organize events in your community to raise awareness about menstrual health. This could involve hosting educational workshops, fundraising events, or period product drives to support menstruators in need.

How much does it cost to provide free period products at my library?

We recommend estimating product quantities based on supplemental, as-needed [period product usage](#) at approximately five pieces per menstruator per year (starting annual cost of \$250 per bathroom). Use our easy-peasy [pricing calculator](#) to get a custom quote, [purchase online](#), or [book a meeting](#) with an Aunt Flow representative!



Will people take more than they need?

When dispensers are first installed in bathrooms, there could be higher than normal usage, which then levels out over time once people learn that period products are not just a one-time luxury item but will be available ongoing. To prevent the waste or misuse of Aunt Flow period products and dispensers, we have our handy [anti-vandalism signage!](#)



This work was supported by the National Library of Medicine, National Institutes of Health, under Cooperative Agreement number UG4LM013729 with the University of Iowa. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.

