

# Period Access Dallas (P.A.D.) Update

**Workforce, Education,  
& Equity Briefing**

**October 11, 2022**



**City of Dallas**

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# Overview



- Racial Equity Plan Alignment
- What is P.A.D.?
- Lessons Learned from Pilot Part 1
- Partners and Communications
- P.A.D. Pilot Part 2
- Distribution Sites
- Planned Outreach
- Program Opportunities



# P.A.D. Racial Equity Plan Alignment



**Big Audacious Goal 1.5:** Promote community wellness by increasing access to quality, affordable, nutritious options for food, meals and critical hygiene items by aligning social services, nutrition education, urban agriculture, and financial investments in equity priority areas and other areas with demonstrated needs.

Aligned with several **Equity Indicators:**

- Child Poverty (34)
- Health Care Provider (40)
- Median Full-Time Income (40)
- Median Hourly Wage (41)
- Median Household Income (38)
- Working Poverty (17)

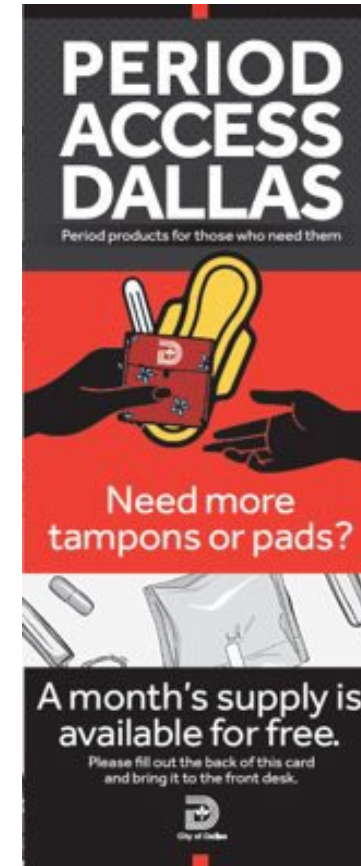
Strengthens **gender equity** through alignment with the Racial Equity Plan.



# What is Period Access Dallas (P.A.D)?



- An equity initiative response to address period poverty
- Provides packages of menstruation management products (pads and tampons of varying sizes) as well as stock the restrooms with free products
- Multi-departmental partnership (City Manager's Office, Office of Community Care, Parks and Recreation, and Libraries) make up the Period Access Dallas team
- Strategic partnerships with community-based organizations for donations and distributions



Please fill out the back of this card and bring it to the front desk.

**PRODUCT PREFERENCE:**

- Regular tampons
- Super tampons
- Mini pads
- Maxi pads

**HAVE YOU EVER MISSED SCHOOL OR WORK DUE TO NOT HAVING MENSTRUAL PRODUCTS?**  
Y or N

**WHAT'S YOUR AGE?**

- 11-17
- 18-25
- 26-35
- 36-50
- Over 50

**WHAT'S YOUR ZIP CODE?**

\_\_\_\_\_

**DO YOU IDENTIFY AS:**

- White
- Black/African American
- Asian
- American Indian/Alaskan Native
- Native Hawaiian or Other Pacific Islander American
- Indian/Alaskan Native & White
- Asian & White
- Black/African American & White
- American Indian/Alaskan Native & Black/African American
- Other Multi-Racial

**DO YOU IDENTIFY AS HISPANIC OR LATINO?**

- Yes
- No



# Period Poverty: Defining a Movement



- What is Period Poverty? Period Poverty is the lack of access to sanitary products, menstrual hygiene education, toilets, hand washing facilities, and/or, waste management
- Period Products are not covered under any assistance program (SNAP, WIC, etc)
- Women may be forced to reuse or overuse products, leading to unsanitary products
- Stigma attached to periods and menstruation makes the subject difficult to discuss



Image from [HUDA Beauty Article](#)

