

Find Your Flow

A MENSTRUAL HEALTH SOCIAL MEDIA CAMPAIGN

SARAH HAMP-ADAMS

**RAISE YOUR
HAND IF YOU
HAVE EVER HAD
A MENSTRUAL
PERIOD**



WHY OUR RESEARCH IS INTERESTING

Globally, menstruation is surrounded by silence and shame

The stigma surrounding menstruation creates barriers for menstruators

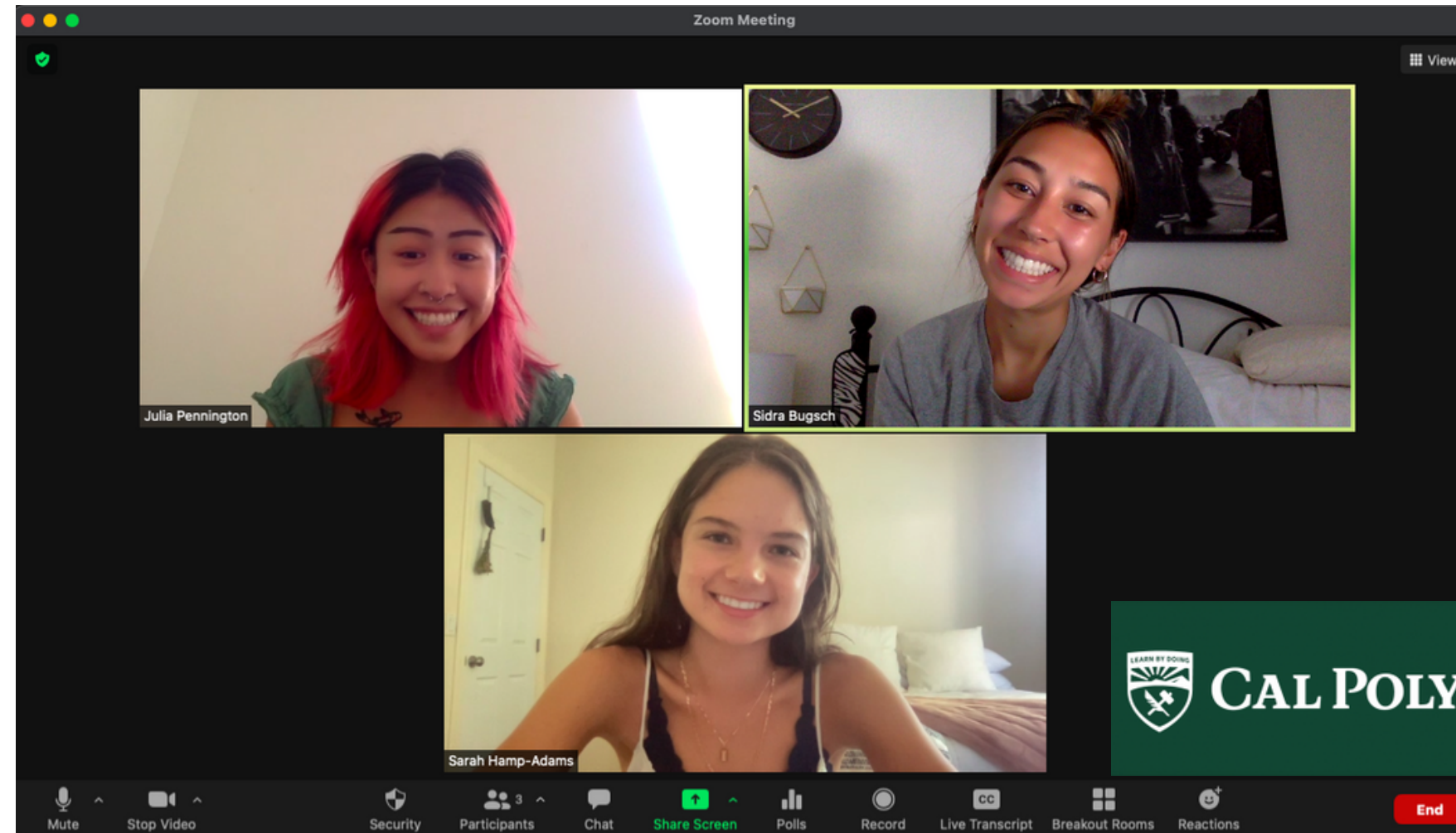
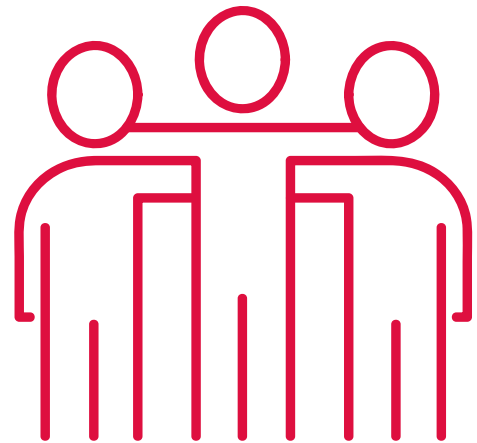
Encouraging women to have open conversations about their periods is necessary to combat these challenges



