

**Talking
Periods**

Campaign toolkit



This kit is a practical resource to help health services, community groups and campaign supporters bring the Talking Periods campaign to life.

 **Jean Hailes**
for Women's Health





Talking Periods

Talking Periods is a national campaign by Jean Hailes for Women's Health, designed to normalise conversations about periods across Australian households.

It aims to give all parents and carers inclusive, accessible tools to start speaking early and openly, and to show up with confidence.

Too many caregivers delay talking to their children about periods because they worry about saying the 'right' thing or waiting for the 'perfect' moment.

Talking Periods removes that pressure, encouraging families to just start somewhere, because starting the conversation is always better than silence.

Through lived-experience stories, practical resources and culturally inclusive messaging, the campaign works to reduce stigma, build knowledge and empower parents to speak on the topic of periods with confidence.

Overview

This kit is a practical resource to help health services, community groups and campaign supporters bring the Talking Periods campaign to life.

You'll find ready-to-use messaging, social media content and guidance to make talking about periods easier for parents and carers. Together, we can normalise conversations about periods for the next generation.

Jean Hailes for Women's Health gratefully acknowledges the support of the Australian Government.





Get involved

Spread the word on social media

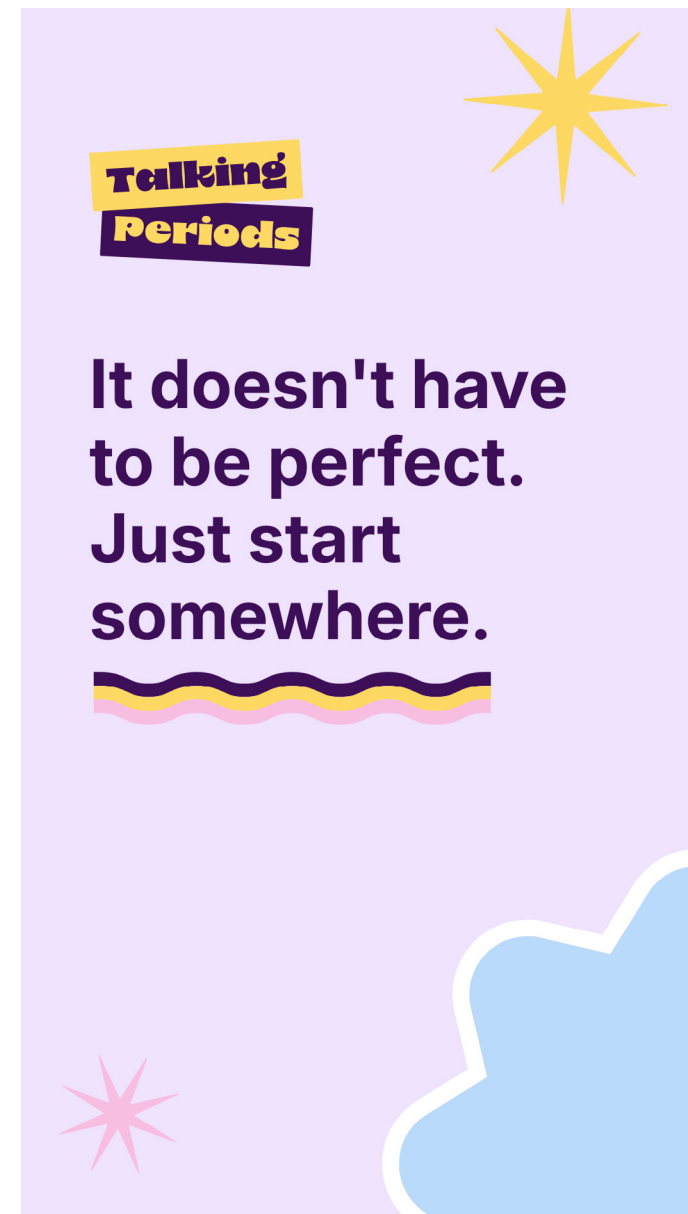
Download
ready-to-use social
media tiles for sharing

[English \(351 KB\)](#)

[Punjabi \(400 KB\)](#)