# Period Access Dallas (P.A.D.) - Pilot (Part 1)



- Plan briefed to Workforce, Equity and Education in January 2022
- Distributions launched in May 2022 across 24 public facilities, including community centers, libraries and recreation centers in Qualifying Census Tracts (QCTs)
  - Quick Reminder: QCTs are tracts with a poverty rate of at least 25% or in which at least 50% of the households have incomes below 60% of AMI
- Pilot funded using appropriated ARPA funding for essential necessities
- Approximately \$100,000 worth of products purchased were distributed in Qualified Census Tracts (QCTs)
- Items distributed in multiples or packages to serve resident needs for multiple days
- Program provides packages of menstruation management products (pads and tampons of varying sizes) as well as stock the restrooms with free products
- Staff at all sites trained to ensure all constituent requests are handled with sensitivity and that distribution documented according to regulatory requirements (for ARPA-funded components)



# Lessons Learned – Part 1 Data



2,500+

Packages of products distributed

68%

Requests for pads versus tampons (32%)

43%

Respondents indicated having missed work or school due to lack of products



Higher distribution from community centers compared to recreation centers and libraries



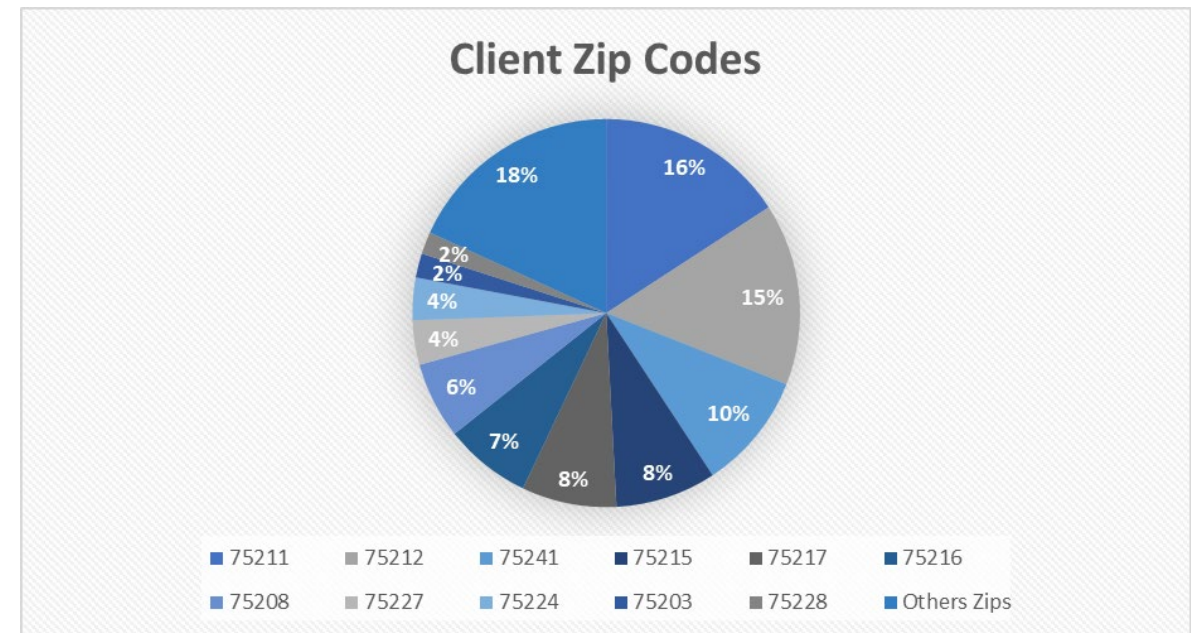
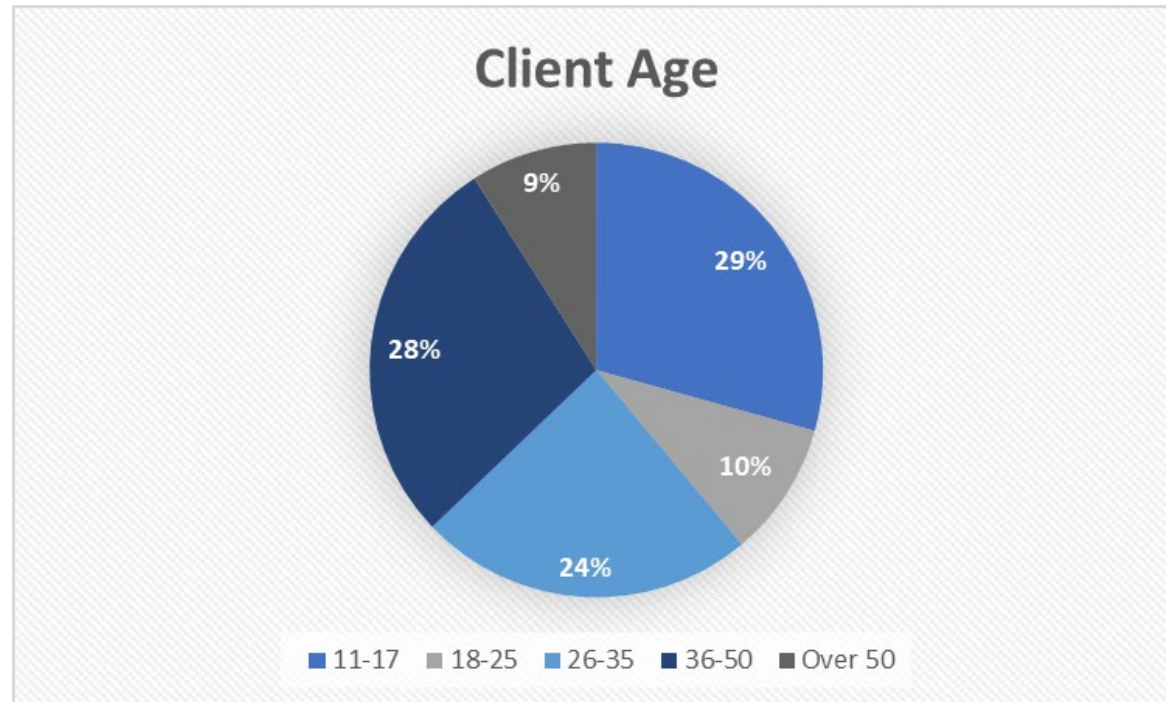
More products taken from restrooms directly than requested as packages



