

### Abstract

*FreeFlow.* is a campaign that focuses on period poverty, a global phenomenon that physically, mentally, and emotionally affects women due to lack of resources. In the event that a menstruating person is unable to access sanitary products, hygiene facilities, clean water, education, or any other basic menstrual needs, this individual is automatically put at risk. There are various contributors to period poverty, such as economic poverty, sexism, menstrual taboos, inadequate environments for menstrual hygiene, and lack of community awareness. Menstruation is inevitable, yet people everywhere struggle to maintain their menstrual needs. I have chosen to create *FreeFlow.* to raise awareness about and contribute solutions to the issue of period poverty. *FreeFlow.* sparks a discussion about period poverty and encourages community mobilization among its audience.

### Goals & Objectives

- Inform by spreading awareness
- De-stigmatize by creating discomfort
- Pay forward by donating sanitary products to suffering or high-risk communities
- Promote new infrastructure by mobilizing communities



### Research Methods

The campaign is informed by a literature review of the following sources:

- Period poverty impact on the economic empowerment of women (2019)*
- Period poverty and mental health implications among college-aged women in the United States (2019)*
- Period poverty: why it should be everybody's business (2022)*
- State of the Period: The widespread impact of period poverty on US students (2020)*
- Changing the Cycle: Period Poverty as a Public Health Crisis (2020)*

In the event that a menstruating person is unable to access sanitary products, hygiene facilities, clean water, education, or any other basic menstrual needs, this individual is automatically put at risk. There are various contributors to period poverty, such as economic poverty, sexism, menstrual taboos, inadequate environments for menstrual hygiene, and lack of community awareness. The literary review conducted for this research has confirmed that period poverty affects the mental, emotional, and physical health of victims and creates a cycle of inequality.