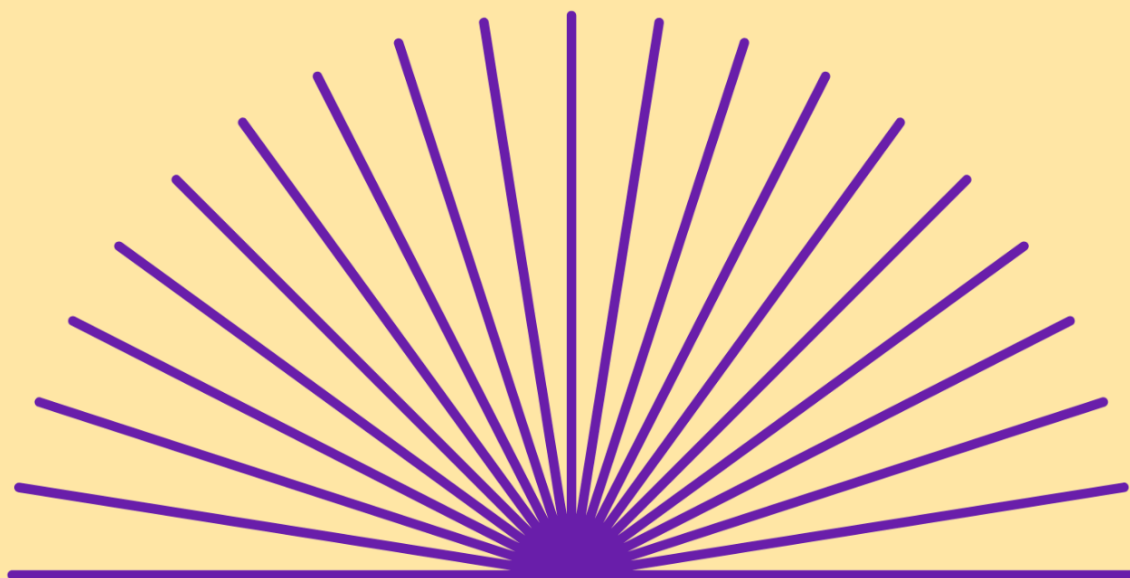




LETS *ENDO* THIS

**AN ENDOMARCH CAMPAIGN BY
NAUREEN MAZARI - S4893069**

Part A: Rationale (989 Words)

Endometriosis remains a significant yet under-recognised health issue among young people in Australia, with diagnosis delays averaging between seven and twelve years (RACGP, 2024). Despite affecting approximately one in nine people assigned female at birth (Endometriosis Australia, 2023), awareness and education regarding the condition are largely absent from youth health communication. Many individuals first experience symptoms during adolescence, yet their pain is often normalised, dismissed, or misunderstood by peers and medical professionals. The campaign “*Let’s Endo This*” responds to this gap by developing a student-focused media initiative aimed at increasing awareness, empathy, and action among university-aged audiences (18–24 years).

The campaign seeks to bridge the divide between medical discourse and everyday experience by embedding menstrual health within relatable student contexts. Its objectives extend beyond education, aiming to transform awareness into advocacy by encouraging early symptom recognition, help-seeking behaviours, and open dialogue. Aligned with national awareness programs, EndoMarch and EndoAustralia, *Let’s Endo This* reframes reproductive health as a shared social concern rather than a private issue. The campaign draws on empathy-based design principles (Beck, Geise, & Khoo, 2024) and guerrilla marketing strategies (Hayes, 2024), combining physical and digital media to foster accessibility, emotional resonance, and participatory engagement. Through storytelling, co-design, and visual inclusivity, it amplifies voices that are often marginalised in health communication.

Content:

The campaign consists of three integrated components: a campus poster, an interactive website, and a Pop-Up Endo Lounge at the University of Queensland. Developed through user research, academic theory, and lived experience data, *Let’s Endo This* positions students as both audience and active participants. The posters and website serve as the primary communication channels, designed to deliver essential information clearly and empathetically. Avoiding overly medicalised or authoritative language, the campaign adopts a conversational and inclusive tone that validates lived experiences and counters stigma. Posters are strategically placed in high-traffic but semi-private campus locations—such as bathrooms, libraries, and study spaces—to enable discreet engagement during reflective moments (see figure 1). They are also adapted for social media, extending reach while maintaining intimacy and relevance (see figure 2). This dual placement follows Hayes’



Figure 1



Figure 2

(2024) guerrilla marketing principles, leveraging everyday spaces to create informal yet impactful learning opportunities.

