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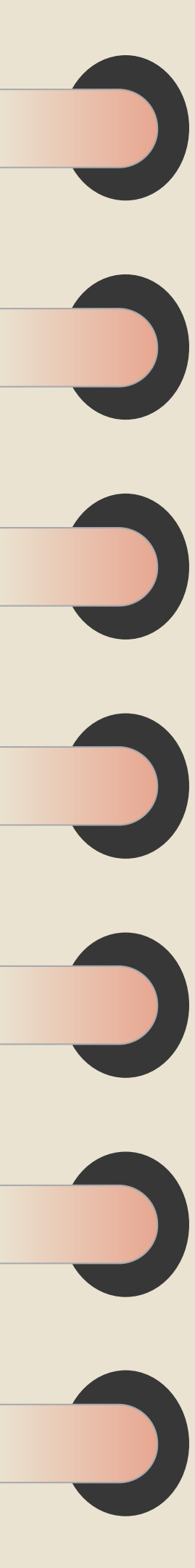
CONTENT & SIGNIFICANCE

Endocrine disruptors are chemicals that interfere with the body's endocrine system which is responsible for regulating hormones

The endocrine system affects women in ways that many not even realize. These effects result in health issues impacting the reproductive system, metabolism, mood, menstrual cycle, and overall well-being.

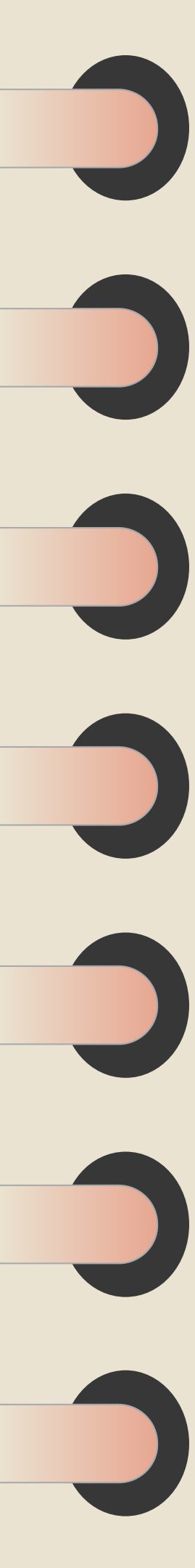
The significance of our project is to educate others on the effects of endocrine disruptors with the desire to create change through the healthcare system, government policies, and our environment.





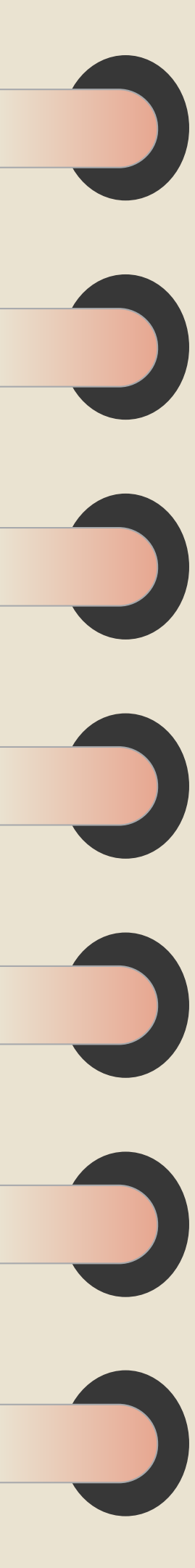
DETAILS OF THE CAMPAIGN

- **Campaign Approach:**
 - Two-pronged strategy targeting both those in power (legislators, corporations) and community members.
- **Messaging Strategy:**
 - Emotional and empowering appeals through storytelling.
 - Focus on empathy, compassion, and empowerment.
 - Main messages: Accountability for corporate actions, empowerment through informed choices.
- **Movement Components:**
 - Addressing scientific data, lived experiences, and policy.
 - Obtaining endorsements from public figures for credibility.
 - Engaging celebrities, politicians, activists, researchers, and scientists.



DETAILS OF THE CAMPAIGN

- **Media Campaign:**
 - Web presence with website and social media feeds.
 - Contributions to newspapers and media outlets.
 - Production of a docuseries focusing on research and personal stories.
- **Messaging Tone:**
 - Demanding action from corporations and legislators.
 - Activating citizen voices.
 - Approachable yet emotional messaging.
- **Content Elements:**
 - Biological animations on endocrine disruptors.
 - Videos showing pollutant effects on the environment.
 - Images of community members and industrial pollution.
 - Interactive website infographic illustrating chemical impacts on the body.



