



CREATING CHOICE IN REPRODUCTIVE HEALTH

2025 - BLOOD BLOOMERS PROJECT



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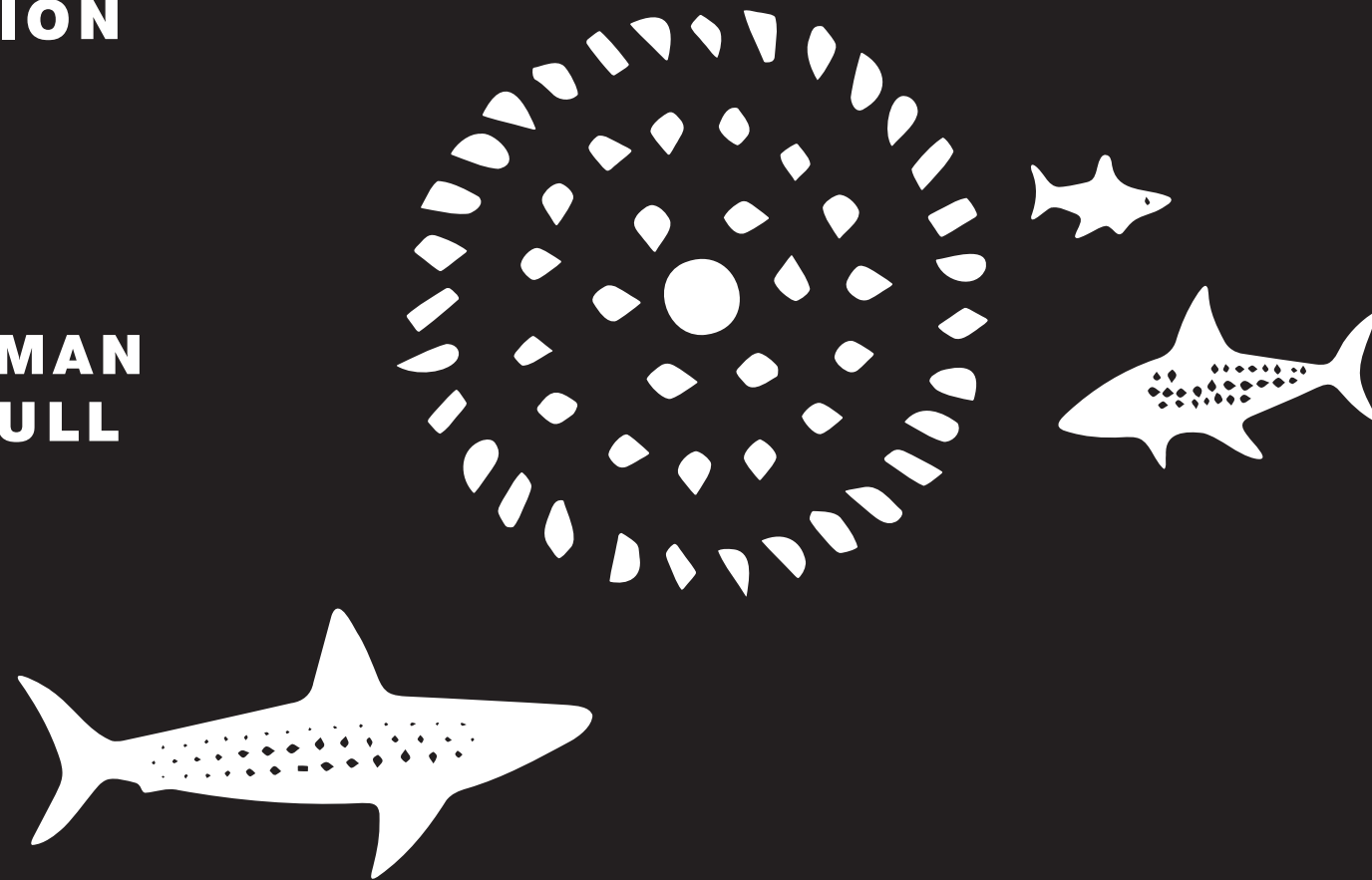
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THE BACKGROUND