[Arabic \(409 KB\)](#)

[Vietnamese \(395 KB\)](#)



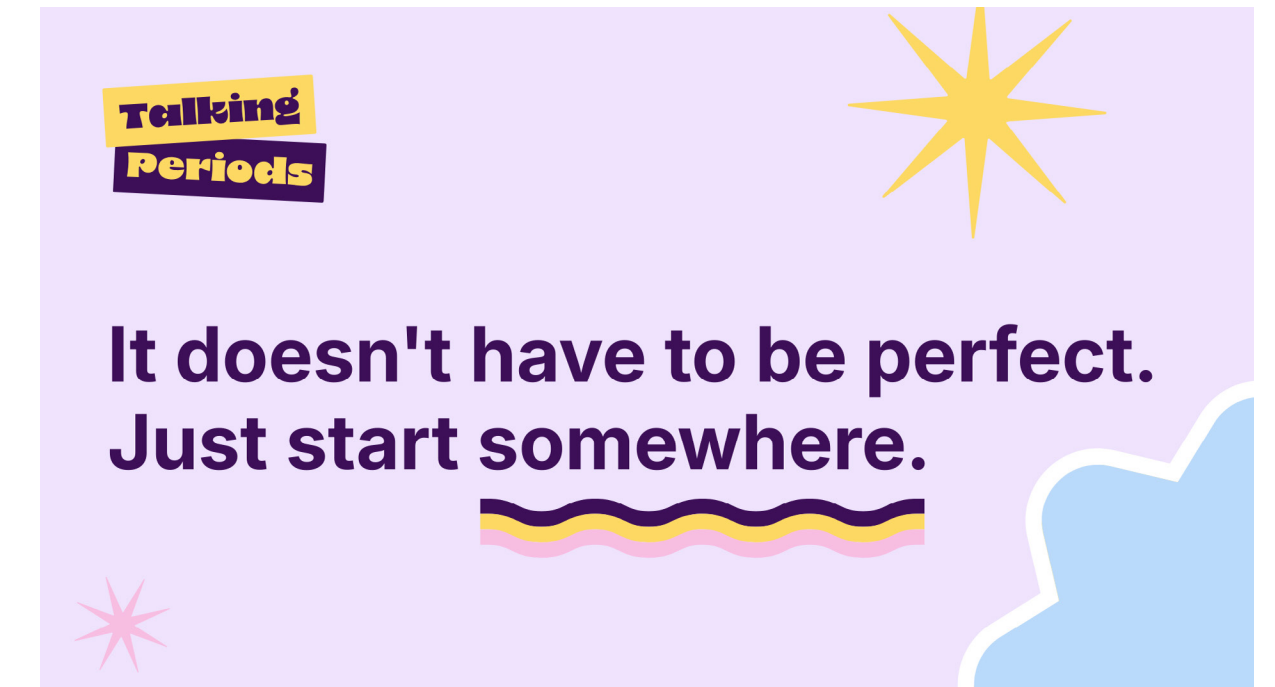
Instagram story
1080×1920



Instagram post
1080×1350



WhatsApp
1080×1080



LinkedIn, Facebook
1920×1080

Sample copy (English)

Below is a sample caption you can use or adapt when sharing Talking Periods on social media.

Period education is a shared responsibility across families and communities.

When we talk about periods openly and respectfully, we help children grow up confident, informed and supported.

Fortunately, the conversations don't have to be complicated. By just starting somewhere, families, kinship networks and communities can strengthen the wellbeing of young people through shared understanding and support.

Jean Hailes for Women's Health offers trusted, culturally respectful and translated resources, co-designed with communities, to ensure information is relevant, inclusive and accessible.

Don't forget to tag us!

#TalkingPeriods #StartSomewhere

TikTok:

@jeanhailes

Instagram:

@jeanhailes

Facebook:

Jean Hailes for Women's Health

LinkedIn:

Jean Hailes for Women's Health

YouTube:

Jean Hailes





**Health information
about periods**



Resources



The Talking Periods hub is designed to support parents and carers to start open, age-appropriate conversations about periods. It brings together practical tips, expert guidance and real-life experiences to help families feel more confident navigating these conversations.

