



Menstrual Awareness Baseline

2023-2024

Evaluated by Faiza Khan, Lead, Program Design, M&E & Stakeholder Partnerships



Executive Summary

Knowledge building:

- Most participants learnt periods during 13-16 years of age.
- 'Mother' and female relatives were the main source of information for both men and women.
- Other sources included peer groups and school sessions/biology classes.

Attitudes & Perceptions:

- Participants were split on issues of menstrual purity. Reasons for period blood being perceived as unhygienic included religious and cultural sentiments, prevalent notions in the household, and distinctions between bodily blood and menstrual blood.
- Women participants also perceived products like tampons and menstrual cups to be more risky.
- Most participants were in agreement that menstruation affects women's ability to carry out domestic and professional work.

Common Practices & Hygiene Management:

- 77% of women used sanitary products, with 7.9% also using menstrual cups and 2.6% using cloth pads and period panties. None of the participants used tampons.
- 39% of the participants wrapped pad purchases in brown paper bags or black packets while 35% did not wrap at all.
- Among disposal practices, 58% of participants reported to wrapping and disposing of sanitary pads while 40% burned them 13% directly discarded pads outside the house.

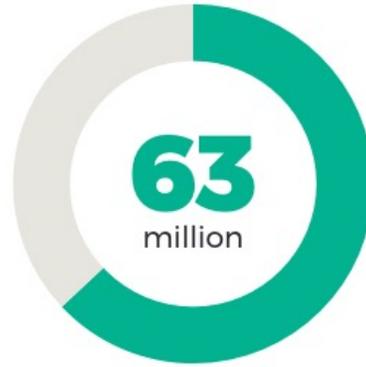
MHHM facts from India



of girls know nothing about menstruation before their first period.



of mothers consider periods dirty.



adolescent girls do not have toilets in their homes.



of Indian women use unsafe products like rags, old cloth, ash, sand, etc. to absorb their period blood.

Impact of poor MHHM on girls' education⁶

Menstruation is the second major reason for girls dropping out of school.

23%

of girls drop out of school when they hit puberty.