Girls in class at Makamba Primary School Uganda. Image from <https://www.globalpartnership.org/blog/can-better-sanitary-care-help-keep-african-girls-school>

RESEARCH THAT PRECEDED THIS STUDY

FROST SUMMMER 2021



Project Mentor



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B.A. in Political Science
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Dr.P.H. in Public Health

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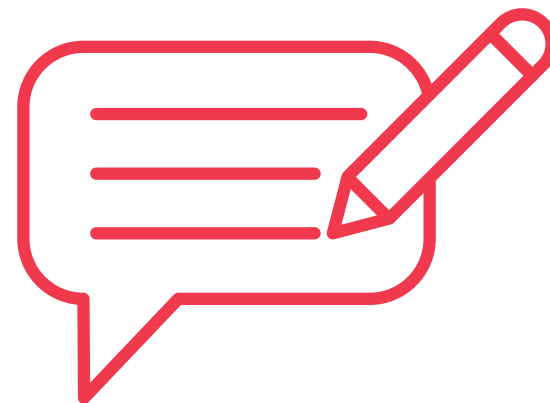
Sidra Bugsch
Graduated
Kinesiology Major

RESEARCH THAT PRECEDED THIS STUDY

Literature Review

1. Created list of working search terms
2. Used search terms to find relevant research articles on databases
3. Uploaded relevant articles to Covidence
4. Title and abstract screening
5. Full-Text review
6. Used remaining articles to develop final recommendations
7. Brainstormed and created campaign

Find Your Flow



Recommendations	Reference
Peer to Peer menstruation education and big sister groups	R. Dwivedi; C. Sharma; et al 2020 S. A. McMahon; P. J. Winch; et al 2011 S. Rahman; H. Islam; et al 2018 V. Chandra-Mouli; S. V. Patel 2017 Y. Kabir; R. Chandrasekar; B. Tahiliani 2016 S. McCabe 2018 J. G. Vaughn 2013
Facebook as a mode of communication	A. Bebla; M. Diwan; et al 2018 S. Rahman; H. Islam; et al 2018
Interactive video to teach menstrual health	P. Joshi; S. Gir 2017 D. Light; N. Matinhure-Muzondo; C. Ferguson; T. H. Muzondo; N. H. Lungu 2021 G. Moon; I. Kim; H. Kim; et al 2020 A. Ramaiya 2018
Awareness programs on menstruation to break the silence and taboos	T. Chirambo, 2020 R. N. Yadav; S. Joshi; R. Poudel; P. Pandeya 2018
Positive Talk surrounding menstruation	J. Crichton; J. Okal; et al 2013 M. C. McHugh 2020
Use a story-like approach to portray a taboo subject in a more accessible and understandable way.	A. Bebla; M. Diwan; et al 2018 R. Awasthi; P. Suryavanshi 2021 S. McCabe 2018
Mass media messages	A. Afiaz; R. K. Biswas 2021 R. Awasthi; P. Suryavanshi 2021 S. Rahman; H. Islam; S. S. Rodrick; K. Nusrat 2018 M. Rani; P. Kumari; N. Rani 2019
Address factors that are not in the concrete definition of MHM I.e., education, reduction of shame, stigmas, and taboos	J. Hennegan; C. Dolan; M. Wu; L. Scott; P. Montgomery, 2016 M. Gundi; M. A. Subramanyam 2019

THE SYSTEM AND HOW IT ADDRESSES GAPS

STORYTELLING

Find Your Flow

MY FIRST PERIOD.

Meet Nitisha!

Nitisha began menstruating at the age of 13 while living in India.

PEE SAFE

IRB #: 2022-035

"I woke up after my afternoon nap and went to pee. I noticed the blood coming out with my urine and freaked out. I yelled for my mother and told her about it. She took out a sanitary pad from her cupboard and told me how to place it on my underwear and use it. I knew about 'Periods' because a girl in school had gotten them once and stained her skirt. It had created quite a conversation in the corridors. However, I was still unaware of the 'WHY'; but neither me nor my mother had that conversation. She only consoled me regarding the pain and told me it happens to every girl when she becomes a woman, which I later realized was societal jargon for 'hitting puberty'. She also told me about not touching the pickle, not going near the gods, not going out to play and not entering the kitchen.

It was a lot for the 13-year-old me, I felt like the restrictions were too much and was a smart kid to know there was no reasoning behind them. I still gave in to all of it for the fear of being called a 'rebel' yet again. Luckily, I didn't have school and hence felt relieved to not go through the ordeal of checking my skirt after every class. I did not know about the entire process of menstruation until I learned about it in my biology class until I was almost 15.

