

A photograph of a woman and a young girl in a bamboo structure. The woman, on the left, is wearing a blue and purple patterned headscarf and a pink patterned dress, smiling at the camera. The young girl, on the right, is wearing a pink shirt and is peeking out from behind a bamboo wall, pointing her finger towards the camera.

CREATING CHOICE IN REPRODUCTIVE HEALTH

2025 - BLOOD BLOOMERS PROJECT



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WHY IS THIS IMPORTANT?

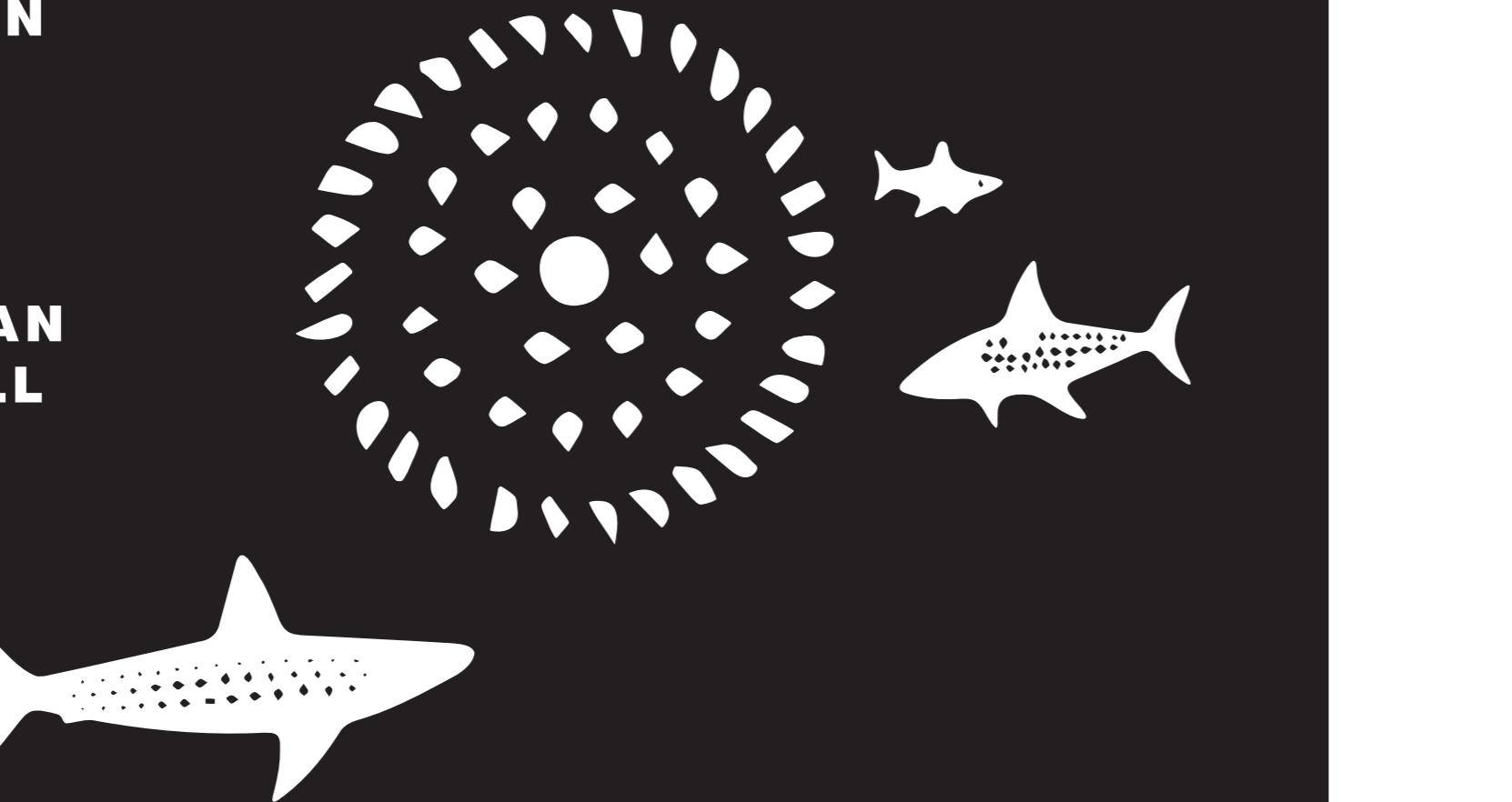
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THE BACKGROUND

