



MENSTRUAL AMBASSADORS PROGRAMME



Final impact report 2025-2026

Creating school communities where periods are understood, supported and never stigmatised.



MORE THAN MENSTRUAL EDUCATION

Changing school culture through peer leadership, education and menstrual wellbeing

The Menstrual Ambassadors Programme is a peer-led initiative designed to create school communities where menstrual health is understood, supported and spoken about openly. Through education, peer leadership and accessible support, the programme helps reduce stigma, increase confidence and improve wellbeing across the whole school community.

Why it matters

Periods affect attendance, confidence and wellbeing.

What we do

Empower young people to become peer leaders.

The impact

Create lasting culture change that extends far beyond the ambassador team.

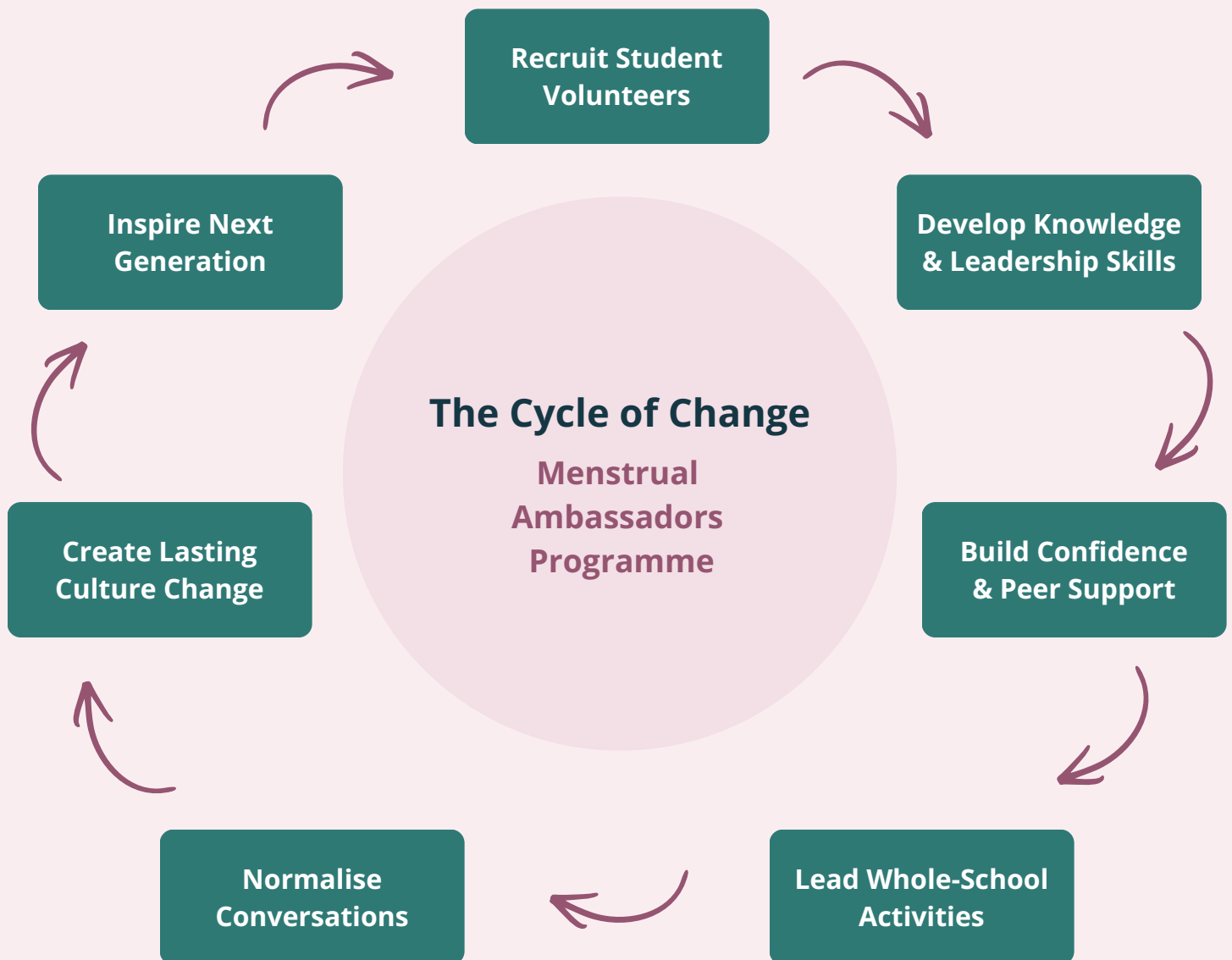
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"The benefits go far beyond the sessions themselves—they are embedded in pupil confidence, peer support, improved wellbeing and a more inclusive school culture."

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THE MENSTRUAL AMBASSADORS MODEL

The Menstrual Ambassadors Programme creates lasting change by developing young people as leaders, who then influence their peers and the wider school community.



