

# BECOMING FRIENDS WITH OUR PERIOD

Campagne Rouge  
#LaVieEnRouge



It's hard to love something that hurts us and gets us all messed up, especially when the long-dominant ideology seems to suggest that it is impure, evil, or downright unnecessary and harmful!

We can draw on ancient traditions for two important things: the importance of ritualizing this time of the month and stopping. If we are already taking time to be with ourselves during that time, we have a long way to go in the change of outlook. Thus, stopping for a few hours to bleed in peace, in our hypermodern society, constitutes an almost subversive feminist act of self-care!

For my part, I have seen more than a hundred women go from "oh no, the Red Army has returned ..." to "great, finally comes the time of the month for my cocoon of sweetness!" "And each time, it fuels the hope that one day we will live in a world that takes into account and even honours the bodily experiences of women.



Réseau québécois d'action  
pour la santé des femmes



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