**PROJECT HIU -
AN ORGANISATION
DEDICATED TO
FINDING AN
ALTERNATIVE
INCOME FOR
SHARK FISHERMAN
TO STOP THE CULL
OF SHARKS IN
EAST LOMBOK,
INDONESIA.**



WE PARTNERED WITH PROJECT HIU

- In 2022, the project began through a research partnership with Murdoch University, supporting Project Hiu's mission to provide alternative livelihoods for shark fishermen.



WHERE THIS PROJECT TOOK PLACE

- Particularly, Project Hiu works with a small island off of East Lombok - Maringkik
- By 2023, the project expanded further, with students in the Design Thinking Postgraduate Diploma exploring new ways to support sustainable income streams for the Maringkik community.

LOMBOK

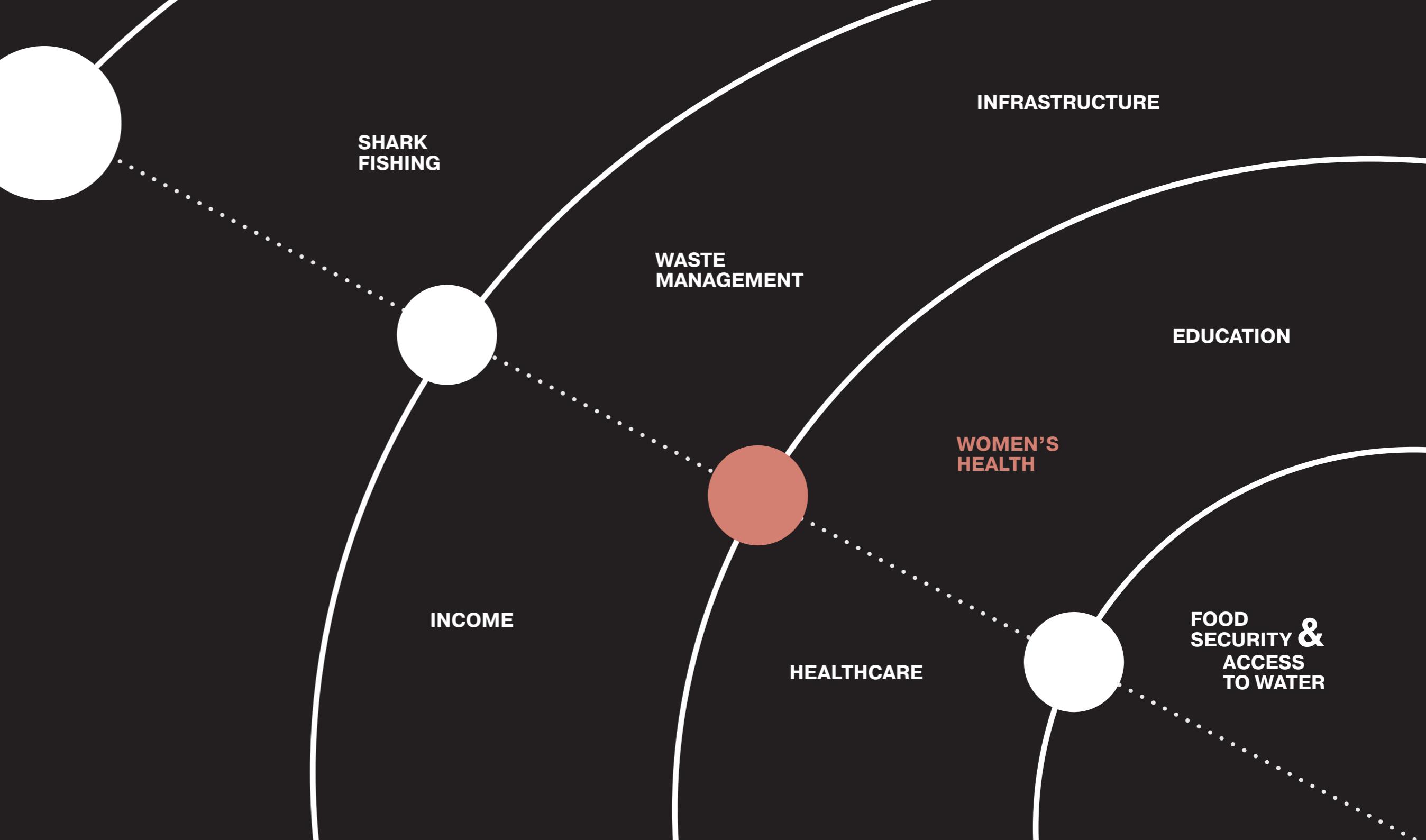


GILI MARINGKIK



WHAT THEY FOUND