Talking Periods hub

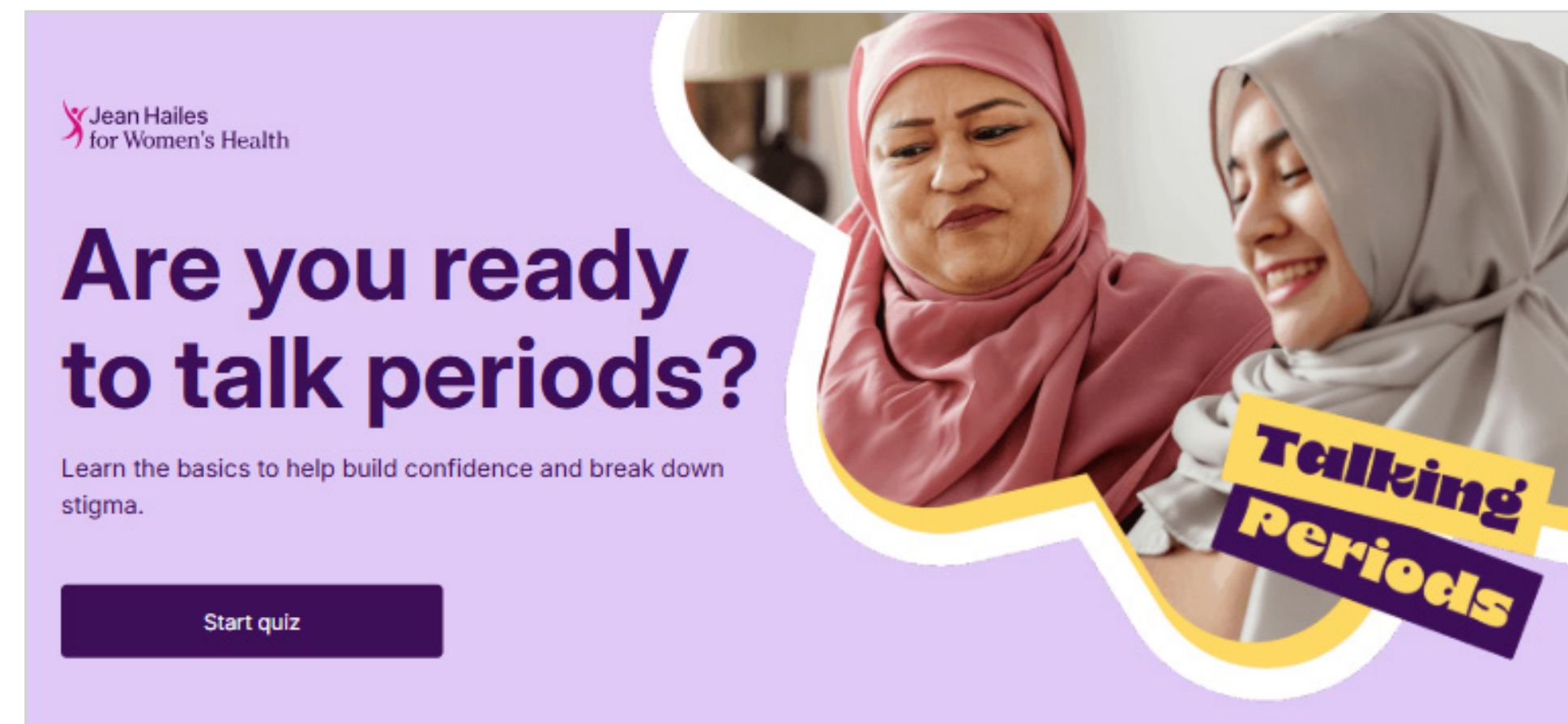
Website



[Visit the Talking Periods hub](#)

Talking Periods quiz

Engagement tool for parents and carers



[Take the quiz](#)

