

# IS THE **HUSH-** **HUSH** STILL IN THE ROOM WITH US?

A FEMELLA FOUNDATION STUDY ON HOW OPENLY WE  
TALK ABOUT MENSTRUATION TODAY.

100 VOICES. ONE IMPORTANT QUESTION.

SLIDE TO UNCOVER WHAT WE FOUND



@FEMELLAFOUNDATION





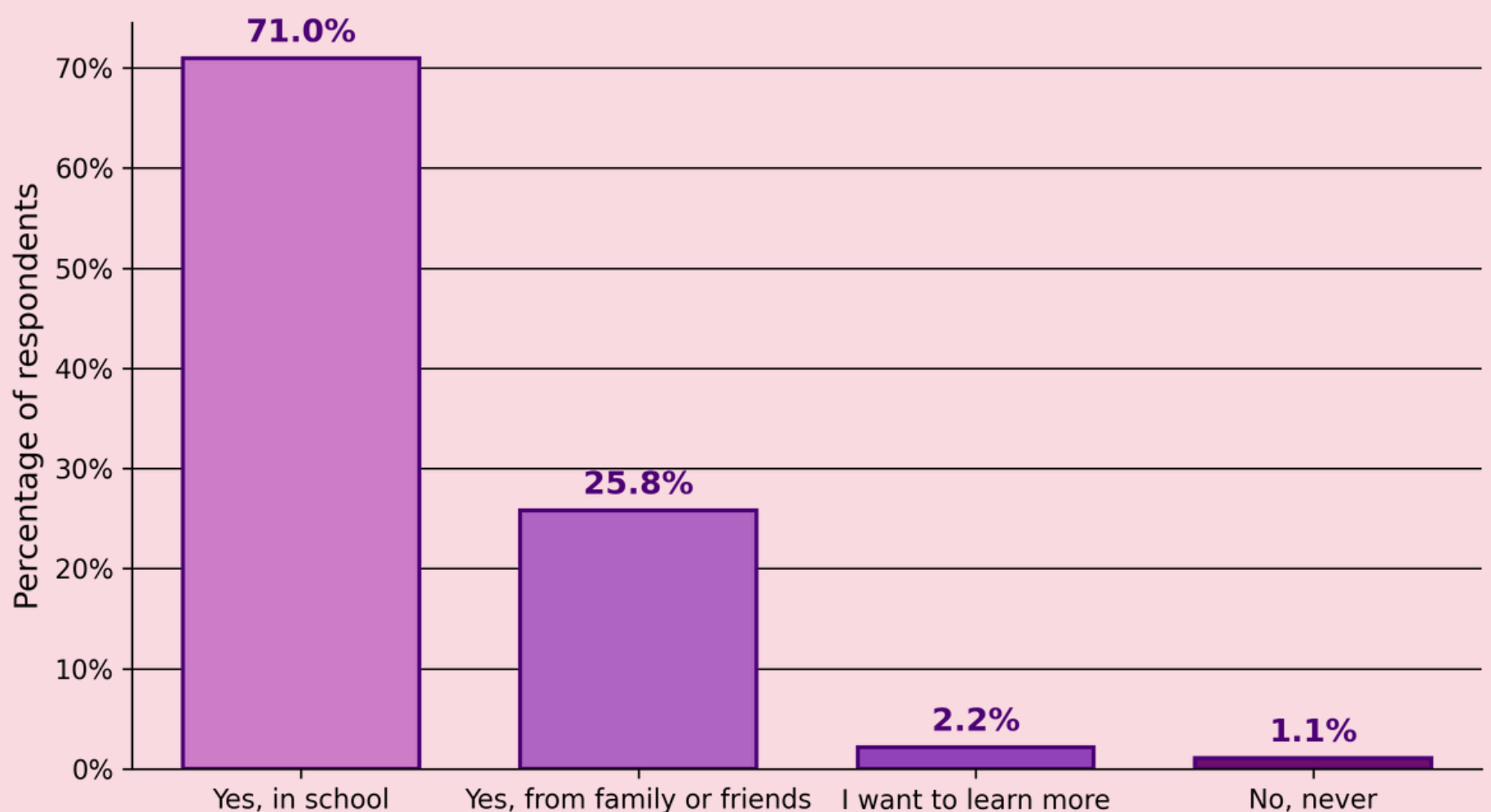
# DID ANYONE EVER TEACH US?

A promising **71%** of respondents said they first learned about periods **in school**, showing that formal education is making a mark. But here's the catch: **29%** either learned from **informal sources** or never learned at all.

That's a clear sign we still have gaps in structured menstrual awareness that need to be addressed.

**72.5% of girls vs. 41.5%** of boys learned about menstruation in school, a gap that keeps stigma alive. Inclusive education is the way forward.

Have you ever learned about menstruation in school or elsewhere?



