

**Embodied
Consciousness,
Informed
Choices:**

*Critical Perspectives
On the
Menstrual Cycle*

June 2-4, 2011

Chatham University, Pittsburgh, PA



Society for
Menstrual
Cycle
Research

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Message from the President-Elect

Welcome to Chatham University and Pittsburgh, PA!

As the conference coordinator, I am delighted to welcome you to the 19th biennial conference of the Society for Menstrual Cycle Research (SMCR). On behalf of the Program Planning Committee, let me thank those of you who are contributing to what promises to be an engaging series of presentations. All speak to this year's Embodied Consciousness, Informed Choices: Critical Perspectives on the Menstrual Cycle. We are especially glad that so many international presenters are able to share their work with us.

This year, we are pleased to have as our keynote speaker **Dr. Sharra Vostral**, Associate Professor of Gender and Women's Studies and History at the University of Illinois, and author of *Under Wraps: A History of Menstrual Hygiene Technology* (2008). Dr. Vostral's current research centers on the innovation of Rely tampons and the emergence of Toxic Shock Syndrome. In addition, **two plenary panels** are scheduled: 1) stigma associated with menstruation, broadly considered, (on Friday Morning) and 2) sustainable menstrual management in both developing and developed countries (on Saturday morning). Two additional plenary presentations are also scheduled. On Thursday evening at our opening reception and poster presentation, we'll hear from **Alexandra Jacoby** who will tell us about her 10 year project, **vagina vérité®**. And on Saturday our lunch time speaker will be **Dacia Charlesworth**, Associate Professor of Communication at Indiana University-Purdue University Fort Wayne. Dr. Charlesworth will offer an analysis of a current menstrual management product marketing campaign.

SMCR members have made significant contributions to a deeper understanding of the menstrual cycle as it relates to women's health and well-being for over 30 years. In so doing, many young researchers and women's health activists have been mentored by those with more experience. This is a very important part of Society work. We especially welcome those of you who are joining us for the first time, and invite you to become actively involved in the Society. We look forward to continued collaboration.

With best wishes for a meaningful conference,

Margaret L. (Peggy) Stubbs, PhD

SMCR Board of Directors

President: Elizabeth A. Kissling, Professor of Communication Studies and Women's and Gender Studies at Eastern Washington University.

President-Elect: Margaret L. (Peggy) Stubbs, Professor of Psychology at Chatham University

Judith Berg, Associate Professor of Nursing at University of Arizona.

Chris Bobel, Associate Professor of Women's Studies at University of Massachusetts-Boston.

Joan Chrisler, Professor of Psychology at Connecticut College

Paula S. Derry, Paula Derry Enterprises in Health Psychology

Heather Dillaway, Assistant Professor of Sociology at Wayne State University.

Mindy J. Erchull, Assistant Professor of Psychology at the University of Mary Washington.

Christine Hitchcock, Clinical Assistant Professor with the School of Population and Public Health and Research Associate in Endocrinology with the Centre for Menstrual Cycle and Ovulation Research (CeMCOR), the University of British Columbia, Vancouver, BC, Canada.

Alexandra Jacoby, Artist and creator of [vagina vérité®](http://vagina.verite.com)

Ingrid Johnston-Robledo, Associate Professor of Psychology, SUNY Fredonia

David Linton, Professor of Communication Arts at Marymount Manhattan College in New York.

Maria Luisa Marván, Researcher at the Institute of Psychological Research, Universidad Veracruzana, Mexico.

Margaret (Peggy) Moloney, Associate Professor of Nursing at Georgia State University

Jerilynn Prior, Professor of Endocrinology and Scientific Director of the new Centre for Menstrual Cycle and Ovulation Research at the University of British Columbia, Vancouver, BC, Canada.

Laura Wershler, Executive Director of Sexual Health Access Alberta (formerly Planned Parenthood Alberta) in Calgary, Alberta.



Conference Schedule***Thursday June 2, 2011***

9:00 am – 3:00 pm Board of Directors Meeting
PCW Room in Anderson Cafeteria

Noon – 5:00 pm Registration available
Eddy Theater Lobby

5:00 – 7:00 pm Poster Session and Reception
Laughlin Music Center, Welker

6:30 pm Exhibit Presentation:

vagina vérité® - An Unabashed Exploration of the Plain, Ordinary, Mysterious Matter of Vaginas

Alexandra Jacoby, leave the castle, LLC

A 10-year conversation began when a friend asked photographer Alexandra Jacoby whether she liked the way her vagina looked. Via documentary-style vulva images, voice and reflection, Jacoby presents an unabashed exploration of the plain, ordinary, mysterious matter of vaginas... “so we can see ourselves for ourselves.”

