

TACKLING TECTONIC TABOOS

WHAT IS OUR PROJECT?

Our project focuses on reducing the impact and prevalence of period poverty in Oxford. We felt that period poverty is a very hidden topic in society and we wanted to make people more aware of it. Many of us even in the group weren't even aware of the severity of the problem, in Oxford especially. We realised that there is a huge stigma around the topic and decided that we wanted to target tackling this aswell, hoping to educate in the process.

We really wanted to tackle period poverty in particular because of the many women it affects in our community. Period poverty impacts 1 in 4 women in Oxford.

Our project focuses on working on the 4th and 5th sustainable development goals. By providing local girls and women with protection they won't have to miss school or work.



WHAT IS THE AIM OF THE PROJECT?

The first aim of our project is to help end the stigma that is associated with periods. We would like more people to feel comfortable talking about periods as otherwise this issue and stigma won't be solved. We want to raise awareness in our school community about the serious implications that occur when a woman doesn't have access to proper period products.

Our second aim is to ensure that there is a greater access to sanitary products in our local community, therefore enabling students and women to go to school and work with more comfort. We collected donations within school to then donate to local food banks.

Our third aim is to continue our club dedicated to solving the issue of period poverty so that future years can take it over. Once our project has finished we don't want to stop tackling this taboo. We want to keep raising awareness of the issue and helping those women in Oxford who don't have access to correct protection. We hope that future girls at our school can continue to make an even greater difference.

WHAT HAVE WE DONE TO IMPLEMENT OUR PROJECT?

After coming up with our project, we first felt we needed to educate students and staff at school about the issue in order to have a successful outcome. As a group we delivered assemblies to 5 different year groups a total of 593 students and staff. We told students about the issues that many women face in our community and how we would like them to get involved in tackling the taboo with us. At the beginning of each assembly we did a quiz to test their prior knowledge about the issue. These helped us to gauge their awareness and allow them to realise how much they can learn.

After promoting our project we made donation boxes which we distributed around our school. We also put up posters around the entire school and made an instagram page in order to encourage people to donate and to reach a larger audience in our wider community. This was also helped by being promoted by our school instagram account which has an even larger audience



In order to boost the number of sanitary products donated we decided to hold a donation drive day, where for every packet of products donated, we gave a cupcake. This turned out to be a great success with boxes of products being donated!



Period Poverty Cupcake Exchange

When: Wednesday 4th March at morning break
Where: Outside Lea Library
How does it work? Exchange an unopened box of pads or tampons for a cupcake!



1/4 Women in Oxford have been impacted by period poverty.

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WHAT HAVE WE LEARNT?

This project has been both extremely shocking and insightful to all of us, having discovered that period poverty within Oxford is such a rife issue. Moreover, we have learnt how this issue is so unknown within our wider school community. We have learnt and focused on how to sustain our project in future years, so that our project continues to positively impact our community.

Teamwork and leadership have played vital roles in our project. As a group, we have learnt that it is key to work together especially after setbacks and rejections for example from local charities.

Furthermore, looking at the Sustainable Goals of Development, we learnt how sustainability is intrinsic, how the goals are interdependent, and this ultimately led to the development of our project.

WHAT CHALLENGES DID WE FACE?

Firstly, one of our main challenges was having a low response to our advertisements about our donations, and this ultimately resulted in us leading an assembly. It was hard to know how best to grab people's attention. The assembly helped to engage and also educate a larger audience.

Despite this, we weren't getting enough donations. To solve this problem, as a team we came together and thought of a solution. We used our initiative to plan and run a donation drive day. Our donation drive turned out to be very successful and really drastically increased our number of donations.

WHAT IMPACT HAS OUR PROJECT HAD?

Our project has educated over 590 students in our school community about the significance of the issue in Oxford.

With the donations we received, many women who didn't previously have access to sanitary items, will now have adequate access. We hope that they feel more confident in going to school and work and not feel that their periods are holding them back.

We have established a good link with the food banks and we would love to keep the club going to continue our work.

Through our instagram account we were able to reach lots of young people and external organisations. At one point our account was viewed 100 times during the week which conveys the large influence we were able to have.



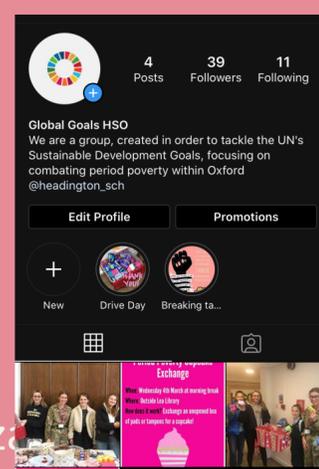
154 PRODUCTS DONATED IN TOTAL



EDUCATED OVER 590 PUPILS



COLLABORATED WITH SEVERAL YEARS IN ORDER TO ENSURE OUR CLUB IS SUSTAINABLE.



REACHED AND EDUCATED OVER 39 PEOPLE ON SOCIAL MEDIA