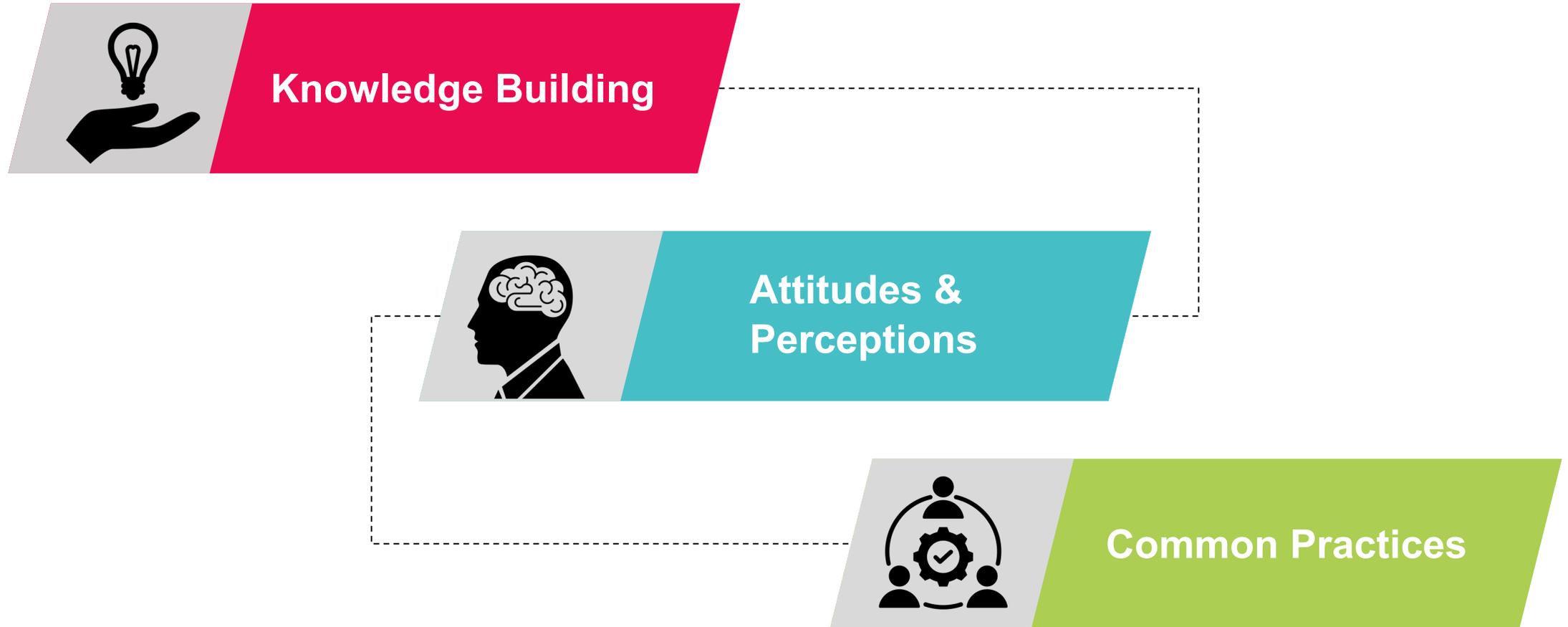
200 million

women in India are unaware of safe menstrual practices.

Why invest in Menstrual Health awareness & Hygiene management?

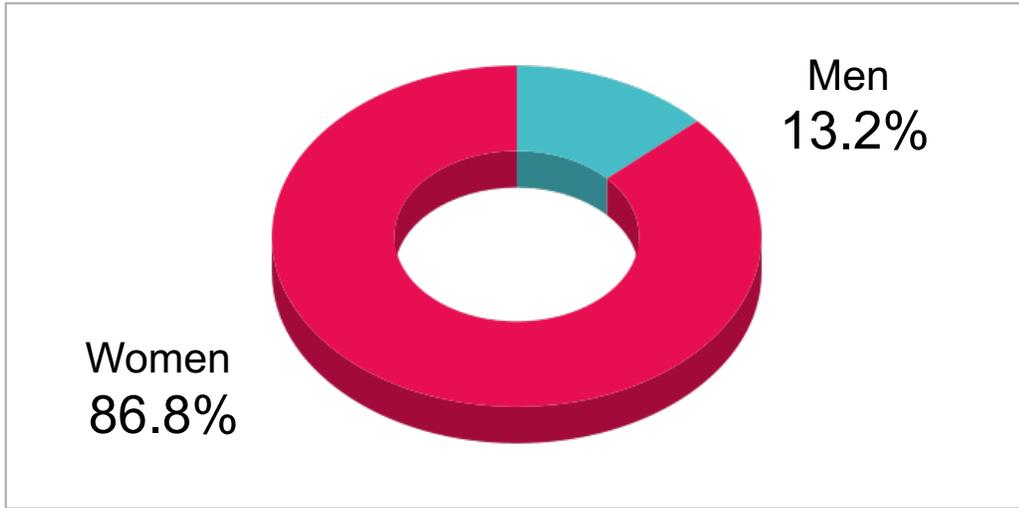
Source:
FSG, 2016
<http://www.dasra.org/news-and-events/only-48-of-the-adolescent-girls-population-in-india-are-aware-about-menstruation-prior-to-the-first-period>