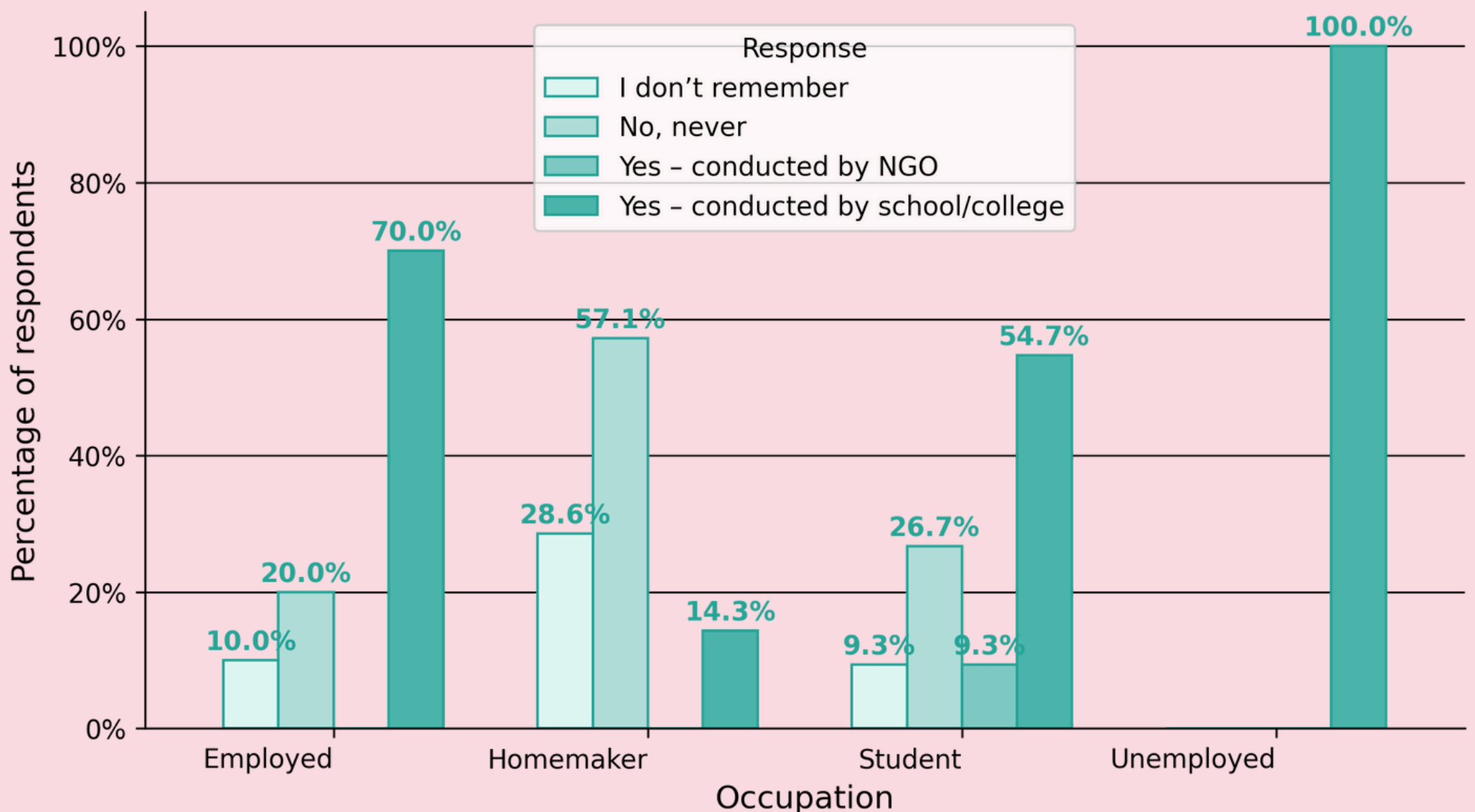


# NEGLIGENCE BEGINS AT HOME

Occupation shapes access.

While students often get school-led sessions, many **homemakers & unemployed women are left behind**, some with zero exposure.

