

RESEARCH REPORT

CELEBRATE YOUR PERIOD



Craftmanship project
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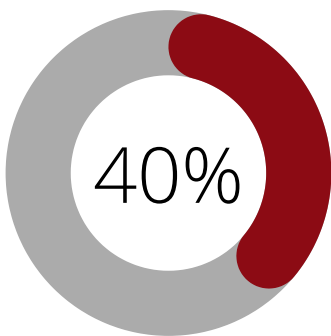
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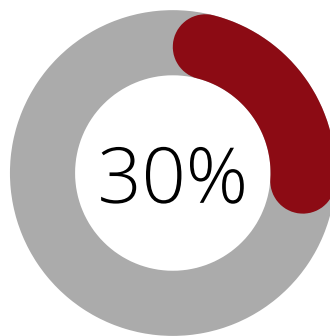
Note: This project was focused specifically on young women. However, the survey was free to fill in for all genders and ages.

TARGET GROUP

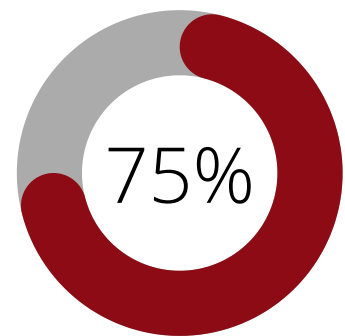
SUMMARY



of young international women from Gen Z are not comfortable openly talk about menstruation



of interviewed women experienced period shaming



feel that there is still a stigma around menstruation

To sum up the research, most of the participants feel that there is still a stigma around menstruation. **40%** of young international women from Gen Z are not comfortable openly talk about menstruation. One-quarter of participants stated that raising awareness that period is a natural thing helped/would help them to open up about menstruation. As one of the participants said **'We are thought to hide it or feel ashamed about it, men are thought to see it as disgusting'**. **30%** of interviewed women experienced period shaming, such as ' male teacher: "**Can't you just wait to go? I'm teaching right now'**. Almost half of the interviewees wish topic menstruation would become a topic, which is commonly discussed in public, ex. **'I wish it was seen as more normal and not taboo to talk about, and wasn't met with disgusted faces', 'I hate pad and tampon commercials with the blue water'**.

TARGET GROUP

HIGHLIGHTS

PARTICIPANT

'Frustration that no one talks about it. My menstruation being particularly bad and impacting my life, requiring cancelations of any plans during.'

PARTICIPANT

'We are thought to hide it or feel ashamed about it'

PARTICIPANT

'It's made out to be disgusting, but if you cut yourself and bleed everywhere from an injury, it's all good'

PARTICIPANT

'Start with yourself to opening up, your friends will too. Step up from your comfort zone.'

PARTICIPANT

'I hate pad and tampon commercials with the blue water.'

PARTICIPANT

'I wish it was seen as more normal and not taboo to talk about, and wasn't met with disgusted faces'

