



**If period pain can be as bad
as heart attack,
why are girls & women told to
suffer it silently?**

When an average girl or woman spends 2-3 days a month dealing with period pain, how is she expected to be attentive in classroom or productive at her workplace?

A black and white photograph of a woman with a pained expression, her hand to her mouth, and tears on her face. The image is overlaid on a dark blue background with a torn paper effect at the bottom.

If pain of any kind is considered harmful, why is period pain considered normal?

For half of India's population, menstruation is not a choice. And they have been made to believe they have no choice for period pain?

The result?

A woman with long dark hair, wearing a white lab coat over a dark top, stands in the foreground. Behind her is a row of stylized female silhouettes in various colors (blue, purple, pink, white) against a dark blue background. The text is overlaid on the right side of the image.

Period Pain, also known as
dysmenorrhea,
is the biggest yet the most
under-reported and under-treated
gynaecological problem of India.

More than 70%
of girls & women suffer from it.

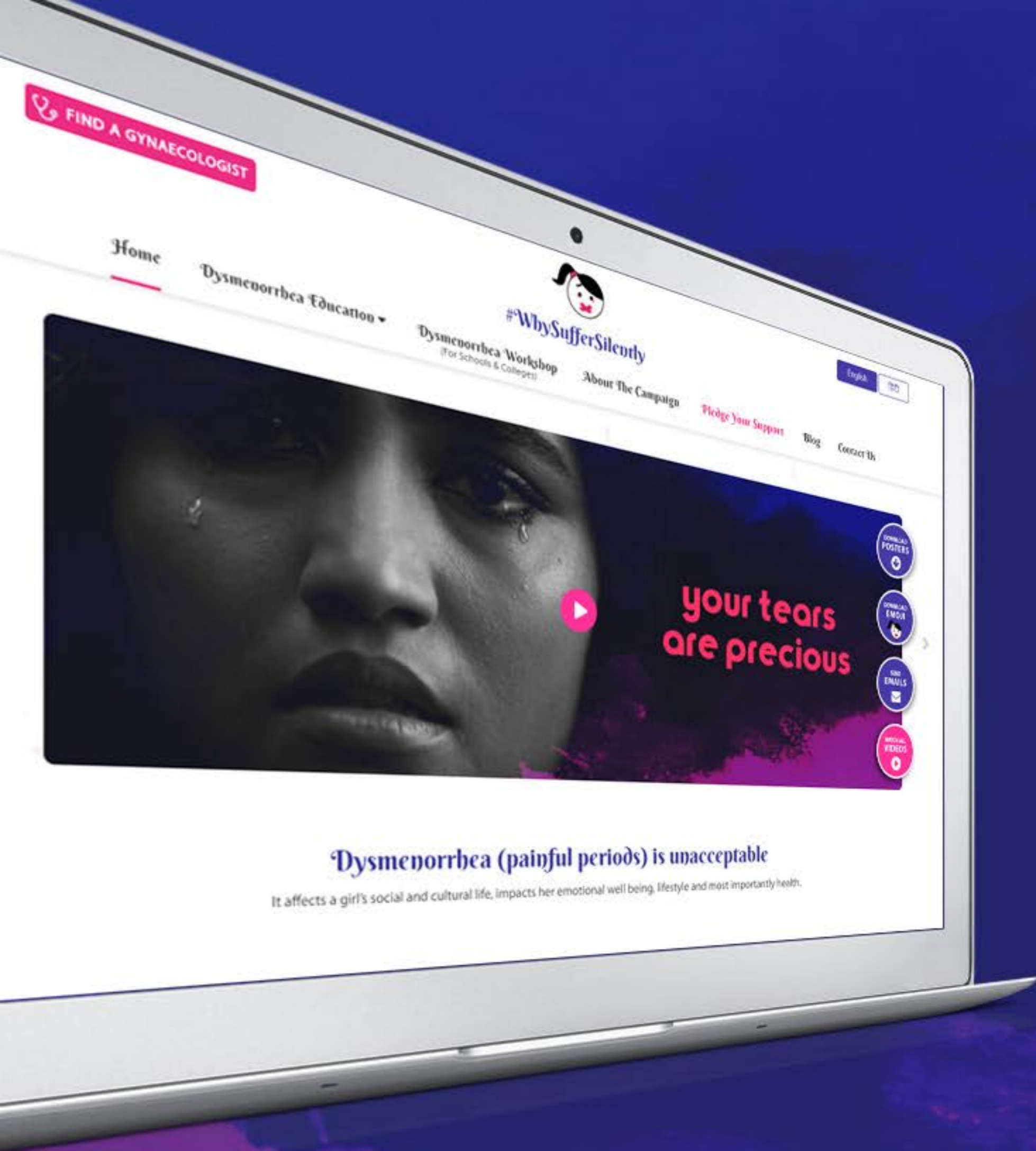




**But no one seeks
treatment.**

So, we took it upon ourselves,
to get all girls & women to fight
against period pain.





#WhySufferSilently

A campaign that fights the myths & taboos surrounding period pain was launched

The message was simple -

**“Periods are normal.
Period pain is not.”** So

#WhySufferSilently

At the beginning, the campaign focused on spreading this awareness. With 18-24 year old girls as the primary target group, **YouTubers Influencers** were roped in to spread this message.