The campaign's communication goals are threefold: to attract attention through accessible design and messaging, to foster empathy and identification through student-focused storytelling, and to promote early recognition of symptoms by challenging the cultural myth that '*period pain is normal.*' Following Batsell's (2015) Principles for Engagement, the campaign is designed to meet audiences where they are, maximising both awareness and emotional connection across digital and physical environments. The posts feature relatable language, inclusive imagery, and concise text to encourage curiosity without triggering resistance to a sensitive topic. Batsell's (2015) notion of serving the "*passionate vertical,*" is executed to strategically target a niche yet highly relevant audience—students affected by or interested in menstrual health. Targeted hashtags, collaborations with student networks, and algorithmic optimisation enable engagement within the relevant student community, cultivating representation and belonging.

The website continues this empathetic and accessible approach, functioning as both an educational resource and a storytelling hub. Interactive features including a "*Share Your Story to the Endo Edit*" submission hub and links to university health services—invite active participation, reflecting Jefkins' (1998) model of two-way communication. Its mobile-first design acknowledges that 90% of Generation Z prioritise smartphone usage (Adobe, 2024), ensuring intuitive navigation and accessibility on-the-go.

The Pop-Up Endo Lounge extends the campaign into physical space, translating online engagement into face-to-face connection. The lounge provides a comfortable, inclusive environment for discussion, learning, and community-building, embodying Batsell's call to convene audiences in meaningful contexts. While the digital components prioritise scale and accessibility, the lounge fosters intimacy and shared experience, bridging awareness with tangible action.

Together, these components form a holistic communication framework grounded in inclusivity, empathy, and collaboration. Success is evaluated through quantitative metrics such as website visits, click-through rates, and social media shares, in addition to qualitative indicators, including event attendance, user feedback, and discussion outcomes. This approach aligns with Batsell's (2015) principle that impact should be measured not only through reach but through cultural resonance and

emotional engagement, positioning *Let's Endo This* as a student-centred step toward transforming menstrual health awareness on campus.

Form

The visual and structural design of the *Let's Endo This* campaign applies inclusive design principles and emotionally intelligent communication to ensure clarity, empathy, and accessibility. Every creative decision was informed by an understanding of the student audience and the need to reframe reproductive health as approachable rather than clinical. This aligns with Frank Jefkins' (1998) emphasis on establishing mutual understanding between communicator and public—achieved here through tone, form, and participatory storytelling. Relatable imagery, warm colours, and personal language such as “*you*” invite self-reflection, encouraging students to recognise their own experiences and feel personally addressed.

The poster functions as the campaign's visual and emotional hook, featuring the slogan “*Cramps that cancel plans? It might be more than just your period.*” Its composition and typography balance professionalism and authenticity: bold sans-serif type conveys confidence and readability, while handwritten accents introduce warmth and individuality. The design employs balance and negative space to guide attention and maintain accessibility, with the embedded QR code offering a clear pathway to the website.

A colour palette of lavender, soft coral, and cream reinforces comfort and care, contrasting with the sterile blues often associated with medical communication. These tones evoke inclusivity without overt gendering, reflecting the campaign's commitment to belonging and emotional connection. Similarly, imagery and illustration centre authenticity over perfection. The website photographs feature diverse students in everyday contexts rather than clinical spaces to challenge stigma and normalise open discussion around endometriosis. Whereas the poster photograph visualises the emotion and pain that occurs for women with endometriosis behind closed doors.

The website continues this visual coherence through a mobile-first wireframe design (see A4 layout), accommodating the 90% of students who access content via smartphones (Adobe, 2024). Collectively, these design choices transform awareness into empathy and action, positioning *Let's Endo This* as an inclusive and socially transformative campaign.

Website Content: (588 Words Including References)

Logo:



Headline: Let's Endo This!

