



Tackling Menstrual Taboos and Creating Period-Friendly Environments



Creating Period-Friendly Spaces

This month's featured module, **Tackling Menstrual Taboos and Creating Period-Friendly Environments**, equips coaches and sports leaders with the practical strategies needed to dismantle the shame surrounding menstruation. The module highlights that while many coaches recognize that menstrual symptoms impact training, very few actually feel prepared to discuss it.



Periods are Part of the Game

[Watch Now](#)

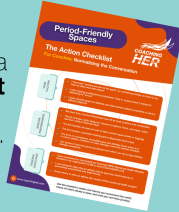
Be HER Reason to Stay in Sport

HER GAMEPLAN

Pick one to do!

1 Take Action

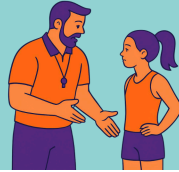
Talk about **periods** as a **normal part** of sport and performance.



COACHING
HER

2 Take Action

Offer **flexible support** like hydration, stretching, or **modified training** when needed.



COACHING
HER

3 Take Action

Keep a simple sideline or **travel kit** with **menstrual products** and other basics.



COACHING
HER

MAY REFLECTION



What changes could be made to locker rooms, uniforms, or travel kits to make menstruation management easier for athletes?

Champions Corner



When athletes compete at the highest level, basic hygiene shouldn't be a source of stress. Read the inspiring quotes from players and see how USA Hockey and Massachusetts Hockey championed athlete dignity by providing free menstrual products at Nationals.

[Read Creating Period-Friendly Spaces on the National Stage >](#)

Amplifier of the Month

PERIOD.'s *The Flow Must Go On* campaign shines a light on the reality that many menstruating athletes face, including that 93% of teens have had

PERIOD.
THE MENSTRUAL MOVEMENT

negative experiences participating in sports or extracurricular activities because of menstrual cycle symptoms. In partnership with The Tucker Center, the campaign elevated athlete and staff voices to show why period-aware sport environments matter.

[Watch The Flow Must Go On videos >](#)

IN THE COMMUNITY

May 13, 2026

Alicia Pelton and Megan Johnson will join Special Olympics Minnesota for Empower Her: Every Girl Belongs in the Game in Woodbury.

May 17-19, 2026

Nicole M. LaVoi will be in Denver for the annual WeCOACH Women Coaches Academy and WCS 2.0



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