

December 17, 2021

Honourable Whitney Issik
Associate Minister of Status of Women
Office of the Associate Minister of Status of Women
Culture and Status of Women
224 Legislature Building
10800 - 97 Avenue
Edmonton, AB T5K 2B6

Dear Minister Issik,

Period Promise funding

On behalf of the Edmonton Public School Board and our Administration, I am following up with you around the May 28, 2021, provincial announcement committing \$260,000 of provincial funding to the Period Promise campaign. The May announcement by then Minister Leela Aheer stated the following:

“To coincide with the declaration of Menstrual Hygiene Day, I announced that the Alberta government is providing \$260,000 to the United Way to partner on a province-wide Period Promise campaign that will distribute free menstrual hygiene products in schools across the province. These are important steps forward to normalizing periods and helping end period poverty.”


It was very encouraging to see this announcement, as the Board of Trustees of Edmonton Public Schools had also recently made a commitment to creating equity and removing stigma around menstrual hygiene. One of our steps forward in this work involved partnering with the United Way. Together, we developed a plan that focused its first steps around access to free menstrual products in a group of schools serving socially vulnerable communities. This plan was anchored in the provincial funding announced to support the United Way's work leading Period Promise. It was our intent that students in the schools identified for our partnership with the United Way would see the positive impact of Period Promise right from the start of the school year.

However, in our ongoing collaboration with the United Way, they have shared that the funding for this initiative remains with the province and at this time, they are unable to move forward in their work with school divisions across the Capital Region.

We are fortunate as a Division that we were able to set aside some resources for this work and are not solely dependent upon provincial funding through the United Way's Period Promise campaign. We will continue to partner with the United Way around this important issue, but have taken our own initiative to move ahead with Period Promise in Division schools. However, this does take educational dollars from our classrooms and not all divisions in the province have this same flexibility and availability of resources.

I encourage the province to move forward in the allocation of these committed dollars. Period Promise is a necessary step towards equity and now is the right time to take action that promotes positive and progressive change. Your support in helping to move this forward is critical.

Sincerely,

A handwritten signature in blue ink that reads "Trisha Estabrooks". The signature is fluid and cursive, with the first name being more prominent.

Trisha Estabrooks
Board Chair

