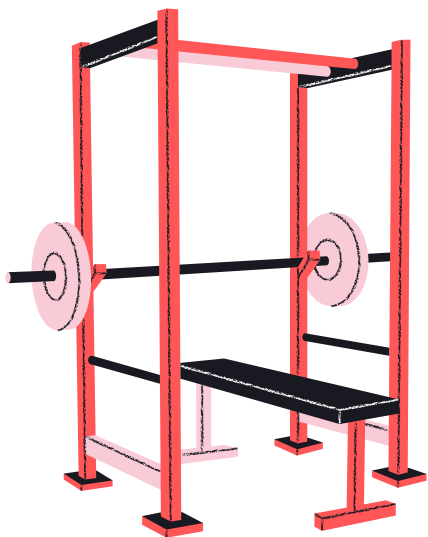


# WHY MENSTRUAL LITERACY MATTERS IN SPORT

UNDERSTANDING THE BODY LEADS TO SMARTER TRAINING.



## The problem

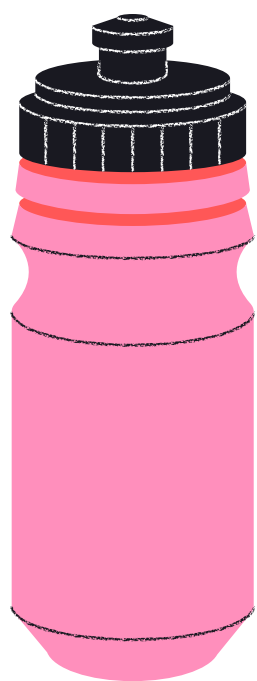
For years, women were expected to train as if nothing in their body changed, ignoring **natural hormonal rhythms**.

## The reality

Hormonal changes influence **energy, mood, focus and recovery**.

These **fluctuations are normal** and part of athletic physiology.

Recognising them improves wellbeing and performance.



## Knowledge creates better sport environments

Makes **training safer**

Reduces risk of injury and overtraining

**Improves communication** between athletes and coaches.

Also **builds confidence** and long-term performance

## It improves performance

When women **understand their bodies**, they train with more confidence and make choices that support both health and performance.

Menstrual literacy is a **simple step** that **creates real change** in sport.

