

change the cycle.

not a choice.
that's period.



what's the issue?



period poverty

who does it affect?

girls in the UK can't afford to purchase menstrual products

Plan International UK, 2020

1 / 10

56%

of 18-24 year olds

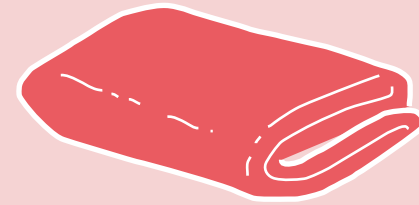
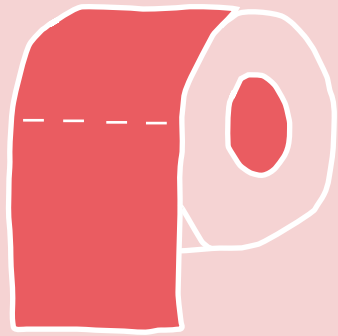
have had to go without hygiene essentials due to lack of funds

Bodyform UK, 2021

40%

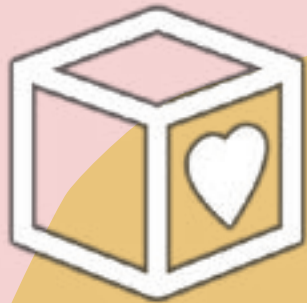
of girls in the UK have used toilet roll or other substitutes because they could not afford sanitary products.

Bodyform UK, 2021



toxic **s**hock **s**yndrome

so we did some digging ...



The Red Box Project

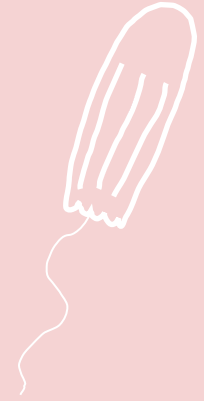


5 - 19

BUT does not cover learners in higher education...

why stop here?

period poverty



what needs to be said?

out of 127 respondents
aged 18-25



114

said that they were unaware of the term 'period poverty'.

spiral of silence

thought there was an overall stigma around menstruation, discouraging girls from being open about their needs.

100%

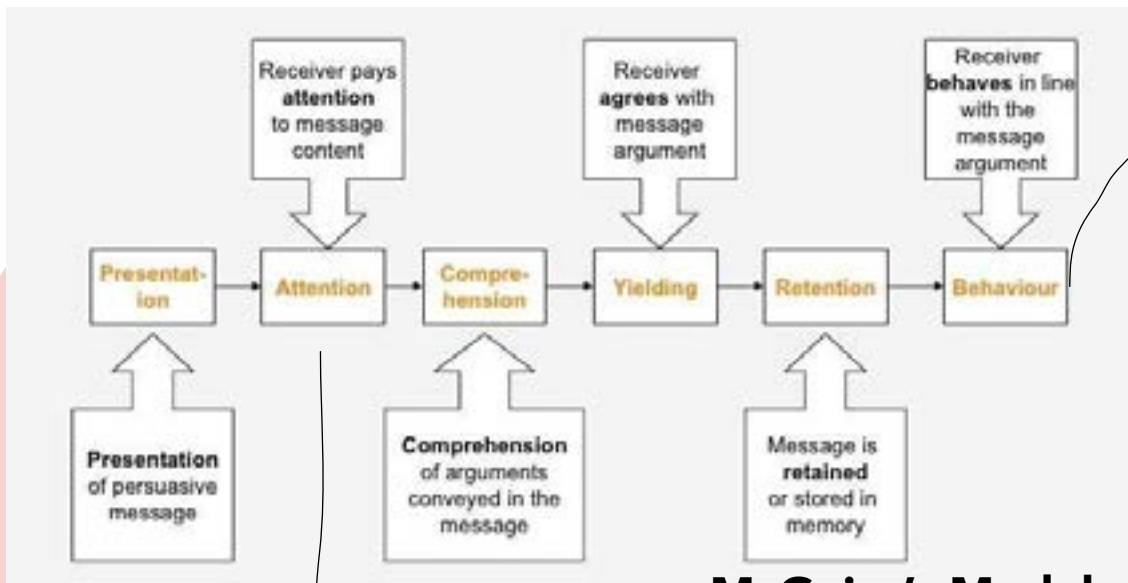
lack of awareness

94%

thought that it would be beneficial if the government extended their period poverty scheme to universities in the UK.

the big idea.

