

Wish for WASH x Girl Scouts of Greater Atlanta  
**Period Problems Design Jam**

February 2021

*Compiled, written and edited by Eliza Bruno, Anya Smith-Roman, Abigail Emerson, and Jasmine Burton*



# INTRODUCTION

**Wish for WASH (W4W)** is an organization dedicated to educating and innovating in the water, sanitation, and hygiene (WASH) sector. The 2021 [Design Thinking](#) and Community Outreach team within Wish for WASH hosted a Design Jam for a [Girl Scouts of Greater Atlanta](#) 'Earn Your STEM coat' troop of Cadets (who were between the ages of 11-14 years). The focus of the event "Period Problems" which covered [Menstrual Health and Hygiene \(MHH\)](#) and various stigma that exist related to MHH around the world.

The Design Jam was a 2 hour design thinking workshop hosted online via Zoom. The workshop, which occurred in February 2021, sought to educate the Girl Scouts on the Design Thinking process and to empower them to use STEM in help solve WASH-related challenges.

Through brainstorming and prototyping, the Design Jam participants were able to ideate creative solutions to help reduce period-related stigma. Through problem-solving and collaboration, the Girl Scouts participating explored the "how might we" (HMW) question:

## 'HMW de-stigmatize menstrual health and hygiene for young girls'?

There were three "sub-groups" of people who were involved in the Design Thinking Jam:

- the **W4W facilitation sub-team**, who created the overview of the process and problem as well as coordinating the general logistical flow of the event (*Anya and Jasmine*)
- the **W4W coaches sub-team**, who assisted with planning elements and small breakout room discussions during the event (*Abigail and Jasmine*)

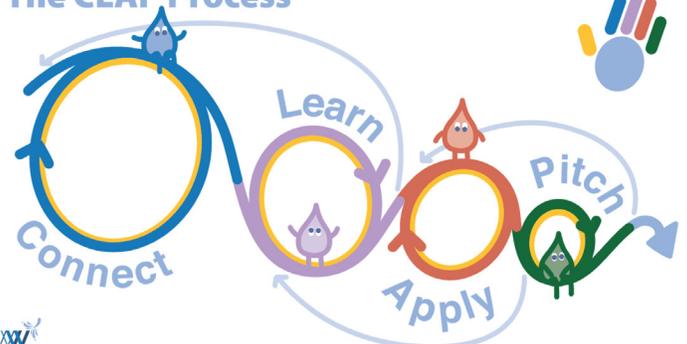
- the **W4W notetaking and or coaches-in-training sub-team**, who acted as participants in the event, supported with notetaking and are training to become W4W coaches (*Simrill, Jillian, Grace, Eliza, Sarah*)
- the **5 Girl Scout participants** (*including 2 members of the Girls Scouts Staff*)

After the workshop, an extensive run-through and workshop reflection was held where Wish for WASH participants could discuss what went right/wrong, etc. and how design thinking workshops could be improved in the future.

# EVENT PROCESS

This was the first Design Jam where the W4W team piloted their original design thinking process - **CLAP (Connect, Learn, Apply Pitch)**. The CLAP design materials were all created by the W4W Design Researcher, Grace.

## The CLAP Process



This is the W4W CLAP Design Thinking Method Model

In terms of the process, the team had to remain reflexive throughout. Though the introductory two minutes of the workshop had been sectioned off to allow participants to join, this process took upwards of ten minutes in real time due to some technical difficulties and late comers. However, the team was flexible and iterated the other sections of the workshop to still fit within

the 2 hour timeframe.

To kick off the event, a **SPARK icebreaker** was introduced in order for everyone to get to know one another and to increase engagement. Though the activity achieved its goals, there was some confusion as to the specific instructions for the activity itself, which is something that the team will iterate on in the future.

Following the **SPARK**, Anya introduced the concept of the CLAP design thinking process, with a short case study for demonstration purposes, and introduced the workshop's Zoom Norms.

Participants were then sent to their **breakout rooms** with several W4W Coaches, Notetakers and Coaches-In-Training and with and began more detailed introductions with the 4Qs activity, which challenges the participants to describe their desired role in a team setting.

