

THE AWARDS 2021

Outstanding Contribution to Equality, Diversity and Inclusion

Institution name	Edinburgh Napier University
Submission title or project name	Bleedin' Saor
Nominee/key personnel	Kirsten Macleod, Ruth Cochrane and Lindsay Morgan.
URL	https://www.bleedinsaor.com/
Submission	<p>Bleedin' Saor is an innovative Edinburgh Napier University student/staff collective launched in 2018, with the goal of utilising the creative skillset of students to tackle period poverty, increase access to products and create an inclusive environment where menstruation can be discussed without shame or stigma.</p> <p>The stigma surrounding menstruation has a significant effect on the physical and mental well-being of students and there is a staggering lack of knowledge and research into menstrual health. Bleedin' Saor sought to challenge this inequality by launching a campaign to break the taboo, improve access to products and raise awareness. The project achieved this through a university wide communications campaign, the creation of a documentary film, an educational booklet and by designing accessible dispensers for schools, colleges and universities. We also hosted the first ever university wide Bloody Big Brunch in March 2019.</p>