Menstrual Awareness: Adopting a KAP model

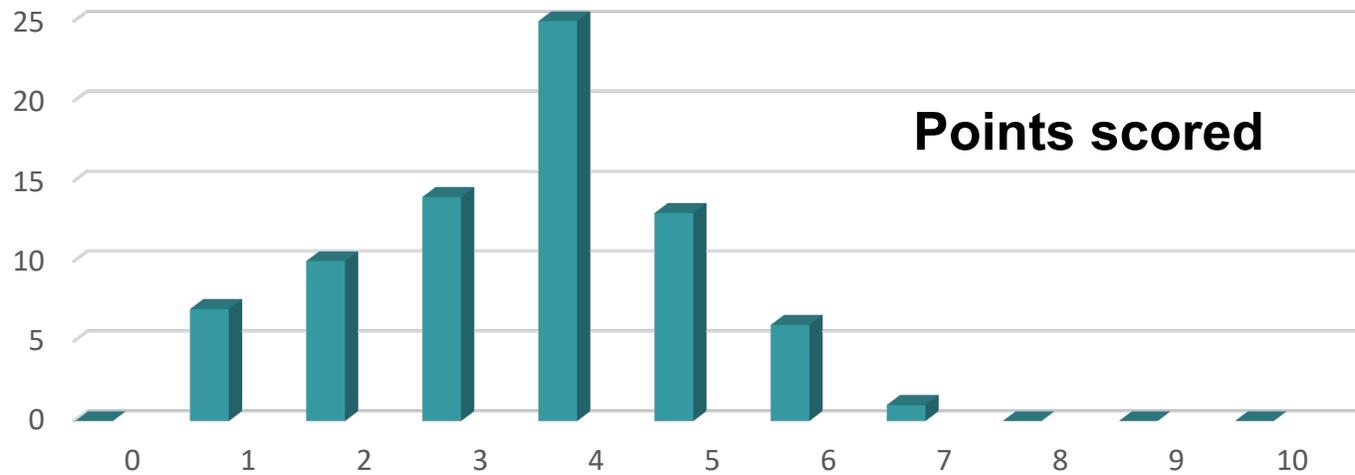
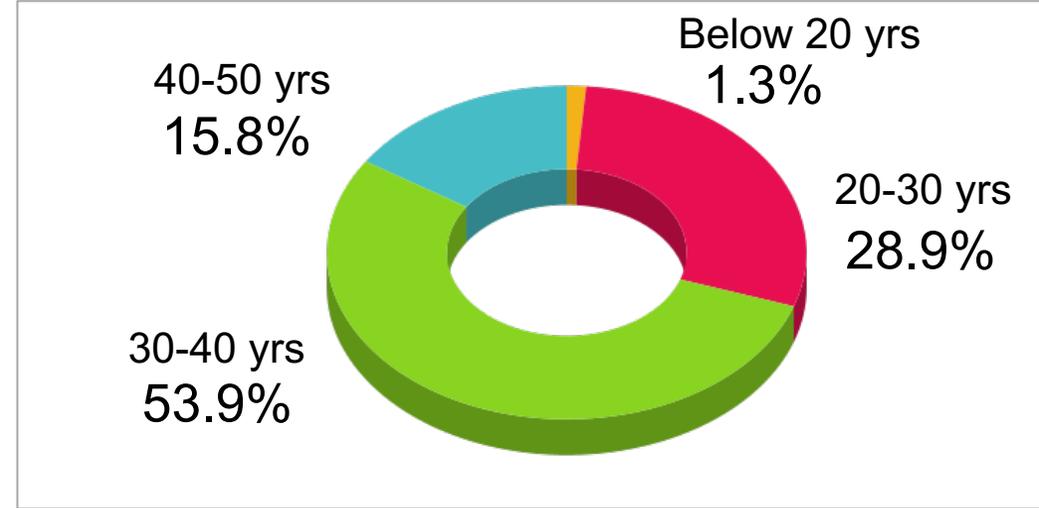


Demographic Details

Gender



Age



Points scored

Overall Responses

The average number of points scored on 10 ranged from 3-5. Participant knowledge and awareness is approximately at **44.2%**

Menstrual Awareness

Most participants learnt periods during 13-16 years of age. about

Sources of knowledge:

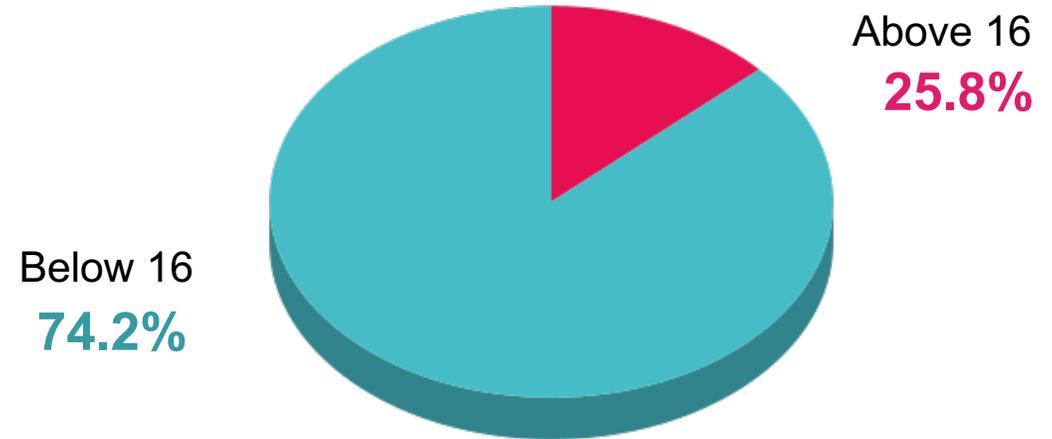
For Women

- Mother/grandmother when they got their first period
- Menstruation sessions in school/ From a teacher/biology class,
- *“My pregnancy time, at 19, through my doctor.”*