Posters

Perceptions and Misperceptions of Women’s and Men’s Attitudes about Sexual Activity During Menstruation (Poster)

Mindy J. Erchull, Lauren P. Hartwell, Stephanie Lichiello, and Alexandra Zelin, University of Mary Washington

Many taboos surrounding sex during menstruation exist, and many people choose to abstain during menses. We investigated predictors of attitudes towards sex during menstruation among women and men. Perceptions and misperceptions of normative beliefs about menstrual sex were also studied. How misperceptions may influence attitudes and behaviors is discussed.

Effectiveness of a Self Instructional Module on Management of Dysmenorrhea among Adolescent Girls in a Rural High School in Bangalore, India (Poster)

Julia George, Kannur Medical College, Anjarakandy, India

This study assessed the knowledge on management of dysmenorrhea among adolescent girls in a rural high school. A self-instructional module on the management of dysmenorrhea helped promote awareness among adolescent girls and also assisted with health promotion within this rural area.

PMS Experiences of Women in Couple Relationships: Implications of Awareness Through Daily Self-Monitoring of Symptoms (Poster)

Yasmin Jade Hawkins, Michelle Rhyder, Jane Ussher, and Janette Perz, University of Western Sydney, Australia

Interviews with women in couple relationships before and after self-monitoring of daily PMS symptoms reveal sub-categories of a prominent theme of ‘awareness’. Their accounts suggest that not only can premenstrual coping be improved, but that relationship dynamics can also be enhanced through awareness of menstrual cycle mood and behaviour patterns.

Relationship between Menstrual Cycle-Related Symptoms, Attitudes toward Menstruation and Ambivalent Sexism (Poster)

Maria Luisa Marvan, Institute of Psychological Research, Universidad Veracruzana, Mexico, and Rocío Vázquez-Toboada, Department of Psychology, Universidad de las Américas-Puebla, Mexico

Adult women completed three questionnaires. Attitudes toward menstruation were influenced by benevolent sexism. In turn, perimenstrual symptoms were predicted by high scores on the “Proscriptions and prescriptions” subscale of the BATM, which includes activities that women should do while menstruating, as well as the belief that menstruation disables women.

Women’s Attitudes Toward Menopause and Toward Hysterectomy After a Hysterectomy (Poster)

Maria Luisa Marvan, Rosa Lilia Castillo, and Yamilet Ehrenzweig, Institute of Psychological Research, Universidad Veracruzana, Mexico

Middle-aged women were surveyed. Women who had a natural menopause showed more positive attitudes toward menopause than women who had undergone hysterectomy. The most negative attitudes were showed by those women who were premenopausal prior to hysterectomy and who had salpingo-oophorectomy.

Perceptions, Attitudes and Acceptability of Menstrual Cups as a Method for Managing Menstruation: Experiences of School Girls and Women in Nairobi, Kenya

Rhouné Ochako, Teresa Saliku, Jean-Christophe Fotso and Salome Wawire, African Population & Health Research Center (APHRC), Kenya

Despite the onset of menstruation being an important landmark in the transition to adulthood, it can present serious problems and concerns among adolescent girls and women who cannot afford sanitary towels for menstrual management. We explore perceptions, attitudes and acceptability of menstrual cups as a method of managing menstrual flow.

This Ain't Your Mama's Maxi-Pad (Poster)

Chella Quint, Adventures in Menstruating, and Elizabeth Kissling, Eastern Washington University

Within a stylized retro motif, "This Ain't Your Mama's Maxi-Pad" deconstructs vintage femcare ads with wit, irony and brute force. The same messages, though dressed differently, are still in use today.

The Experience of Research Participation in an Investigation of the Effect of Acupuncture on Menopausal Symptom Relief among Breast Cancer Survivors (Poster)

Jill V Radtke, Margaret Crighton, Mary Beth Happ, and Susan M Cohen, University of Pittsburgh School of Nursing

This qualitative analysis describes the experiences of breast cancer survivors in a larger RCT investigating acupuncture for the relief of menopausal symptoms. Results indicated that general acupuncture, especially when combined with education and symptom diary-keeping, may be an acceptable and effective alternative therapy for menopausal symptoms in these women.