SOCIAL MEDIA



METHODS



Facebook: FindYourFlow7



Find Your Flow

Find Your Flow looks to create open conversations about menstruation by encouraging menstruators to connect globally via shared personal experiences. This campaign was created to break the silence surrounding periods and advocate for positive attitudes regarding menstrual health and hygiene.

Submit Your Story Here!

Sexual and Reproductive
Health Lab Website



Instagram: @find.your.flow7

Goal: To encourage and empower menstruators to comfortably talk about their period

METHODS

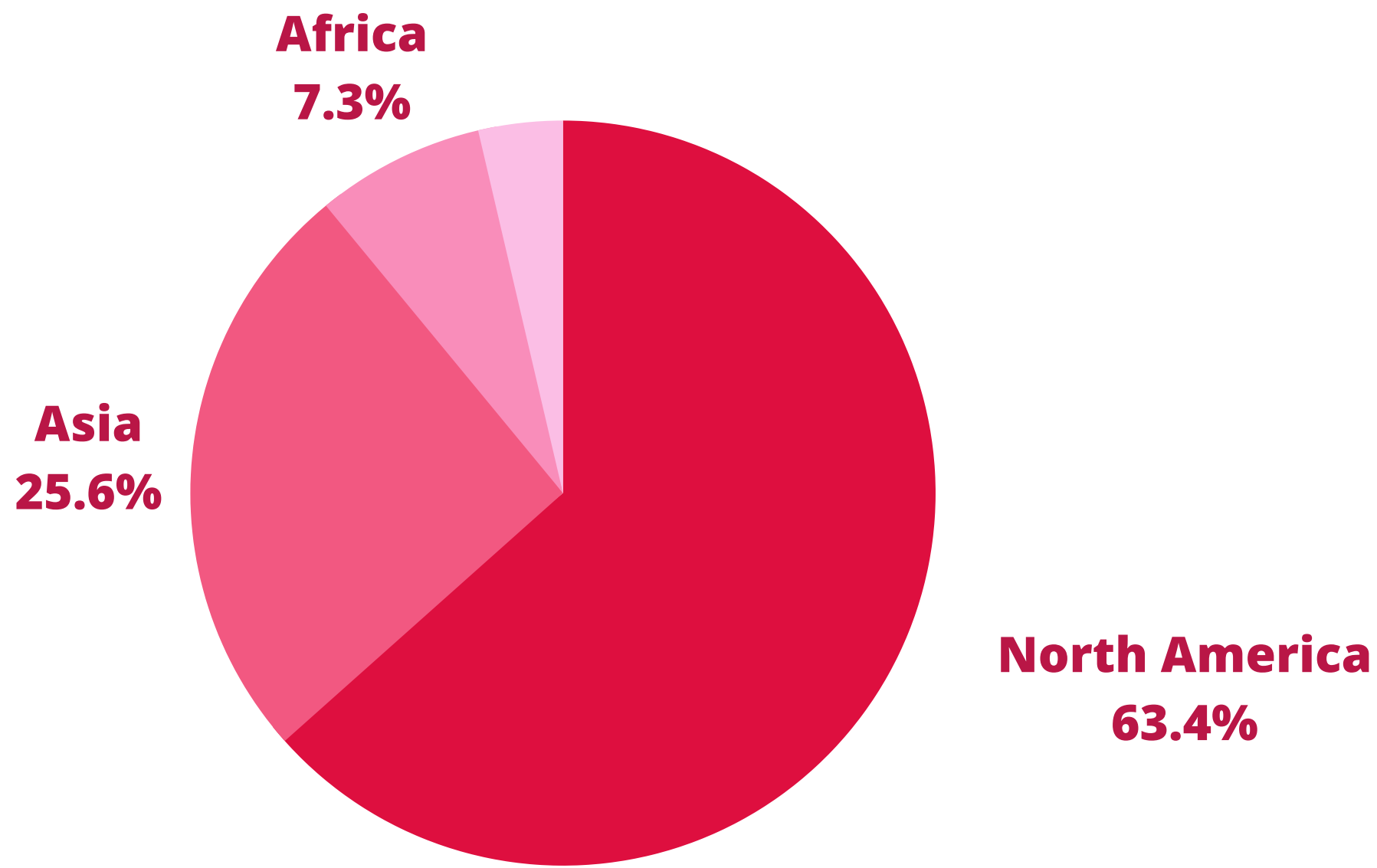
THE QUALRICS SURVEY AND IRB APPROVAL



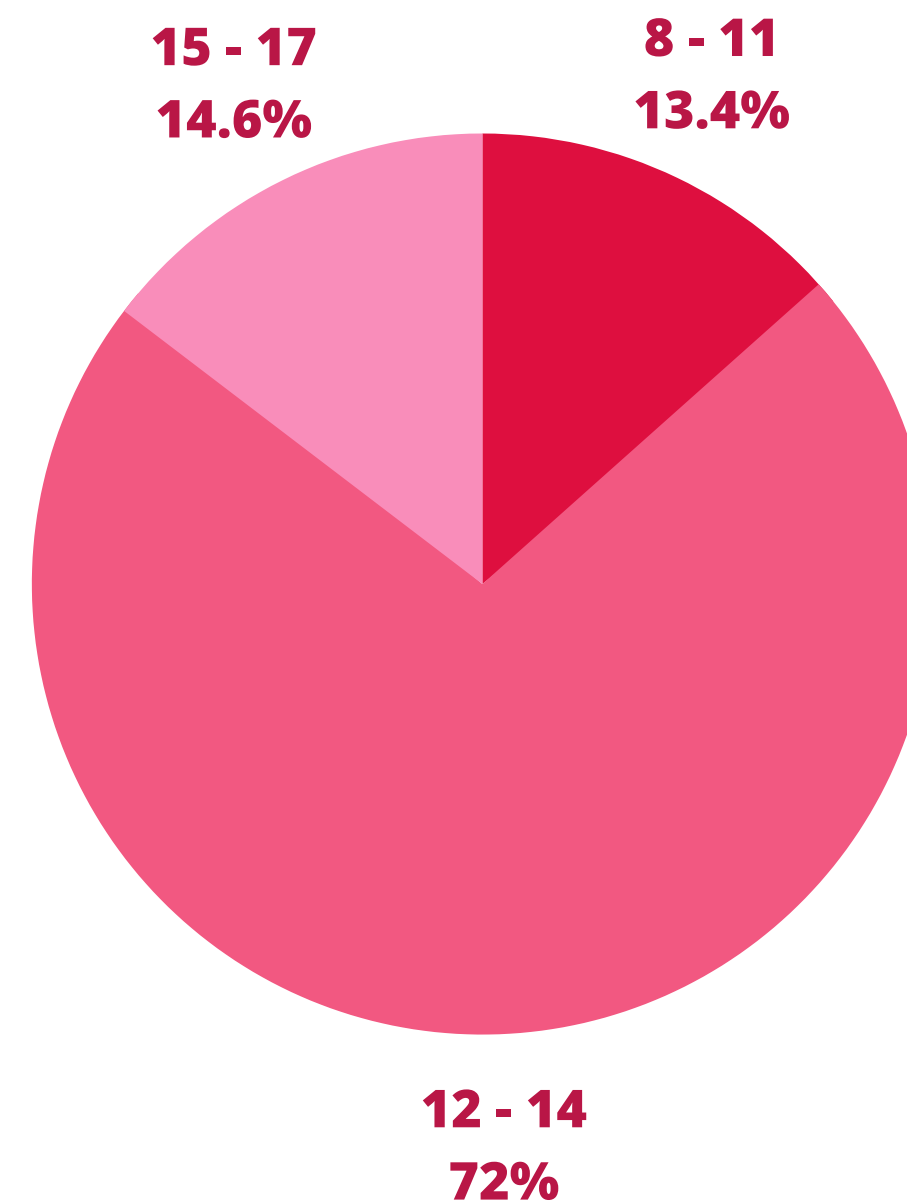
[Link to Qualtrics Survey](#)

CHARACTERISTICS OF PARTICIPANTS

What country were you in when you got your first period?



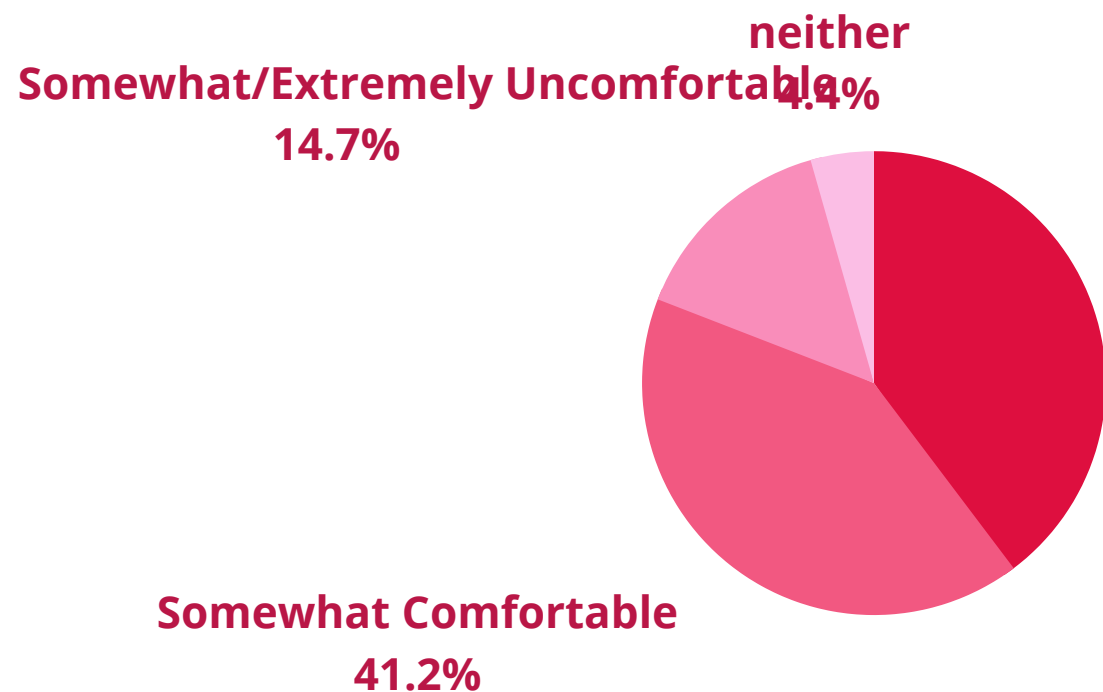
How old were you when you got your first period?