CAMPAIGN COMMUNICATIONS STRATEGIES



Target Audience



Purpose



**Opportunity
Structures**

TARGET AUDIENCE

- Women and AFAB
People of Voting Age
- Healthcare Workers
- Legislators



PURPOSE

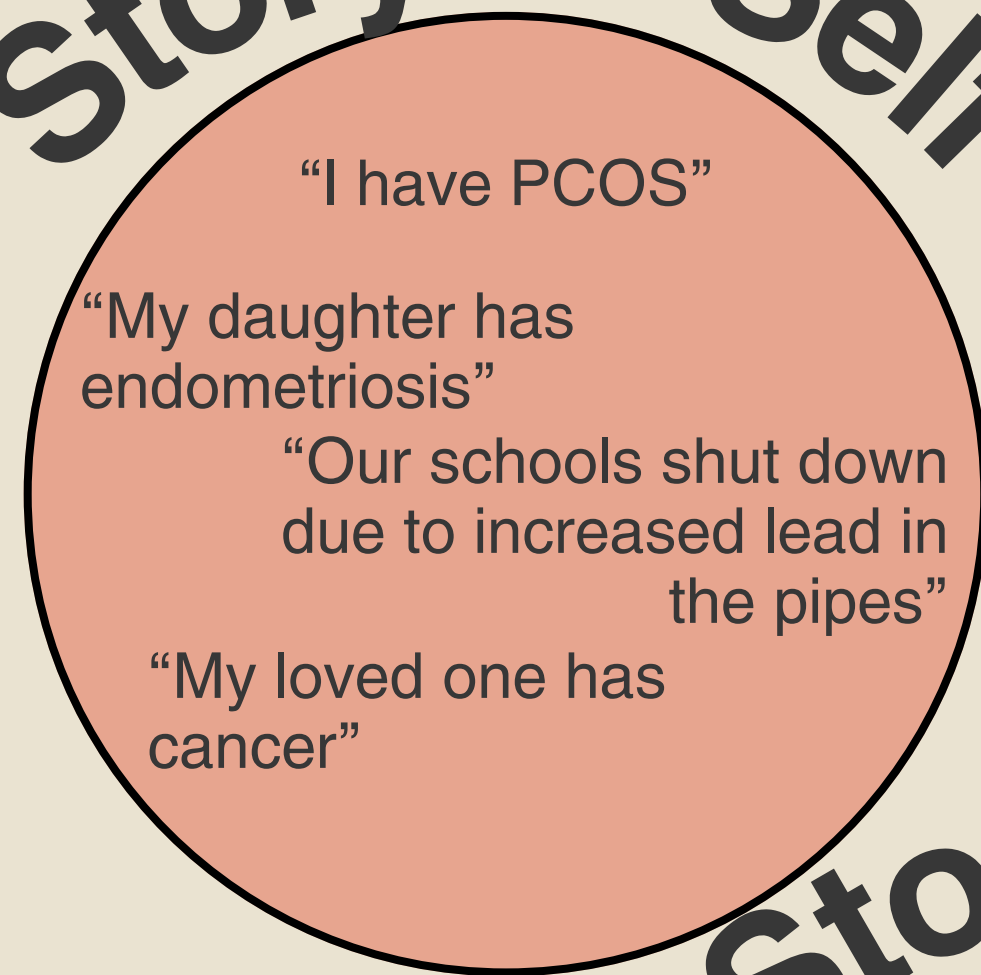


The purpose of this project is to increase awareness of the endocrine system and how it affects the health of women. By educating women of these symptoms we hope to empower them to take charge of their health and seek medical help.

In addition, we hope that this research invokes and advocates for policy changes that will improve women's access to healthcare services. This can look like affordable hormonal testing, treatments for disorders, and support services/groups.

Lastly, the purpose of this research is to create a conversation that inspires others to help further advance this movement through funding, networking, and advocacy.

Story of Self



Story of Now



Story of Us



Purpose

Community

Urgency

STORYTELLING

EXISTING DEBATES



Environmental Endocrine Disruptors

Endocrine-disrupting chemicals are found in feminine products such as cosmetics, menstrual, and other commonly used products. There's an ongoing debate about their impact on women's health, including fertility, reproductive health, and cancer risks.

Mental Health

Hormonal imbalances can impact mood and mental health. Conditions like postpartum depression, premenstrual dysphoric disorder, and mood changes spark debate on the best approaches for treatment. The discussion includes whether hormonal therapy or other treatments like antidepressants are most effective.

Gender Disparities

Historically, medical research has been male-dominated, leading to a gap in understanding women's endocrine health. There's debate about how to address this disparity and whether enough is being done to understand conditions that primarily affect women, like endometriosis, PCOS, and thyroid disorders.

OPPORTUNITY STRUCTURES

Phase One - Engaging Our Audience:

Educational content about the impact of corporations' actions and the disservice women disproportionately experience in healthcare.