*Friday June 3, 2011***Friday Morning Schedule**

7:00 – 8:15 am:	Breakfast	Laughlin Music Center - Welker
Breakfast Meeting: SMCR Blog		
8:30 – 10:15 am:	Plenary Panel	Eddy Theater
10:15 – 10:30 am	Morning Break	Eddy Lobby
10:30 – 12:00 noon	Presentations	Sanger and Woodland
12: 00 noon – 1:15	Lunch	Laughlin Music Center – Welker

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|                      |                                               |                     |
|----------------------|-----------------------------------------------|---------------------|
| <b>8:30-10:15 am</b> | <b>Plenary Panel: Menstruation and Stigma</b> | <b>Eddy Theater</b> |
|----------------------|-----------------------------------------------|---------------------|

Chair: Ingrid Johnston-Robledo, State University of New York at Fredonia

Discussant: Paula Derry, Paula Derry Enterprises in Health Psychology

**Stigma and Emotional Health**

Lawrence M. Nelson, MD, Head, Integrative Reproductive Medicine Group

Intramural Research Program on Reproductive and Adult Endocrinology

Eunice Kennedy Shriver National Institute of Child Health and Human Development

National Institutes of Health

In order to feel stigmatized one must accept the proposition that shame or discredit is validly associated with the factor at issue. Education is the path away from this. This is important because evidence to be presented shows that stigma has adverse effects on emotional health.

**Significance of Menstruation in Native American Cultures: The Apache Sunrise Dance**

Carol Markstrom, College of Human Resources and Education, West Virginia University

Native American cultures have long-standing beliefs and traditions concerning the significance of menstruation. Menarche, in particular, is regarded as a particularly potent and pivotal event in the life span warranting special ceremonial recognition. This presentation will focus on cultural beliefs about menstruation according to its broad-based, vital life-giving properties.



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**Public Health Education about the Menstrual Cycle**

Evelina W. Sterling, President, Rachel's Well

Evidence has shown that women with disorders of the menstrual cycle frequently experience a delay in diagnosis. Frequently this vital sign is ignored in women's health education initiatives, possibly related to the associated stigma. It is time for a new path forward.

**Stigma by Association? The Career Progression of Menstrual Cycle Researchers**

Joan C. Chrisler, Connecticut College; Ingrid Johnston-Robledo, State University of New York at Fredonia, and Jennifer Gorman, Connecticut College

Results of a survey of menstrual cycle researchers will be presented and discussed. Participants responded to questions about whether they believe the topics they study have affected their career progress, how others' react to their work, how they manage negative reactions, and whether they believe they have experienced stigma by association with stigmatized topics.

***10:15-10:30 am Morning Break***

***Eddy Theater Lobby***

**10:30 am-Noon**

**Panel Session 1A: Menopause/Biology**

**Sanger**

**Progesterone for Menopausal Hot Flushes/Flashes and Night Sweats: A 12-Week Randomized, Masked Placebo-Controlled Trial in Healthy, Normal-Weight Women 1-10 Years since Final Menstrual Flow**

Jerilynn Prior and Christine Hitchcock, Centre for Menstrual Cycle and Ovulation Research (CeMCOR), University of British Columbia

In a randomized, masked, one-month baseline, three-month therapy trial we compared the effectiveness of placebo versus daily oral micronized progesterone for hot flushes and night sweats in healthy menopausal women. Progesterone was much more effective than placebo. These results should help to change the paradigm of menopause meaning estrogen deficiency.

**Quality of Life in Women Taking Progesterone for Vasomotor Symptoms: A 12-Week Randomized, Masked Placebo-Controlled Trial in Healthy, Normal-Weight Women 1-10 Years since Final Menstrual Flow**

Christine Hitchcock and Jerilynn Prior, Centre for Menstrual Cycle and Ovulation Research (CeMCOR), University of British Columbia

Health-related quality of life outcomes in a randomized, placebo-controlled progesterone trial showed that menopause-specific quality of life Vasomotor and Physical subscales improved



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more on progesterone than placebo. Psychosocial and Sexual, as well as all SF-36 subscales, did not differ by therapy, although the Sexual subscale improved in both arms.

### **Mindfulness Based Stress Reduction for Hot Flash Management**

Susan Cohen, University of Pittsburgh; Margaret (Peggy) Stubbs, Chatham University; Kathleen Spadero, Chatham University; and Susan Sereika, University of Pittsburgh

This randomized pilot study examined meditation for symptom management. Participants (46) attended 8 meditation or 8 control sessions. Variables were Hot Flashes, and Sleep Disruption. There was a time effect for sleep disruptions yet no group by time effect to differentiate the groups and a nonstatistically significant hot flash decrease.