- Maringkik is one of many coastal communities that rely heavily on income from shark fishing.
- Research revealed a web of interconnected challenges, such as limited economic alternatives, environmental pressures, and lack of infrastructure, that contribute to this dependency.



THE TEAM

THE ISSUE OF WOMEN'S HEALTH, PARTICULARLY MENSTRUAL HEALTH, WAS EMBRACED BY BOTH RETURNING RESEARCHERS AND NEW TEAM MEMBERS, BUILDING TO FORM BLOOD BLOOMERS.



ZARAH BLIGHT

NIKKI CHAPMAN

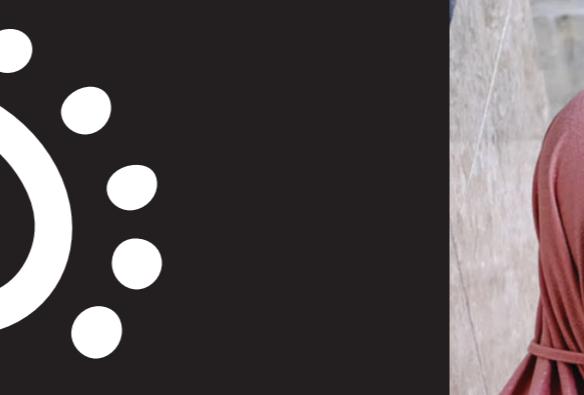
SOPHIE OLIVIA

ERICA MASON

EKO PAM

BLOOD BLOOMERS

THE PROJECT

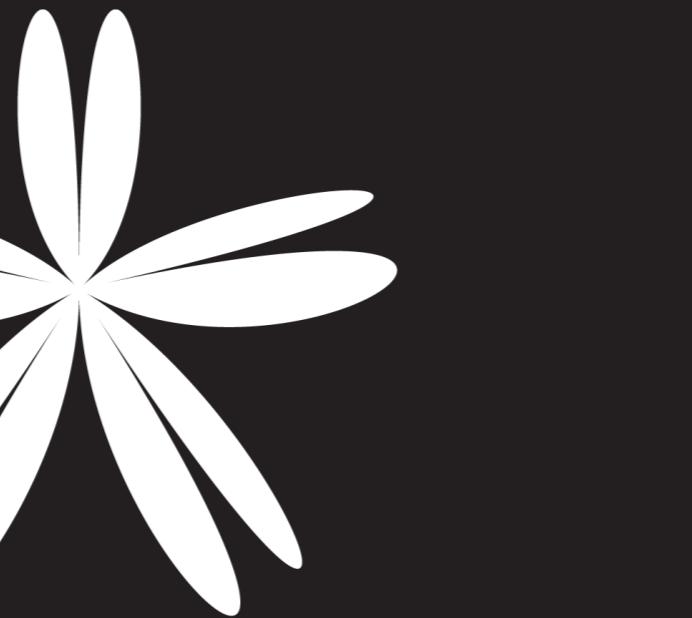


BY COLLABORATING WITH MENSTRUATORS OF MARINGKIK ISLAND, WE AIM TO IMPROVE MENSTRUAL HEALTH AND EXPAND CHOICES IN REPRODUCTIVE HEALTH THROUGH SUSTAINABLE OPTIONS AND EDUCATION.



