

IDCA- 13th International Conference

SWECHHA (*Awareness on Menstrual Hygiene*)



Bengaluru, January 2017



Swechha

Have a Happy Period

WHAT IS IT?

- ▶ Awareness Campaign for Girl children in government high schools about menstruation and related health issues



WHY IS IT NEEDED?

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graph TD; Problem[Problem] --- Education[Education]; Problem --- Health[Health]
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Problem

Education

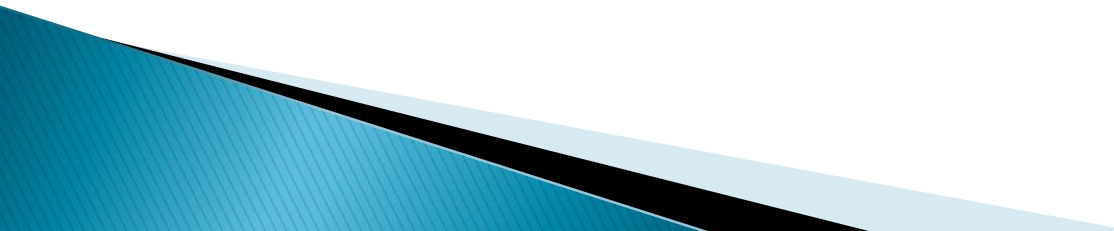
Health

Education



Health issues

- ▶ Delayed Puberty.
 - ▶ Hormonal Changes and Puberty.
 - ▶ Infections.

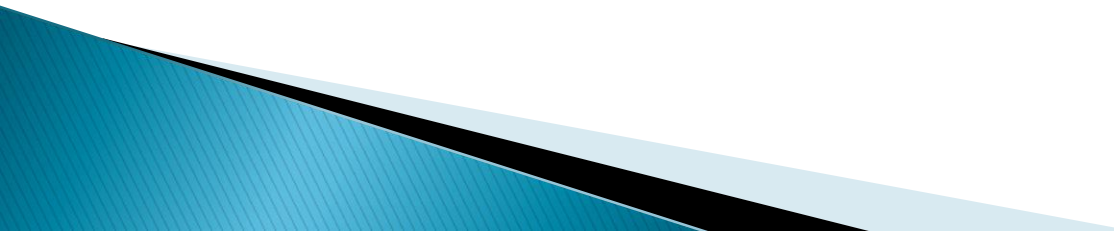
 - ▶ Cancer.
 - ▶ Uterine Fibroids.
 - ▶ Weight loss and Eating Disorders.
 - ▶ Stress
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Awareness

- ▶ Awareness session through Mythri Video.



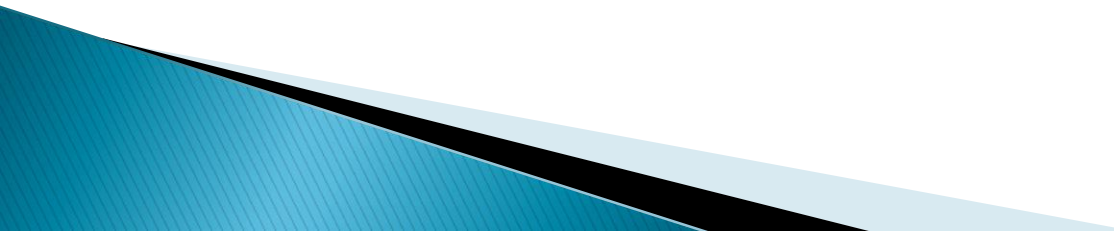
Program Approach

- ▶ Pre- Assessment
 - ▶ Awareness Session
 - ▶ Post- Assessment
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Pre- Assessment

- ▶ Basic questionnaire
 - ▶ Review
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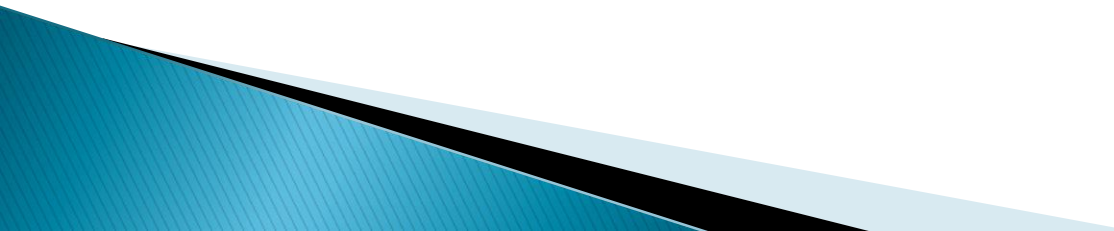
Awareness Session

- ▶ Common myths
 - ▶ Menstruation
 - ▶ Menstruation hygiene
 - ▶ General hygiene
 - ▶ Food habits
 - ▶ Usage of sanitary napkins
 - ▶ Disposal of sanitary napkins
 - ▶ Staying clean
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Interactive Session