### **A Two-factor Model of Women's Concerns about the Impact of Menopause on Fertility, Physical Health and Attractiveness**

Judy Strauss, University of Phoenix/Jersey City Campus

Social factors that affect women's attitudes toward menopause were examined in a sample of 1,037 baby-boomer women. Analyses supported a two-factor model of women's adaptation to menopause: attitudes concerning the effects of menopause on fertility and the cessation of menstruation had different antecedents than attitudes concerning health and attractiveness.

|                      |                                                                                                                      |                     |
|----------------------|----------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>10:30 am-Noon</b> | <b>Panel Session 1B: Reconsidering Menstruation: Young Women's Embodied Reflections and An Initiative for Change</b> | <b>Woodland 103</b> |
|----------------------|----------------------------------------------------------------------------------------------------------------------|---------------------|

Chair: Stephanie Dalness, Chatham University

Discussants: Kate Fishman, Chatham University; Yara Doleh, University of Toronto

### **Coming Out of the Menstrual Closet: Better Late than Never**

April Condem, Katherine Fishman, Laura Douglas, Britny Nemeth, Margaret O'Malia, and Jessica Pais, Chatham University

Young women reflect on their attitude shifts towards menarche, lesbian experience and exclusion, and the cultural significance of learning anatomy and biology in college. Panelists comment on how these experiences are conflated with social stigmas of shame, concealment, and a resounding lack of discourse combating negative feelings towards menstruation.

### **Conceptualizing Cycles, Normalizing Change**

Stephanie Dalness, Chatham University

A research-based intervention provides girls with an opportunity to normalize menstruation. The importance of exploring individual menstrual attitudes and experiences in counseling young girls is endorsed as an essential step in enhancing female embodiment, reducing bodily shame, and reworking dominant views of cyclicity as pathological.



***12:00 – 1:15 pm Lunch***

***Laughlin Music Center - Welker***

**Friday Afternoon Schedule**

|                        |                              |                                                           |
|------------------------|------------------------------|-----------------------------------------------------------|
| <b>1:15 – 2:15 pm</b>  | <b>Presentation Sessions</b> | <b>Sanger and Woodland</b>                                |
| <b>2:30 – 3:30 pm</b>  | <b>Keynote Speaker</b>       | <b>Sanger</b>                                             |
| <b>3:30 – 3:45 pm</b>  | <b>Afternoon Break</b>       | <b>Sanger Lobby</b>                                       |
| <b>3:45 – 5:00 pm</b>  | <b>Presentation Sessions</b> | <b>Sanger and Woodland</b>                                |
| <b>5:15 – 6:15 pm</b>  | <b>SMCR Business Meeting</b> | <b>Sanger</b>                                             |
| <b>6:30 – 8:30 pm</b>  | <b>Friday Night Banquet</b>  | <b>AFC Patio OR<br/>Welker (if inclement<br/>weather)</b> |
| <b>8:30 – 10:00 pm</b> | <b>Entertainment</b>         | <b>Chapel</b>                                             |

**1:15-2:15 pm**

**Panel Session 2A: Activism**

**Sanger**

**Redefining the "Bleeding Wound"**

Jessica Cortese, Middlesex County College

The perceived yearning to heal the “bleeding wound” has constructed the menstruating body into a symbol of neuroses and inadequacies. Consequently, a new discourse that seeks to challenge the patriarchal unconscious and present an alternative to menstrual oppression, is countering western phallocentric theory, patriarchal rhetoric, and providing a space for menstruating bodies to organize and defy masculine culture.

**“When I Learn to Love My Blood the Revolution’s Begun”: Embodied Resistance and Visceral Display**

Harriet Moon, Towson University

Menstrual activists must plunge into our relationships with our bodies—our blood, smells, and tastes. I will explore the assertion of visceral realities within the larger context of menstrual activism, showing how personal and public visceral display constitutes a resistance to the dominant menstrual discourse by calling upon embodied resistance.

**Selling My Soul to Start the Conversation**

Tomi-Ann Roberts, Colorado College

I share my experience as a “UbyKotex Advocate,” helping launch a new product line and educational website to challenge cultural taboos around periods and vaginal care for young women. Did I sell my soul to a corporation whose primary goal is to sell disposable menstrual products? Or start a productive, feminist conversation?