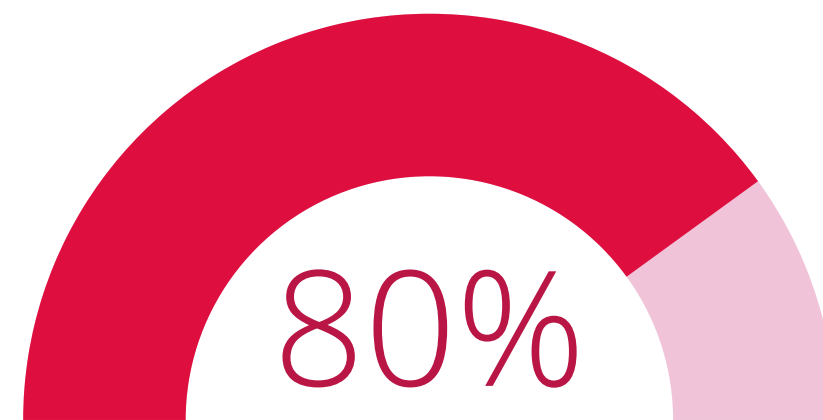
Average Age: 12.8 years

RESULTS

How comfortable do you feel when talking about menstruation?

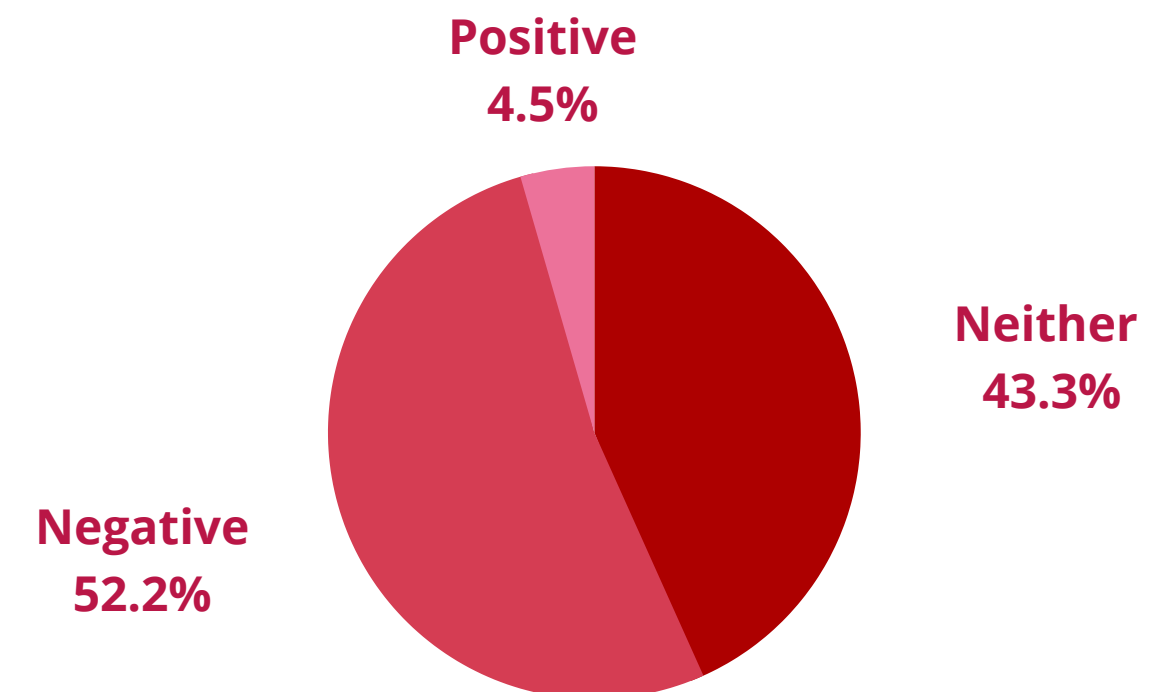


How effective is storytelling at fighting stigmas?