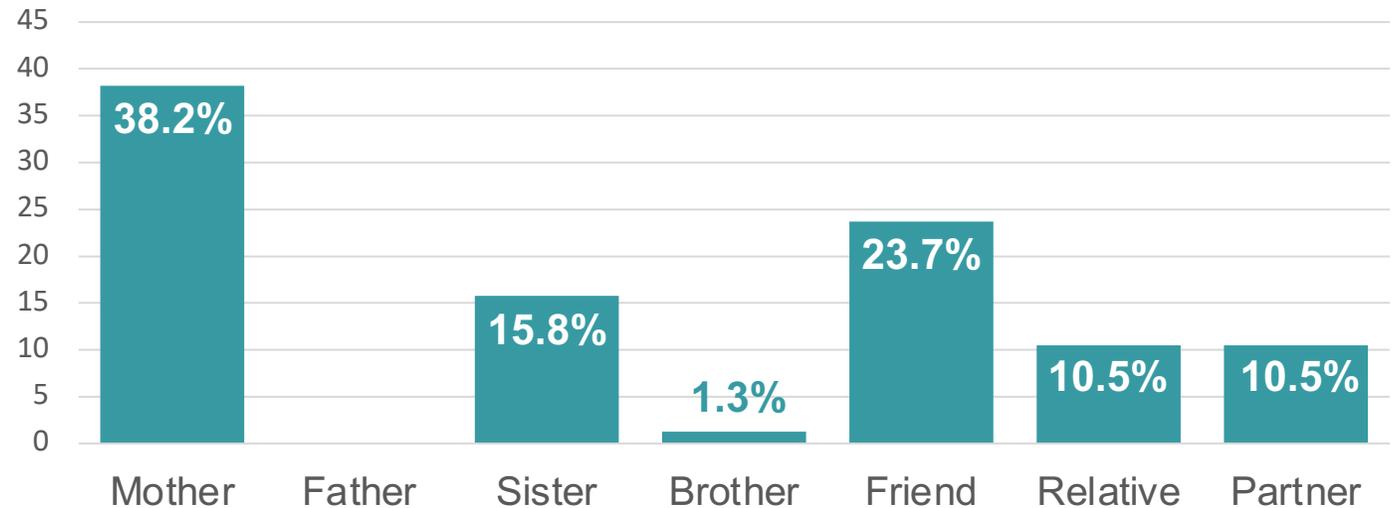
For Men:

- When sister got her period
- During college –discussing with friends

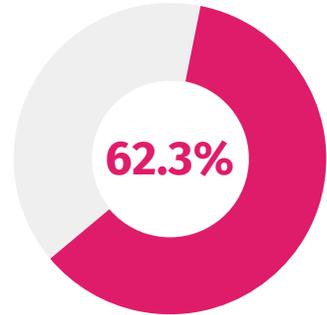
At what age did they learn about menstruation?



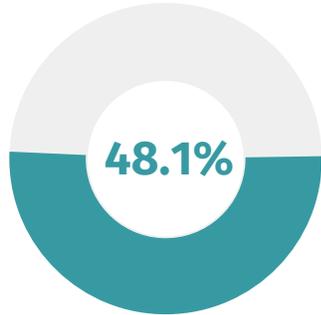
Who did they learn about menstruation from?