To form a bridge between decision makers and students through a **cross-platform** lobbying campaign in order to stimulate change in legislation in favour of providing free period products in universities in England.



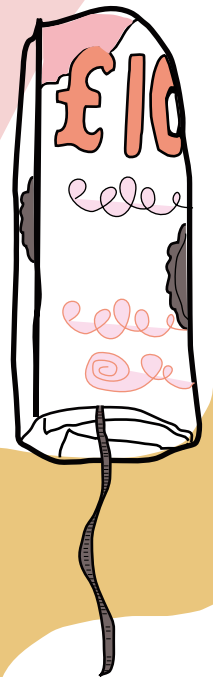
McGuire's Model of Persuasion, 1968

attitudes

towards menstruation

awareness

of period poverty



stage 1

peripheral

To **raise awareness** of period poverty amongst university students in England and break the stigma attached to menstruation, resulting in adopting a proactive approach leading up to stage 2 of the campaign.

stage 2

central

To partner with proactive NGO's in order to **lobby** the Government to extend the period poverty scheme to university students in England.

how will it work?

stage 1

peripheral route

ELM

emotional appeal

high level of
motivation

attractiveness

stage 1

1-2 years

raising awareness to eventually
change attitude



peripheral

smart objectives

- To **secure funding** for research initiatives by the end of stage 1.
- To **generate awareness** on period poverty amongst university students in England by 40% by the end of the campaign (2024).
- To build an online, engaged public by gaining **10K followers** on our Instagram account within 3 months post launch.
- To enable a **safe space** for deliberate debate on the issue with the targeted audience by the end of stage 1 (2022/2023).

stage 1

tactics



- To conduct research (with a research center) and provide specific figures regarding period poverty among universities in England.
 - To launch social media accounts across TikTok and Instagram, specifically targeting University students in England under the handle @changethecycle.
- Launch a social media campaign across TikTok and Instagram '#thatsperiod' for people to share their personal experiences of period poverty in order to encourage open conversation.
- To launch a newsletter that will be sent to university students across England in order to promote our social campaign.
- Create a university online forum in order to facilitate open conversations around menstruation and period poverty.

peripheral

credibility

how will it work? stage 2

central route

careful,
thoughtful
consideration

ELM

facts

high
ability

stage 2

approx. 1 year

lobbying for legislative change



The Red Box Project



smart objectives

- To **raise awareness** of the level of period poverty amongst university students by 30% to **key NGOs** who support the cause, in an effort to partner with them.
- To **raise awareness** by 20% amongst university students around the schemes that provide period products to women in need.
- To **lobby** the government to extend the Period Product Scheme to university students in England by the third year of the campaign.

central

stage 2

tactics

Dear Powerful,

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- To partner up with key NGOs, such as The Red Box Project in an attempt to raise further awareness to the Government, sharing the success of stage 1.
- To conduct a petition in order for the government to extend the period product scheme to university students in England.
- Take legal action by sending a letter to MP's, showing our support and research conducted. (Letter -> Motion -> Amendment)
- Provide a bi-monthly update on the lobbying progress in order to strengthen the campaign's reputation. Cognitive Dissonance (public commitment affecting the Governments self-esteem)
- To provide a platform where people can donate sanitary products to university students across universities in England.

central

**we understand that some
people may not receive our
message...**

ELM

cognitive

social judgement

dissonance

spiral of silence

to sum up...

ISSUE: Period Poverty

MARGINALISED GROUP: University Students in England

THEORIES: ELM, Theory of Social Perception, Spiral of Silence, Social Judgement Theory, Cognitive Dissonance, Habermas' Public Sphere

STRATEGY: Social Media persuasive campaign > legal action.

any questions?



scan for more info

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