"Extremely or Very Effective"

How do you think most people describe their first period?



EDUCATION AND LOCATION OF FIRST PERIOD

Inadequate or Lack of Education Before Menarche

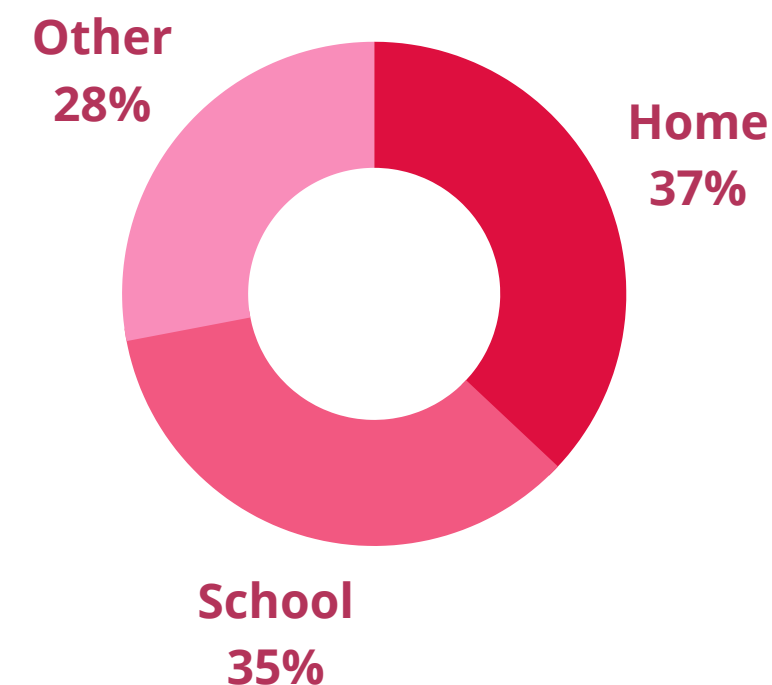


22% of menstruators lacked sufficient education

"I didn't know it was a period since I wasn't told anything. I asked classmates about it and was told by their parents to not encourage indecent conversations."

- Aarushi, India

Location of First Period

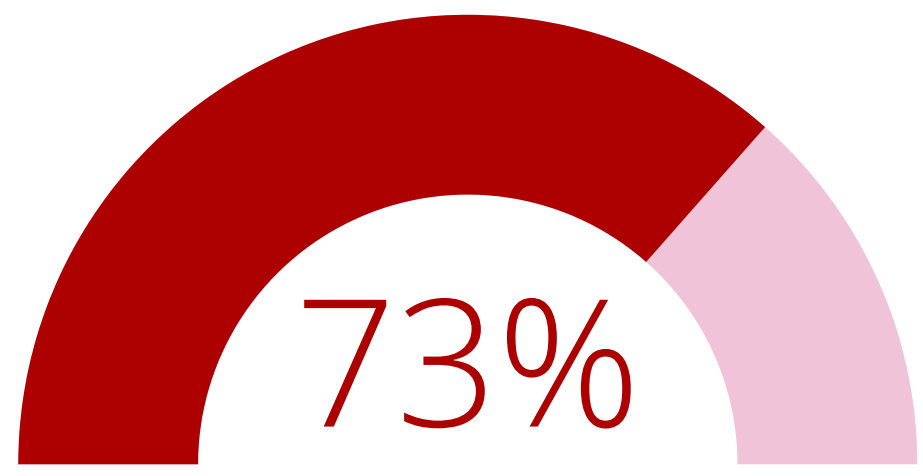


Of the menstruators who started their period at school, 34% did not have access to menstrual products

"Sadly, there were no sanitary products in the bathroom so I just stuffed toilet paper into my underwear." - Abigail, USA

