

Using Menstruation Education to Overcome Taboo Consciousness

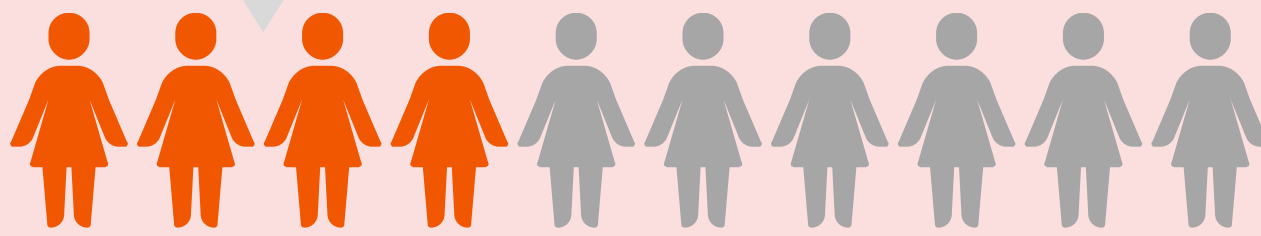
Approaches to Promoting Menstrual Understanding

Meijo University Senior High School

Abstract: Currently, the problem of people refraining from purchasing menstrual products due to shame about menstruation is considered problematic. Therefore, this study will conduct an awareness survey on menstruation to identify the causes of the taboo view of menstruation. By providing opportunities for both men and women to learn about menstruation, I believe the understanding of menstruation will be promoted, leading to a society in which women can play an active role in society.

BACKGROUND

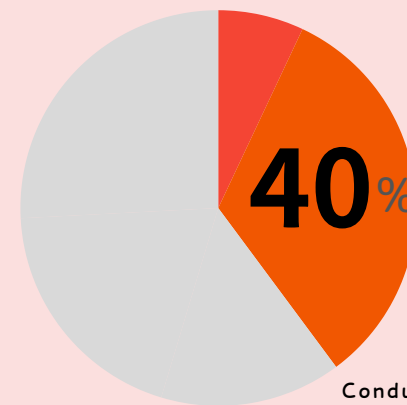
Have hesitated to purchase sanitary products. **41%**



Reference: Plan International (2021) Survey of Japanese Youth Women's Attitudes Toward Menstruation

MENSTRUAL AWARENESS SURVEY

People who feel embarrassed



Q: Reason why can't buy sanitary products

Embarrassment **58%** > **38%** Financial

Multiple answers

Conducted November 2023 Target: High School Student 116 (Male 18 Female 98 No answer 1)

CURRENT STATE OF MENSTRUAL EDUCATION IN JAPAN

Elementary school
Changes in body appearance

Junior high school
Marriage and Childbirth

High school
Marriage and Pregnancy

Reference: Ministry of Education, Culture, Sports, Science and Technology Guidance on Sexuality in Schools

Lack of knowledge about menstruation **56%**

think menstrual education is accessible. **55%**

want to learn more about menstruation. **76%**

COMPARISON OF CHARACTERISTICS OF SEX EDUCATION AROUND THE WORLD

Japan Indonesia

LECTURE

NOT AN OPEN ENVIRONMENT FOR SEX.

Yes **62%**

Yes **42%**

New Zealand Philippine

WORKSHOP

OPEN ENVIRONMENT FOR SEXUALITY

Yes **33%**

Q DO YOU HAVE TABOO CONCIOSNESS

EVENT

Conducting events based on New Zealand sex education

1. Lecture

Basic Knowledge of Menstruation

2. Workshop

Games to promote understanding



RESPONSE

I learned new knowledge.

100%

Conducted 2024 July Target: High School Student 38 (Male 11 Female 27)

Awareness of menstruation changed.

91%



Even though I should have experienced menstruation before, I was learning about it for the first time.



I was glad that this was a good opportunity to learn about menstruation, as I had previously thought that it was taboo to learn about organizing.

PRODUCT

Tissues with information about menstruation were placed in private restrooms.



Include a QR code on each tissue for a website that provides information

RESULT

Workshop

- Input and Output
- Providing sustainable knowledge

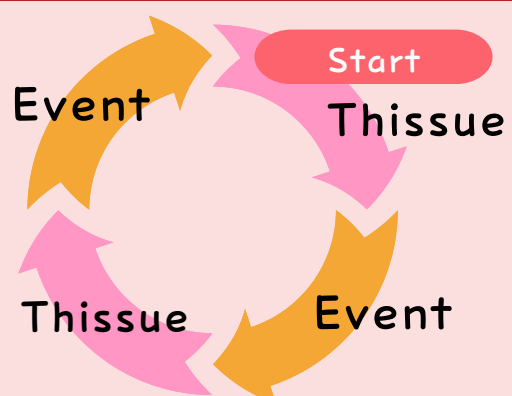
Tissue

Familiarity with the target
Providing learning opportunities for students who have a taboo awareness

Difficult to motivate participation

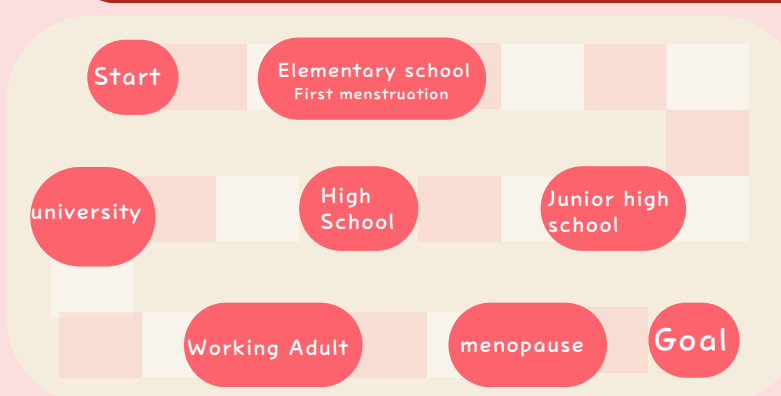
Lack of financial resources

FUTURE RESEARCH



I would like to use tissues to encourage high school students who had a taboo awareness to participate events, establish a cycle of menstrual education, and increase sustainability.

NEW PRODUCT: MENSTRUAL LIFE BOARD GAME



I plan to develop content that makes menstruation relatable and fun to learn about by likening the journey from the first period to menopause to a life game. This development will be carried out with funding from the project department and advice from the general incorporated association, Sowlege.