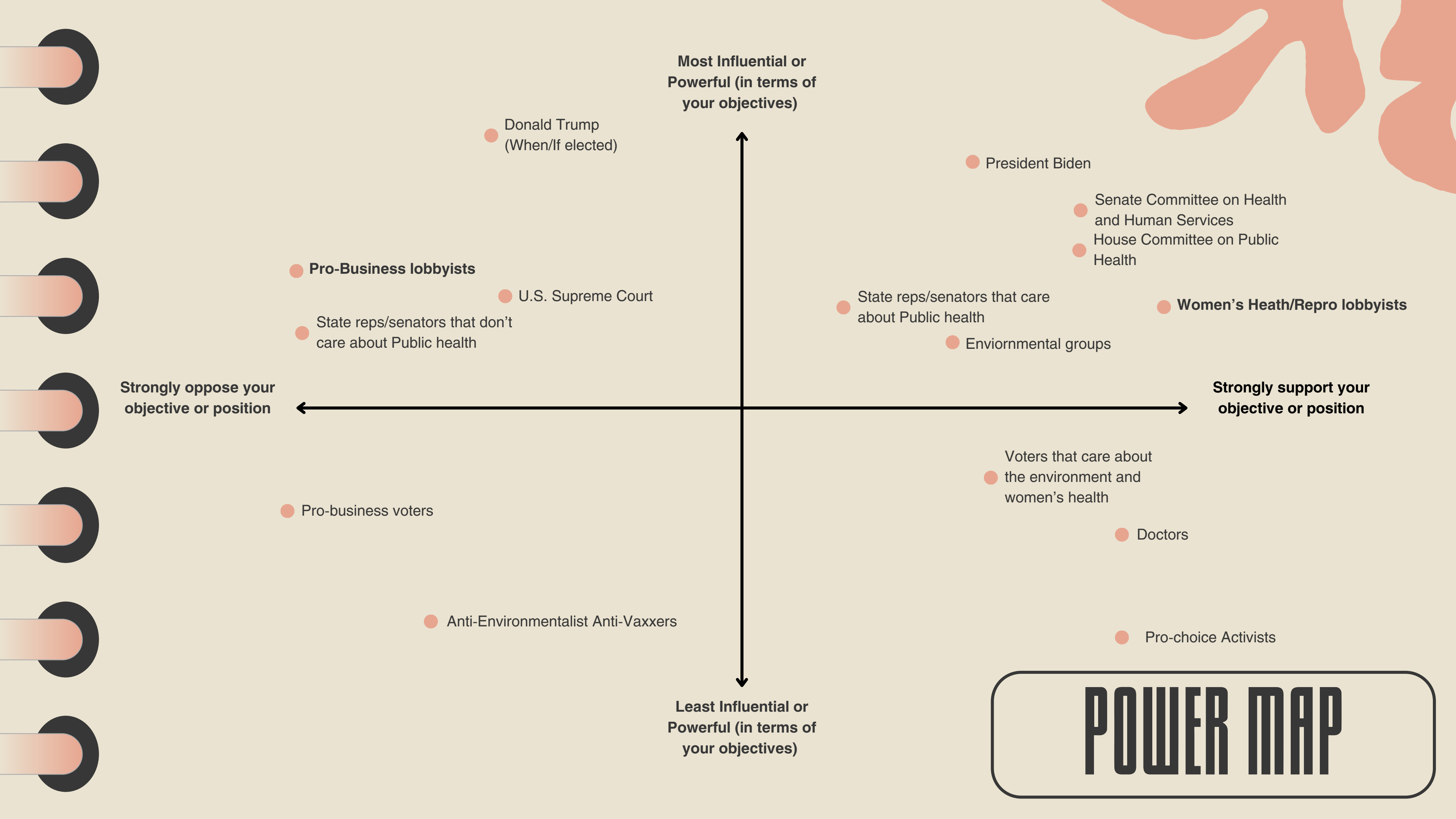
Phase Two - Building a Base:

Creation of a membership structure that would engage more potential community members through peer-to-peer organizing and networking.

Phase Three - Raise Our Voices:

Incorporation of calls to action that encourage our base to reach out to their legislators, lobby, and educate their friends and family on the issues.





MEDIA

BLOGS AND OP EDS



The Lasting Effects of Contaminated Drinking Water: A Case Study on Flint, MI and Merrimack, NH

by Urooj Ali

It's been 8 years since the water in Merrimack, NH was discovered to have high levels of PFAS and 10 years since the water in Flint, Michigan was contaminated with lead and possibly Legionella bacteria. Government responses to these environmental injustices have been varied depending on geography.



Why You Should Join the Feminist Fight to Eliminate PFAS and Where to Begin

by Tori Thompson

Irresponsible corporations and politicians are causing irreversible damage to our bodies and our planet. Here is our guide on what you can do to fight the use of endocrine disruptors in everyday products that alter the chemistry of the Earth and our bodies.



Eco-feminism: How the Climate Crisis is Disproportionately Affecting Women and Girls

by Jalisha Gause

The climate crisis is rapidly on course to change the lives of all citizens of Earth, but its effects are already well-known to many. These consequences are immoderately affecting the lives of women and girls globally.

MEDIA

DOCUSERIES

ENVIRONMENTAL CRISIS & RESPONSE DISPARITY: THE STORIES OF MERRIMACK AND FLINT



PERIOD POVERTY AND GREENWASHING



BLACK WOMEN AND HORMONE HEALTH WITH DR. JESSICA OPOKU-ANANE



CONCLUSION