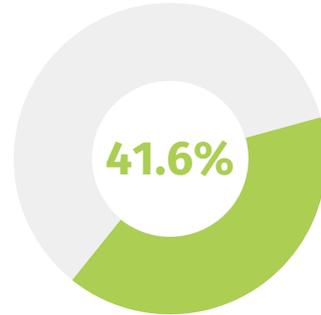
Knowledge Building



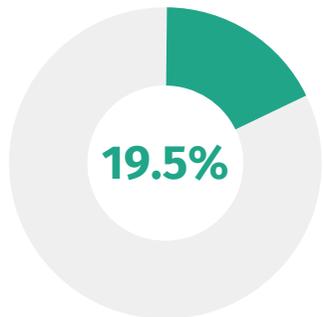
No of days in the **menstrual cycle**



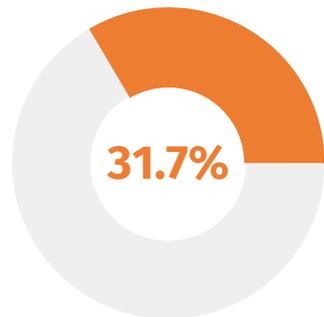
Knowing the **uterus** by description



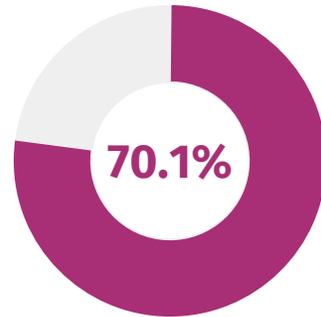
Knowing the **fallopian tubes** by description



