WEBINAR

MAKING THE CASE FOR MENSTRUAL HEALTH
LESSONS FROM THE FIELD

Tuesday 26 May 2020
8-9 am EST | 1-2 pm BST | 2-3 pm CAT/CET

Speakers
Kumbirai Chatora, Marketing Director, PSI Zimbabwe
Audrey Anderson Duckett, COO, BeGirl
Thérèse Mahon, Regional Programme Manager
South Asia, WaterAid

#ITSTIMEFORACTION

50 Forward
PSI Europe
The Case for Her
Global Menstrual Collective
AGENDA

- Introduction
- Presentations from PSI/Zimbabwe, Be Girl, and WaterAid
- Panel Discussion
- Q&A
- Closing Remarks
Speakers

Host
Odette Hekster
Deputy Managing Director, PSI-Europe

Moderator
Margaux Chinal
Water and Sanitation Project Manager, Agence Française de Développement (AFD)

Panelist
Kumbirai Chatora
Marketing Director, PSI/Zimbabwe

Panelist
Audrey Anderson Duckett
Chief Operating Officer, Be Girl

Panelist
Thérèse Mahon
Regional Programme Manager South Asia, WaterAid
INTEGRATING MENSTRUAL HEALTH INTO ASRH & HIV

Lessons from Zimbabwe
Kumbirai Chatora
Background

PSI/Z works to create informed demand and use of SRH & HIV services by Adolescent Girls & Young Women

Challenges in improving uptake of contraceptives and PrEP among Adolescent Girls (AGs)

Collecting insights to understand the MH perspectives and integrating into ASRH contributed to an increase in contraception and PrEP uptake among AGs
Our Approach
Keystone Framework for program design

- **DIAGNOSE**
- **DECIDE**
- **DESIGN**
- **DELIVER**

Peer mobilizer discussing contraception with an AG in Chipinge district
Priority Market & Consumer Constraints

- Understanding of menstruation & SRH link
  - Limited trusted sources of information
- Stigma
- Narrow range of menstrual hygiene products
- Affordability of menstrual hygiene products
Intervention 1: Mass & Digital Media Campaign

Objectives: AGs

1. Understand
   What is really happening

2. Accept
   Accept that it's normal

3. Take Ownership of Their Changing Bodies
Objectives: Influencers:

1. **Recognise**
   We are not talking about MH. We need to **break the silence and shame around it**

2. **Accept**
   Accept that it’s normal and AGs need our support
   **Ignite the conversations**

3. **Own It**
   Create a movement of people who support AGs menstrual journey
The Campaign: Let’s Talk About It…

LET’S TALK ABOUT MY NEEDS
Talk to me about my needs so that I have a healthy, happy period.
#Let'sTalkAboutIt

LET’S TALK ABOUT IT
My daughter and I discuss the changes she will go through before her first period so that she is well prepared for a healthy, happy period.
#Let'sTalkAboutIt

LET’S TALK ABOUT IT
Menstruation is natural, let us support the girl child and ensure they have the right sanitary products to use during their period.
#Let'sTalkAboutIt
Trained peer mobilizers to talk about MH

MH manual, & MH products to guide discussion

Menstrual Health Cup distribution

- Positioned MH as a hook to get girls’ interest
- An entry point to SRH discussions
- Provided safe space for girls to open up on sex and sexuality issues
- Something that was immediate and that they cared about

AGs at a design workshop in Mazowe district

MH as an entry point to discussions on modern contraceptives and PrEP

Problem analysis and intervention design

- Slow-down of activities after mop-up in May & June
- Peer Mobilizers identified and trained

Peer Mobilizers trained on MH & to mobilise AG (15-19) for FP, PrEP

Capacity building of integrated programme implementation structure with step up of DREAMS-focused activities.

AG enrolled on PrEP

Peer Mobilizers trained on MH integration

Time in Months

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<td>122</td>
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Opportunities for Consideration

1. Integrate MH into ASRH programs
2. Invest in research to understand & optimize the linkages between MH and other funded investments- FP/ASRH
3. Ignite community dialogue & open discussion on MH
4. Support AGs through their entire MH journey
Contact: Kumbirai Chatora
kchatora@psi.org.zw
Be Girl is a social enterprise that challenges the status quo, using design to re-frame menstruation as something to understand, own, and love.

- **Education**
- **Sustainable Products**
- **Transformative Marketing**
**BE GIRL’S MH APPROACH**

- High-quality, sustainable products
- Education for girls and boys
- Period-positive marketing to fight stigma

**OUTCOMES**

- Girls have improved mobility.
- Girls have improved confidence.
- Girls and boys have improved reproductive health knowledge.
- Girls face decreased gender-based discrimination due to menstruation.

**IMPACT**

Girls can more equitably access and fully participate in opportunities (e.g., education and skills building, social capital opportunities, and health services), and they can make informed decisions about their personal health – ultimately leading to improved health, social, and education outcomes.
MENSTRUAL HEALTH AND HYGIENE IN MOZAMBIQUE:
EVIDENCE OF INTERVENTIONS THAT IMPROVE GIRLS’ FULL AND EQUITABLE PARTICIPATION IN SOCIETY
LEARNING STUDY | JANUARY 2020

2019 STUDY DEMOGRAPHICS & SAMPLING

AVERAGE AGE

13.5

Zambezia

Maputo

1,242

SmartCycle® Workshop and 2 PeriodPanties™

SmartCycle® Workshop only

Comparison Group

849

SmartCycle® Workshop

Comparison Group

Comparison Group
Managing menstruation is a gender equity issue.

