

creating  
**#periodpride**

**brainstorm**

Time to get those creative juices flowing and make something that makes a difference!

**the goal**

TO END THE SHAME AND STIGMA  
THAT SURROUND PERIODS.

**define your why**

*Why is this goal important to you/your group?*

**what key message would  
you like to share?**

*Which stigma are you smashing?*

**who is your target audience?**

*Who are you trying to get your message across to?*

**brainstorm!**

*Explore ALL of your groups ideas! Get them all out - you will be able to refine your favourite later.  
Write them or draw them - whatever comes to mind. Think about the type of media you'd like to create, any resources you'd need to make it possible, the timeline of your project, the special skills of your team, the interests of your target audience, where you can find inspiration, and what research you need to do.*