

Learning Challenge Application

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# BERKELEY PERIOD POVERTY PROJECT

Investigating Homeless & Low-income Access to  
Menstrual Hygiene Products and Surrounding Stigma.

# THE BIG IDEA

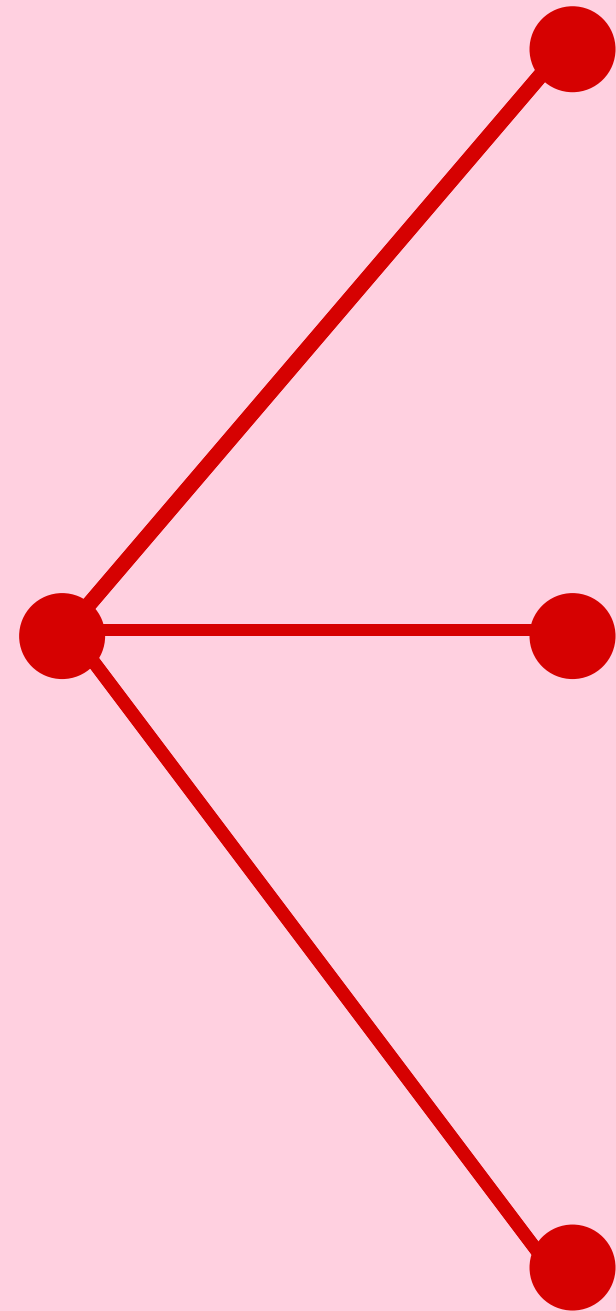
## INVESTIGATE

- Contact + visit homeless/women's shelters
- Interview homeless/low-income populations around Berkeley and UC Berkeley students
- Read existing statistics and academia
- Contact professors in relevant departments

## INSPIRE + IMPLEMENT

- Create website + social media displaying mission statement, statistics, progress updates, partnerships, and ways to get involved
- **Address menstruation needs of homeless/low-income women** + promote intersectionality & alt. products (i.e menstrual cups)

# WHY



**39%**



**\$7.62**

at least 39% of the homeless population is made up of women, though it is estimated to be higher

the Bay Area has the third largest homeless population (28,200) in the country

for an average box of (36) tampons at Walgreens. alternatives include rags, socks, newspapers, and plastic bags

Growing up low-income in the Bay Area and working at a women's nonprofit, I'm most passionate about studying and creating equitable access and opportunity. As an incoming freshman at UC Berkeley who's spending the summer there, I'm ready to spend my time making an impact! This Learning Challenge would jumpstart me on my journey of learning through doing and proving that period products are a necessity for everyone, not a luxury!