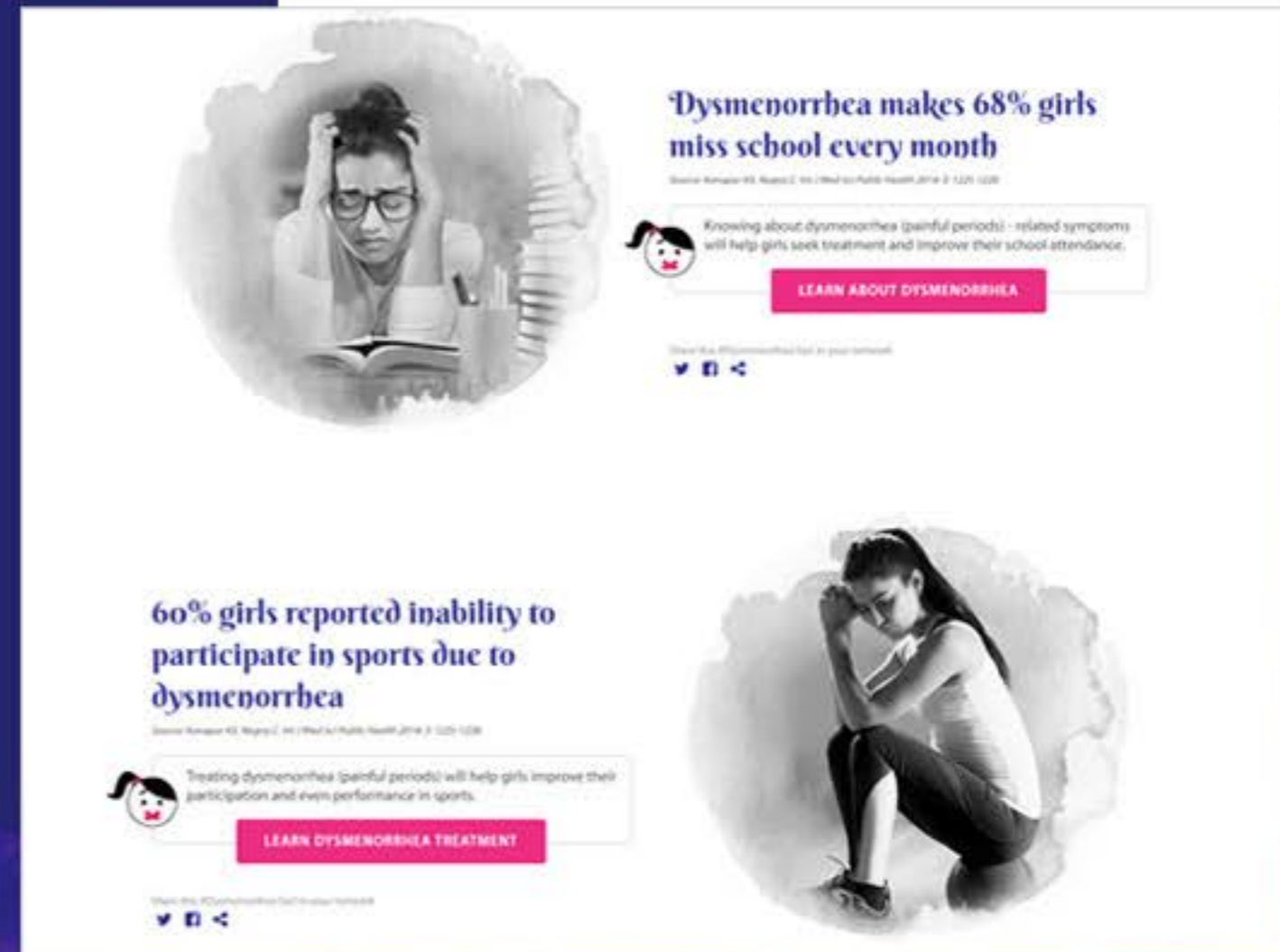
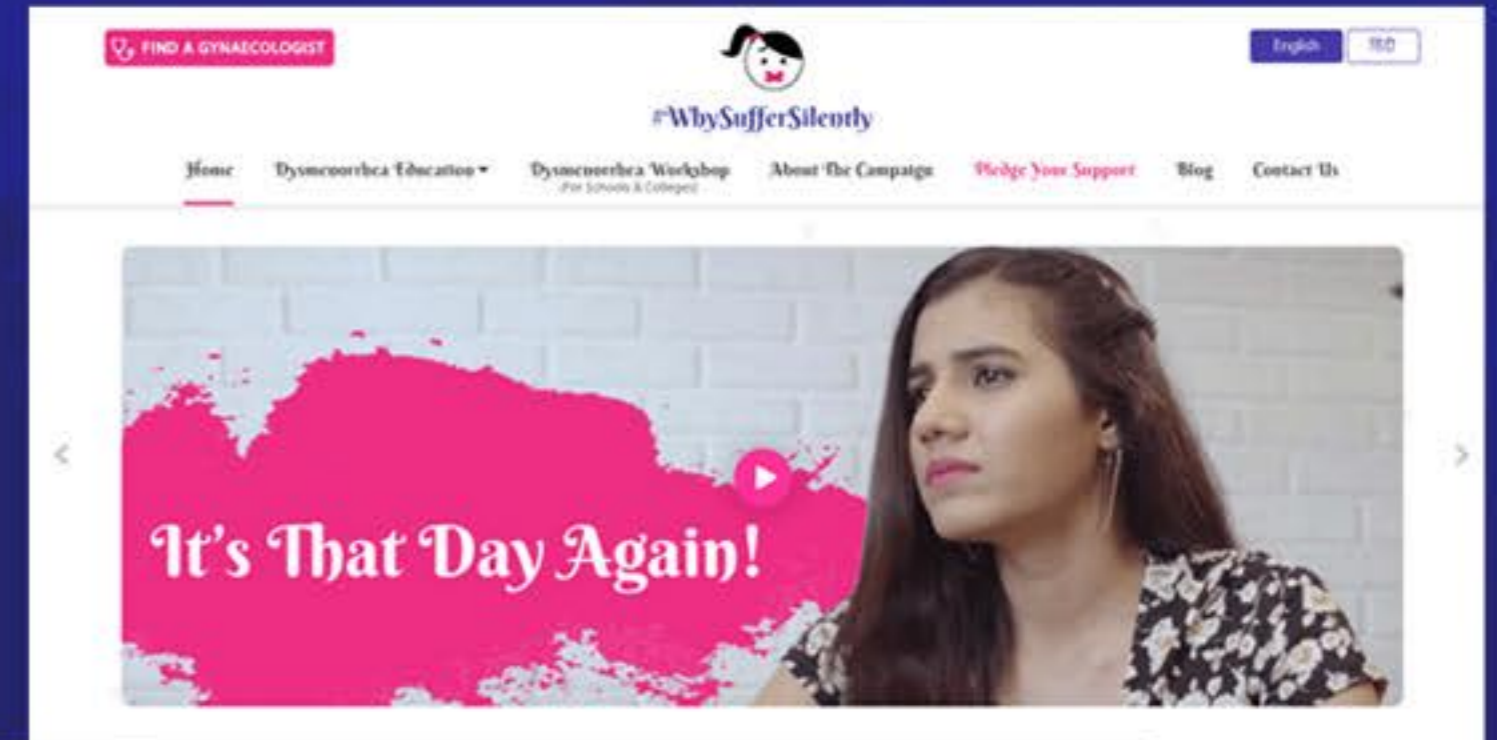
The message spread like wildfire with more than