**1:15-2:15 pm**

**Panel Session 2B: Menarche**

**Woodland 103**

**“Tell Me About Your First Period” A Mixed-Methods Study of Women's Menarche Experiences**

Virginia Mackintosh, Ashlie Dofflemyer, Rachel Jobe, Sarah Kelley, Caitlin Messinger, and Gwen Paulson, University of Mary Washington

This study sought knowledge about young women’s experiences with menarche and their mothers’ responses to it. Through qualitative narratives and quantitative questions, participants described menarche and rated the quality of their relationship with their mother. Their mothers completed a similar survey of their experiences around their daughter’s menarche.

**Blood is Thicker Than Water: Menarche as a Trigger for Memories  
Mother-Daughter Dyads across Cultures**

Sheryl Mendlinger, Institute on Urban Health Research (IUHR), Northeastern University; Julie Cwikel, Ben-Gurion University of the Negev, Israel; Patricia Ann Farrell, and Rachel Gershaw, IUHR, Northeastern University

This paper presents a theoretical analysis of in-depth interviews with mother-daughter dyads and examines the type of memories women relate when talking about body changes at puberty and the onset of menstruation. Memories were related to their mothers, grandmothers or peers; sanitary measures; cultural or religious connotations; and forbidden things.

**Advertising Menstruation to Tween Girls**

Victoria Velding, Wayne State University

In this presentation, I report on a content analysis of advertisements in one “tween” magazine. Results indicated that ads negatively depict menstruation and imply that girls do not have control of their menstrual cycles, and, more generally, do not have control of their bodies.

**2:30 – 3:30 pm: Keynote Speaker****Sanger****Organisms & Objects: The Technological Health Crisis of Toxic Shock Syndrome & Rely Tampons**

Sharra Vostral, Gender &amp; Women's Studies and History, University of Illinois Urbana-Champaign

How did tampons become associated with Toxic Shock Syndrome (TSS)? This talk examines factors leading to the identification of TSS and the role played by Rely tampons. The concept *biologically incompatible technology* will be used to explain the complicated relationship of constituent bacteria, women’s menstrual cycles, and a reactive technology.

**3:30-3:45 Afternoon Snack****Sanger Lobby****3:45-5:00pm****Panel Session 3A: Big Ideas****Sanger****Space and Time in the Menstrual Cycle**

Emily Morris Graves, Louisiana State University

I use a Bakhtinian framework to analyze women’s accounts of their menstrual experience, as well as media artifacts, to argue that experiences across the menstrual cycle are informed by fixed temporal and spatial qualities.

**Concepts of Embodiment and the Reproductive System**

Paula Derry, Paula Derry Enterprises in Health Psychology

Facts about the menstrual cycle are given meaning via underlying assumptions about the nature of embodiment and the role of hormones in embodiment. We present an overview of assumptions, including varying concepts of what a hormone is, relevance of hormones to defining life stage, and what body image is.

**The Rhetoric of Amenorrhea: Degendering the DSM V Criteria for Anorexia Nervosa**

Dafna Rehaviah-Hanauer, University of Derby, UK

This paper critically analyses from a feminist perspective the ways in which the concepts of gender and amenorrhea are used in current revisions of the definition of the eating disorder anorexia nervosa in the DSM V. The direction is to redefine the phenomenon of self starvation as a genderless disorder.

**3:45-5:00pm****Panel Session 3B: Attitudes and Experiences****Woodland 103****Coaches' Perceptions of a Menstruating Athlete**

Meghan McLean, Joan C. Chrisler, and Jennifer Gorman, Connecticut College

We evaluated male and female coaches' perceptions of a female athlete who asks to sit out a practice due to either menstrual cramps or stomach pains. Gender differences in coaches' evaluations of the target athlete's traits and characteristics will be discussed, as will differences on a measure of Beliefs about and Attitudes toward Menstruation (BATM).

**Objectification Theory and Women's Experiences of Physical Menstrual Symptoms**

Elizabeth Isaac Feinberg, New School for Social Research

Prior research finds that women reporting higher levels of self-objectification maintain more negative attitudes and emotions towards their own menstruation (Roberts, 2004). This study finds that self-objectification is also associated with more physical menstrual symptoms, and that relationships between self-objectification and symptoms were mediated by negative menstrual attitudes and emotions.

**Normal and Natural, or Burdensome and Terrible? Women with Spinal Cord Injuries Discuss Ambivalence about Menstruation**

Heather Dillaway, Cathy Lysack, and Katherine Cross, Wayne State University

Using data from 20 in-depth interviews with women with spinal cord injuries (SCI) in 2007-2008, we examine how women with SCI think about and experience amenorrhea and menstruation post-injury, so that we can begin to compare the attitudes of women with SCI to the attitudes of women who are able-bodied.