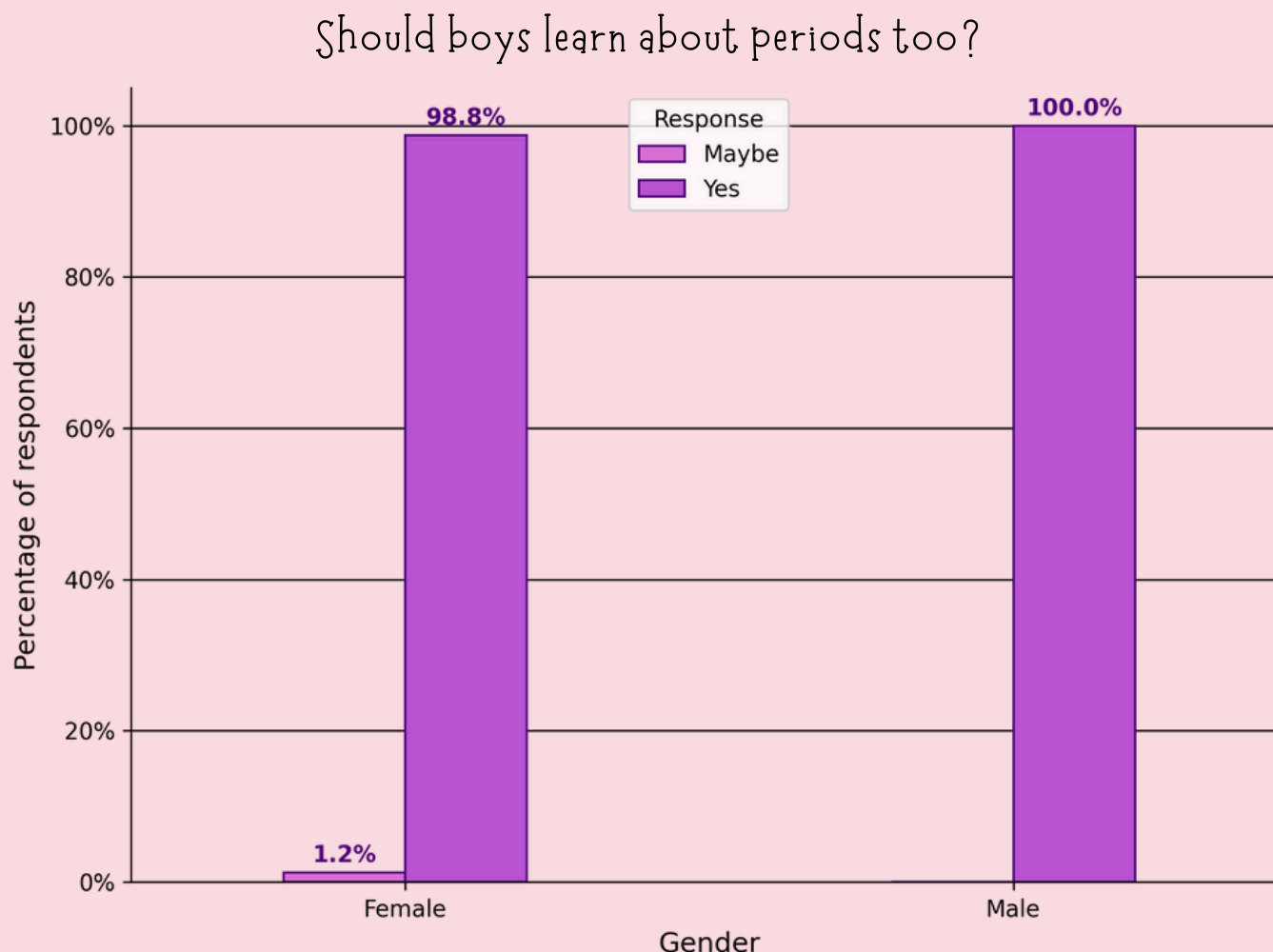
Reach of Menstrual Awareness program by occupation



**MENSTRUAL EDUCATION EXISTS, BUT NOT EQUALLY.**  
FROM GENDER TO OCCUPATION. TOO MANY STILL SLIP THROUGH THE CRACKS.  
IT'S TIME AWARENESS REACHED EVERYONE. EVERYWHERE.



# SHOULD BOYS LEARN ABOUT PERIODS TOO?



UNESCO 2014 states that **menstrual stigma** can only be dismantled when **boys are included** in the conversation.

In a world where menstruation is still often wrapped in shame and silence, this **chart is revolutionary**.

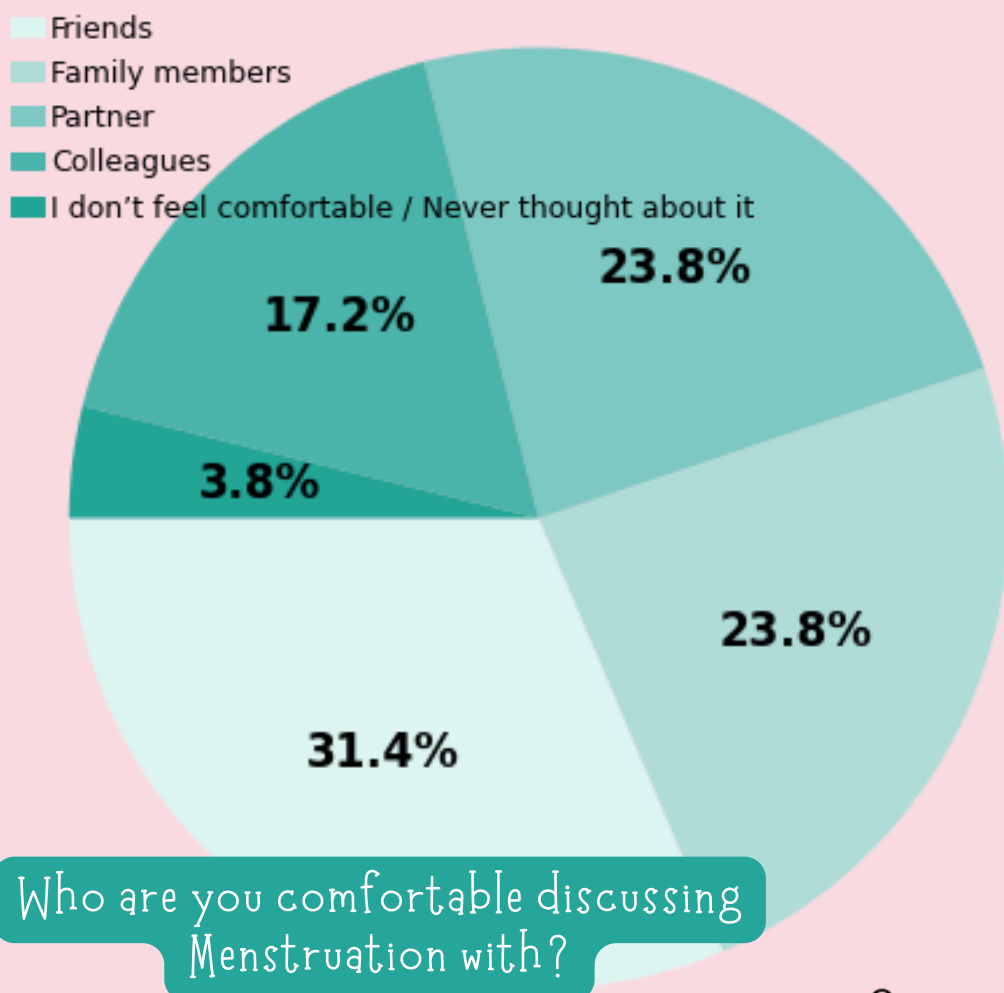
Every single male respondent and nearly every female respondent (98.8%) agree:

Boys **should** learn about periods.

This unanimous support reflects a **generational shift** in breaking down stigma and normalizing conversations.

If taught early, boys don't grow up with awkwardness or misinformation. they grow up as allies.  
**They become advocates, not bystanders.**

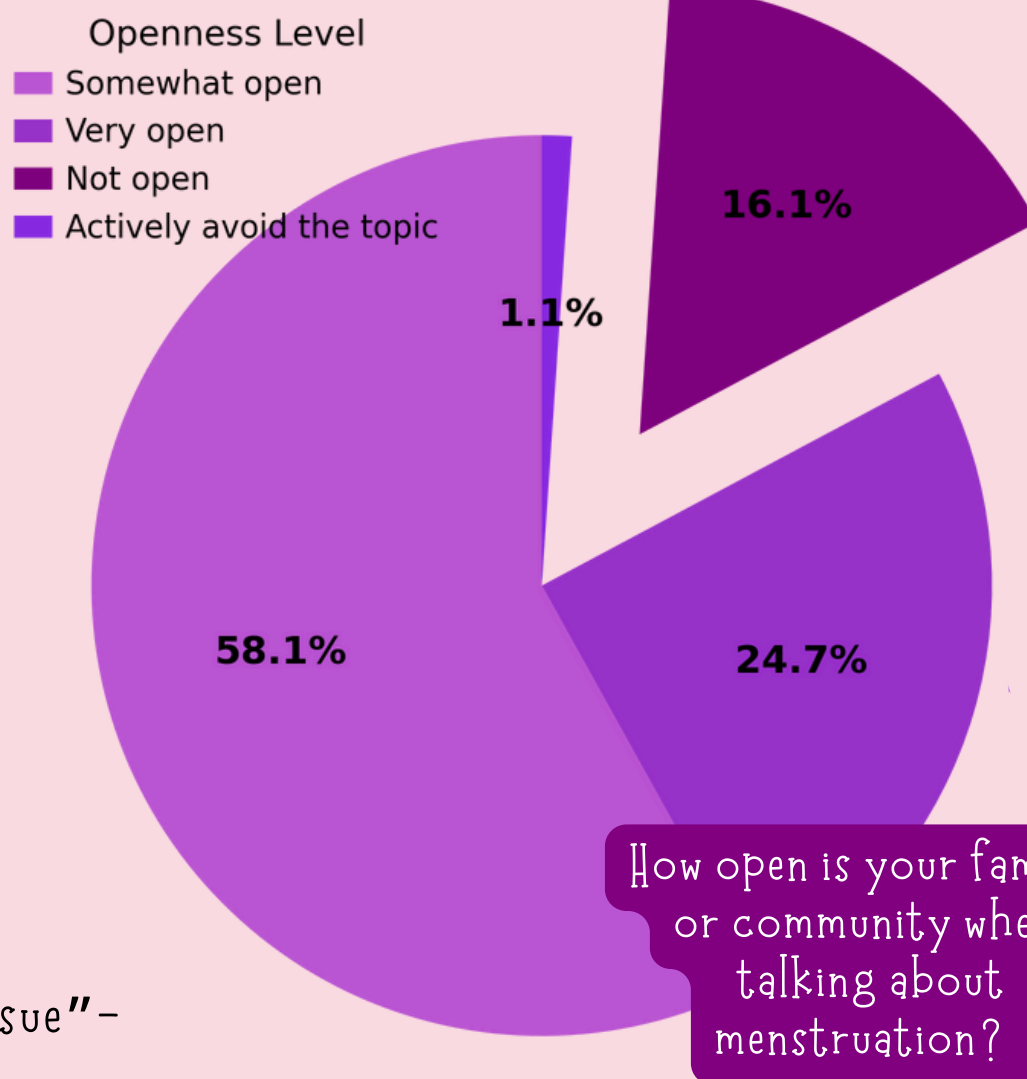
# WHISPERS OR CONVERSATIONS?