Knowing what **ovulation** is by description

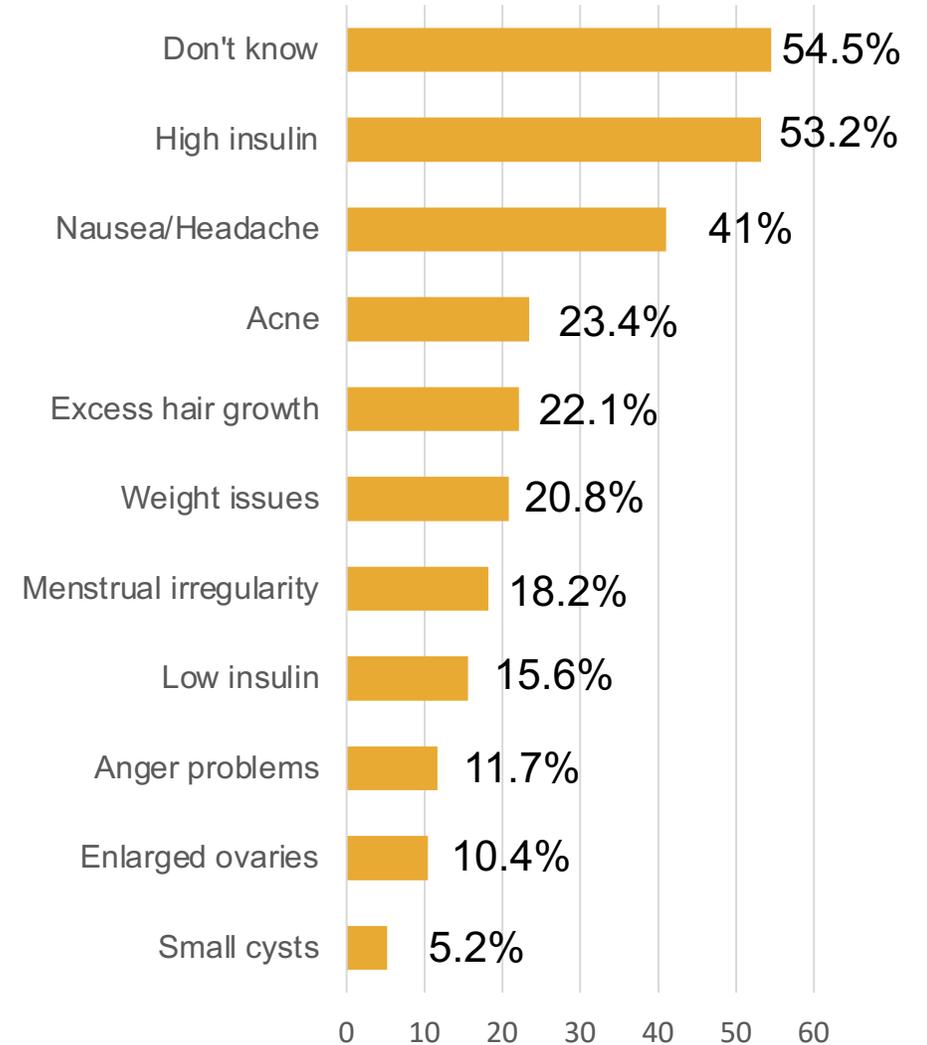


Knowing what **tampons** are



Knowing what **Anemia** is

Knowledge on **Polycystic ovary syndrome (PCOS)**



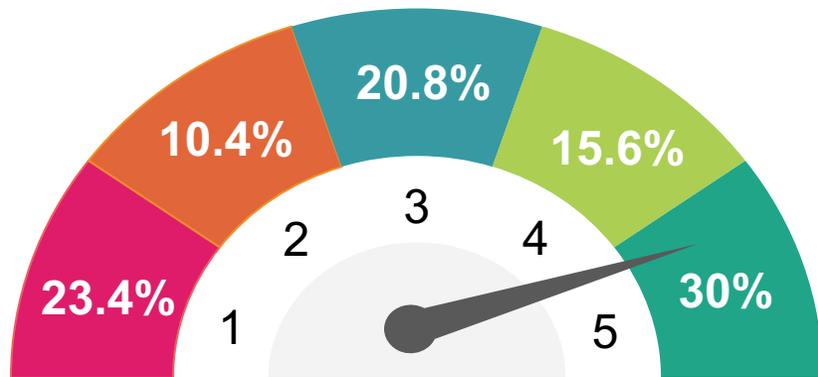
Attitudes & Perceptions



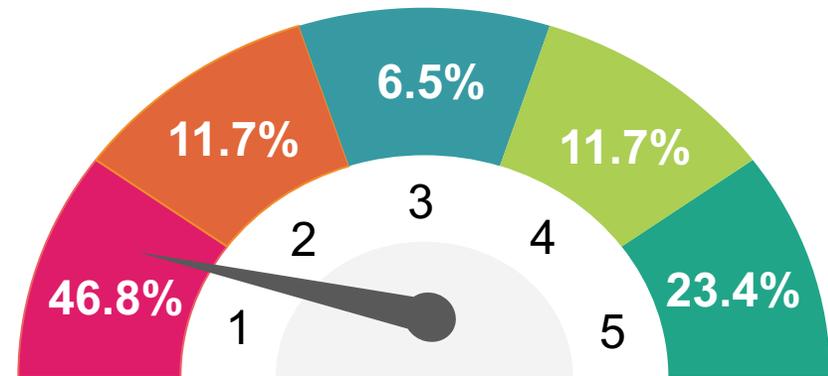
Tampons and menstrual cups are **risky products**.



Period blood is **impure and unhygienic**.



It's okay to **go to temple or touch pickle** when on period.



Talking about **periods with males** is disrespectful.

Experiencing **mood swings** before/during periods is normal.