INTERVIEWS WITH MARINGKIK WOMEN

**MENSTRUAL
HEALTH
EDUCATION ON
MARINGKIK IS
ALMOST NON-
EXISTENT,
WITH MINIMAL
REPRODUCTIVE
CHOICE AND
ACCESS TO
SANITARY
PRODUCTS.**



KEY INSIGHTS

This interview took place before we began the rest of our research. After speaking with the interviewee and hearing from Madison that local fishermen were now asking for menstrual education for their daughters and families, it became clear that there was still strong interest in this project. These conversations confirmed that the community was ready to engage, and that once we had established the foundation of the project, we could begin co-designing the education materials in collaboration with the community itself.

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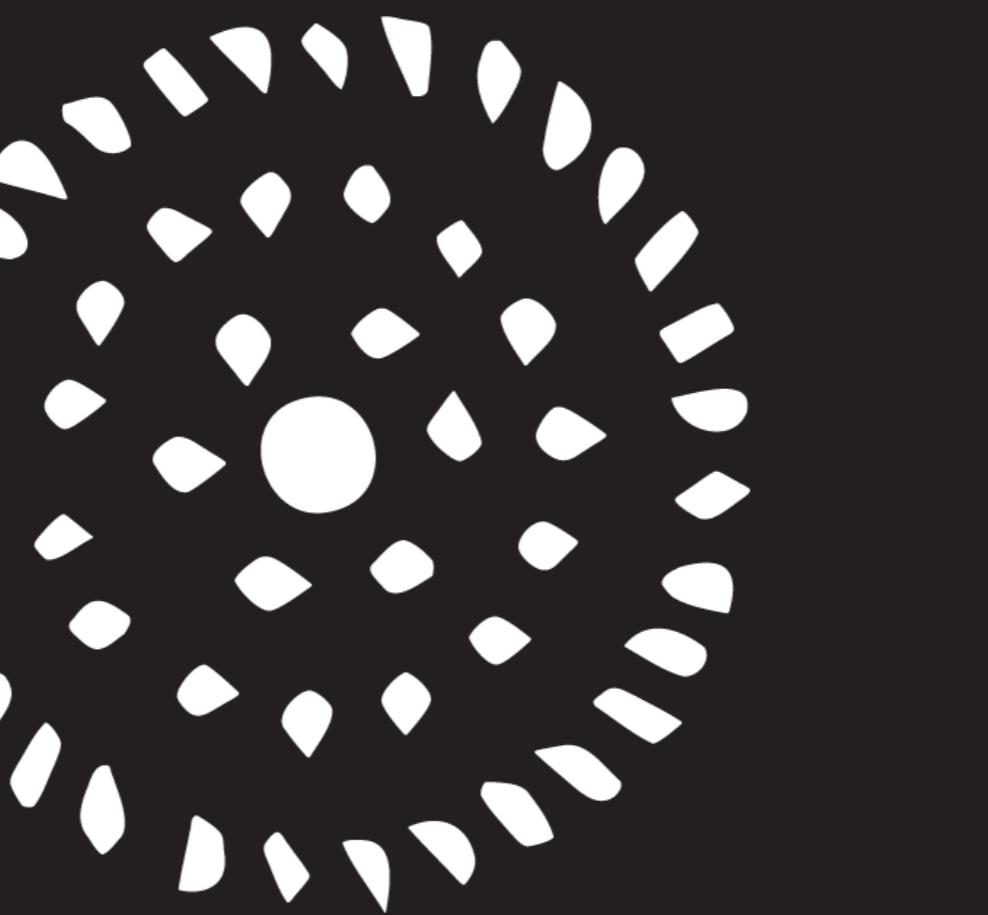
Education often begins too late, causing fear and confusion when menstruators start their first period.

Cultural and religious beliefs influence disposal methods and restrict behaviours, and this improper disposal remains an environmental concern.

