

Menstrual Cup Market Accessibility Project







"Expanding youth access to RH supplies through Innovation: MSI China and WoMena" webinar – 8 Feb 2018

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22 USD

MENSTRUAL CUPS (MC) IN UGANDA

- Lack of access to acceptable, affordable and safe menstrual health management (MHM) products leads to girls and women utilizing unsafe, uncomfortable materials which can impact on physical, social and mental well being
- Made of medical grade silicone, reusable for 10 years
- +3000 menstrual cups distributed in Uganda
- Prohibitive Price Sold in pharmacies for approx.





PROJECT OBJECTIVES

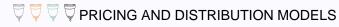
- Integrate MC pricing, distribution and payment models into service delivery
- Evaluate models (effectiveness and feasibility) for future scale up of models
- Promote a policy environment conducive to effective supply and distribution of MCs













Goat and Cup for Work

Savings Groups

4 USD

Karamoja

Arua, Gulu,

3. Marie Stopes Ladies

4. Marie Stopes Clinics

5. Youth Ambassadors

Kabale, Tororo. Bweyegere

6. Pharmacy Sales

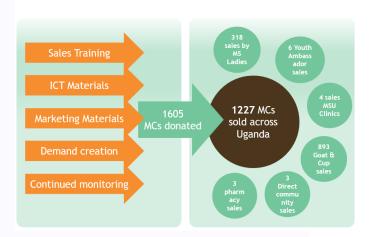
18 -22 USD

Kampala



INPUTS

OUTPUTS





UPTAKE, USER EXPERIENCE AND SAFE

- 79% of menstrual cups sold to young women aged 15-30
- 34% menstrual cups sold to girls and young women aged of 15-24
- Qualitative interviews show high level of satisfaction with cup purchases
- Level of safe use practice high, but knowledge retention low
- In Karamoja approx 50% girls and women not yet using their cups due to pregnancy and breastfeeding





NOTHING WITHOUT OUR PEER SALES AGENTS AND

FACILITATORS





Joyce, 32, Community Facilitator from Lia "The menstrual cups has first of all changed myself and people have seen this. I showed them how it works. We worked (in the field) up to 1 pm, then we went together to check, thirteen of us in the house. I removed the MC and put blood in basin and poured it in the latrine. They saw everything! They see that I am smart ... We are all now smart, no smell, even these days they have forgotten (the old times), even these old women. Even a man can tell the woman to go use a menstrual cup!





BARRIERS AND DRIVERS FOR EXTENDED ACCESS

BARRIERS

- Contextual poverty and food insecurity
- Cultural sensitivities and unfamiliarity with product
- Fractured record keeping and price tracking
- High import and supply costs of MCs

DRIVERS

- Flexibility in pricing
- Trusted, motivat ed community based sales persons
- Growing cohort of locally experienced users
- Strong demand creation networks

LOOKING FORWARDS

- Stop-gap subisdisation needed
- Pooled procurement to bring down cost
- Effective market segmentation
- Diversification and innovation in information dissemination



Building a community of practice for market solutions for Menstrual health products and solutions

- Mapping market actors globally
- Learning from each other
- Knowledge sharing and joint publication

LET'S CONNECT - GET IN TOUCH - laura@womena.dk







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