

# Using a low-tech menstrual tracking tool to increase engagement and access to SRHR education

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## AT A GLANCE/KEY FACTS

- Menstrual tracking is fundamental to understand your body, mood and overall health
- Period tracking apps are under-utilized by adolescents (Moldova; 90% girls had a smartphone, 17% used a period tracking app)
- After tracking their cycle, we saw more engagement at the Sexual Health Clinic and during education workshops, with girls reporting improved sense of agency, body literacy and overall self-esteem and mental health
- Knowing the expected start date of their period increased:
  - 58%- 81% Moldova; 47% - 82% Burkina Faso
- Awareness of fertility window increased:
  - 35%- 68% in Moldova; 17%-80% Burkina Faso

Functioning as a normal watch with an in-built menstrual tracker, girls can easily see what day of their cycle they're on. With this increased awareness, we saw more interest in the existing programmes that enabled girls to learn more. Furthermore, girls were able to prepare for their period by buying pads and packing them in their bags.

## INTRODUCTION/BACKGROUND

- Innovations needed in smart, accessible menstrual tracking to fill the current gap
- IMMI created an accessible period tracking device aimed at helping girls map their menstruation and better understand their bodies
- UNFPA hypothesised that integrating such a device in existing education programmes would increase girls' confidence and help inform and support conversations around menstrual health as well as broader discussions on gender, fertility, body changes and bodily autonomy.
- The watch was seamlessly integrated in UNFPA's existing innovation, vocational training, WASH, CSE, MHM and SRHR programmes in Burkina Faso and Moldova

## MAIN NARRATIVE

- The Burkina Faso cohort was made up of 140 young women and the Moldova cohort was initially 136 young women with 110 completing all phases of the trial.
- The mean age of the girls was 16.5 in Moldova and 18 in Burkina Faso.
- Workshop materials and training on how to use the watch were provided
- The girls were assigned trained specialist focal points to help with any questions or issues and received troubleshooting and tech support
- Check-in surveys and focus-group sessions were held throughout the course of each pilot
- Giving girls the opportunity to track their health and learn more about their body helped to empower them, and make them more interested and engaged of their overall health
- Girls had the choice of telling their friends & family about the extra functionality of the watch

## RESULTS/CONCLUSION

1. Increased Knowledge:
  - Period start date, fertile window, plus broader concept that your menstrual cycle is every day of life
2. Autonomy / empowerment:
  - 75% of girls in Moldova and 85% of the girls in Burkina Faso reported a higher sense of confidence and positive effect on their overall behaviour
3. Behavior change:
  - Having something physical on your body is important - making tracking as simple as telling the time - meeting girls where they are with convenience, simplicity and fashion is vital
4. Readiness / ability to prepare:
  - Ability to prepare for their period up 22% in Moldova and 47.9% in Burkina Faso