Menstruation affects about half of the world's population on a monthly basis, yet it is often stigmatized and seen as something "dirty". 34 out of 50 U.S. states even have a "luxury tax" on period products; these products are already expensive enough and women often have no other choice but to buy them in order to be able to go about their daily lives during their periods.

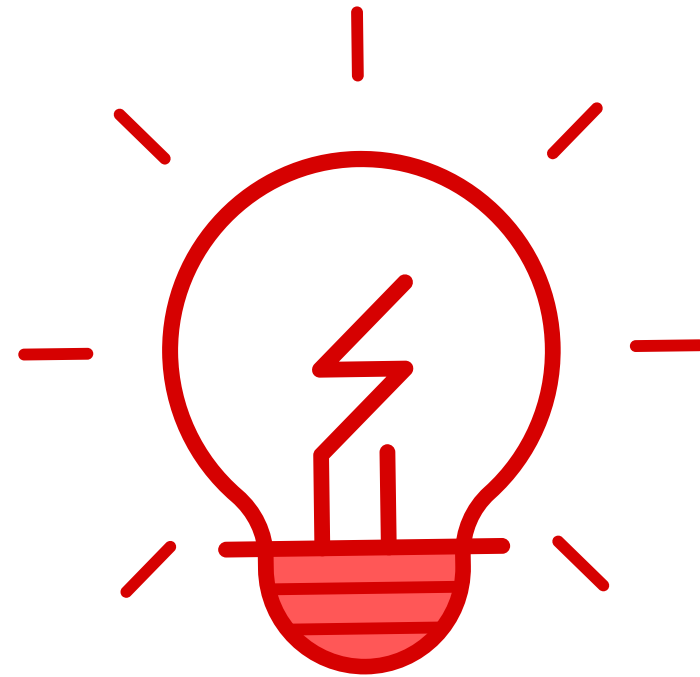
Homeless women, the fastest growing homeless demographic, and low-income women face an even bigger challenge; period products are often the most requested item at shelters, but the least supplied. Thus, these women must skip meals or resort to using unsanitary alternatives such as rags and plastic bags that can lead to infections or toxic shock syndrome. **This is not ok.**



## Investigate

Visit homeless/women's shelters to interview workers and homeless women, find local professors and students to interview. Read as much available information on the topic as possible. Use this as a foundation and focus during original research.

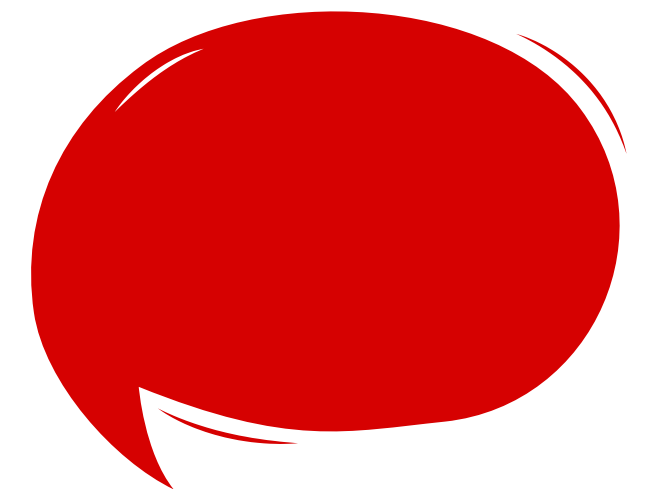
## Inspire



Create a Squarespace website and social media accounts with mission statement, statistics, progress updates, findings, partnerships, and ways to get involved.

Address the local needs of shelters and homeless/low-income women and students by holding drives to collect and donate period products to those in need, aiming to diminish stigma surrounding periods, homelessness, and systemic inequalities through holding workshops.

## Implement



# INVESTIGATION RESOURCES

## HOMELESS/WOMEN'S SHELTERS

My project will focus on going straight to the source! By interviewing both shelter workers and homeless women in the Berkeley area, I can gather as much information as possible.