**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.



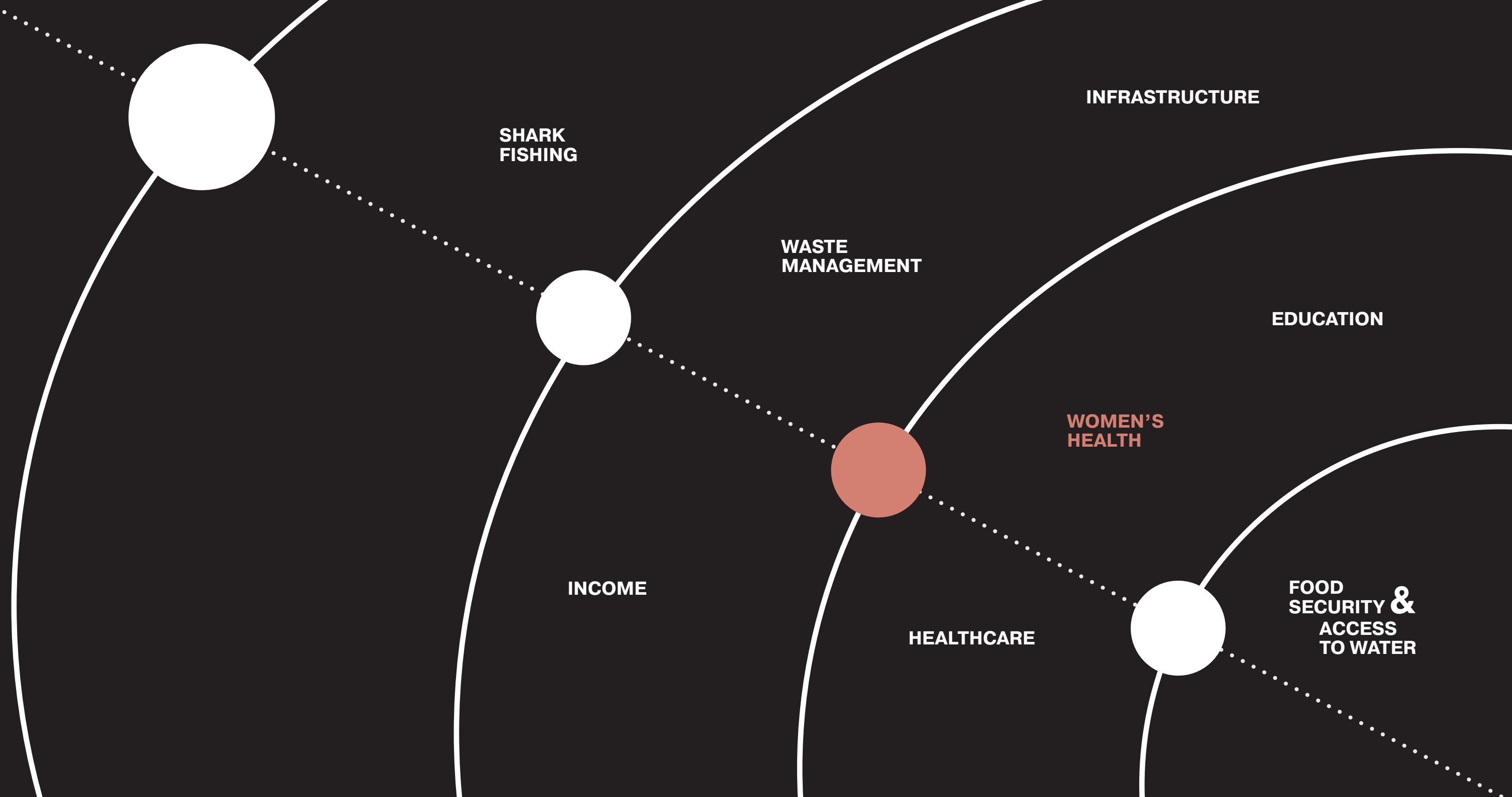
WHERE THIS PROJECT TOOK PLACE

- 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.



