



Assignment: Breaking the Period Stigma in Sport

Purpose

Future coaches play a key role in shaping team culture. This assignment challenges you to design a meaningful activity, team discussion, or learning experience that helps break the stigma surrounding menstruation and fosters a team environment where athletes feel comfortable talking about menstrual health.

Learning Objectives

- Understand how stigma and silence about menstrual health impact athletes.
- Practice creating inclusive, supportive spaces for open dialogue about menstrual health.
- Apply leadership and communication skills to normalize menstrual health in sport environments.
- Develop an actionable plan or activity that promotes menstrual health awareness.

Assignment

You will plan and describe an original activity, meeting, or lesson that you as a coach or educator could use with your team to reduce menstrual stigma. Your plan should demonstrate awareness, sensitivity, and creativity in helping athletes feel respected, informed, and supported.

Part 1: Reflection & Rationale

- Briefly explain what menstrual stigma is, and why it persists in sport.
- Describe how this stigma can affect athletes' confidence, communication, and performance.

- State the purpose of your proposed activity and what change or outcome you hope to achieve.

Part 2: Activity or Lesson Plan

1. **Title of Activity or Lesson**
2. **Target Group:** (e.g., high school girls' soccer, co-ed middle school team, college track team)
3. What part(s) of the Coaching HER Menstrual Health Modules will you use to create your lesson?
4. **Time Required:**
5. **Objectives:** What will athletes learn or take away?
6. **Materials Needed:** (videos, discussion prompts, sticky notes, handouts, etc.)
7. **Step-by-Step Plan:**
 - Introduction and Lesson Hook
 - Instruction-Build background knowledge
 - Interactive Element (e.g., myth-busting quiz, small group reflections, "Ask Me Anything" with women staff/staff that have menstruated)
 - Debrief / Takeaways
8. **Coach's Role:** How will you facilitate in a way that's comfortable, respectful, and inclusive? (*Reminder: You are not expected to be a menstrual health expert. It is important to have a tool kit of resources that you can direct athletes to when you are unable to answer questions.) What resources can you gather to start your tool kit?
9. **Follow-Up Plan:** How can this conversation continue over the season?

Part 3: Reflection & Application

- How will this activity help normalize menstrual health in your coaching context?
- What potential challenges might arise (e.g., discomfort, lack of knowledge), and how would you address them?
- How can you build on this activity to sustain a supportive team culture year-round? Create three next steps.