Results from 2019 study in Mozambique

- Mobility: 72% increase
- Confidence: 100% increase
- Participation in social capital-building activities: 44% increase
- Boys’ comfort interacting with menstruating girls: 46% increase
THERE IS A CLEAR LINK BETWEEN MENSTRUAL EDUCATION & REPRODUCTIVE HEALTH

RESULTS FROM 2019 STUDY IN MOZAMBIQUE

Is there a connection between the menstrual cycle and where babies come from?

When you grow up, would you feel comfortable discussing whether or not you should have a baby with your partner?

- Baseline
- Follow-up (2 months later)

Girls Treatment 1: Workshop + panties
Girls Treatment 2: Workshop only
Girls Comparison
Boys Treatment 1: Workshop only
Boys Comparison

40% 60% 80%
Read full study report: https://www.begirl.org/impact/#2019study

www.BeGirl.org
@BeGirlOrg
Audrey@BeGirl.org
Integrating WASH, menstrual health and SRHR – WaterAid’s journey

Thérèse Mahon, Regional Programme Manager South Asia, WaterAid
WaterAid’s approach

Menstrual health supportive water, sanitation and hygiene

enabling environment

- Social norms and empowerment
- Sector strengthening and accountability

menstrual health intervention package

- Menstruation friendly WASH services including disposal
- Pragmatic information and behaviour change communication
- Materials: informed choice and improved supply

Integrated with health and education through partnership

WaterAid/ GMB Akash
### Results: Improvement in girls’ confidence and ability to manage menstruation at school

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<tr>
<th>Indicators</th>
<th>Nepal</th>
<th>Pakistan</th>
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<tr>
<td>% girls who do not miss any whole days of school due to menstruation in last 3 months</td>
<td>77% of girls (increment of 37% from baseline)</td>
<td>93% (increment of 49%)</td>
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<tr>
<td>% of girls who always feel confident during menstruation to participate in school</td>
<td>54% (increment of 15% from baseline)</td>
<td>81% (increment of 49%)</td>
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<td>% of girls who are able to manage if their period starts at school without going home</td>
<td>87% (increment of 36% from baseline)</td>
<td>79% (increment of 55%)</td>
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This is a photo where pad is being disposed. Before when there was no proper space for disposing pads, we had to leave classes and go back home.

Sushma Diyali, Nepal
Learning

End of programme review findings

• Relevant approach: WASH, menstrual needs, menstrual stigma, institutional knowledge
• Components reinforced each other
• Raising awareness of institutional stakeholders tackles taboos

But

• Limitations in girls’ understanding of the biological process of menstruation

Recommendation

• Integrate into existing government adolescent health programmes

My parents have become really supportive when it comes to menstruation and I want to express that through this photo.
Sabina Gautam, Nepal
THE INTERSECTION OF WASH AND SRH

Shared Challenges:
- Difficulties in changing gender, social norms and attitudes
- Challenges in engaging boys and men
- A need to reach girls out of school.

Shared Goals:
- Educating young girls on taboo topics
- Keeping girls in school
- Improving health outcomes & delivering essential services.

“I knew that I would have a period every month but I didn’t know that it meant that you could get pregnant.”
17 year old mother from Liquisa, Timor-Leste

“I’m excited about the new toilets. They have so much space”
12 year old girl from Tubuserea, PNG

The project “Keeping Girls in School through Improved Reproductive and Menstrual Health” is funded through the Australian Government’s Gender Action Platform.
Keeping girls in school through improved reproductive and menstrual health

- Increased awareness and uptake of SRHR and MH practices
- Improved accessibility of MH products through sustainable business models
- Strengthened knowledge and attention to SRHR and MH
Results

Keeping girls in school through improved reproductive and menstrual health

- **32,000** people improved access to WASH & SRHR information, facilities and family planning services
- **7,440 women and girls** are using their choice of contraception
- **1,850 students** accessing MH-friendly WASH facilities in schools
- **Over 1,400 locally produced reusable menstrual products** sold through supply chain development with women entrepreneurs.
- A community of practice on integrated approaches to MH in each country
Learning

Investing in partnership is key to successful integration

- Importance of an enabling environment for effective integrated partnerships
- Working together has led to more comprehensive education and services available in schools and communities
- Commitment to learning and innovation is key
Thank you

Please contact:
Therese Mahon, Regional Programme Manager South Asia theresemahon@wateraid.org
Chelsea Huggett, Technical Lead Equality and Rights, WaterAid Australia Chelsea.Huggett@wateraid.org.au

Resources on integrating menstrual health, WASH and SRHR:
• A shared agenda: exploring the links between water, sanitation, hygiene and sexual and reproductive health and rights in sustainable development: https://washmatters.wateraid.org/a-shared-agenda
• Integrating menstrual health, WASH and SRH in the Asia Pacific region: https://washmatters.wateraid.org/publications/integrated-approaches-to-menstrual-health-in-asia-and-the-pacific
Panel Discussion

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Closing Remarks

Odette Hekster
Deputy Managing Director, PSI-Europe
Thank You

For any inquiries, please reach out to Stephanie Kim (skim@psi.org) or Odette Hekster (okekster@psi.org).

The recording of the webinar and presentation slides will be available in a few days on PSI’s website: https://www.psi.org/2020/05/making-the-case-for-menstrual-health-lessons-from-the-field/.