Post- Assessment

- ▶ Post- questionnaire
 - ▶ Review
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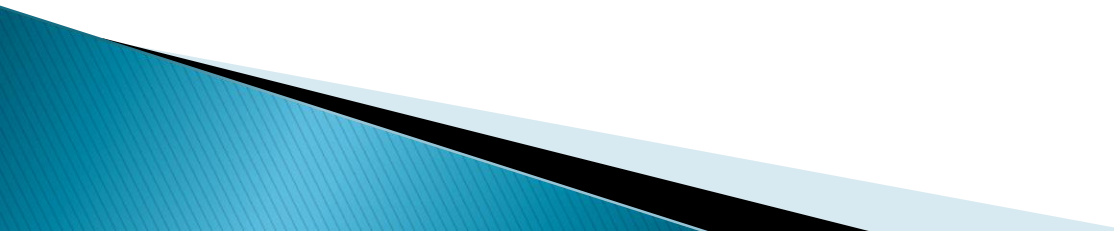
Distributing Sanitary Napkins



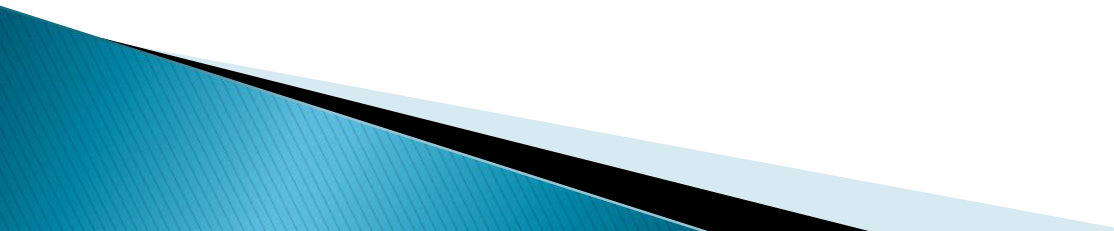
Success Stories

- ▶ *“We are so empowered with this session and feel much more comfortable with our body. We are now buying the sanitary pads from Padala Charitable Trust and using every month. Please conduct this programme in our community for our mothers and grandmothers. They are so ignorant of the facts and suffer a lot during the menstrual cycle”. – Mahalakshmi Meleti, ZP High School, Chandrampalem, Kakinada Rural*
- ▶ *“Our girls are very much comfortable and confident of speaking out about this and they have started buying the napkins for themselves and their mothers. This proves the power of being aware. Thanks to Padala Charitable Trust for working on such a worthy cause to educate the future mothers of India. Thank You”. – Teachers & Head Masters*

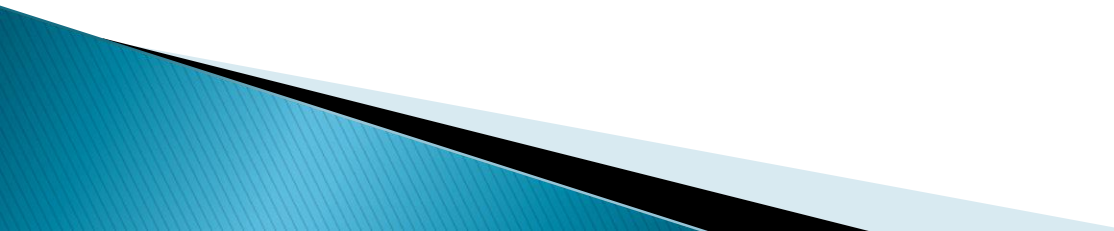
Current Status

- ▶ Covered 80+ ZP High Schools and interacted with 10,000+ Girl Students
 - ▶ Prepared a Hand Book to distribute to each girl
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Scaling Up

- ▶ Seeking Partners to reach out to more girls
 - ▶ Looking for better ideas
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Project Schedule/ Timelines

- ▶ Number of visits per school: 2
 - ▶ 1. First Visit– Conducting Pre–assessment and Awareness session
 - ▶ 2. Second Visit– Follow–up session– “Post–Assessment”
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Estimated cost

Estimated cost per child

Rs. 85 /– (\$1.5)

**Total Estimated cost to empower
one school (150 girls Avg) =**

Rs.12,000 /– (\$200)

Current Partners

- ▶ **Jayanthi Charitable Foundation**
Working in 2 schools in East Godavari
 - ▶ **Pragathi Welfare Society**
Working in 14 schools in Mahabubnagar (TS)
 - ▶ **My Village Model Village (MVMV) Foundation**
Working in 6 schools in Kamareddy (TS)
 - ▶ **Lions Club Elite-Kakinada**
Working in 12 schools in Kakinada
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THANK YOU
for
listening
and watching
our presentation



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