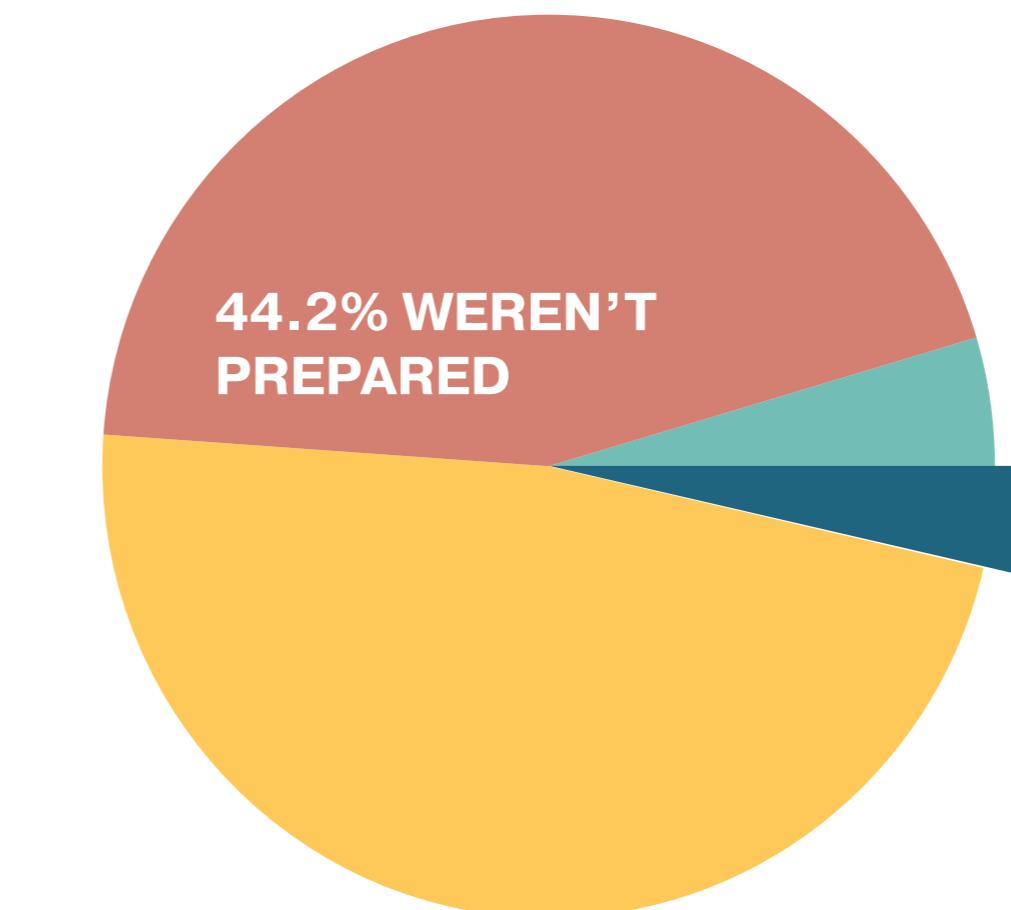
Social stigma is decreasing, but more education is needed for lasting change.

PERIOD POVERTY AT HOME

WE SURVEYED
88 PEOPLE IN
AUSTRALIA
ABOUT
MENSTRUAL
HEALTH.



OVER HALF OF PARTICIPANTS WERE
NOT, OR ONLY SOMEWHAT PREPARED,
BEFORE THEIR FIRST PERIOD



ONLY 3.5% OF
RESPONDANTS
FELT FULLY
PREPARED FOR
THEIR FIRST
PERIODS

- Fully Prepared
- Not Experienced Menstruation
- Somewhat Prepared
- Not Prepared At All

WHAT OUR PARTICIPANTS WISH THEY HAD LEARNED EARLIER ABOUT PERIODS

“The phases of the menstrual cycle.”

“How birth control works.”

“How debilitating cramps can be, other bad symptoms like brain fog, nausea, stiffness.”

“That cramping and pain isn't normal.”

“How the period cycle works? What to do when I get severe period cramps?”

“Wish I knew more about other physical symptoms and how to handle them.”

I struggle getting really sick once a month and it took too long to figure out it was menstrual, I had no idea. Cycles aren't always uniform and predictable either.”

“Hormones, cycles and their effects.”

“It's not supposed to be superrrr painful.”

“The impact the contraceptive pill has on all stages of a menstrual cycle.”

“What endometriosis is, and when a period is too painful to not just be a period.”

“They're not supposed to be painful.”

“Mood swings before and after.”

“How to use certain products e.g. tampons.”

“Effects of birth control.”