# Demographic Distribution Data

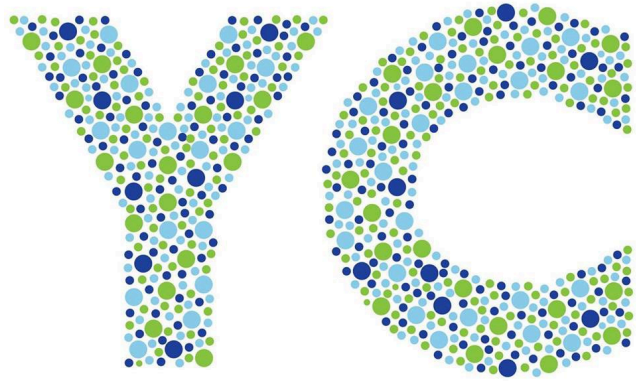


- Highest requests came from 11-17 year-old age group
- The highest frequency of requests were from West Dallas residents, with 75211 and 75212 as the leading zip codes for resident requests (likely due to West Dallas Multipurpose Center)





# Partners and Communications



THE YOUTH COMMISSION  
City of Dallas



JUNIOR LEAGUE  
OF  
DALLAS™



One Dallas

# P.A.D. - Part 2 and Beyond



- Part 2 (October 2022 – beyond)
  - Partnership with Junior League of Dallas to collect menstruation management products for distribution
  - Based on needs and quantity collected, supplement current site supply and/or add additional distribution sites
  - Pursue philanthropic investments to sustain program
  - Look for partner organizations to transition long-term project management
  - Look into eco and wallet friendly options
- Ongoing Programming
  - Community partnerships sustain and manage program ongoing
  - Explore opportunities to partner with more local organizations and businesses to continue the donation collections
    - Collection sites in retailers, restaurants, and/or other local business
    - Partner for local “drives”
  - Partner with local Dallas-serving school districts to advocate for product availability at their sites
  - Continue to pursue philanthropic investments to sustain program
  - Expand distribution sites City-wide using COVID Equity Tool as a guide, including WIC facilities



# Period Access Dallas (P.A.D.) - Part 2



- Beginning November 2022, expand to 72 sites city-wide (all community centers, libraries and recreation centers)
- General fund support through Racial Equity Plan projects support enables expansion to sites city-wide
- Utilizing card request model, products available in restrooms and packages by request, limiting collection of private data
- Strengthen outreach to build awareness of service Broad outreach using social media
  - Earned media through press releases and P.A.D. Launch event
  - Strategic outreach through community-based organizations and nonprofits
  - Focus message on availability through libraries and recreation centers (in addition to community centers) and availability of packages
- Goal: Distribute 60,000 packages of products city-wide, reaching an estimated 5,000