**A Critical Review of the Putative Effects of Menstrual Cycle-related Hormones on Brain Activity in the Neuroscience Literature**

Jean Lamont, The Pennsylvania State University

Methodology implicating hormonal causality for differential neural activity across the menstrual cycle is examined. We suggest that consideration of 3<sup>rd</sup> variables (social factors) is insufficient to conclude such hormonal responsibility. Literature regarding menstrual cycle effects on cognitive ability, sexual behavior preferences, and emotion regulation is reviewed, supporting this notion.

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**5:15 – 6:15 pm**

SMCR Business Meeting  
*Sanger*

**6:30 – 8:30 pm**

Friday Night Banquet  
*AFC Patio, weather permitting OR*  
*James Laughlin Music Center, Welker*

**8:30 pm – 10:00 pm**

Entertainment  
*Chapel*

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*Saturday June 4, 2011***Saturday Schedule**

|                           |                              |                                       |
|---------------------------|------------------------------|---------------------------------------|
| <b>7:00 – 8:15 am:</b>    | <b>Breakfast</b>             | <b>Laughlin Music Center – Welker</b> |
| <b>Breakfast Meeting:</b> | <b>The future of SMCR</b>    |                                       |
| <b>8:30 – 10:15 am:</b>   | <b>Plenary Panel</b>         | <b>Eddy Theater</b>                   |
| <b>10:15 – 10:30 am:</b>  | <b>Morning Break</b>         | <b>Eddy Lobby</b>                     |
| <b>10:30 – noon:</b>      | <b>Presentations</b>         | <b>Sanger and Woodland 103</b>        |
| <b>Noon – 2:00 pm</b>     | <b>Lunch</b>                 | <b>Laughlin Music Center – Welker</b> |
| <b>12:30 pm</b>           | <b>Lunchtime Speaker</b>     |                                       |
| <b>1:30 pm</b>            | <b>Awards Announcement</b>   |                                       |
| <b>2:00 pm</b>            | <b>Conference Conclusion</b> |                                       |

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|                         |                                                      |                     |
|-------------------------|------------------------------------------------------|---------------------|
| <b>8:30 am-10:15 am</b> | <b>Plenary Panel: Re: Cycling and Sustainability</b> | <b>Eddy Theater</b> |
|-------------------------|------------------------------------------------------|---------------------|

Chair and Discussant: Dr. David Hassenzuhl, Dean, School of Sustainability and the Environment, Chatham University

**No Sharks in the Woods: Menstruation Myths and Camping**

Nancy Gift, Chatham University

Discussions of camping often devolve into discussions about a lack of bathrooms on the trail. Among bathroom bodily functions, menstruation is conspicuously absent from discussion. I will compare menstrual products in the context of multi-day use while camping. More environmentally friendly menstrual products facilitate women's access to the environment.

**Cycles of life: Protecting the Planet and Alleviating Poverty through Sustainable Menstruation Management?**

Megan White Mukuria, Founder and CEO, ZanaAfrica

Globally, menstruation keeps girls out of school, repeating cycles of poverty. How do we “sustainably” address this? Drawing on a decade of work with girls in Kenya, Megan shares



a promising solution to realize a vision of all girls managing their menstruation with dignity while protecting the planet.

**Cloth Pads: A Responsible, Sustainable, Natural Choice Whose Time Has Come....Around Again?**

Mary Beth Karchella-MacCumbee, Linh Luu, and Priya Sharma, Chatham University

Belonging to "the cloth community" and trying, as much as possible, to live a paperless life, I will describe how I have become involved in making and distributing cloth menstrual pads. In addition, I'll comment on what some of my clients think about using cloth pads for menstrual management.

**Curing the Curse in Africa: Menstrual Disability and the Corporate Cure**

David Linton, Marymount Manhattan College

This presentation examines the ways that corporate marketing strategies in African countries use suggestions of social and physical disability in order accomplish three objectives: 1) create positive images of the company through corporate philanthropy; 2) create brand consciousness in new African markets; 3) increase sales to both American and African consumers.