“That it will take all of your energy from you, you might get extremely depressed and to drug yourself up with neurofen before u start bleeding so you aren't in debilitating pain :)”

“What it does to ur body.”

“Toxic shock syndrome, alternatives to tampons such as cups and discs.”

“The stages of a menstrual cycle, how that impacts daily lives.”

“How common period pain is.”

“More about the cycle phases.”

“They're not supposed to be painful.”

“Mood swings before and after.”

“How you might feel at each phase, e.g. weaker the week before menstruation.”

“Heavy bleeding and extreme pain is not normal.”

“How to deal with cramps and how to use a tampon.”

“I don't know all the 'phases' of menstruation - like luteal etc. I've heard about them but feel I was never actually taught about them.”

“Just some more practical tips.”

“That intense pain is not normal.”

“More information about different birth controls and also knowing about the type of blood. Like different consistencies, clots, etc.”

“Learning about it before I actually got it.”

“I never got any contraceptive information other than condoms. I didn't know there were so many options or their pros and cons.”

“How to be prepared for it. I didn't know a cycle length and when to expect it or how to track it.”

“I wish I learnt how we could support other women in our lives, or about PCOS which is something people should be more aware of.”

“About alternative period products such as cups, absorbent underwear ect.”

“The different phases, how hormones work/ affect mood and behaviour.”

“It's not meant to be agonisingly painful and there is something wrong if it is.”

“Symptoms associated with periods, e.g. cramps, mood swings.”

“I would've wanted to learn more about complications that could occur whilst on your period.”

“How the hormones throughout the cycle affect mood and being able to work with my cycle. Perimenopause and later life.”

“General cycle and science behind how it affects moods and mental health and different effects on a person's relationships.”

“Mostly how to deal with the pain and still having to do stuff, as well as how it shouldn't be embarrassing (like opening a pad in a public bathroom - the packets are so loud).”

“I wish I learned more about the psychological aspects of it, how it may affect your moods and emotions etc.”

“EVERYTHING.”

“Knowing that it actually existed before my first period... It was all vague explanations.”

“Debilitating cramps aren't normal and may need medical attention!”

“Wish I had known not to listen to stigmas around using the pill to control periods, and choosing not to have a period.”

“I didn't know they were supposed to last more than a day when I got my first one.”

“The connection between where you are in your cycle, how you feel and how this may affect things in your day to day life. E.g., energy levels, irritability, emotions as a whole.”

“Cycles and all the changes they bring with them. Also that I could pee as well I didn't just bleed..”

“What to expect, when to take pain relief, how to prepare/predict when it might occur.”

“How often to shower when you're on your period, what does the color (dark and light red) mean, what does the flow (e.g. light flow, heavy flow) indicate on my health.”

“How regular your cycle should be, the different varieties of birth control available to help regulate periods, a basic understanding of PMS vs PMDD.”

“How it is possible to feel discomfort/pain before having your period day.”

“How actually putting a tampon in, not just what it is and where it is meant to go, maybe even to the extent of positioning and how far to go in.”

“the different phases! Up until recently I just thought it was bleeding vs not bleeding but I wish I knew about all the different phases (luteal, etc) even though I don't know all about them now it's helpful to know the reasons behind breakouts, mood swings, etc. based on what phase of my period I'm in.”

“How plan b doesn't work while you're ovulating because it's designed to delay ovulation.”



OUR GOAL

**TO CREATE
MENSTRUAL
EDUCATION AND
PROVIDE INTERIM
RELIEF FOR
MENSTRUATORS
ON MARINGKIK**



TO BEGIN THE JOURNEY

To accomodate our mission and reach our goal we'll need:

- The **tools** necessary to promote and distribute menstrual education
- Resources such as **reusable period underwear** to aid the community and reduce up to ~1 tonne of waste per year
- To **finance a trip** to Maringkik to distribute the resources and tools necessary

Days for Girls is a global nonprofit organisation dedicated to improving menstrual health. They provide sustainable menstrual kits, education, and advocacy to break the cycle of period poverty.

**WE WANT TO
PROVIDE 900 KITS
TO ACCOMODATE
THE COMMUNITY
ON MARINGKIK**

THE DAYS FOR GIRLS KIT