In these breakout rooms, teams also completed a preliminary **Know/Need to Know activity in reference to the workshop topic**. After participants returned to the main room, the facilitation team transitioned into the presentation section of the design jam where participants heard from **W4W's Founder, Jasmine about the beginnings of W4W, the connection with menstrual health, and the connection to stigma**.



Menstruation is a normal and healthy part of life for most women. According to the United Nations, roughly half of the female population -- around 26 per cent of the global population -- are of reproductive age.

Most women menstruate each month for about two to seven days. Yet, as normal as it is, menstruation is stigmatized around the world.

This is one of the slides that Jasmine presented on MHH

Jasmine's presentation opened with a brief explanation of the 17 [United Nations](#)

[Sustainable Development Goals](#) and the statistics for those who lack clean water and sanitation around the world. **Jasmine then segwayed into the connection between sanitation and menstrual health, discussing menstruation sanitation statistics, the menstrual stigma that exists, and where there is need for menstrual hygiene products and education globally.**

Additionally, participants learned about how W4W began as a senior design project and led to so much more, and how design thinking can be used to address world problems. This continued into the breakout rooms where we split off again to discuss and problem solve for menstrual health and hygiene more in depth through design thinking.

The W4W coaches then led a discussion where participants were encouraged to come up with an **empathy map for their possible users**. This is where each group honed in on a specific user or user group based on the learnings from the presentations and independent research. After identifying a specific user, breakout teams brainstormed potential ideas to destigmatize menstrual health either in the United States or globally.

Some ideas included making changes to the way that menstrual health is taught in schools and providing menstrual hygiene products in relevant spaces that do not have them.

Each member then chose their favorite idea to quickly prototype, **either with materials in their current space or through the use of a story board**, and presented an elevator pitch back to a new breakout room of the Zoom session.

In the end, each participant pitched their prototyped products or experiences in breakout rooms that were randomized from the previous ones, so as to allow participants to understand the thought

# CONCLUSION

Overall, the W4W team considered this webinar a success. **The introduction of W4W's original design thinking process CLAP proved an effective tool for teaching design thinking in the condensed time frame of the typical workshop.**

Participants were able to earn their [Women's Health Badge](#), and the topic of menstrual health allowed many young girls to have conversations about otherwise often taboo and stigmatized concepts.

One parent even reached back out to the Wish for WASH team after the workshop to say,

**“[My daughter] talked about the period design jam for days. She (and I) had no idea about [the depth and breadth of menstrual health stigma] except for some of the ultra orthodox religions views. We are a very no nonsense household and it seems so crazy that concepts like [period-stigma] perpetuate. Hooray education and exposure!!”**

The Wish for WASH team learned many valuable lessons from this design jam to incorporate into future implementations of virtual webinars. Having designed a workshop for a Girl Scout badge for a workshop that was a part of the [Girl Scouts STEM Expo November 2020](#), securing a second workshop was exciting, and the team was more prepared and familiar with the goals and intentions of a workshop built for Girl Scouts!

Within the CLAP process, while each other section felt properly bolstered by brainstorm and research tools, the W4W 4

team has noted that workshops are still have an opportunity to dive deeper into a fully fledged “Connect” or empathy stage; however, the W4W Design Thinking team is nearing completion on the development of [personas](#), which will act as the users for participants in future workshops. **The team hopes that these personas - based off of research and interviews - will help the participants get a more nuanced perspective of different users.**

From a planning perspective, the team is still working to build in more flex time and capacity so that certain sections don't have to feel as rushed if there are any delays. Additionally, the team is making a continued effort to find ways to make the content more interactive in an online format.

Jasmine Burton  
Wish for WASH



Some of the W4W team prior to Jasmine's presentation

**Ultimately, the Wish for WASH team is grateful for another successful virtual webinar, and is keen on continuing to improve and implement more virtual webinars in the months to come because**

*#everybodypoops*

**Thank you to our supporters!**  
[www.wishforwash.com](http://www.wishforwash.com)  
[jasminekburton@wishforwash.com](mailto:jasminekburton@wishforwash.com)