2,000,000 views

for the videos, across YouTube, Facebook, Twitter & Instagram



We launched an informative, user-focused and graphically intuitive **Website** (**painfulperiods.in**) with series of education materials including infographics, leaflets, posters, gifs & emojis available for download





**But we wanted to go deeper.
We wanted every girl to know the
symptoms of period pain, its severity,
and the treatment steps.**

We achieved this with 3 very simple & easy to understand posters



1 POSTER

Symptoms of dysmenorrhea



#WhySufferSilently

Do you know how to treat dysmenorrhea (painful periods)?

Knowing these steps will help you be more confident in taking charge of your health and seeking answers



- Things to take care for dysmenorrhea**
- ✓ DOs**
 - Rest when needed
 - Massage your lower back & abdomen
 - Include exercise in your daily routine
 - Seek medication
 - ✗ DONTs**
 - Don't use tobacco
 - Avoid alcohol
 - Avoid caffeine products such as coffee & tea
 - No self treatment

Periods.in | A campaign against dysmenorrhea Pledge your support on [social media icons]

Period pain is not normal. Period pain is not.

2 POSTER

Severity of dysmenorrhea

#WhySufferSilently

Find out if you have mild or severe dysmenorrhea (painful periods):

Knowing the intensity of your dysmenorrhea will help in getting the appropriate treatment. Use this poster as a conversation starter with your mother, sister, friends, colleagues and doctor.

Mild dysmenorrhea

Severe dysmenorrhea

Late 30s or Early 40s

How old are you?

Teenager (13-19)
Late 20s
Early 20s
Early 30s

During the period

Onset of pain

1-3 days before the period

Slight discomfort

Pain type

Intense cramping in lower abdomen that leaves you completely immobile.

Sometimes

Are there blood clots in your period?

Always

Never or Rarely

Do you suffer from bloating, nausea or vomiting during your periods?

Yes, I suffer from at least one of these during every period.
Not during every period.

Normal

How are your bowel movements during your period?

Constipated
Loose
It's almost like diarrhoea

No

Do you feel lightheaded?

Yes, I feel light.
I feel so dizzy at times, that I feel I might just faint.

No

Do any of your family members have dysmenorrhea?

My mother had it when she was young
My sister has it
If dysmenorrhea runs in the family, your chance of having it increases.

No

Do you have any other gynaecological problems?

Yes, I have been diagnosed with:
Endometriosis
Uterine Fibroids
Hormonal imbalance
Adenomyosis
Ovarian Cysts
I don't know because I haven't visited a doctor as yet.
For the meanings of these terms, see below.

Majority of your answers are on the left
You have mild dysmenorrhea (Through pain relievers, exercise, and diet, you can overcome dysmenorrhea).

Majority of your answers are on the right
You have severe dysmenorrhea, and it must be affecting your quality of life (But, don't worry, you are not alone, and dysmenorrhea can be treated).
In either of the case, please take help from your Doctor

Endometriosis
A condition in which endometrium of the uterus, begins to grow outside the uterus.

Adenomyosis
A condition in which the lining of the uterus breaks, grows in your uterine wall and makes the uterus larger.

Uterine Fibroids
Non-cancerous growths in your uterus.

Ovarian Cysts
A fluid filled sac that develops on one or both ovaries. One such condition is PCOS (Polycystic Ovary Syndrome).