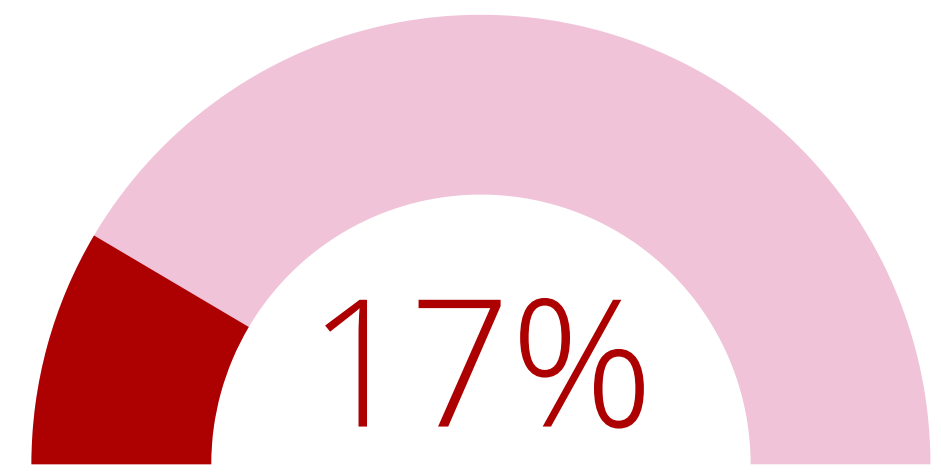
SUPPORT AND EMOTIONS

**Menstrual Support From
Mother or Female Relative**



"I first spoke to my mom and she gave me everything I needed." -Rachel, South Africa

Did Not Seek Support



"I didn't really seek support from anyone because I decided it would be easier if I just dealt with it myself." - Anonymous Menstruator, USA

Need For Menstrual Health Education

- Provide education on menstrual hygiene so that menstruators are prepared for their first period
- Provide continuous education to facilitate ongoing conversations that empower menstruators to make informed decisions about how they manage their period



Increase Access to Menstrual Products

- **Enable girls to stay in school by ensuring access to menstrual hygiene products, especially in the Global South**
- **Partnering with organizations that provide safe and sustainable menstrual products**



FUTURE DIRECTION

MORE STORIES!



