

**#Rethink
Your
Reaction**

**Education
Programme**



Student campaign booklet

Steps to creating a successful campaign

1. **A clear aim** – like Amika George wanting free period products to be available in schools.
2. **A specific target audience** – like Greta Thunberg who wanted school students to stand up for climate change.
3. **A creative strategy to engage your audience** – like Anya Dillard’s use of thought-provoking art works.
4. **A call to action that increases support and participation** – Malala Yousafzai who called upon people worldwide to sign the Malala Petition.
5. **Understanding how you would grow your campaign** if you won the prize money and/or starter kit.

Useful facts and figures

- **2 out of 5** young people with periods have been shamed or teased because of their period.¹
- **68%** of young people with periods have been made to feel dirty, gross, or ashamed because of other people’s negative reactions to their period.²
- **85%** of young people with periods have tried to hide the fact they’re on their period from those around them.¹
- **1 in 5** young people with periods avoid after school activities, going to the gym, or visiting their friend’s houses when they’re on their period.³

¹Online survey, 2030 participants aged 13-17, UK, SurveyMonkey '20

²Online survey, 500 participants aged 12-17, UK, OnePoll '21

³Online survey, 500 participants aged 10-18 with periods, UK, OnePoll '19

Idea generation

Use the questions below to help you think about your campaign plan.

The prompts are just suggestions, feel free to include any ideas of your own too.



What could the aim of your campaign be?

Think about the issues you could focus on challenging in your own school:

- Raise awareness and educate students about the effects of...
- Reduce incidents of period shaming such as...
- Create a school policy on...



Who could your target audience/s be?

For e.g.

- Students
- Teachers
- School director
- Parents



How could you engage with your target audience in a relevant and creative way?

For e.g.

- Posters
- Social media
- Flyers
- Assemblies



What will your call to action be to encourage support and participation?
For e.g.

- Join an event
- Sign petitions
- Share the message
- Pledge



How would you grow your campaign if you win the prize money and change-maker kit?



Feedback from class discussion:
For e.g.

- Strengths of the campaign
- How can the campaign be more successful?

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