Most people feel comfortable discussing menstruation with **friends and family**, while a few open up at work or not at all. (20%) – Points to **the need to normalize the conversation**

Most **women (93.75%)** and **men (84.6%)** said they'd support a friend or partner during their period, though **men were more likely to say "I'll try" and not "yes, absolutely"**

Over 58% say their families are open about menstruation, but around **40%** still face **silence or slight discomfort** at home. While progress is visible, the conversation is still far from normalized, especially in **conservative or rural communities**.



Menstruation isn't just a "women's issue" – it's a **human conversation**.

# HEARD, FELT, HIDDEN

65.6% say they've heard stigmas around periods.

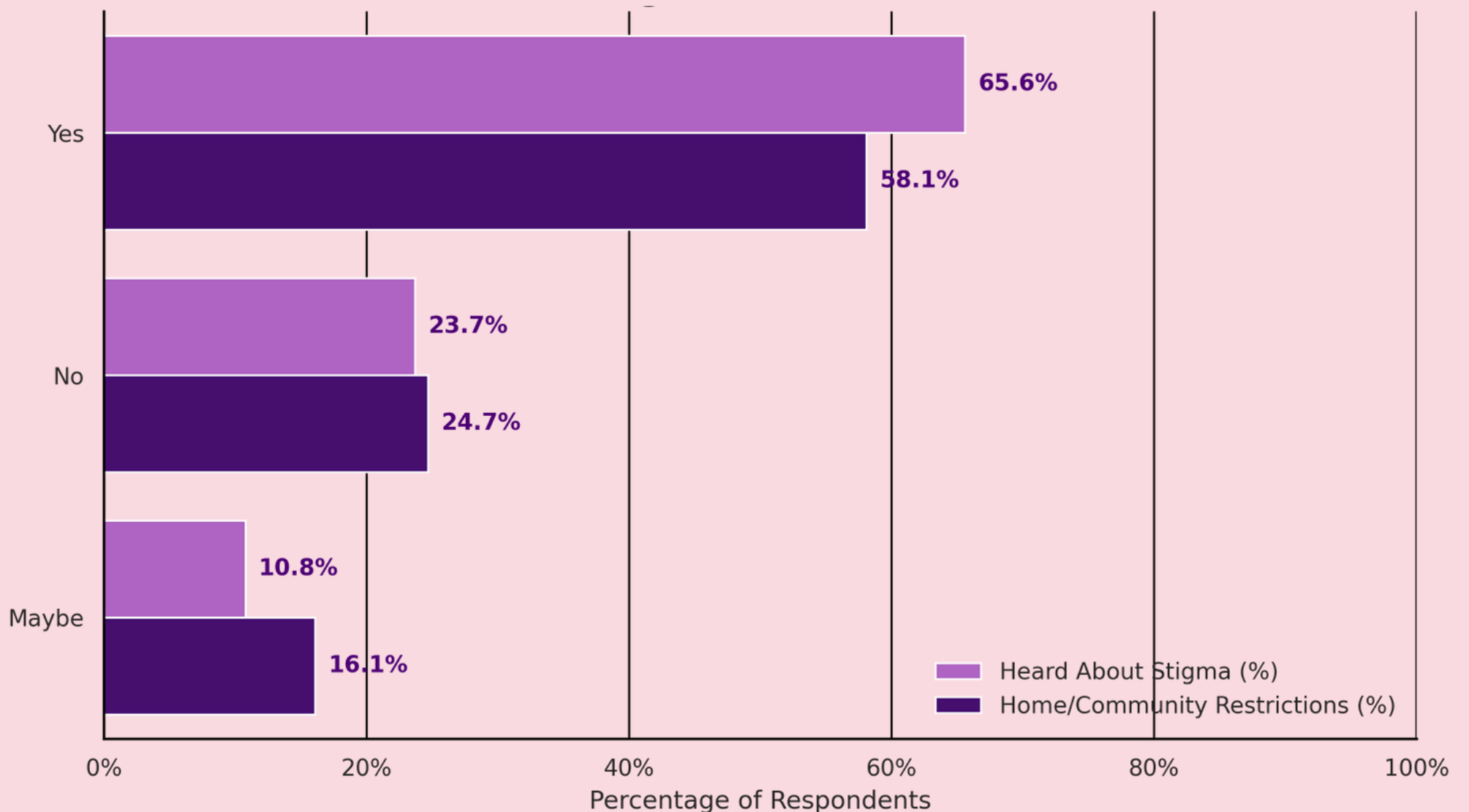
But it goes deeper. 58.1% actually faced restrictions at home or in their community.

And here's the twist: Even people who said "No. I haven't heard of any stigma" show how stigmas are internalized to the point they go unrecognized.

1 in 4 of them still faced rules and restrictions.

Stigma isn't always loud. Sometimes, it's just quietly accepted.

We've heard the stigma - but have we unlearned it?

