Girls on the go!

SHE28: The intersection between innovation, health, WASH & economic development for girls and women in Rwanda

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October 29, 2014
SHE’s Vision, Mission & Model

By 2017, SHE28 will have a replicable blueprint that will reach 250,000 girls, create 1200 jobs, and launch 15 profitable franchises.

SHE: Social Enterprise = Investment

Economic Returns

SHE28 Initiative

Social Returns

Business

Partnerships

Education

Policy

LaunchPad Manufacturing

LaunchPad Distribution

Curricula/IEC

Advocacy

Co-op farmers, factory workers, technical schools

Factory workers, schools, adolescent girls & women

Community, teachers, parents, adolescent girls & boys

Ministries, parliament, NGOs, multilaterals
MHM in Rwanda

- **18%** of girls & women in Rwanda miss out on school or work because they can’t afford pads.
- **MHM** remains a taboo subject.
- Lack of girl-friendly **WASH infrastructure**.
- Multinational-brand pads cost **US $1 (taxed at 18%)** for a box of 10.
- Resort to using **unsanitary materials** (cloths, toilet paper & other ineffective products).
- Girls miss up to **50 days** of school/work per year.
- **4.8 million** women & girls of reproductive age.
- **US $215** in lost income per female per year—a potential loss in GDP of **US $115 million** per year in Rwanda.

1 SHE market research; 2 UNESCO report, 2014; 3 FAWE School Survey, 2010
SHE28’s Holistic Approach

Fulfilling girls’ and women's unmet need by helping local women jump-start their own businesses to manufacture & distribute affordable, quality, and eco-friendly sanitary pads.

SHE28 Initiative

- LaunchPad Manufacturing
- LaunchPad Distribution
- Curricula/IEC
- Advocacy

Banana farmers & agro-waste

Community factory & processing

Affordable, high-quality MHM product

Taboo busting & skills building & policy change

Jobs, education, good health & dignity

Fulfilling girls' and women's unmet need by helping local women jump-start their own businesses to manufacture & distribute affordable, quality, and eco-friendly sanitary pads.
SHE28 Milestones

**EDUCATION & ADVOCACY**

- Passage of girls’ room mandate
- "Breaking the Silence" campaign

**BUSINESS DEVELOPMENT**

- Market research
- Prototype developed
- Small-scale distribution w/ CHWs

**‘09**

- Passage of girls’ room mandate
- "Breaking the Silence" campaign
- Prototype developed
- Small-scale distribution w/ CHWs

**‘10**

- MHM partnership development
- Nat’l sanitation budget includes pads
- Partner with banana co-ops

**‘11**

- M&E tools developed
- MOH commits to MHM
- Teacher-student training manual approved
- National radio campaign
- Community awareness workshops
- Pre-testing M&E tools

**‘12**

- Production scale breakthrough
- Packaging design finalized
- Launched phase A of industrial scale pilot
- Launched phase B of large-scale industrial pilot

**‘13**

- Pre-testing M&E tools
- National radio campaign
- Teacher-student training manual approved
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**‘14**

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**SHE SUSTAINABLE HEALTH ENTERPRISES**
WASH is critical to MHM

SOFTWARE
✧ Mandated & on-going skill-based curricula (girls & boys)
✧ Training for teachers
✧ Support from parents, teachers & fellow students

HARDWARE
✧ Safe, private toilets & spaces
✧ Affordable menstrual materials
✧ Disposal facilities
✧ Access to clean water and soap

Many schools in Rwanda lack adequate facilities for MHM.

<table>
<thead>
<tr>
<th>% of Primary Schools with:</th>
<th>Data (N=2543)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Water Source</td>
<td>37%</td>
</tr>
<tr>
<td>Improved Sanitation</td>
<td>52%</td>
</tr>
<tr>
<td>Hand Washing Facilities with Soap</td>
<td>37%</td>
</tr>
</tbody>
</table>

Girls’ Rooms: a safe space at school

ICYUMBA CY'UMUKOBWA

SHE28’s 2010 “Breaking the Silence” campaign was an instigating force behind the Rwandan Ministry of Education’s mandate in 2010 that every public school in Rwanda build or designate a girls’ room near bathroom facilities.
“We feel comfortable going to school even while menstruating because we know that it is possible to manage our menses at school without getting embarrassed…”

Key Issues:
✧ Limited water accessibility, especially in rural settings.
✧ Insufficient stocks of menstrual hygiene products.
✧ Room for improvement in infrastructure quality.
✧ Despite awareness, hard to change hygiene behaviors.
Manufacturing LaunchPads

SPINNING BANANA FIBER INTO GOLD

Patented technology transforms local agro-waste into a chemical- and polymer-free absorbent core for disposable sanitary pads.

Factory delivers an affordable, eco-friendly product designed to serve girls’ unmet needs in schools & com. orgs.
Key Dimensions of SHE’s LaunchPad Products

THE THREE A’s

✧ **Availability**
  – MHM market-based solutions must exist in the community
  – Sold and distributed where girls can buy them

✧ **Accessibility**
  – Product affordability keeps effective MHM within reach

✧ **Acceptability**
  – Menstrual materials are culturally appropriate
  – Tailor products to girls’ lifestyles & preferences
  – Coupled with skill-based knowledge
  – Women and girls must know how to use them
The LaunchPad

 대하여
Tailor the design of pad and packaging to customer feedback.

 대하여
Superior Absorption
Pads have been lab-tested & proven to be 2x as absorbent as the standard commercial pad sold in Rwanda.

 대하여
Naturally Comfortable
Pads use natural materials that provide a soft, cloth-like comfort.

 대하여
Within Reach
Pads are priced and distributed to make sure go! meets girls where they are.

Branded as “go!” in Rwanda
Measuring SHE28 success

KEY OUTCOMES

✧ Business Development:
  – Business profitability & job creation
  – Lowest cost pads on the market
  – Brand recognition

✧ Education:
  – Incorporation of puberty & MHM into national training curricula
  – Increase in teachers’ confidence about discussing puberty & menstruation
  – Increase in knowledge-based skills & behavior change by students

✧ Advocacy:
  – Changes in MHM attitudes & norms
  – Network of champions at local, regional, and national levels
  – Elimination of value-added tax (18%)
  – Sector policy change: strategy, budgets
Strengthen ministry, NGO & multilateral relationships

On the SHE28 Horizon

Continue large-scale production of 180,000 pads

Continue R&D for pad 3.0; ongoing market research

Teacher Training/Student Clubs/s IEC

10-school pilot with 50 teachers; 6,000 students (3,000 boys, 3,000 girls)

Launch of mgo! platform

Scale to other districts in Rwanda

Continued national policy lobbying efforts & global advocacy activities

Strengthen ministry, NGO & multilateral relationships

2014

2015

2016

2017
Girls need to be the central designers of a tailored product that meets their needs to ensure uptake.

Local solution + local assets = economic sustainability

Product commercialization ensures greatest access & impact

Capturing M & E & sharing best practices is critical to encourage global replication.

Strategic multi-sectoral partnerships enable a platform for sustainable scaling of SHE28.

MHM is an entry point to empowering both girls and boys.