Mishka Mohun & Nthathana Mishiyi

#teamaffordability

Mr & Miss UJ APK 2025

Mosetsana™

FEEL CONFIDENT AND SECURED WITH US PADS

PROJECT



THE PROBLEM

A female's menstrual cycle has debilitating effects on her physical health, however, our initiative is focused on the effects that periods have on the mental health and day-to-day functioning of a female. This is a factor that is less acknowledged, making it more difficult for females to receive the help they desperately need, especially in underprivileged communities. We aim to change this through our solution- our goal is to provide awareness and assistance on the effects of a period on a woman's mental health to build a more compassionate, accommodating society. We aim to implement three solutions- described later- through the Mosetsana organization in underprivileged communities to ensure women receive the help they deserve to perform at their optimal functionality.





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THE PROBLEM

The fluctuations of hormones- namely, oestrogen, progesterone, testosterone, and luteinizing hormone, differs throughout a female's body during her cycle in different phases. These hormones have a direct effect on a female's mood in a multitude of ways (described later in research) causing mood shifts throughout the month. Many individuals' brains are sensitive to the hormonal shifts- leading to mental disorders such as PMS (premenstrual syndrome), PMDD (premenstrual dysphoric disorder) and an increase in existing mental health conditions. At times, your mental health can also affect your period, leading to it being prevented or prolonged. People are unaware of how intense the effects are, and what exactly is happening- often left feeling alone, overwhelmed and confused.





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THE STATISTICS

According to PubMed, who conducted a meta-analysis, there is a 13% greater risk of psychiatric admission during the premenstrual phase and a 26% greater risk of suicide deaths, our solutions aim to make the painful and dreadful experience of periods more bearable because we all need a “big sister” to teach and support us through the cycle. According to a 2017 study by Archives of Women’s mental health, 30% of people with PMDD have attempted suicide at least once, and over 70% have dealt with suicidal thoughts. Additionally, the Lancet Psychiatry stated in 2022, that people with PMDD are 5-7 times more likely to commit suicide. Clearly, this is a debilitating issue that requires interevention.





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THE RESEARCH

- **Inner Winter:** The Menstrual phase is when estrogen and progesterone are l therefore your energy is low and you will be losing blood as it is the actual period, so you need to eat a lot of iron rich food and always stay warm.
- **Comeback Queen:** The Follicular phase is when hormones are rising as the body is ready to release an egg so this is the time where you will be daring and try new things and be a lot more active.
- **The Flirt**: The Ovulation phase is when you're magnetic and social. Hormones are at their peak and testosterone boosts your confidence and libido. This is where you need to be careful if you aren't ready to have kids where you are educated.
- **Drama Queen:** The Luteal phase is when your emotions drop unless you're pregnant. This is where you need to nurse yourself to sleep and be kind to yourself and set boundaries with those around you.

More research is included in our word document attached below.



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OUR SOLUTION

MOOD MATTERS, PERIOD.

This campaign is focused on creating awareness on the impact of the menstrual cycle on a female's mental health, sharing information on natural remedies and collaborating with support systems to overcome the effects that hormones have on a woman's body.

CAMPAIGN



It will be implemented with the provision of our following solutions. This will ensure that sufficient knowledge is presented so that women can understand when and how their bodies perform at optimal functionality to increase productivity. We aim to make women feel seen, heard and supported during her time of the month.



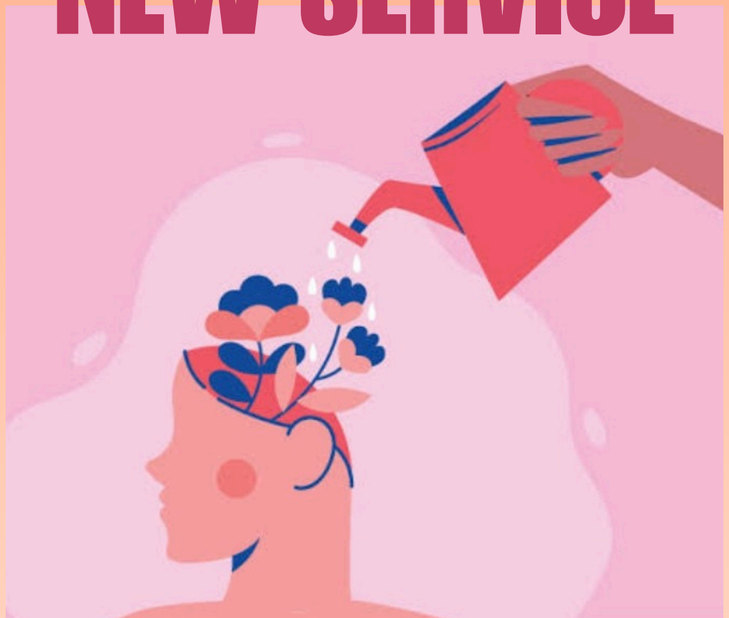
IMPLEMENTATION
MOOD MATTERS, PERIOD.

- **Social media initiatives:** collaborating with menstrual mental health organisations, to promote awareness on the effects of periods on mental health. This ensures a more productive, proactive and accommodating environment.
- **Mosetsana MindMeets:** We will provide menstrual discussion seminars with menstrual mental health advocates, motivational speakers, university resources (PsyCaD) and people who have first-hand experience with the effects, to promote more assistance in this regard.
- **Wellness and educational workshops:** to increase understanding for females and gain remedial assistance. This also creates a sense of community, belonging and support for those who are left outcasted as a result of this issue.
- **The following two solutions:** a new service and technological solution- form part of this campaign.