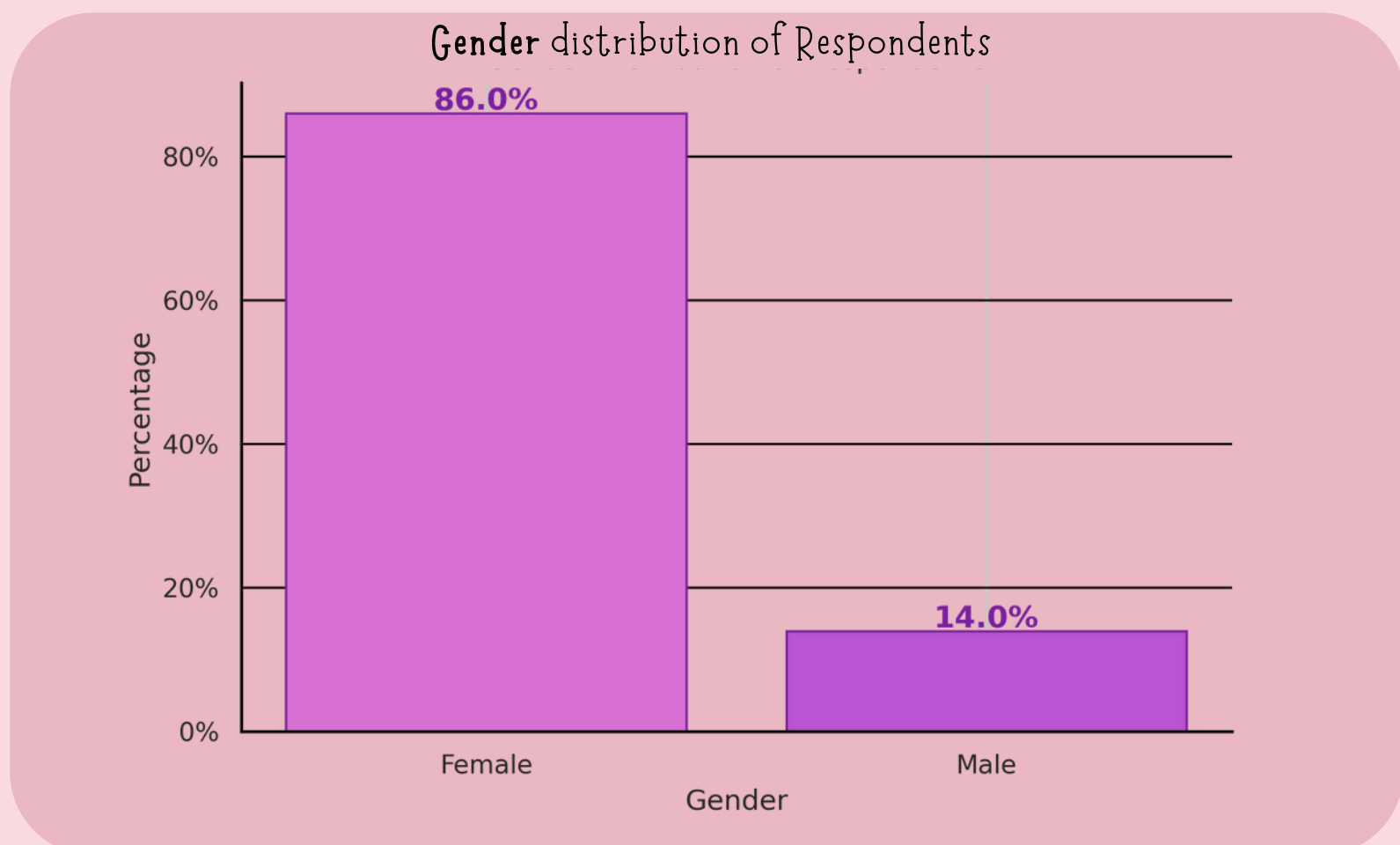
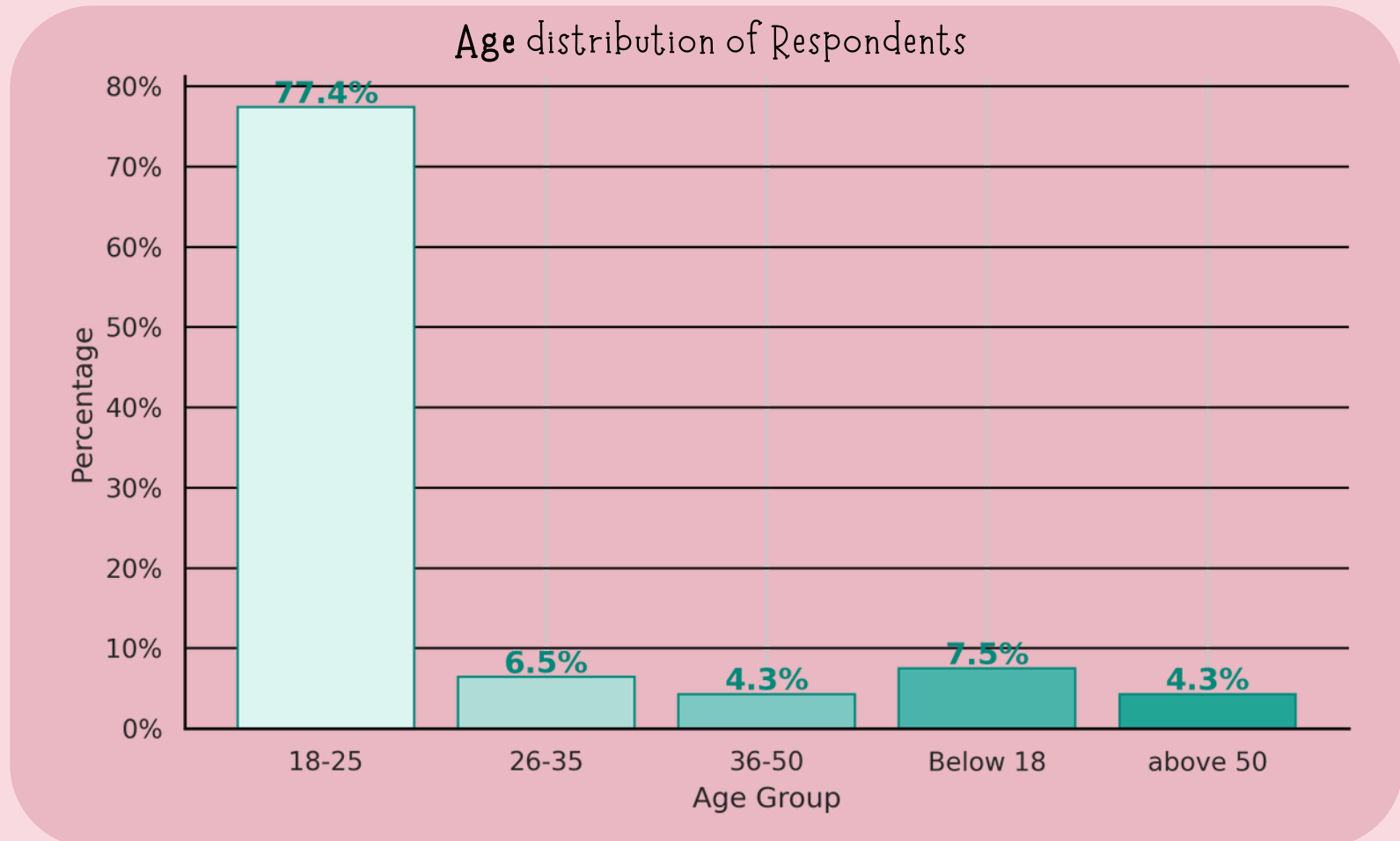


