

Practical ways to support women in everyday life

(NC) Economic and social challenges don't affect everyone equally, and women often feel the biggest impact. While these realities are rooted in long-standing systems, progress happens when people take action—big or small. Here are some ways you can help create change:

Support women's health.

Women's health isn't just about what we can see. It also includes everyday realities that often go unnoticed. For instance, did you know that, in Canada, about one in six people who menstruate struggle to afford period products? It's a phenomenon called period poverty, and it's a lived reality for many women, who have to choose between paying for period products or other necessities like rent or groceries.

Create a supportive workplace for women.

Women bring diverse perspectives, skills and experiences to the workplace, but they can face unique challenges, from systemic bias to gaps in equity and inclusion. Creating a safe, respectful and shame-free environment helps women feel valued, confident and empowered to contribute their best. By fostering policies, practices and a culture that actively supports women, organizations can unlock the full potential of their workforce while building a more equitable and thriving workplace for everyone.

How can you play your part? For many people, the challenge isn't a lack of good intentions, it's uncertainty about where to start. Topics that are still surrounded by stigma, like periods, can feel unfamiliar simply because we haven't been encouraged to talk about them openly. Building comfort and confidence through education is a meaningful first step. Organizations like The Period Purse offer free workshops and practical resources that help reduce period stigma and support the creation of shame-free spaces.

The issues affecting women's health are complex and deeply connected to broader social and economic systems, and they won't be solved overnight. But small, intentional actions can add up to real change over time. Learn more about how to support women's health at theperiodpurse.com.

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