Menstruation and period pain **affects ability to work**



Women need a day or two off from **household work**



Women need a day or two off from **professional work**



Common Behaviours & Practices

Menstrual products **they have tried**



Menstrual products **they use frequently**



Affective factors & Reasons for **using the product / choice of product**

72.4%

Comfort

27.6%

Availability

24%

Mother/Relative use it

20%

More hygienic

17%

Scared to try others

16%

Eco-friendly

13.2%

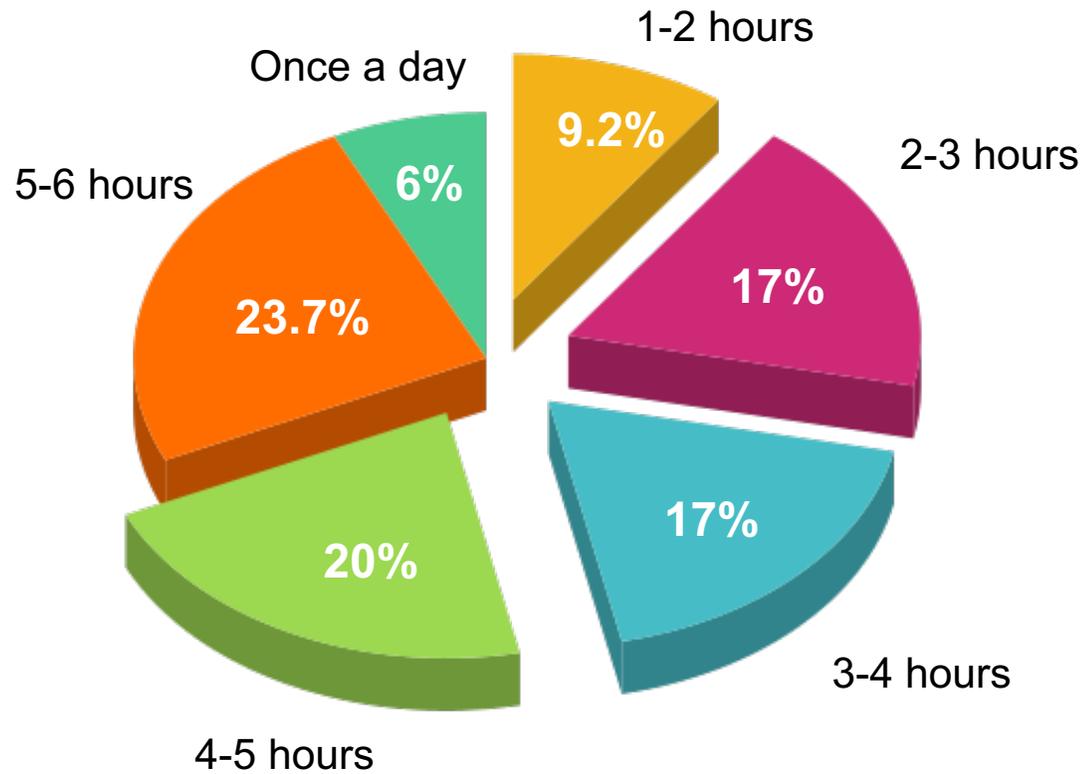
Don't know about other products

6.6%

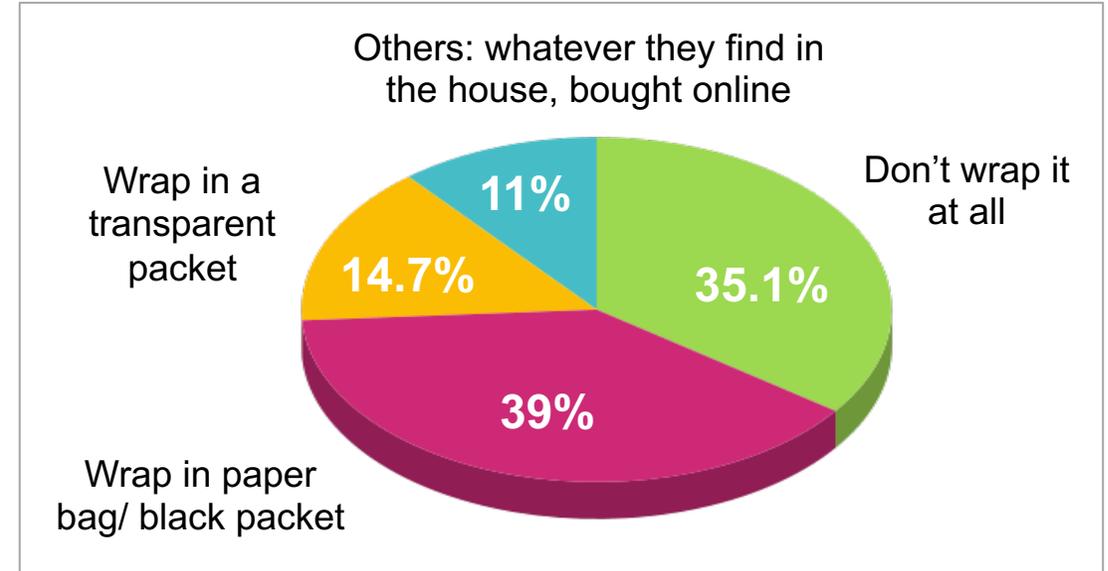
Affordability

Hygiene Management

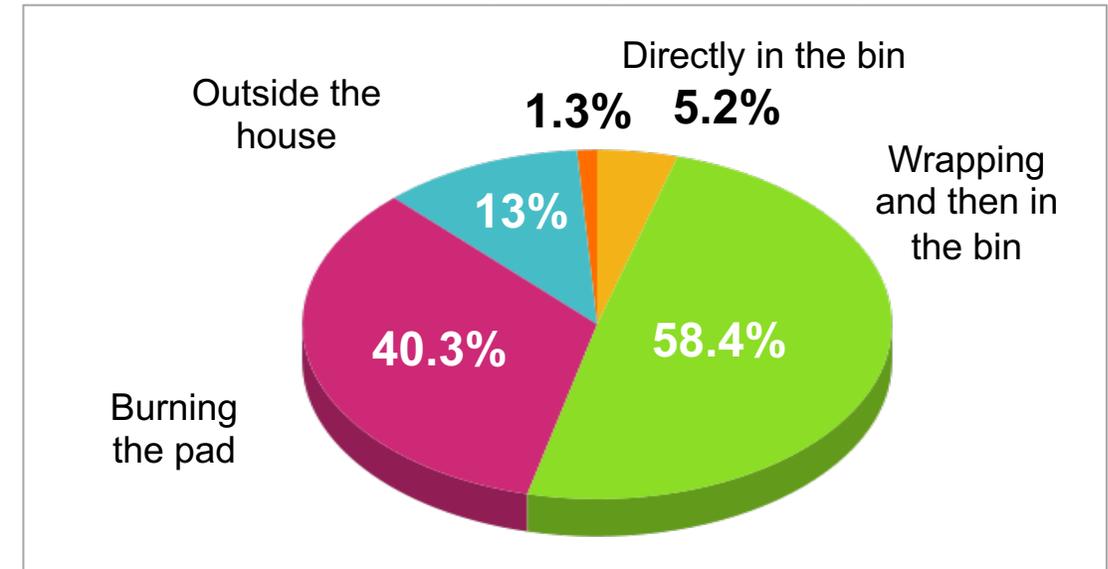
How often do you **change the product** in a day?