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

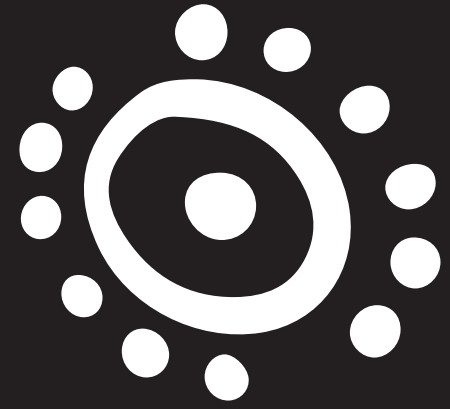
SOPHIE OLIVIA

ERICA MASON

EKO PAM

BLOOD BLOOMERS

THE PROJECT



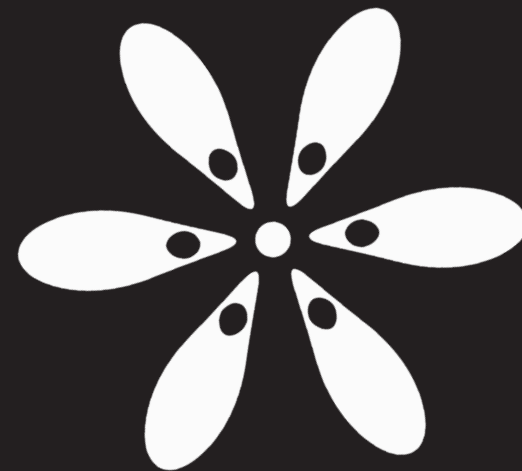
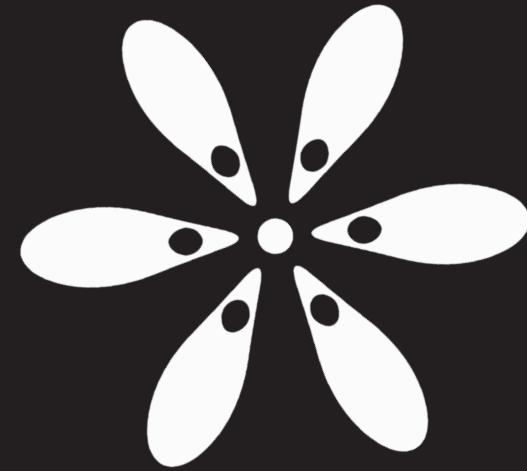
BY COLLABORATING WITH **MENSTRUATORS OF MARINGKIK ISLAND**, WE AIM TO IMPROVE MENSTRUAL HEALTH AND EXPAND CHOICES IN **REPRODUCTIVE HEALTH** THROUGH SUSTAINABLE OPTIONS AND EDUCATION.



WHY IS THIS IMPORTANT?

**GLOBALLY, OF
THE 1.9 BILLION
PEOPLE WHO
MENSTRUATE,
APPROXIMATELY
500 MILLION
CANNOT ACHIEVE
THE GLOBALLY
RECOGNISED
MENSTRUAL
HEALTH AND
HYGIENE
STANDARDS**

(WORLD BANK GROUP 2018)



This project supports the following United Nations Sustainability goals;

- Goal 3: Good Health and Well-being;
- Goal 4: Quality Education;
- Goal 5: Gender Equality;
- Goal 6: Clean Water and Sanitation;
- Goal 10: Reduced Inequalities;
- Goal 11: Sustainable Cities and Communities;
- Goal 12: Responsible Consumption and Production;
- Goal 13: Climate Action;
- Goal 14: Life Below Water, and;
- Goal 17: Partnerships for the Goals.

Together, these goals reflect our mission to deliver health, equity, and sustainability outcomes both above and below the surface in partnership with the Maringkik community and Project Hiu.

**WHEN WE IMPROVE
MENSTRUAL EDUCATION AND
ACCESS, WE'RE NOT JUST
DELIVERING PRODUCTS,
WE'RE IMPROVING DIGNITY,
AGENCY, AND OPPORTUNITIES
FOR FUTURE GENERATIONS.**



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.