Almost every menstruating respondent (73%) faced the restriction of not entering temples - tradition still triumphs choice.



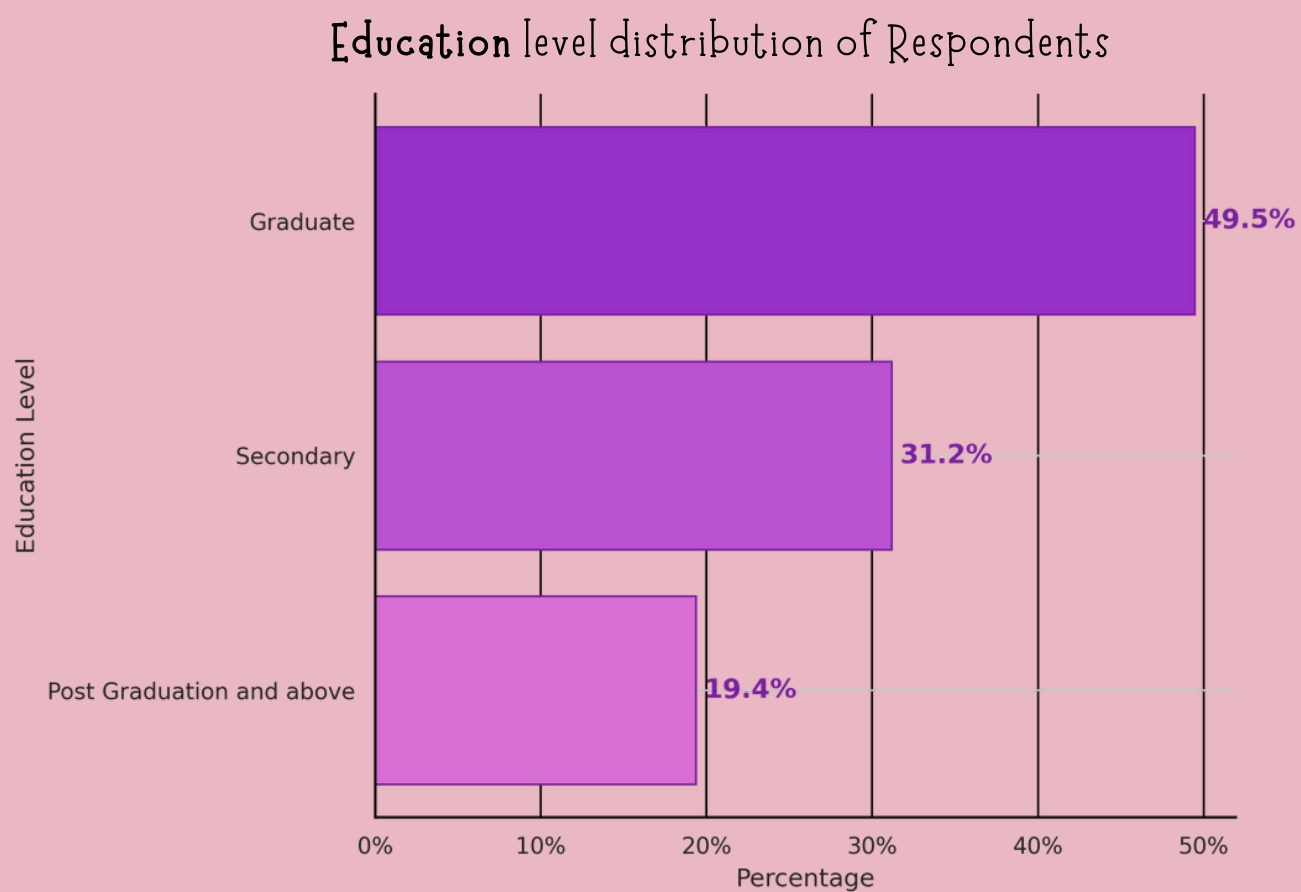
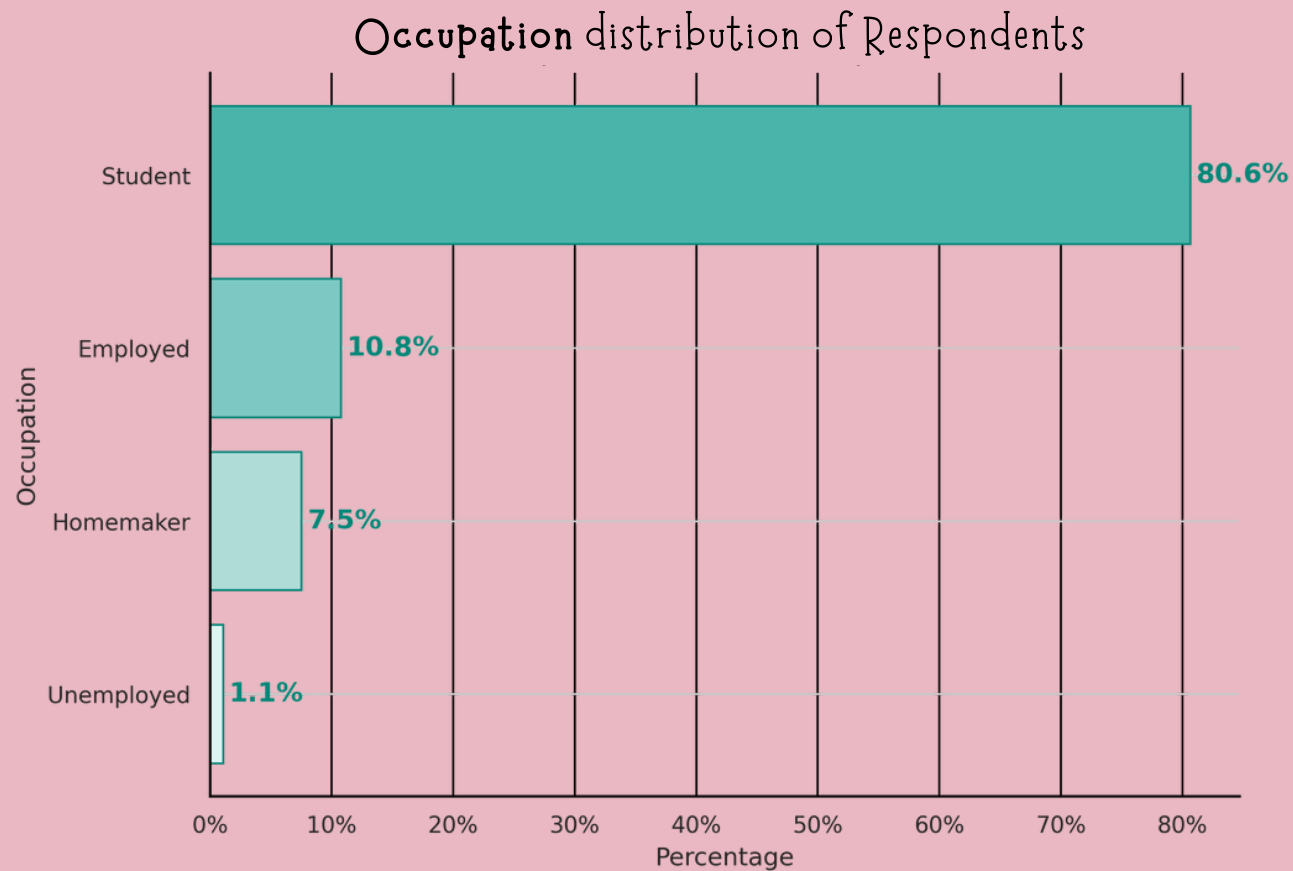
# WHO DID WE HEAR FROM?

## Demography of our study #1



# WHO DID WE HEAR FROM?

## Demography of our study #2







# LET'S KEEP THE CONVERSATION GOING

This study was conducted with more than 100 respondents to explore how openly we talk about menstruation today. From stigma to support, the findings were loud and clear: we're talking more, but not enough.

Study by: @FemellaFoundation  
Credits: Led by Thasneem (Managing Director), Haifa (Executive Officer), and the Femella Team  
Code: Check out GitHub (<https://github.com/Urstruly-Thas>)

More insights from this research are **coming soon** –  
Stay tuned, save, and share to break the silence.  
**Because periods deserve conversation, not whispers.**