OUR SOLUTION
MONTHLY MINDCARE THERAPY.

This is a service that will provide therapy sessions and mentorship to women facing crippling emotions as a result of the hormones fluctuating during her menstrual cycle in collaboration with NPOs to provide accessible, affordable mental healthcare to those in need.

NEW SERVICE



NPO's like Marie Stopes South Africa educates and helps women and girls manage their mental health and conditions like PMS (Pre Menstrual Syndrome) with 17 centres across South Africa. They also help provide medical care



IMPLEMENTATION
MONTHLY MINDCARE THERAPY.

- **An affordable service** that will provide in-person mental menstrual health visits by physcological professionals, that can assist women who are dealing with these effects in a healthy way, by discussing and dissecting these emotions.
- **The affordable distribution** of mental health diagnoses, with the collaboration of governmental clinics and gynaecologists, as well as the distribution of safe medication to regulate hormonal imbalances or mental-health related medical care.
- **General professional advice** and cognitive behavioural and somatic therapeutic advice, regarding the mental health of individuals on their period.
- This will be **integrated** in our technological solution, described later.

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OUR SOLUTION
STRONGER IN SYNC APP.

"Mosetsana Mindcare"-
A technological app that will provide mental health assistance to females through educational awareness, period syncing and collaboration that can be accessed from home, to ensure that you understand your feelings,

TECHNOLOGICAL SOLUTION



as well as how to deal with them accordingly. This app will have the option to talk to mentors and mental healthcare professionals in order to provide therapeutic relief, in a more 21st century sense. A more innovative, suave, relatable period syncing app.

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IMPLEMENTATION STRONGER IN SYNC- APP.

Features that could be incorporated into the app that will bring the "Big Sis" element:

- **Daily motivational affirmations** to ensure that a female's mindset is regulated throughout this confusing time.
- **AI ChatBots** to assist with information and mentorship regarding the menstrual cycle.
- **Period syncing**, along with **therapeutic remedies** that can be done at home, catered to improving mental and physical health.
- The opportunity to **connect with therapists**, through a landline and discussion forum.
- **Educational resources** to practice hygiene and safety.
- **Voice Notes** from experts and peers talking girls through the effects of the mentrual cycle, in a relatable way, so that expectations are defined and confidence is boosted.
- **"Meme" Based Alerts** for different situations during all the phases of the cycle and educational alerts for those who are having their period for the first time.

CONSIDERATIONS



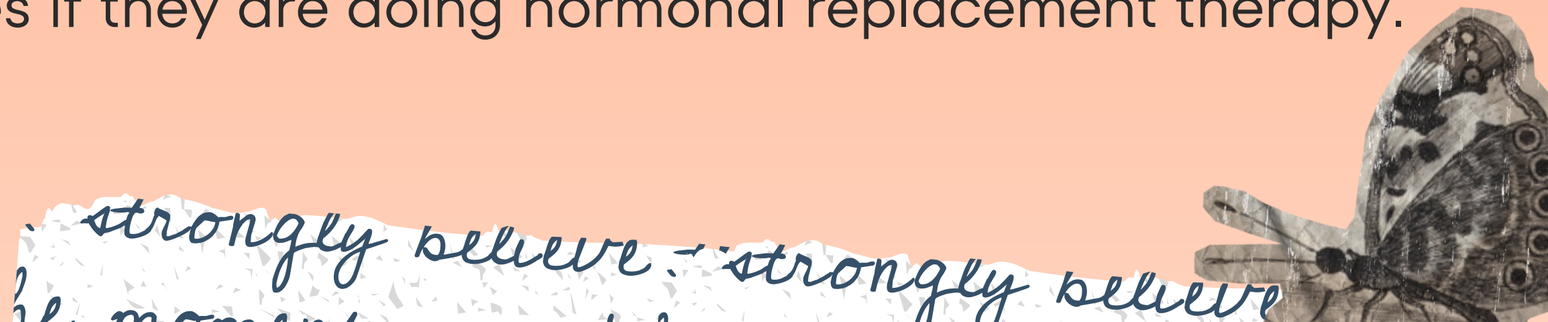
1.Education and awareness: Through the implementation of our aforementioned solutions, we promote awareness to both males (emphasising the MEN in menstruation) and females on menstrual mental health. This ensures that we mould a society that is empathetic and accommodating to the needs of women. This also provides women with the information and assistance necessary to ensure that their optimum productivity is reached.



CONSIDERATIONS



2.Sustainability and innovation: while most organisations focus on the physical aspect of periods- we are looking at a different aspect that is still very much relevant and important, aiming to make a long-lasting positive impact. This is something that can be helpful to women worldwide, including those that are transgender as they may also be affected by the aforementioned hormones if they are doing hormonal replacement therapy.



CONSIDERATIONS



3.Accessibility and affordability: underprivileged communities are most affected by this issue as they do not have access to education and therapeutic assistance. We are assisting by collaborating with non-profit organizations to provide aforementioned resources in an affordable manner, assisting them accordingly. The app will be freely available and accessible from the comfort of your home. Furthermore, there are alternative initiatives that form part of our campaign (like workshops, seminars, etc) to assist those without access to technology.



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LET'S *Work* TOGETHER

to create a #periodfriendlyworld, by leaving a long-lasting impact on the menstrual mental health of women, nationwide!



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