Resources

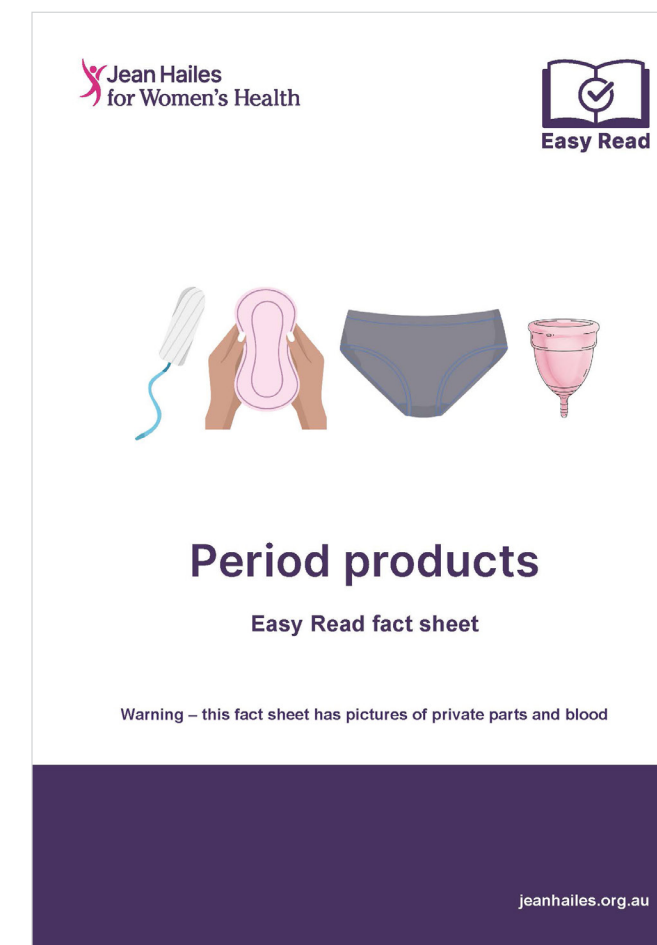
You can download and print resources as required or link to resources on our website.

All you need to know about periods

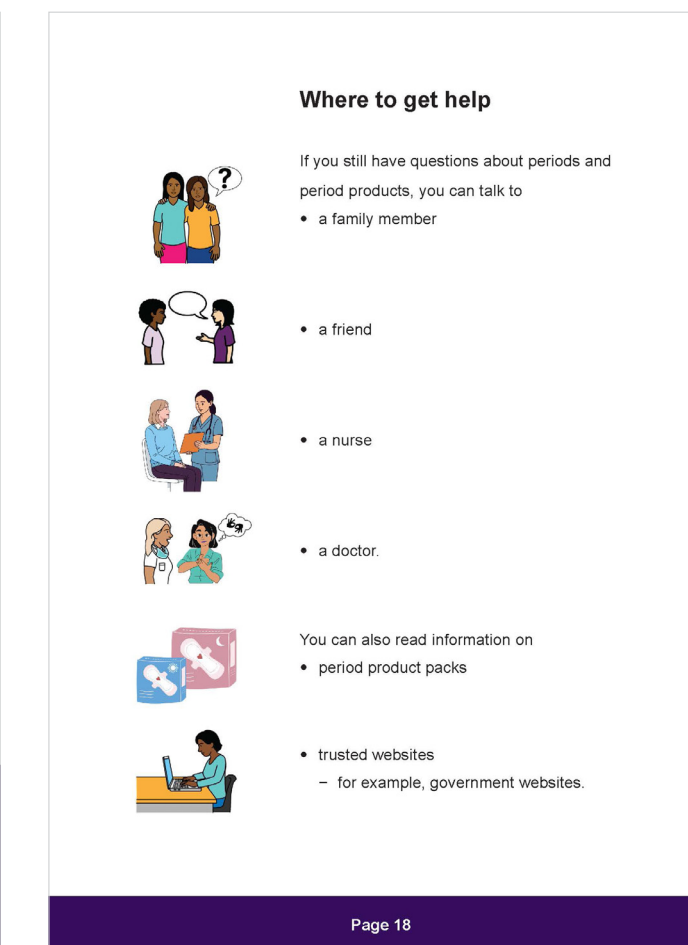


[Watch in English](#)

Easy Reads



[Download in English](#)



