

PLANET-FRIENDLY PERIODS: UNDERSTANDING BARRIERS AND FACILITATORS OF SUSTAINABLE PERIOD PRODUCT USE

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200,000 tonnes of menstrual waste is put in landfill annually in the UK; that is the equivalent of the weight of 30,000 African Elephants or 11,000 rubbish trucks full.

Barriers to sustainable period product use:

- lack of public awareness (Zulaika et al., 2019)
- limited understanding of products and how to use them (Medhi et al., preprint)
- concerns about sanitation (Tu et al., 2021)

Motivators for sustainable period product use:

- Minimise the environmental impact of period product use. (Medina-Perucha et al., 2022)

Mixed Methods Approach and Aims:

- Qualitative interviews provide in-depth insights into barriers and motivators.
- The quantitative survey applies these findings and quantifies the impact of information interventions on attitudes and willingness to use sustainable options.
- Integrating qualitative and quantitative data enhances validity, facilitates interpretation, and reveals further research needs.

1 QUALITATIVE METHODS

One-on-one interviews online with participants who either use sustainable period products or conventional period products.

Questions surrounded:

- opinions of all types of period products
- how satisfied are participants with the products they currently use
- why do participants switch or don't switch to sustainable options

Card sort activities:

- Grouping activity of all products
- Grid activity: participants place products on a grid with axes; best to worst environmental effect and most to least appealing.

Reflexive thematic analysis:

Aims:

- Understand how people think and talk about period products relative to each other.
- Examine the factors influencing participants' decisions to switch to reusable options.



Outlined by Braun and Clarke (2019)

2 QUANTITATIVE METHOD

Participants asked questions about sustainable period products to understand their attitudes towards:

- Perceived ease of use and perceived usefulness
- Environmental outcomes
- Affective outcomes
- Willingness to use

Participants randomly assigned to one of three information interventions about:

Product practicality and ease of use

Environmental benefit from using product

(Control) Benefits of meditation

Analysis and expected results

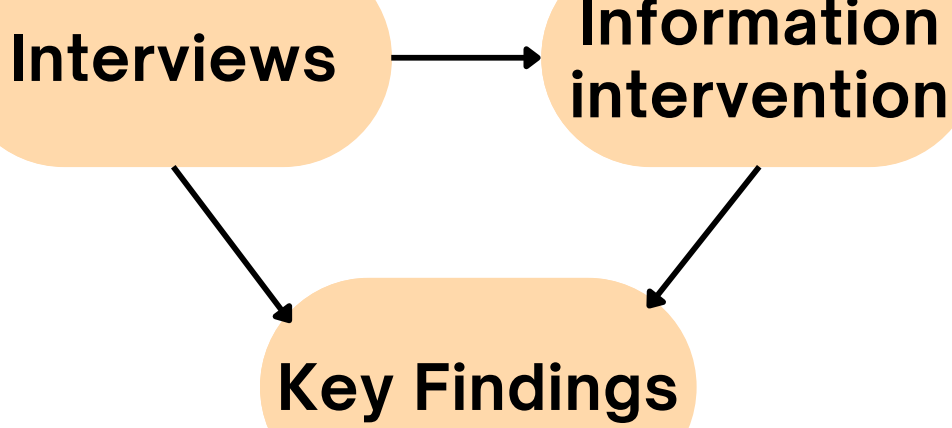
Independent t-tests: compare the mean attitude scores between the control and information intervention groups.

ANOVA tests: determine whether there is a significant difference in attitude scores among groups.

Regression analyses: examine the relationship between any demographic information and intervention effectiveness.

Information about the environment and the practical use of the products is expected to improve people's attitudes and willingness to use sustainable period products.

Synthesis of results



Identify commonalities, consistencies, and disparities between the data to produce a more complete understanding.

Implications and Future Research

- Policy recommendations: Inform large-scale interventions with targeted messaging to mothers/teachers.
- Industry insights: encourage consumption through education
- Contribute to the literature on menstrual health that is largely neglected in policy and general discourse (Plan International UK, 2019)

How is information best communicated?

To what extent is the uptake of reusable products dependent on privilege, and how might this impact interventions?

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