**10:30am-Noon**

**Panel Session 4A: International Issues and Contexts**

**Sanger**

**Young Women's Attitudes toward Menstruation, Religious Affiliation, Intensity of Religious Practice, Adherence to Religious Beliefs about Menstruation and Acculturation**

Margaret (Peggy) Stubbs, Joe Wister, Christina Micheltmore, Haya Abdel-Latif, Vanessa Thompson, and Seyhan Sagcan, Chatham University

The menstrual attitudes of Muslim and non-Muslim undergraduates attending an all-women's college were examined, considering religious affiliation, intensity of religious practice, adherence to religious beliefs about menstruation and acculturation. Results inform our understanding of young women's current menstrual attitudes, particularly those of Muslim students attending an all-women's college.

**Construction of Menstruation in Indian Television Commercials**

Arpan Yagnik, School of Media & Communications, Bowling Green State University

The study explores the dominant presence of latent themes that portray menstruation negatively in female hygiene products television commercials. Four major themes emerged from the thematic analysis of 50 Indian TV commercials. This study aspires to encourage the use of positive themes of menstruation to promote the female hygiene products.



**Problematizations of Adverse Effects of Hormonal Contraceptives in Uganda**

Marianne Tellier, Reproductive Health Consultant, United Republic of Tanzania; and Maria Hyttel, Department for Public Health, University of Copenhagen, Denmark

This qualitative study explores how different actors in Uganda problematize adverse effects of hormonal contraceptives such as menstrual irregularities, and the implications for how adverse effects are addressed. The findings indicate mismatches between user and provider/policy perspectives, especially regarding the importance and impact of menstrual irregularities on couples' sexual health.

**Low Tech/High Empowerment: Menstrual Cycle Product Increases Fertility Awareness, Serves as a Family Planning Method, and Supports Gender Equity**

Kimberly Aumack Yee, Rebecka Lundgren, and Victoria Jennings, Institute for Reproductive Health, Georgetown University

This paper shares research from quarterly interviews with 2422 users in 16 service settings in Asia, Latin America, and Africa (along with in-depth interviews and focus groups) regarding use of the Standard Days Method with CycleBeads™ on couple communication and negotiation, healthy sexual expression, and gender equity.

|              |                       |              |
|--------------|-----------------------|--------------|
| 10:30am-Noon | Panel Session 4B: PMS | Woodland 103 |
|--------------|-----------------------|--------------|

**Mood and the Menstrual Cycle: A Literature Review**

Sarah E Romans, University of Otago Wellington, New Zealand; Rose F Clarkson, University of Toronto; Gillian Einstein, University of Toronto; and Donna E Stewart, University of Toronto

This paper presents the results of a systematic literature review of studies on mood and menstrual cycle phase, with prospective daily data collection. A perimenstrual not a premenstrual pattern of mood change emerged. Their methodological strengths and weaknesses are analyzed and recommendations for good future research made.

**Attachment Style, Self-silencing and Premenstrual Distress: The Intersubjective Experience of PMS**

Janette Perz and Jane Ussher, University of Western Sydney, Australia

The association between attachment style, self silencing and relationship context was examined in women presenting with PMS. Insecure attachment style was associated with self-silencing, premenstrual distress, partner distancing and support, relationships tension, and coping. This supports the view that PMS is an intersubjective experience, negotiated in the context of relationships.

### **PMS as a Process of Negotiation: Women's Coping Strategies for Premenstrual Change and Distress**

Jane Ussher and Janette Perz, University of Western Sydney, Australia

Interviews with 58 women identified coping strategies that reduce distress associated with premenstrual change, including awareness, giving permission, avoidance, minimising responsibility, tolerating PMS, self-care, medical support and intersubjective negotiation. This suggests that premenstrual change is an ongoing process of negotiation, in which women are agentic subjects, not passive 'PMS sufferers'.

### **Men's Accounts of Their Partner's PMS: A Thematic Analysis of Forum Posts from PMSBuddy.com**

Marlee King, University of Western Sydney, Australia

A thematic analysis was conducted on men's online forum posts from the website, PMSBuddy.com in order to explore their accounts and constructions of their partner's PMS. Results reinforce notions of PMS as a relational issue, with implications for couple based PMS interventions for couples seeking treatment or support for premenstrual distress.

**12:00 – 2:00 pm Lunch, Conference Conclusion    Laughlin Music Center – Welker**

**12: 30 – 1:00 pm Lunchtime Speaker:**

**Laughlin Music Center - Welker**

### **Reifying the Stigmatization of "Girl Parts": Tampax's Use of God/Devil Terms in the Zack16 Campaign**

Dacia Charlesworth, Indiana University-Purdue University, Fort Wayne

This paper examines "Zack16," which depicts the life of a 16 year old boy who awoke one day and had "girl parts." Using Weaver's God/Devil terms, I discovered that *penis*, *Tampax*, vaginal concealment, and indirect communication are God terms whereas *vagina*, *menstruation*, vaginal revelation, and direct communication are Devil terms. Findings indicate a need to begin analyzing stealth marketing campaigns and to be aware of menstruators' "double bind."

