



**Brief set by**  
CensHERship x  
The Case For Her

**In collaboration with**  
Margaux Revol

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## Making the invisible visible for women's health

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### Additional Prizes

Potential to see your work  
made into a reality.

Support from CensHERship /  
The Case for Her – opening up  
to internships or working on  
future particular projects.

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### Deadline

17 March 2026, 5pm GMT

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### The backstory

The majority of people turn to online and social media to learn about and manage their health issues (75% of 18-34yo). But how do we get information, products, help and solutions we need if so much of women's health content is routinely banned, suppressed or hidden by online platforms? From blocked ads for diagnostic tampons, to hashtags like #vaginalcancer being banned, to post-partum and health creators having their posts removed while erectile dysfunction ads run freely — women's health information is consistently treated by platforms as "adult content". As if supporting women through painful menopausal vaginal dryness had anything to do with porn.

CensHERship is a global advocacy & research initiative that exists to expose and address the digital suppression of women's health content. They created their first campaign and report that got traction in mainstream media last year, and continue to raise awareness, but they need your help to drive further, bigger & more tangible change to stop platforms being so oblivious to the issue.

Most algorithmic censorship is silent and isolated: posts disappear, engagement drops, or accounts get "shadowbanned" without explanation. That invisibility protects the platform and keeps users isolated. It can be so bad that content creators themselves end up censoring their images and words to avoid getting taken down, fuelling the already rife level of ignorance and shame around women's bodies.

So far, the issues tend to be treated as individual ones, exceptions, unfortunate glitches and as such, the existing appeals process is insufficient and inappropriate the the content in question. No process has been put in place for people to appeal easily.

But they're not just isolated glitches, they're all symptomatic of a systemic bias against women's health & bodies. And if individual complaints can be ignored; patterns cannot. The more visible these algorithmic biases become, the harder platforms find it to justify them. So CensHERship must work on "a pattern is just a crowd of experiences finally recognised as connected".

### What's the challenge?

Create a product, service or campaign that drives awareness of the hypocrisy of the censorship of women's health and/or provides a new tool to enable CensHERship to gather data in this space. So far, CensHERship has had to 'manually' collect experiences of censorship/shadow banning/deletion of posts or accounts directly with brands, health practitioners and organisations. Although it all adds up in a quite robust report, it's nowhere near big enough to meet the scale of public participation & volume of evidence needed to make a change. CensHERship want to create a bigger movement of collective testimony and advocacy for the destigmatisation of women's health online. So ultimately it can help push the major social media platforms like Meta, TikTok and Google (not Twitter/X) to sit down with CensHERship and come up with meaningful solutions (policies, algorithmic change, moderation and appeal practices) to protect and enable women's health content.

For that, they need public consumers and content creators to want to feed into a collective advocacy and testimony movement. One where anyone can participate in raising awareness of the issue, and where affected users themselves can at a large scale document & share their experiences of female health content censorship under a common campaign, able to finally reveal the scale.

### Who are we talking to?

This is not a minor issue, it's affecting the world population. It's not isolated examples, it's pervaded everyone's content and access to content, so everyone has skin in the game — whether you're a woman, or you know one...

- **Individual women** – it's about their health, their daughters' health, their mother's health... Their individual ability to access content and services they might need.
- **Individual men** – it's about their partner's health, their daughter, their mother, their sister, friend...
- **Influencers, Brands, Health practitioners & content creators** – it's about their contribution to help change the system for everyone's benefit.

The primary audience for this brief is not the social media platforms - but the goal is for this idea to help CensHERship to get a seat at the table with them.

### Things to think about

#### Take notice

How can you make people take notice – a bold, thought-provoking concept, perhaps highlighting absurdity & injustice?

#### All about participation

How can you make it easy for people to participate - from sharing the campaign, to sharing their own experiences of censorship or self-censorship. A simple call to action or ask for them to amplify the evidence?

#### Showcase the pattern

How can you aggregate the scale of the evidence so it becomes a clear public pattern, e.g. Can one hashtag help this? Or with the help of a digital tool to help aggregate?

#### Tell the story, but be intentional

You can use visual storytelling, e.g. showing side-by-side examples of male vs. female content treatment, but be aware that the more you push it, the more it might get pulled – if so, is there an intentionality within that, as an almost test to prove your point?

#### Collaborate

CensHERship can collaborate with influencers or public figures in health, activism, or tech who can bring visibility, to start with a decent level of reach. What would they ask them to do/say?

#### Avoid repetition

Look at what CensHERship has already done and avoid recreating these ideas (however you're welcome to build on them):

- 400+ women's health leaders have co-signed an open letter calling on social media platforms to end the routine censorship of women's health content online
- Released with a White paper 'Censorship Revealed' with 18 months worth of evidence, and recommendations for change.

### The important stuff

Create a product, service or campaign that enables both the public awareness movement and the participation at scale in uncovering the evidence.

CensHERship is based in Europe/UK, but your idea could be bigger as this is a global issue. Don't over focus on one country.



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This is a very sensitive issue with platforms, so you need to make sure they're not put under the fire so much that they don't want to meet with CensHERship. This has to be an advocacy movement, not a "burn all bridges" campaign.

As CensHERship is a socially-driven organisation, they can't afford big budget ideas. They could potentially partner with celebs, but you shouldn't come up with big budget ideas or ideas with big celebrities that need to be paid.

### What and how to submit

Read Preparing Your Entries before you get started for full format guidelines.

#### Main (essential):

Either a presentation video (max. 2 min) OR JPEG slides (max. 8), showing your solution.

#### Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is JPEGs, you can also submit (max. 1 min total); if your main piece is video you can also submit JPEGs (max. 4).

#### Further information:

You can find everything you need to know about entering the New Blood Awards, including the Preparing your entries guide, plus any supporting documents for this brief in [this supporting folder](#).