> 100 RESPONSES ON QUALITRICS

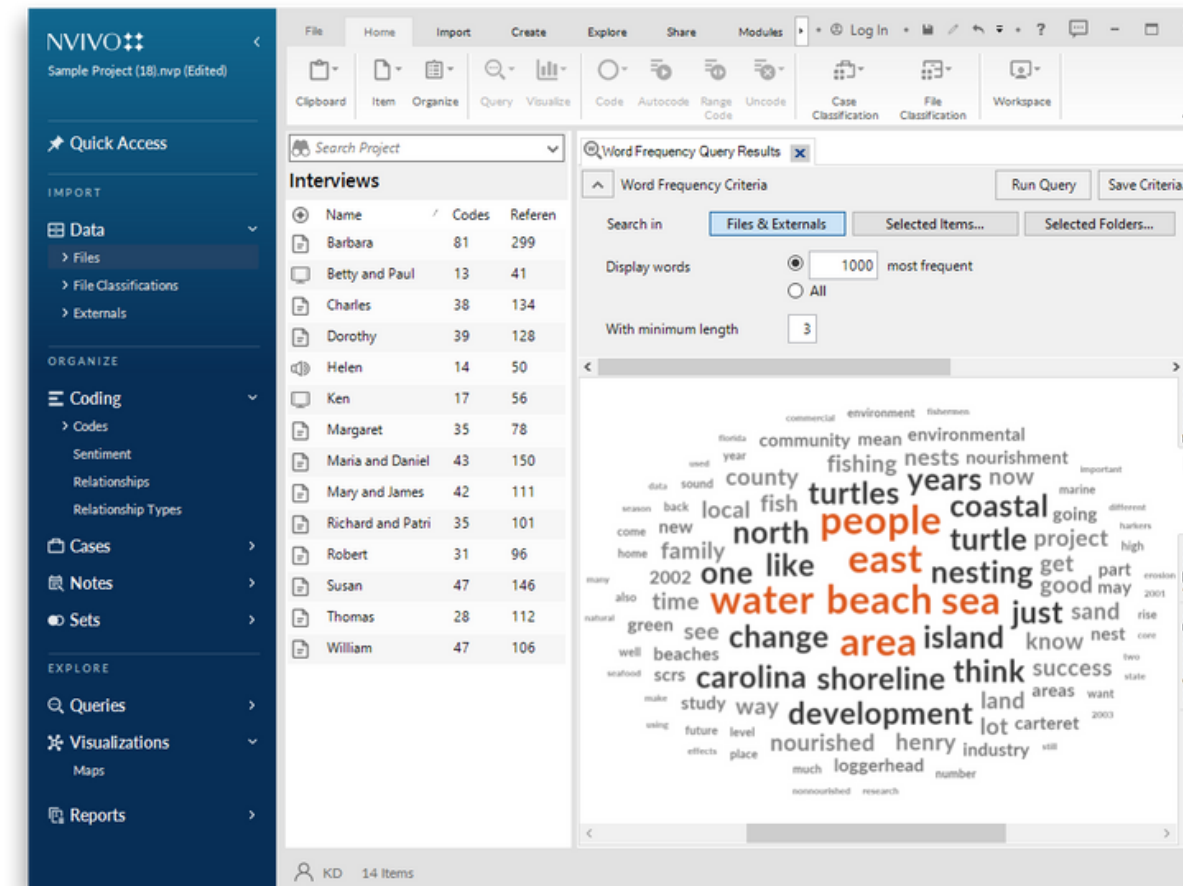
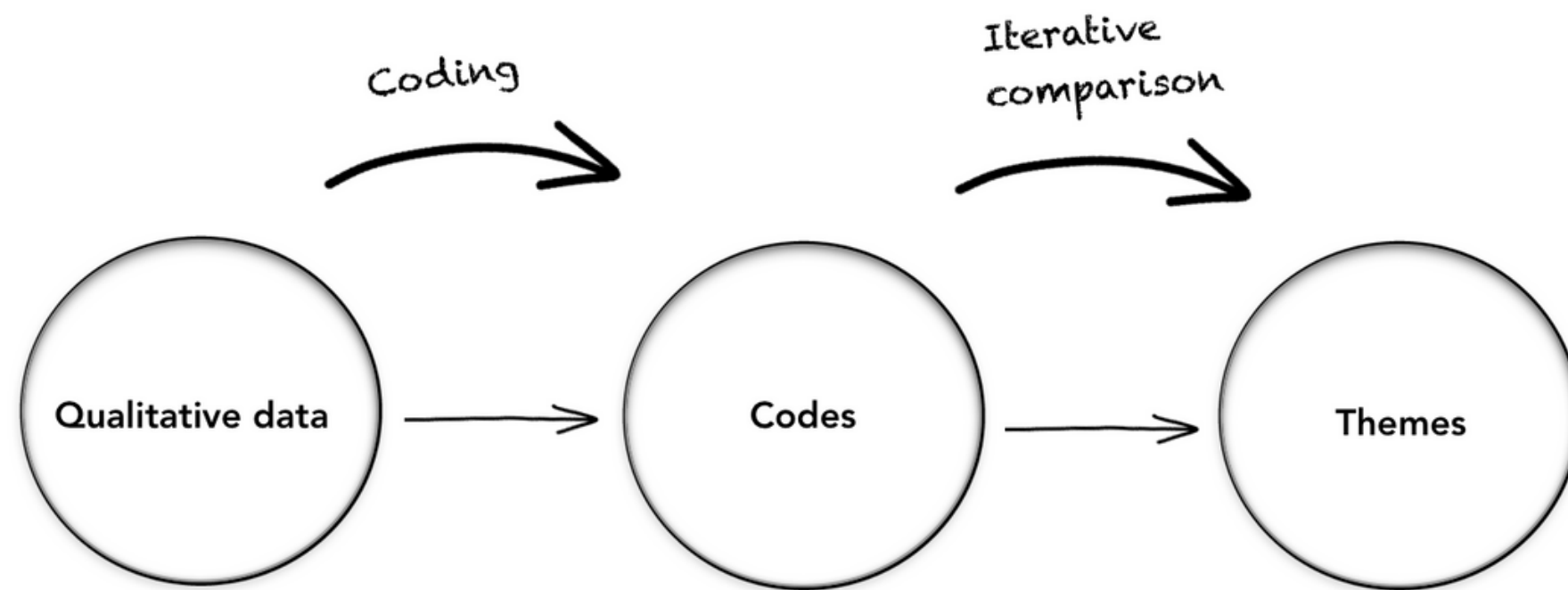


600 RESPONSES FROM POLL FISH

FUTURE DIRECTION



THEMATIC ANALYSIS



FUTURE DIRECTION

FOLLOW UP SURVEY

How comfortable do you feel when talking about menstruation?

- Extremely uncomfortable
- Somewhat uncomfortable
- Neither comfortable nor uncomfortable
- Somewhat comfortable
- Extremely comfortable

How do you think most people describe their first period?

- A positive experience
- Neither negative nor positive experience
- A negative experience

How effective is storytelling at fighting stigmas?

- Not effective at all
- Slightly effective
- Moderately effective
- Very effective
- Extremely effective

FUTURE DIRECTION

CURRENT PARTNERS



Canada



India



Kenya



Nigeria

FUTURE DIRECTION

NEW PARTNERS

- **DIRECT MESSAGE ORGANIZATIONS ON INSTAGRAM AND FACEBOOK**
- **CAMPUS ORGANIZATIONS**



FUTURE DIRECTION

Five Year Plan Outline

YEAR 1

**What is your
"First Period
Story"?**

YEAR 2

**Describe your
Menstrual
Routine.**

YEAR 3

**What
misperceptions
have you heard
about periods?**

YEAR 4

**What do you
love about
your period?**

YEAR 5

**What advice
would you give
yourself before
your first period?**

ACKNOWLEDGEMENTS

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Our Partners

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- **Kate Petit**
- **Nicola Manalili**



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HEALTH LAB**