3 POSTER

Treatment of dysmenorrhea

Stand against dysmenorrhea
Pledge your support on [Facebook icon] [Instagram icon] [Twitter icon] [LinkedIn icon]
Period pain is not.

We encouraged girls to stick these in their school's & college's washrooms



The message was so appealing, that even the boys
took it upon themselves to spread the message
Through Vox Pop Videos



The material was also made available in the form of **Emailers**, which could be sent from our website



Dysmenorrhea Awareness Workshops were also conducted across schools & colleges to spread the message further



But the campaign
also gave many

insights.



The real conversation around why periods are
so painful never happens.



The grandmothers suffered from it, the mothers did too, and now the daughters must also suffer.

This, for us, was akin to a cheat chain.



We launched our campaign video

#BreakTheCheatChain

to empower girls question wrong period education

When the video was released, it started trending on Twitter!

Search Twitter

Anu.. @itsm_11 · Sep 4

I was just 10yrs old when I had my first period. i was so scared and then my mother told me that this is a blessing from God ,ladies.. @sonakshisinha @ParineetiChopra@ReallySwara I was proud then Break The Cheat Chain

#WhySufferSilently



0:21 9,554 views

1 4 8

#WhySufferSilently

476 Tweets


Visit: painfulperiods.in
@Being_Akbar

#BreakTheCheatChain
Are you also a part of the cheat chain? It's time to #BreakTheCheatChain Pledge your support and join ...
[youtube.com](https://www.youtube.com)

You Retweeted

गड़िया 🇮🇳 @dwivedii3 · 13m

Get freedom from #PeriodPain. I support Break The Cheat Chain "Why periods? Why can't Mother Nature just text me and be like, 'Whaddup, girl? You ain't pregnant."



#WhySufferSilently @painful_periods · 2m

Having a high threshold to bear #PeriodPain is not a thing to be proud of. Periods are normal. Period pain is not. Let's take a pledge to eliminate #Dysmenorrhea (Period Pain)

Watch our film - Break The Cheat Chain bit.ly/2k3oZXq

Visit: painfulperiods.in

#BreakTheCheatChain
Are you also a part of the cheat chain? It's time to #BreakTheCheatChain Pledge your support and join ...
[youtube.com](https://www.youtube.com)



WhySufferSilently

Yesterday at 14:23 · 🌐

Pictures from #Dysmenorrhea Workshop at New millennium English Medium School Dapodi , Pimpri.

To know more about Dysmenorrhea (Period Pain) visit:
<https://www.painfulperiods.in/>

#WhySufferSilently #PainfulPeriods



WhySufferSilently added 4 new photos to the album
Dysmenorrhea Workshop at DPS School Ram Ghat Road Aligarh

— at DPS Aligarh

21 November · 🌐

Pictures from #Dysmenorrhea Workshop with Dr. Shivali Singh



WhySufferSilently added 4 ne
Dysmenorrhea Awareness Wo
Vidyalaya

10 December at 15:03 · 🌐

Pictures from #Dysmenorrhea Worksh
Columbia Asia hospital.



Dysmenorrhea Workshop at DPS School
Ram Ghat Road Aligarh

4 photos

👍❤️👏 691

3 shares

👍 Like

💬 Comment

➦ Share



Write a comment...



When **Dysmenorrhea Awareness Workshop** requests started pouring from schools, colleges & corporates



Dysmenorrhea Awareness Workshop

4 photos





it was clear that the campaign had become a huge movement!



