



# The Flo Initiative

## Mission

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**Informing. Providing. Empowering.**

The Flo Initiative project was inspired by an awareness that alternative menstrual hygiene products including reusable menstrual cups are not available to most displaced and low-income people in the Greater Boston area. The Flo Initiative intends to break stigmas associated with menstruation and provide information and cost-effective solutions for people who menstruate.

## Partners

BHCHP's **HER SATURDAY** offers a safe place for women experiencing homelessness to access health services and wellness activities. Over 100 women gather every Saturday in BHCHP's clinic to relax, socialize, and consult with case workers and medical professionals.



## Why the Cup?

**COST:** 1 cup lasts for approximately 10 years, saving an estimated \$300 yearly spent on feminine hygiene products

**ENVIRONMENT:** Using the cup reduces waste created by single-use tampons, pads, applicators, and packaging. Menstrual cups are made of durable silicone, which is much more sustainable.



## Methods

Following several weekends of volunteering at BHCHP, the Flo Initiative team set up an informational table where program participants were able to speak with us about their experiences managing the dual challenges of menstruation and homelessness. We offered both menstrual cups and organic cotton pads, along with Flo Initiative tote bags and information cards. The Flo Initiative was able to reach more than 50 women in our first session. In the upcoming weeks we plan to extend our project to other programs serving homeless individuals.