Ritu

Presentation for Webinar on menstrual products for young women

By Hilda Alberda, Simavi
Our ambition

By 2020 we have structurally improved the basic health of 10 million people in marginalised communities in Africa and Asia.
Simavi believes that improving menstrual health is a vital step to a healthy life for women and girls around the world. To do this, Simavi focuses on three areas:

- Address cultural believes and social norms
- Ensure access to information
- Ensure access to SRHR and WASH services
Ritu is a partnership between Simavi, RedOrange and TNO
Target groups

Primary target group
• School-going girls from grade 6 – grade 8, in the age from 11-13

Secondary target groups
Parents, men, policy makers
**Outcome 1** – Increased knowledge and improved attitudes and practice on menstrual hygiene of girls, boys, men and women

**Outcome 2** – Increased commitment towards menstrual hygiene management by the government and civil society in Bangladesh

**Outcome 3** – Women and girls have access to better **MHM facilities** at schools and affordable (biodegradable) sanitary napkins
Main interventions – inception phase

- Building a knowledge base on MHM
- Feasibility studies
- Building partnerships
- Redefining interventions
- Design PMEL framework
Main interventions – Increased knowledge

- Developing a curriculum
- Training teachers
- Organising events in schools
- Take home modules for parents
- Sessions with men and women
- Community events
- Social media
- TV series
Main interventions – Increased commitment

- Build a network
- Create a knowledge base
- Train CSOs on MH and advocacy
- Advocate for inclusion of extended menstrual health information in school curriculum
Main interventions – Access to MH services

• WASH facilities in schools
• Access to biodegradable sanitary napkins
  • Feasibility study
  • Developing a biodegradable sanitary napkin
  • Partnership with private sector company
  • Production and distribution
  • Solution for disposal
Simavi
Basic health for all.