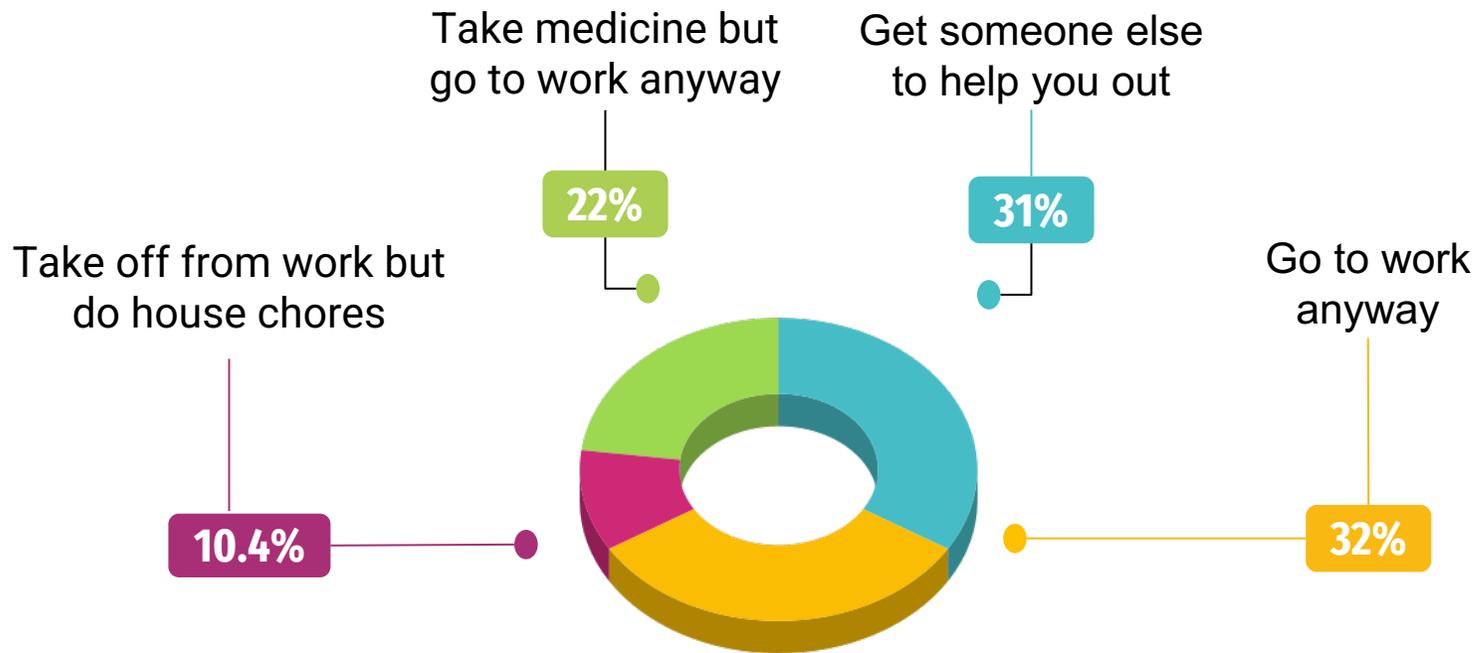
Behaviour when **buying** menstrual products



Behaviour when **disposing** menstrual products



When I am **tired** on my period I...



Talking about periods