**1:30 pm Awards Announcements**

**2:00 pm Conference Conclusion**

**Conference Attendees**

Kimberly Aumack-Yee, Institute for Reproductive Health, Georgetown University

Chris Bobel, UMass Boston

Dacia Charlesworth, Indiana University-Purdue University, Fort Wayne

Joan C. Chrisler, Connecticut College

Bliss Cohen, Kimberly-Clark

Susan Cohen, University of Pittsburgh School of Nursing

April Condemi, Chatham University

Jessica Lynn Cortese, Middlesex County College and The College of New Jersey

Stephanie Dalness, Chatham University

Alice Jones Dan, University of Illinois at Chicago

Carolyn DeForest, Ruby's Red Wash

Paula Derry, Paula Derry Enterprises in Health Psychology

Heather E. Dillaway, Wayne State University

Yara Doleh, Centre for Women's Studies and Education, University of Toronto

Laura Douglas, Chatham University

Mindy Erchull, Mary Washington University

Elizabeth Isaac Feinberg, New School for Social Research

Katherine Fishman, Chatham University

Julia Annie George, Kannur Medical College and Hospital, Anjarakandy, Kannur, India

Nancy Gift, Chatham University, Environmental Science

Elizabeth Gould, Red Web Foundation



Emily Morris Graves, Louisiana State University

Lauren Paige Hartwell, University of Mary Washington

David Hassenzahl, Chatham University

Yasmin Jade Hawkins, University of Western Sydney, Australia

Clara Hendricks, University of Pittsburgh

Christine Laura Hitchcock, Centre for Menstrual Cycle and Ovulation Research, University of British Columbia

Anne Hochwalt, Procter & Gamble

Maria Hyttel, University of Copenhagen

Alexandra Jacoby, leave the castle

Ingrid Johnston-Robledo, SUNY, Fredonia

Mary Beth Karchella-MacCumbee, Chatham University

Marlee King, University of Western Sydney

Jean Lamont, The Pennsylvania State University

David Linton, Marymount Manhattan College  
Virginia Mackintosh, University of Mary Washington

Carol Markstrom, College of Human Resources and Education, West Virginia University

Maria Luisa Marvan, Institute of Psychological Research Universidad Veracruzana

Meghan McLean, Connecticut College

Sheryl Mendlinger, Institute on Urban Health Research, Northwestern University

Harriet Moon, Towson University

Margaret White Mukuria, ZanaAfrica

Lawrence Merle Nelson, NICHD Intramural Research Program, National Institutes of Health

Britny Nemeth, Chatham University

Rhouné Ochako, African Population and Health Research Center, Nairobi, Kenya

Margaret O'Malia, Chatham University

Jessica Pais, Chatham University

Josefin Helga Persdotter, Independent Menstrual Activist

Janette Perz, School of Psychology, University of Western Sydney

Jerilynn C. Prior, Centre for Menstrual Cycle and Ovulation Research, University of British Columbia

Tian Qiu, University of Pittsburgh

Chella Quint, Adventures in Menstruating

Jill V. Radtke, University of Pittsburgh School of Nursing

Dafna Rehaviah-Hanauer, University of Derby, UK.

Tomi-Ann Roberts, Colorado College

Sarah E. Romans, University of Otago Wellington, formerly University of Toronto, New Zealand

Seyhan Sagcan, Chatham University

Cynthia M. Schickendantz, Moonsoul

Evelina W. Sterling, Rachel's Well

Judy Rosalie Strauss, University of Phoenix- Jersey City

Margaret L. (Peggy) Stubbs, Chatham University

Julie Sygiel, Sexy Period

Ann Taylor, Duquesne University

Vanessa Thompson, Chatham University



Jane Maria Ussher, School of Psychology, University of Western Sydney, Australia

Victoria Velding, Wayne State University

Frida Vernersdotter, University of Gothenburg

Sharra Vostral, Gender and Women's Studies and History, University of Illinois, Urbana-Champaign

Lisandra White, Chatham University

Joseph Wister, Chatham University

Arpan Shailesh Yagnik, Bowling Green State University