Practical Approaches to Menstrual Product Resilience in Supply Constrained Settings

Context-Setting

Friday, October 20th 2023
the pad project

DAYS FOR GIRLS

psi Europe

Total Family Health Organisation
Why menstrual product supply chains?

- **500M** affected globally
- **200M** lack access to products in low-income countries
- **China & India** lead markets (8B USD, 4B USD)
- **India:** 77% of 15-24 year olds in India use sanitary pads, but **affordability challenges persist**, leading to **mixed-use with makeshift materials** (cloth, rags, husk) for period management
Impact of COVID19

• 73% of global professionals surveyed concerned about restricted menstrual product access during shortages and disruptions

• 50%+ of Nairobi girls struggled to access menstrual products during the pandemic.

• Setback in India: Lockdowns led to a 25% drop in menstrual product use in red zones compared to green zones.
COVID-19 highlighted pre-existing challenges, emphasizing the need for resilient supply chains in the new normal
Informed Choice for Resilience

- **Pandemic Shift**: Reusable menstrual products gained acceptance in constrained settings

- **Education** led to significant shifts:
  - 60% chose reusables (27% pads, 21% cups, 12% combination) over 30% for disposables
  - MIET Africa study in South Africa found 3% interest in reusable pads increased to 55% after education and use
Hyper-Local Decentralized Models as a Solution: Panel Discussion

• Unpack Barriers and Successes

• How has building informed choice into supply approaches enhanced resilience

• What does SRHR-MH integration mean for resilience?
Thank you

Join us at the Innovation Expo to learn more about Informed Choice in Menstrual Health

Reach out to our speakers for more information:

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