



Addressing period poverty through researching the most appropriate design for menstrual health products in Tanzania, in terms of sustainability, affordability and cultural acceptance

By Fida International

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Introduction

- *Background/the need/the problem:*
 - Period poverty describes **the struggle many low-income women and girls face while trying to afford menstrual products**
 - Access to affordable menstrual health products is not uniform in Tanzania.
 - Imported products and materials are expensive – the few sustainable local producers struggle with scaling up their business
 - Leads to adverse social, economic and health impacts
- *What is the aim of the experiment?*
 - **Gather market intelligence**
 - **Support prototyping and user testing**
 - **Enhance scaling up of local production**
- *Numbers/reach/beneficiaries (planned and what is being realized – direct, indirect etc.*
 - **250 direct beneficiaries in five regions** (Arusha, Kigoma, Mwanza, Tanga, Zanzibar) are participating in the experiment



Results

- *What have been the results/achievements/impact so far?*
 - Baseline data collection and distribution of pads
 - Positive feedback on two prototypes of reusable menstrual pads produced in Tanzania from local materials
 - Feedback is trickling into the design process
 - Some tentative evidence of reduced school dropouts
- *What are you expecting to achieve by the end of the experiment?*
 - Better understanding of user journey
 - Increased market intelligence and understanding of logistical and distribution chain
 - Design of products that meet the affordability criteria of beneficiaries
 - Understanding if a viable, scalable and sustainable business can be built



Collaborations/partnerships



WomenChoice industries

Feasibility for scaling

- Integrating the work more firmly into Fida project activities across Tanzania
- Securing additional corporate or donor partners as participants in the experiment
- Utilizing the experiment's findings in a proposal for an impact investor