Subheading: Awareness and Diagnosing Assistance for students

1. *Despite endometriosis affecting approximately one in nine people assigned female at birth in Australia (Endometriosis, Australia, 2023), the condition remains under-recognised within youth populations.*

At Let's Endo This, we aim to raise awareness about endometriosis through student narratives, expert insights, and community support.

2. It's Time to Change the Conversation

Across Australia, too many students fall through the cracks of a healthcare system that was never designed with them in mind. Stigma, cultural barriers, and financial costs often make diagnosis out of reach, and *"Pain hits harder when you don't have privilege."*

We're pushing for menstrual health education that's visible on campus, inclusive in language, and accessible in practice — through peer-led spaces, free resources, and partnerships with community health providers.

Because pain shouldn't be a luxury to treat, and no one should have to navigate it alone.

3. The Endo Edit: Walking Down Pain Lane - *Submit a Story to the Endo Edit!* →

3.1 Elise's Story

When 21 year old psychology student Elise Mateusch first started missing tutorials because of what she called her "nuclear cramps", she thought she just couldn't handle stress. *"I'd get dizzy, throw up, or have to curl up on the floor in the bathroom"*, she says. *"But everyone told me, that's just what periods are like"*.

It took six years, four GPs, and a near-fainting episode during an exam before Elise finally heard the term *Endometriosis*.

She's not alone. A 2024 *Australian Journal of General Practice* study found diagnosis delays average **7 to 12 years**, often starting in adolescence, and according to the *Australian Women's Health Alliance*, two-thirds of women feel dismissed when seeking reproductive healthcare. For university students, those years coincide with the very period meant for independence, exploration, and learning.

"University students are often told to push through pain, but chronic pain shouldn't be a test of resilience. It's a health issue."

3.2. Riley's Story

"When I first went to the doctor about my pain, I was told I was in the wrong clinic"

I'd been bleeding heavily for weeks, doubled over during lectures, and missing shifts at work because I couldn't stand upright. The receptionist looked at my referral, then looked at me, a trans student with a flat chest and short hair, and said *"Oh we offer support for women's health. I'll refer you to a different doctor"*.

It's not that people don't care, it's that they don't have a framework to understand someone like me.

Endometriosis is usually talked about as a 'women's disease,' but it affects anyone with a uterus. Still, most university clinics and health campaigns don't reflect that reality. The intake forms only give you two boxes: male or female. The waiting room walls are pink and flowery. You sit there wondering if you even belong.

"It's not about erasing gender, it's about making sure no one's left out of the conversation."

4. Where Can You Get Help?

4.1:

Endometriosis Australia – Symptoms and Diagnosis (<https://endometriosisaustralia.org/symptoms/>)

How to Organise Student Plans for Chronic Health Conditions

(<https://ppr.qed.qld.gov.au/pp/managing-students-health-support-needs-at-school-procedure>)

Registered Endometriosis and Pelvic Pain Clinics in Australia

(<https://www.health.gov.au/our-work/endometriosis-and-pelvic-pain-clinics?language=en>)

4.2 Find a Campus Near You!

Are you ready to speak to a healthcare professional? The first step should always be to consult your doctor.

You can find us on campus at the following locations:

- 42 Staff House Rd, St Lucia QLD 4067
- Campus Queensland University of Technology, QUT K Block, Room K324 Level/3 Victoria Park Rd, Kelvin Grove QLD 4059

Image 1



1.1 All identifying women deserve to feel empowered, not in pain.

IMAGE:



4.3 Find us at UQ's Student Central!

Website Wireframe:

LOGO

SUBPAGES

HEADLINE

Subheading

1.

IMAGE 1

1.1 CAPTION

2

SCROLL DOWNWARD

3. HEADLINE

3.1

3.2

4. HEADLINE

IMAGE 1

4.3 CAPTION

4.1

4.2

CONTACT

Poster:



**Mia is 1 of 9 people who live with
endometriosis.**

Know the signs. Trust your body.



**Do you think this is you? Take our self assessment
and book an appointment with LetsEndoThis today!**



LETSENDOTHIS.ORG

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Image 1. Original Image from Naureen Mazari

Image 2. Original Image from Naureen Mazari

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