Period Stigma Around the World Today

Despite increasing attention and advocacy, periods remain a taboo topic. Always, WASH United and Glocalities surveyed adults and young people from five countries to assess period stigma today.

Periods are associated with negative feelings from an early age, despite being a normal bodily function.

When getting their first period, young people feel:

- Scared: 4%
- Confused: 36%
- Embarrassed: 51%

52% of girls feel less confidence at puberty and starting their period marks the lowest point in confidence during their teenage years.*

Of the countries surveyed, negative feelings and period hiding are most prevalent in Russia, where it is deemed least socially acceptable to talk about being on your period.*

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When people talk about periods, it’s often done in a negative way.

Period education is key, and moms and teachers are the most influential resources. But not everyone is prepared to teach their kids about periods.

*Where do young people learn the most about periods? *What source of period and puberty information do young people trust the most? *54% of adults feel they have enough knowledge to talk to their children about puberty and periods.

It’s time to show your support by joining the Menstruation Bracelet Action this #MHDay.

Learn more here.