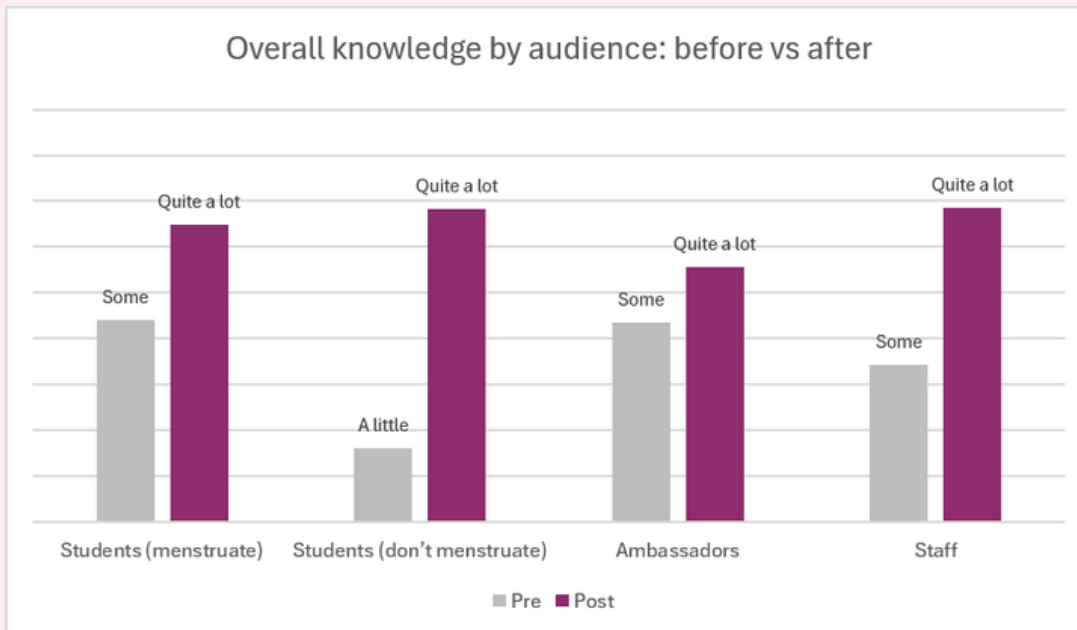
Together, these stages create a sustainable cycle of learning, leadership and open conversations, helping to embed menstrual wellbeing into everyday school life.

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"Young people taking real ownership as visible, positive role models within school."

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THE DIFFERENCE WE MADE



Key outcomes

- ✓ Knowledge increased across every audience.
- ✓ Staff showed the greatest improvement in confidence and knowledge.
- ✓ Students who don't menstruate showed the biggest increase in understanding.
- ✓ Ambassadors developed confidence as peer leaders.

Greater confidence

Young people feel more able to ask questions.

Better understanding

Students know what is normal and where to seek help.

More open conversations

Periods are becoming part of everyday school life.

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*"Students feel more prepared, less anxious,
and more comfortable asking questions."*

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YOUNG PEOPLE LEADING CHANGE

The ambassadors didn't just learn. They became leaders.

Confidence

Students developed confidence in themselves.

Leadership

Students became visible role models.

Peer support

Young people supporting young people.

Belonging

Creating safer school communities.



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"Young people taking real ownership as visible, positive role models within school."

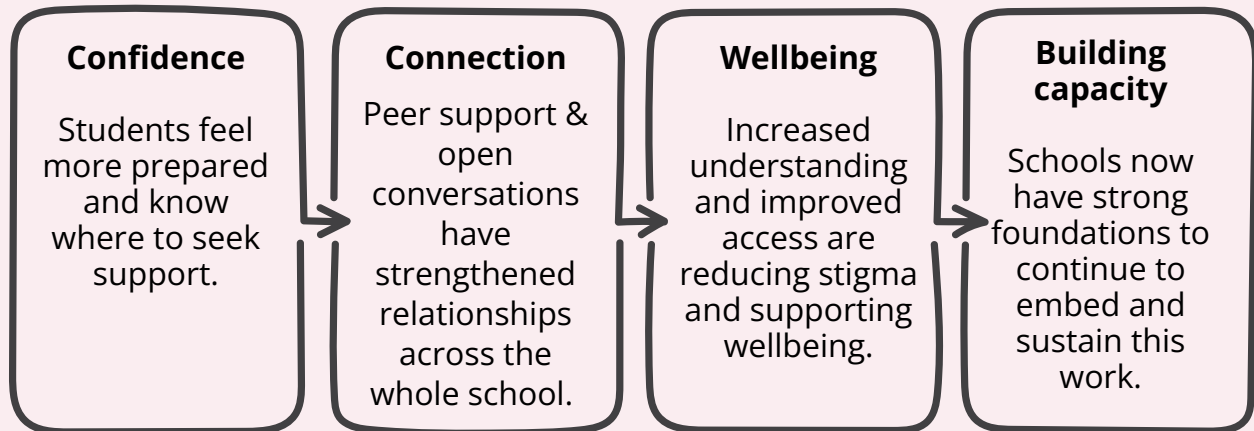
"The ambassadors now feel genuinely empowered to support their peers."

"Some quite vulnerable students have shown huge growth in confidence."

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CHANGING SCHOOL CULTURE

Creating schools where periods are normal, supported and shame-free.



This programme has created more than increased knowledge—it has helped schools build more open, inclusive and supportive cultures around menstrual health.



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"No student feels alone or unsupported during this stage of growing up."

"Conversations that were once difficult or avoided are now open, confident and supportive."

"The programme has strengthened the school's wider commitment to wellbeing and inclusion."

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BUILDING ON SUCCESS

The first year of the Menstrual Ambassadors Programme has established strong foundations across participating schools. Ambassador teams are in place, resources have been created, confidence has grown and conversations are becoming more open. With the programme continuing into a second year, the focus now shifts from establishing the model to embedding and expanding its impact.

Strong Foundations

- Trained Menstrual Ambassador teams
- Increased menstrual literacy
- Stronger staff confidence
- Student-created educational resources
- Improved access to products and support
- More open conversations across school communities

Looking Ahead

- Support returning ambassadors to mentor new recruits.
- Expand whole-school engagement and visibility.
- Strengthen links with Year 6 transition.
- Continue developing student leadership.
- Embed menstrual wellbeing into everyday school culture.

EMPOWERING YOUNG PEOPLE TO LEAD LASTING CHANGE, CREATING SCHOOL COMMUNITIES WHERE MENSTRUAL WELLBEING IS UNDERSTOOD, SUPPORTED AND CELEBRATED.

