



Congratulations on taking the first steps in creating period pride!

Next up, is coming up with ideas for your Creating Period Pride competition entry.
Use this brainstorming guide to help define the message you would like to communicate with an audience, and explore ideas of how your group will do this.

The goal: To end the shame and stigma that surrounds periods.

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

What key message would you like to share?

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 - what every comes to mind. Think about... the type of media you would like to create, how would you achieve this?
Do you need special tools? How much time do you need? What special skills does your team have? What interests your target audience?
here can you get inspiration? How would you like to learn about your key message? What research do you need to do?