

CoLAB 2022

March 21, 2021 8:00 AM-1:00 PM EST
Bellworks, Holmdel, NJ & Virtual

Who Should Attend?

Non-Profit Executive Directors, Business Leaders, Board Members, Development Directors, Elected Officials, Community Leaders... ALL Change-Makers!

Overview

Monmouth and Ocean County are blessed with thriving communities, beautiful natural resources, from the beaches of the Atlantic to the farms of Allentown, and cultural resources throughout. While the socio-economic status of most of the residents of Monmouth is well above that of most counties in New Jersey, there are residents in the county who are in need of support, services and resources from a variety of public, private and non-profit organizations. For example more than 8% of Monmouth County families with children under the age of 18 are living in poverty, and struggle to meet even basic needs. The highest rates of children living in poverty can be found in Asbury Park (39%) and Keansburg (32%).

These communities were especially hit hard during the pandemic. The Junior League of Monmouth County, during lockdown, supported these families through food drives and meal distribution. The group began to explore other needs of people experiencing poverty and discovered through interviews with diaper banks there was a need for period products. For 1 in 5 low-income women, her monthly period means missing work, school, and outings because of a lack of period supplies. Period poverty is the inability to access or afford menstrual hygiene products. On average, a person spends about \$200 per year on period supplies. For households with multiple menstruating people, this expense can overwhelm the budget. Menstrual products aren't covered by government assistance programs like WIC or SNAP. People without adequate supplies miss out on school, work, and activities.

Since March 2021, the Junior League of Monmouth County has been working to raise awareness of period poverty and supports the development and expansion of period supply programs throughout our community. Since officially beginning this initiative, JLMC has collected over 15,000 products which have been distributed through a partnership with Trinity Church in Asbury Park. With the need clearly evident, the initiative is looking to expand its impact through Monmouth and Ocean Counties, with phase two being the launch of Period Product Pantries which will allow 24 hour access for anyone experiencing menstruation. To truly scale the initiative and achieve measurable impact, JMLC is looking to build a multi-stakeholder coalition to explore effective ways to grow the project together.

With this aim, CoLAB 2022 will focus on overall poverty issues in our community as well as driving collaboration for the elimination of period poverty in Monmouth and Ocean counties. This Junior League flagship conference launched in 2019, designed specifically to help Monmouth County nonprofit leaders take action and collaborate! Local leaders from non-profits, government, schools and business will be invited for a half-day event consisting of networking sessions, panel discussions, and hands-on tools to facilitate real-time solutions to poverty and access to period products.

CoLAB 2022 deliverables include;

- Create a multi-stakeholder coalition comprising of non-profit, schools and government to collaborate to create measurable impact on period poverty in Monmouth and Ocean Counties
- Develop efficient methods to scale period pantries throughout area- How to grow from two pantries by June 2022 to 20 installed by June 2023
- Understand the public policy barriers to period equality

AGENDA

8:30 **Summit Welcome**
Speakers: Alexandra McMenemy, President Junior League of Monmouth County

8:45 **Changing the Cycle: Ending Period Poverty in Monmouth County**
Moderator: Kim Guadagno, Executive Director, Mercy Center; Former First Lieutenant, Governor, State of New Jersey

Panelists:

Michele Jansen Community Outreach Coordinator at Rutgers Cancer Institute of New Jersey/Adjunct Professor of Nutrition at Montclair State University
Anjali Mehrotra, President of New Jersey Chapter, National Organization of Women
Dr. Brian Roper, MD, Internal Medicine Specialist

10:15 **It's Time for Period Equity in America**
Speaker: Joanne Samuel Goldblum, CEO, The National Diaper Bank Network; Founder, Alliance for Period Supplies; Co-Author *Broke in America: Seeing, Understanding, and Ending U.S. Poverty*

In her bestselling book, *Broke in America*, Joanne Goldblum offers a crucial road map to end poverty in our lifetime by fixing policy and securing a brighter future for all. During this session you will hear how that vision intersects with the day-to-day fight against period poverty. As the Founder of the Alliance for Period Supplies, Joanne will provide an overview their work to support the nationwide development and expansion of community-based period product distribution

initiatives capable of providing a reliable supply of period products to individuals in need.

10:45 **Network Break**

11:00 **Making an Impact: Junior League in Action**

Since March 2021, the Junior League of Monmouth County has been working to raise awareness of period poverty and supports the development and expansion of period supply programs, collecting over 15,000 products. This stocktaking session will give an update on JLMC's current efforts and outline ambitions for the future including scaling period pantries throughout the county.

11:15 **Period Poverty Solution Accelerator**

During this hands-on workshop, attendees will break into small groups to work through concrete solutions for two key Summit deliverables:

- Create a multi-stakeholder coalition comprising of nonprofits, businesses, schools and government to collaborate to create measurable impact on period poverty in Monmouth and Ocean Counties; and
- Develop efficient methods to scale period pantries throughout the area: How to grow from two pantries in June 2022 to 20 pantries installed by June 2023.

Together the Summit attendees will develop key action items to implement at the conclusion of the event.

12:00 **An Update from Trenton**

Speaker: Senator Vin Gopal, New Jersey Senate, Legislative District 11

Period equality cannot be achieved without effective and sustainable legislation. Senator Gopal, the Vice-Chair of the Senate Higher Education committee and a member of the Health, Human Services, and Senior Citizens Committee, will provide insight on the current public policy barriers and how to drive change in Trenton.

12:20 **Closing Keynote: Why Period Education Matters**

Speaker: Dr. Amber Robins, MD, MBA

Dr. Amber Robins, MD, MBA, is a board-certified family medicine doctor and graduate of the University of Rochester School of Medicine and Dentistry. She currently is the health and media fellow at Georgetown University and PBS NewsHour. She is the author of "The Write Prescription: Finding the 'Right' Spiritual Dosage to Overcome Any Obstacle" and "Empower Now for Women" and has her own website and blog at DrAmberRobins.com Dr. Robins is also the creator of sanxtuarymd.com, a place where women of all ages can learn about their bodies, find products to manage their periods with confidence

About Junior League of Monmouth County

Founded in 1939, the JLMC started with 13 members in Red Bank, NJ. Today, the JLMC has approximately 300 active and sustaining volunteer members living in Monmouth and Ocean Counties. Our members are business owners, executives, accountants, lawyers, health care professionals and stay-at-home mothers. Membership is open to any woman, age 21 or over.