1

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

2

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

3

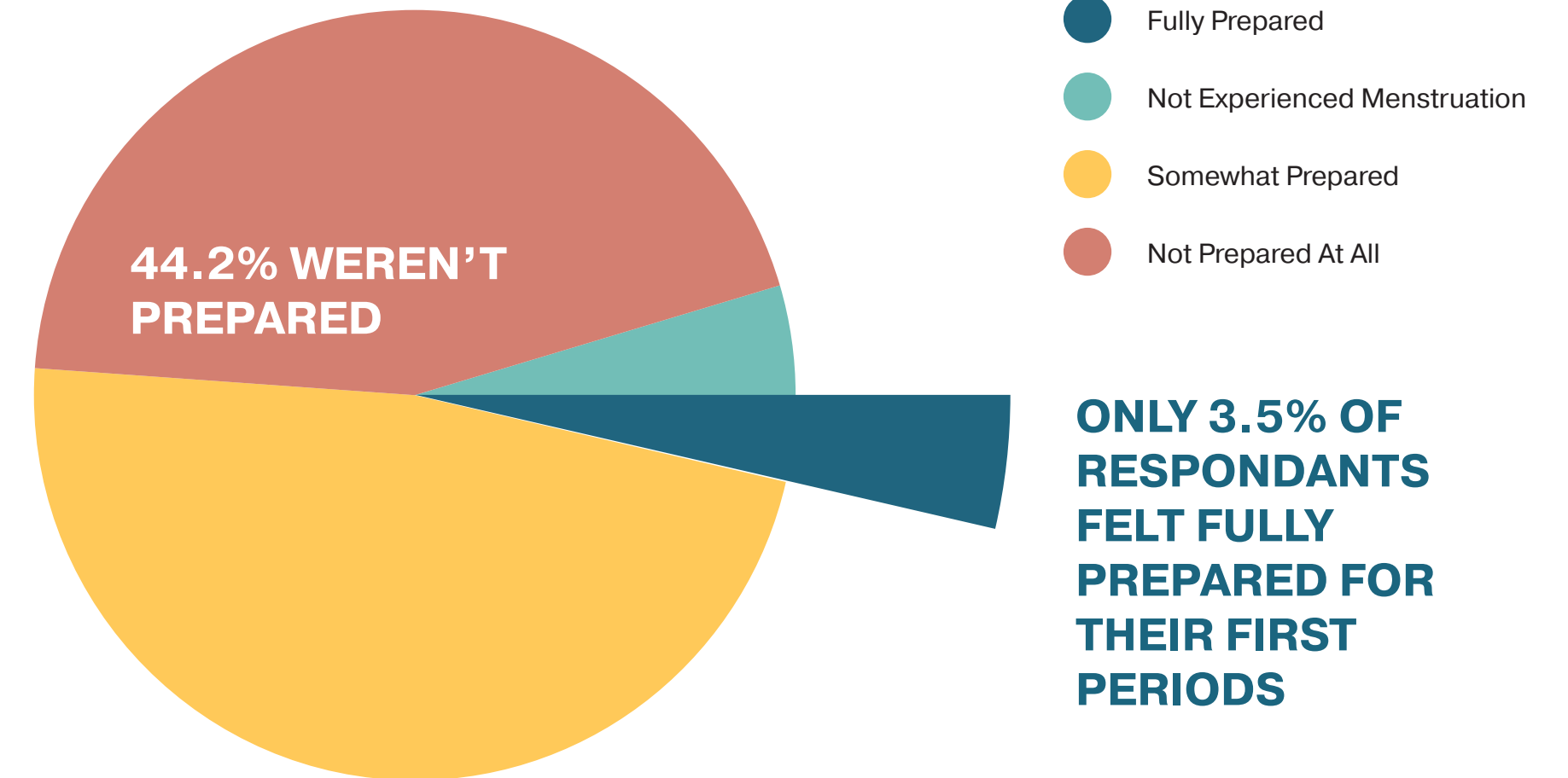
Social stigma is decreasing, but more education is needed for lasting change.

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



WHAT OUR PARTICITANTS 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 mentrual, I had no idea. Cycles aren’t always uniform and predictable either.”

“Hormones, cyles 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.”

“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 :)”

“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.”

“What it does to ur body.”

“What’s normal in a period.”

“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 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.”

“What is not normal. So many people struggle with conditions like endometriosis and don’t know.”

“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.”

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

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

“Periods can change from cycle to cycle, it won’t always be the same from when you start till menopause.”

“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.”

“I would’ve wanted to learn more about complications that could occur whilst on you’re 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.”

“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.”

“That pain isn’t necessarily normal it could be more serious.”

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

“EVERYTHING.”

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

How to actually put 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.”

“Cycles and all the changes they bring with them. Also that i could pee as well i didnt just bleed..”

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

“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.”

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

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

“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 dont know all about them now its helpful to know the reasons behind breakouts, mood swings, etc. based on what phase of my period im 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

