



Action Project Reference: 68-01

Organisation: Comfy Prints

Action Project Proposal:

“Create materials to raise awareness about the importance of menstrual hygiene and the benefits of reusable pads”

Who Are Comfy Prints?

Comfy Prints offers custom design and printing of banners and bed sets (and now reusable cloth sanitary pads). My husband is the creative designer for our business and is already in the printing business and therefore, during the Covid outbreak I decided to make use of the equipment and skills we already had and to do something different. I therefore started creating reusable cloth menstrual pads and so this section of our business is quite new!

Mission:

Once I was told that women don't long last in the business industry and I wanted to prove that wrong so I decided to start my own business. I also wanted to be able to offer something different in the market. I am also trying to ensure that women have access to more economical and environmentally friendly period products.

Long Term Aims & Vision:

My family inspires me in everything that I do and therefore I continue to try to do my best, especially for the little eyes that look up at me!

Current Challenges:

Many of the barriers I face is due to the public's attitude toward female entrepreneurs. We are still treated as inferior. Women are still seen to only be in the kitchen and not excelling whatever they do. I have to tackle this stereotype on a daily basis.

Further Information:

We would like you to help develop awareness materials and resources on:

- a) the importance of menstrual hygiene
- b) how reusable cloth pads can benefit the environment and save money.

These are very important topics that women and girls should be aware of. We are also trying to increase awareness of the benefits that reusable cloth pads can provide so that more women are keen to make the switch!

Key Research & Discussion Areas:

PLAN AND DELIVER ...

- What is the purpose of these resources? How will they fit in with the missions aims, values and long-term aims of Comfy prints? How will they improve menstrual education in Fiji?
- What are the current attitudes toward menstruation in Fiji? What educational resources are in place in schools or elsewhere about periods, menstrual hygiene and sanitary products?
 - How can you fill any gaps?
 - How will you ensure that your resources are culturally sensitive whilst also breaking down some of the taboos around menstruation?
- What are the benefits of reusable pads? Can you find any statistics to support your

claims?

- What other organisations advocate for greater menstrual health education in Fiji?
 - What sort of resources have they created?
- Who is the target audience? Are there multiple audiences resources could be designed for?
 - How will you ensure that your resource appeals to this audience and is engaging?
- What information do you need to include in these resources?
- How will you format these resources to ensure they are eye catching, engaging and informative?
- Are there any examples of similar educational resources online you could use for inspiration for format and content?
 - What is good about these?
 - What could be improved?
 - How can you use these as inspiration to create a fantastic resource that suits Comfy Prints' needs?
- How will you ensure that the development and delivery of these educational resources is sustainable in the long-term?
- What parts of the Think Pacific Skills Series will you use?

CONTENT

- If you are targeting multiple audiences, how will you differentiate your content for each of them? (e.g. women, girls, men etc.)
- What design features will you use to make your resources visually appealing?
 - What information or pictures will you include?
- How will you ensure that these resources are informative but not too long? What are the key points you need to focus on?
- What software will you use to create these resources?

BARRIERS

- What are the main barriers to the development and delivery of these resources?
 - E.g. social - how will you overcome current public understanding/taboo about menstruation?
 - E.g. practical - how will you ensure that these materials are engaged with?
 - E.g. knowledge - what other information do you need to know when creating this resource? How will you collect this information? What resources are available to you?

- Can you think of any potential solutions to these problems?
- What have other organisations done to combat similar issues?

EVALUATION

- How will you make sure there's an element of longevity in these resources and that they are sustainable?
- How will you assess whether your resources meet the aims and objectives of this action project?
 - Are there any changes you should make so that the resources are the best they can be?
- What key points from your action project will you choose to highlight in your recorded presentation at the end of your internship?

Useful Links:

- Organisation page: <https://thinkpacific.com/action-project-comfy-prints/>
- Facebook: <https://www.facebook.com/ComfyPrints/>
- A Fijian Government statement released on menstrual hygiene day: <https://www.fiji.gov.fj/Media-Centre/News/STATEMENT-ON-MENSTRUAL-HYGIENE-DAY>

Further Questions

Are there any questions you would like to ask Comfy Prints to assist in completing this project?

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