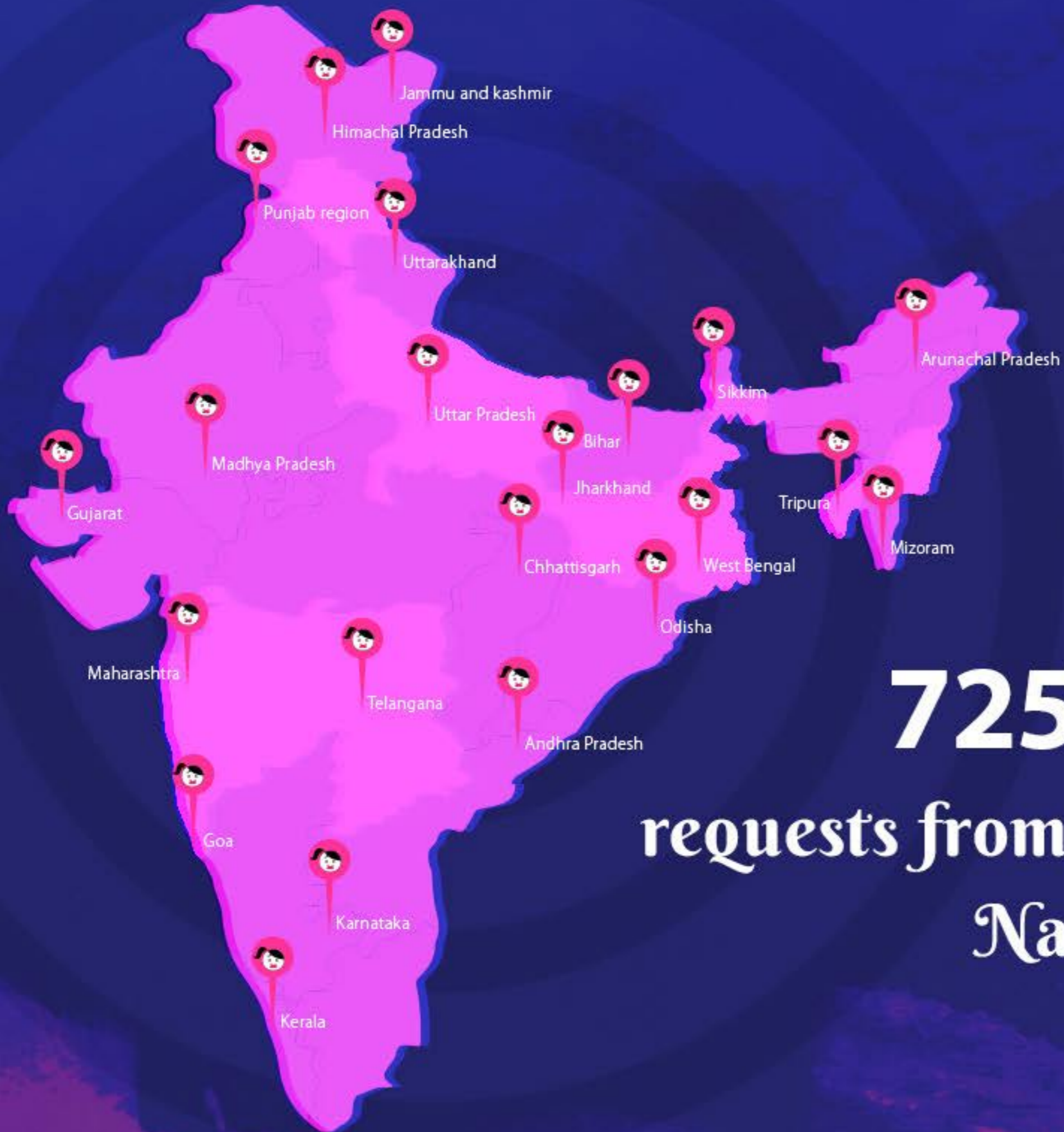


68% girls miss school every month due to period pain



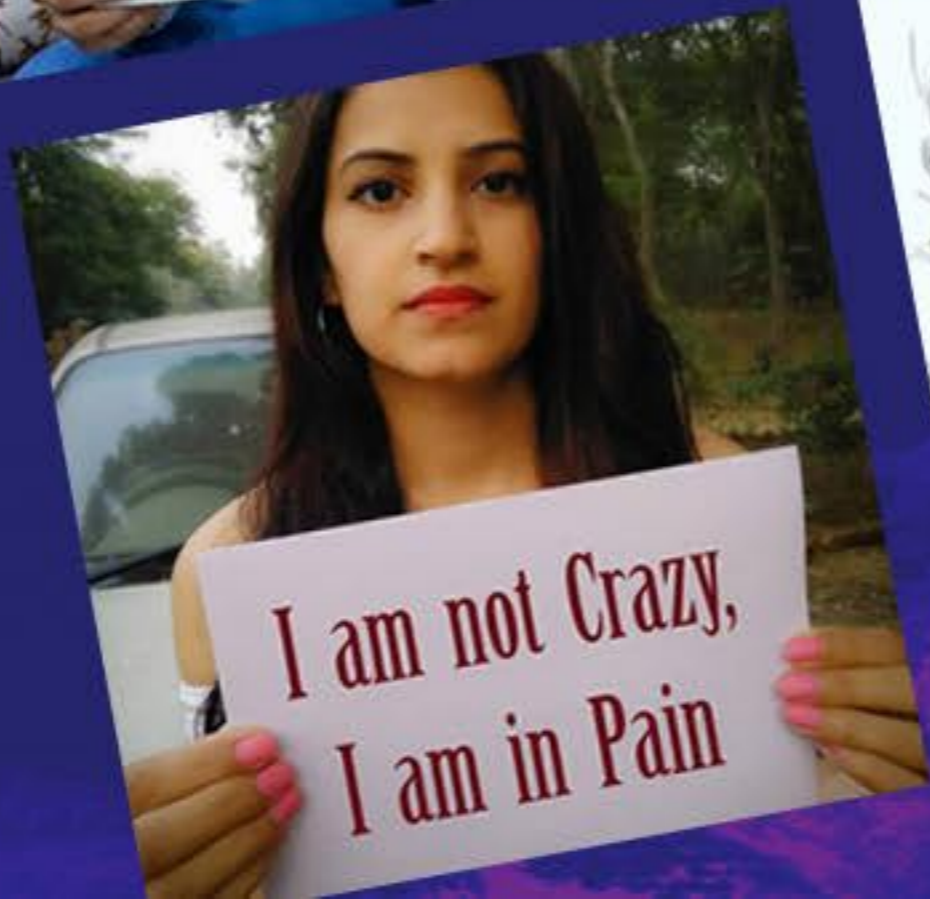






More than
725+ workshops
requests from across India, from as far as
Nagaland and J&K.

Girls & women
are pledging their
support on
Instagram



This was reflected in the fact that the
Sales of Mestral Spas
Grew Manyfold





**driven by many girls and women
visiting lady GPs and gynaecologists,
and they prescribing the tablets.**

‘Lastly, to ensure that lady GPs
and gynaecologists were not insensitive
towards their patients complaining
about period pain, we launched a
pledge campaign.



More than

48,015+ Doctors pledged

their support in fighting against period pain,
and the number is still growing!



The campaign has become one of the most talked
about campaign in the space of
women healthcare!

All online statistics



1.11 Crore+
Youtube Reach



30 Lakhs+
Facebook and Instagram
Reach



116k+
Facebook Followers



30 Lakhs+
Twitter Trending Reach



100k+
Website Traffic



25k+
Emailer Interactions



8.6 Lakhs+
Influencer Video Views



725+
Workshshop/School & CSR

Total Reach

2,30,00,000+

*The fight has begun,
and we are determined to make it even bigger.*

**Also in the pipeline for
this year:**

**With the campaign
material reaching all the
colleges the campus
ambassador program will
kick-start in Jan-20, once
the colleges reopen after
winter holidays.**

**St. Xaviers
(Mumbai)**

**Mithibai
(Mumbai)**

**KC College
(Mumbai)**

**RD College
(Mumbai)**

**Lady Sri
Ram (Delhi)**

**Amity Uni.
(Delhi)**

**St. Stephen's
(Delhi)**

**Delhi Tech.
Institute**

**Christ
College
(Bengaluru)**

**RV College
of Eng.
(Bengaluru)**

**St. Joseph
(Bengaluru)**

**Alliance
University
(Bengaluru)**

**Bharti
Vidyapeeth
(Pune)**

**Symbiosis
Inst. of Tech.
(Pune)**

**Many
more...**

**Across
different
cities...**



**With more women & even men joining
the campaign, we will ensure we take this
fight to the end!**

www.painfulperiods.in

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 painfulperiods.in/blog