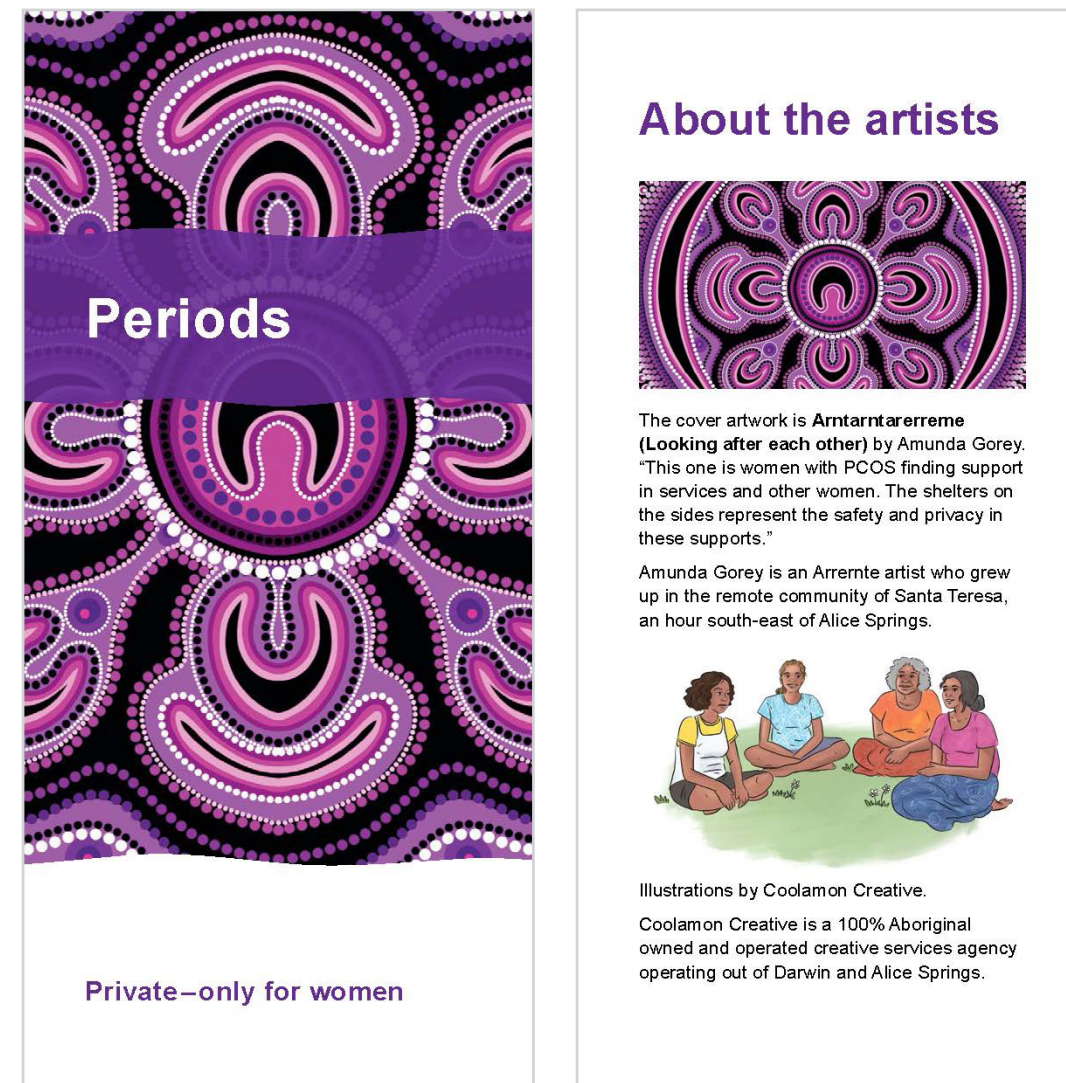
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Resources

You can download and print resources as required or link to resources on our website.

Periods First Nations booklet



[Download in English](#)

Different types of period pain



[Read in English](#)

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Talking Periods

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Disclaimer. This information does not replace medical advice. If a person is worried about their health, they should talk to their doctor or healthcare team.

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