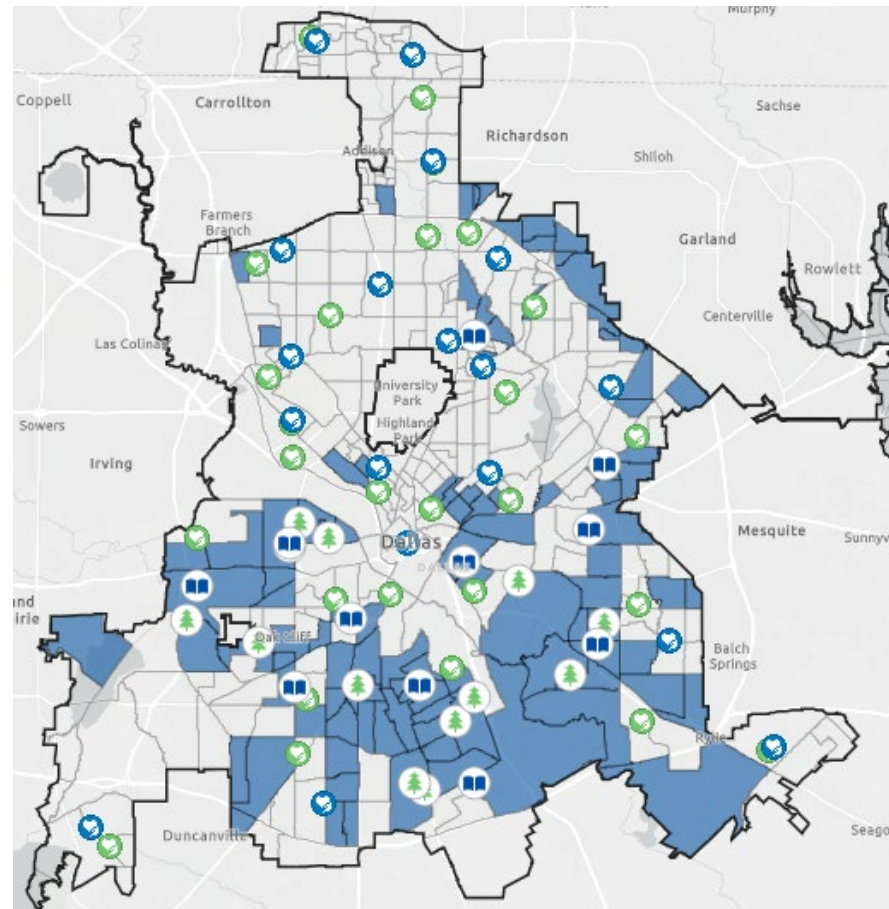
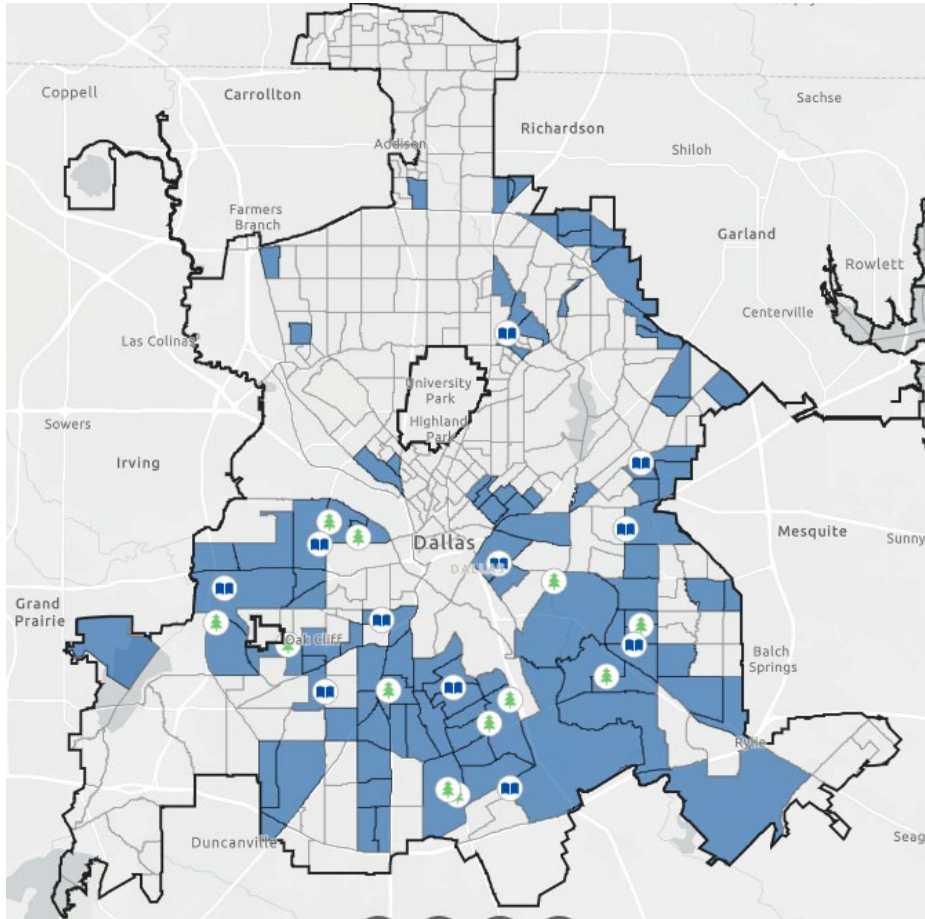


# P.A.D. Distribution Sites



- 24 locations in Part 1 ([Map](#))

- 70 locations in Part 2 ([Map](#))



- New Public Libraries
- Public Libraries
- New Park and Recreation Centers
- Park and Recreation Centers



# Planned Outreach for Part 2 Launch



- Outreach plan launching November 2022 to incorporate part 2 expansion
- Host press conference to kick off part 2 expansion & pitch for earned media
- Develop social media content, graphics and calendar
- Leverage partners' networks to amplify City of Dallas social and outreach messages
- Record and broadcast Public Service Announcement notifications
- Identify influencers and collaborate to reach new audiences and raise awareness of program services



# Program Opportunities



- Long-term sustainability
  - Explore corporate, philanthropic and governmental partnerships to maintain and expand access to free pads and tampons
  - Explore additional opportunities for accessible distribution sites, such as WIC clinics or nonprofit partnerships
  - Sisterhood partnerships
- Advocacy
  - Pads and tampons provided through SNAP and/or WIC could ensure accessibility for the long term (federal)
  - Advocate for removal of state sales tax on pads and tampons



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