A MALE TEACHER

*'Can't you just wait to go to the toilet?
I'm teaching right now.'*

TARGET GROUP ANALYSIS

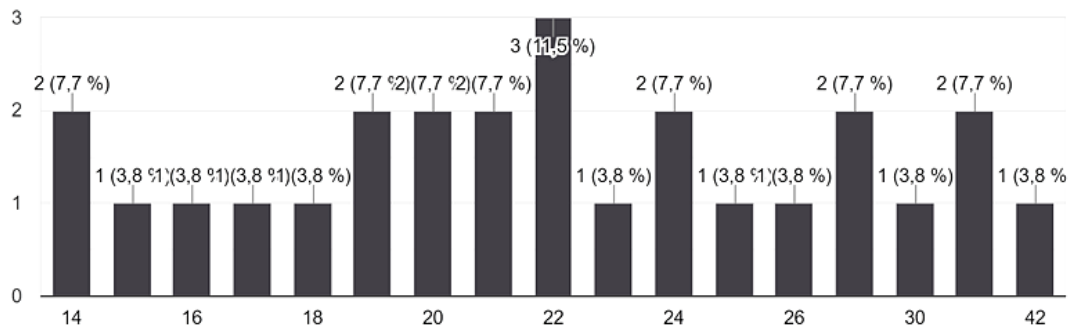
Theme	Example quotes	No. of people to express theme	Notes/Opportunities? What does this mean for my concept?
Raising awareness that period is a natural thing helped to open up	'I just realized it's a natural thing. If I have to live with it, they have to live with the conversation.' 'Men need to be more knowledgeable and comfortable with it.'	8	There is opportunity to raise awareness among all the people.
Friends/parents talking about menstruation helped to open up	'My friend constantly complaining' 'Friends talking about it openly'	8	There is an opportunity to share the topic menstruation with parents and friends 'as much as possible'.
Barrier: period shaming	'Male teachers. "Can't you just wait to go? I'm teaching right now."''	7	Campaign against period shaming
Barrier: disgusting, gross	'It's made out to be disgusting, but if you cut yourself and bleed everywhere from an injury, it's all good' 'Men act really weird about it'	7	There is an opportunity to change menstruation to something beautiful.
Normalizing it, making it common would help	'Making it more common in polite conversation' 'Get rid of stereotypes and insults. Let all people talk about it.' 'I wish it was seen as more normal and not taboo to talk about, and wasn't met with disgusted faces' 'I hate pad and tampon commercials with the blue water.'	9	There is opportunity to make menstruation as a common topic in public.
Days off from work for period pain would help	'Days off from work for period pain'	2	

TARGET GROUP

SURVEY

**26 RESPONSES
IN TOTAL**

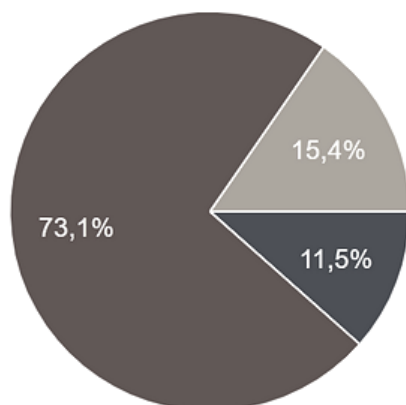
WHAT IS YOUR AGE?



WHAT WORD DO YOU USE FOR MENSTRUATION?

61% - Period
 Others: Menstruation, Moon Time, Girl Flu, Leak Week, P.C., shark week, Monthlies, Time of the month

WHAT IS YOUR GENDER?



- Man
- Woman
- Non-binary

TARGET GROUP

SURVEY

WHY DO YOU BELIEVE THERE IS A STIGMA AROUND MENSTRUATION?

I feel like it is still seen as "gross" or "private" so although I talk about it with my girlfriend and closest friends, I still feel the need to hide it especially as a trans man

People mainly see it as an "icky girly thing" that's not to be spoken of in polite company. As a trans man, it's especially hard to communicate about mine.

It's getting better for cis women, I think. But for LGBTQIA+ people, not so much.

IS THERE SOMETHING THAT YOU WOULD LIKE TO CHANGE ABOUT THE WAY MENSTRUATION IS (NOT) DISCUSSED IN PUBLIC?

I think it would be helpful to degender menstruation because it's still seen as a "girl thing" to the point where some trans women are telling people they have periods because they are girls. Men can get periods too, it doesn't make anyone any more or less of a woman regardless of whether you have one or not. If it was degendered, there would be less stigma for trans men to talk about third periods.

