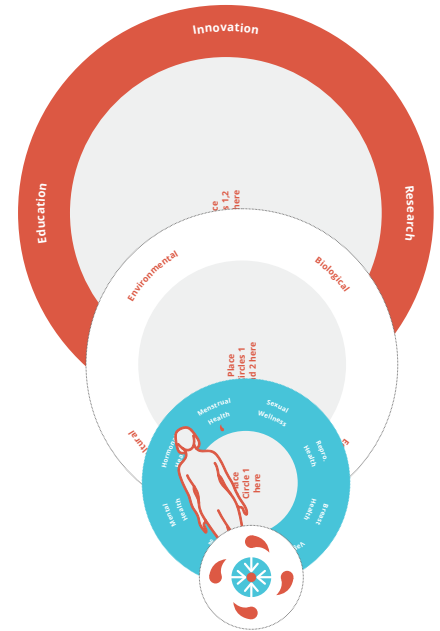


The Wheel of (Female Health) Fortune

How to create the wheel:

1. Cut out all circles and the women 'spinner', cutting along dotted lines.
2. Stack circle 1 on top of the woman 'spinner' so that the center of circle 1 lines up with her feet. Stack these on onto circle 2, circle 2 on circle 3, and circle 3 on circle 4 (as demonstrated below) so that the MH Hub logo (1) is first and the Education / Research / Policy / Innovation circle (4) is at the back.
3. Use a paper fastener or a brad in the middle, securing the 4 circles together with the woman 'spinner' in between the MH Hub logo (1) and female health categories (2).



How to play:

Simply move the spinner to any point on the wheel. Create different combinations by moving all parts of the different circles. New insights and questions will be found at the intersection of a female health category, influencing factors and an applied area.

FOUR PRINCIPLES OF WOMEN-CENTERED DESIGN

Biological factors

How does the product / service account for women's reproductive and physical needs?

Socio-cultural factors

What contextual beliefs, political convictions or customary / religious practices may impact how women use this product / service?

Environmental factors

What infrastructure is needed to improve women's use or uptake of the product / service?

Economic factors

How does the price point of the product/service compare to, and impact the users overall earnings?

1. Menstrual Health + Socio-cultural + Innovation:

What socio-cultural factors might limit innovation around menstrual health?

- Religious beliefs about the sanctity of the hymen may prohibit the use of innovative vaginally-inserted menstrual products
- Loyalty to or social status associated with particular consumer brands may deter women or girls from exploring alternative options

2. Breast Health + Environmental Factor + Research:

What research can we develop on the environmental factors affecting women's breast health?

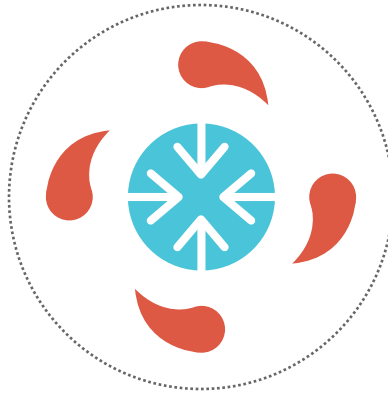
- Increased sugar consumption could cause earlier onset puberty
- Urban air pollution and pesticides could cause cancer

3. Reproductive Health + Economic Factor + Education:

How does a woman's economic status affect her access to reproductive health?

- A girl from a poor family may not attend school, limiting her access to education
- A woman who is always working to make ends meet may not be aware of the right contraceptive method for her

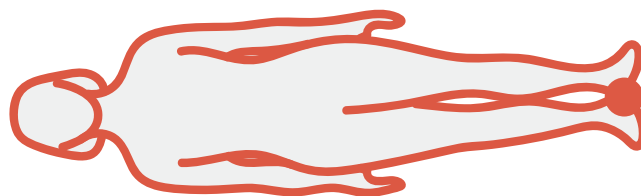
Circle 1



Circle 2



Spinner



Circle 3



Circle 4