## PROFESSORS

Consulting professors knowledgeable in all relevant areas (g&w studies, urban studies, ethnic studies, poli sci) both locally (SF area) and remotely (anywhere in the world!).

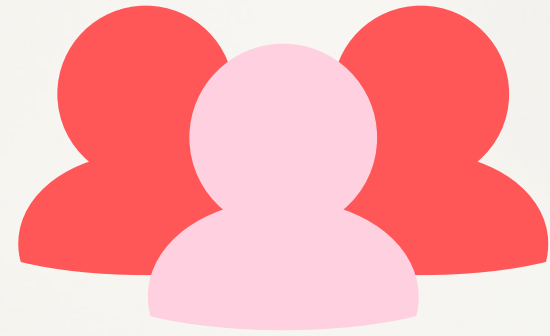
## LOW-INCOME WOMEN

You don't have to be homeless to have difficulty obtaining period products. I will interview both Berkeley residents and UC Berkeley students (an important issue).

## EXISTING SOURCES

Reading as many articles and academic papers as I can. This will provide background information and serve as a jumping off point for further investigation of an issue.





# MY GOALS



## UNITE PEOPLE

Bring students, professors, administrators, politicians, and city residents together in order to create change.

- 10+ volunteers
- Responses from all above groups
- 200+ online followers

## HIGHLIGHT NUANCES

Raise awareness about stigma and highlight intersectionality + low-income college students

- 10+ infographics/flyers
- 30+ personal stories
- Sustainability partnerships

## EDUCATION

My own and others:

- Produce detailed content about findings on website
- Film and post interviews w/ 5 women
- Plan + execute at least 1 workshop and 1 drive

# WHAT I'LL LEARN



## OUR WORLD

I'll learn more about the community I'm spending 4 years in + women's issues, becoming a global citizen.

## COMMUNICATION

I'll learn to communicate with a diverse ray of people, widening my perspective + comm. skills

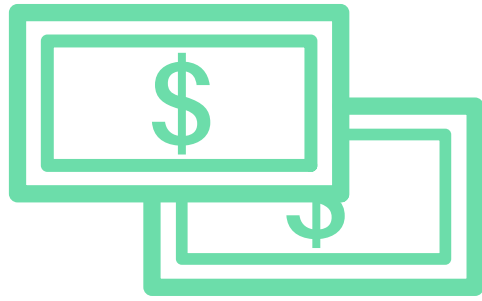
## ORGANIZATION

I'll learn how to bring people together, lead, and be a team member; all essential skills in life.

## RESEARCH PROCESS

I'll hone my research skills, helping me succeed in my collegiate studies and beyond (my occupation).





# COST BREAKDOWN

## \$40 - WEBSITE

Domain name +  
Squarespace site

## \$80 - TRAVEL

Around the Bay Area  
for research

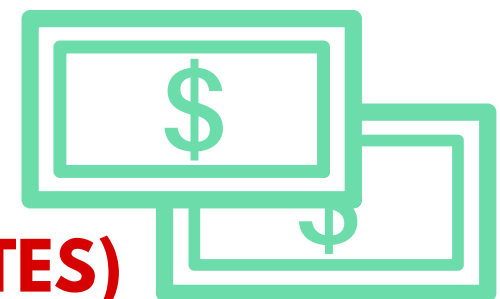
## \$80 - SUBSCRIPTIONS

Academic databases,  
Canva for design, etc.

## \$200 - ACTIVITIES

Workshops, drives, &  
interview materials

**(ESTIMATES)**





# THE PROJECT TIMELINE



JULY

**Investigate:**

Compile list of local shelters and professors + contact; read over existing data/research.

AUGUST

**Inspire + Implement:**

Create website + social media accounts; build helper network; plan small drives/workshops.

SEPTEMBER

**I X 3 + Beyond:**

Continue + expand research; grow online + community presence; organize larger drives/workshops.



**THANK YOU  
FOR YOUR TIME!**