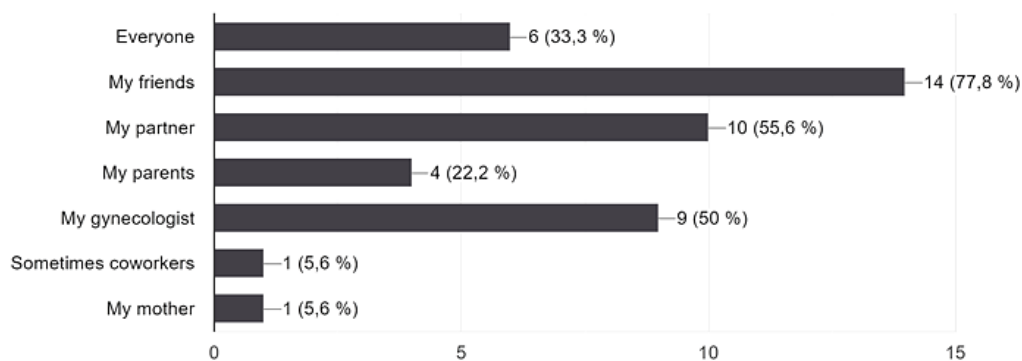
People gotta get over themselves and let people talk about it. It's not icky, it's just a thing that happens.

More affordable reusable gender-neutral products. I don't have \$30 to \$50 all at once for a single pair of period boxer briefs, and I'd need several for the whole cycle. A package of 24 super heavy overnight pads can be less than \$6 at Dollar General. I also want less feminine wrappers. Not pink and flowery or lacy designs. How about some spaceships, or cars, or sharks, or dinosaurs? Nobody should have to be afraid and not know where he's going to throw away his used product in the men's restroom, and worry if putting it in the paper towel bin will get him assaulted because there's no trash cans in stalls. Something needs to change to make menstruating safer in public. I have to keep plastic bags and carry my trash home with me. That's what needs to change about menstruation in general. As far as just how it's talked about, everyone should really be included in the conversation. To be left out because of your gender is awful.

TARGET GROUP

SURVEY

I FEEL OKAY TO DISCUSS THE TOPIC MENSTRUATION WITH ...



PERIOD SHAMING EXPERIENCES

By people at school

men when discussing period sex. a fellow psychedelic tourist reporting being afraid of women on their periods (while on DMT, but still).

Male teachers. "Can't you just wait to go? I'm teaching right now."

in middle school by boys at school

Mildly from my father, he's probably just awkward but has always brushed it off if I'm in pain/suffering from it. Also from a close female friend who doesn't have it as bad and doesn't understand why it disrupts my life. Thinks I'm being dramatic/lazy.

my grandma said I need to suck it up and be ladylike

When I was upset as a child my mum asked me if 'it was that time of the month'.

Just the general need to hide your pad on the way to the bathroom because, god forbid, someone sees you

Leaked through my skirt in school, laughed at...

hiding my pad as i'm going to the bathroom, trying to open it quietly, being afraid to ask someone for a pad or tampon

TARGET GROUP

SURVEY

WHAT IS THE BARRIER THAT MAKES YOU UNCOMFORTABLE TO OPEN UP ABOUT YOUR MENSTRUATION?

it depends on the situation and especially on who I am talking to.

Shame, Social Tabu

Nothing

dunno feels awkward

Its just not considered polite

My friends talking about

if it's a stranger. if it's a sexist man. if it's a small child.

Being a trans man

making others uncomfortable

Needing to be taken seriously in my gender by disassociating myself from anything remotely associated with womanhood, other social stigma

That people think it's disgusting

Men act really weird about it

It's seen as disgusting. I feel disgusting when I'm on it

WHAT WOULD HELP YOU TO OPEN UP ABOUT YOUR PERIOD?

maybe raising people's awareness would help

If it would be a socially accepted topic.

Just honesty

it being talked about more

Making it more common in polite conversation

time

questions should be inviting, nonjudgmental, and appropriate.

Not gendering periods

them starting it

Normalization that people of any gender, but especially men, can menstruate

N/A

None

Respect and period products

Men being more knowledgable and open about it

If more people talked about it openly and it wasn't shut down