



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.





Menstrual Health

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 beliefs and social norms
- Ensure access to information
- Ensure access to SRHR and WASH services





Ritu is a partnership between Simavi, RedOrange and TNO

RITU

Promoting Menstrual Hygiene Management
in Bangladesh



This picture can be changed....



Simavi
Basic health for all.

TNO innovation
for life

In partnership with
redorange
making your communication work



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

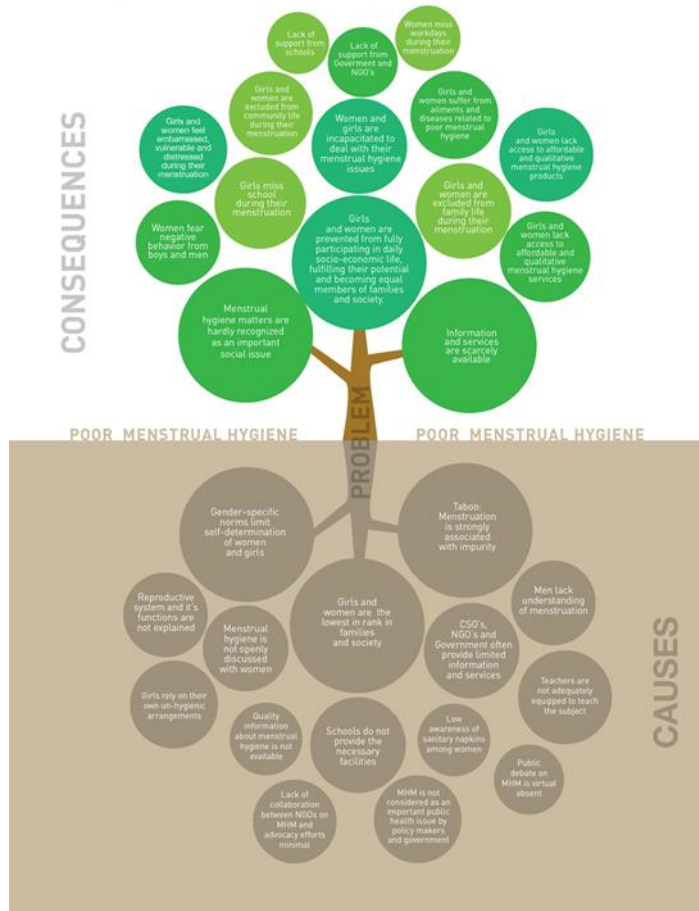




Outcomes

RiTU Promoting Menstrual Hygiene Management in Bangladesh

PROBLEM TREE



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.