



## Menstrual Hygiene Project - Global Grant #GG2098439

Host Club: Sunyani-Central Ghana – District 9102

International Club: Evening Downtown Boston – District 7930

### Provide and promote the adoption of reusable menstrual cups for women in Ghana

#### The Problem

In many areas around the world, menstruation is heavily stigmatized due to a lack of education and cultural beliefs, which can limit women's access to hygiene and interaction with their community. Women often have limited options for feminine hygiene products and may have to use "traditional" methods such as cloths, papers or leaves, which can be uncomfortable and allow leakage onto clothes. Where options such as pads do exist, they are often cost prohibitive as families prioritize spending on food and other essentials.

In Africa, it's estimated that:

- **1 in 10** young women **do not attend school during menstruation**,
- **80%** of the population lives on **less than \$2 per day**, and
- **60%** of the population lives in **severe poverty**.

Such challenges can lead to more serious health issues and reproductive diseases, and contribute to school absenteeism. Young women may also refrain from participating in physical activities and have a lower level of confidence. Access to safe and affordable menstrual health management resources for young women in Africa is crucial for their long-term health and economic empowerment.

#### The Project

Three Ghana-based Rotary clubs conducted interviews and focus groups within their communities and identified menstrual health management resources as a critical need for young women. The safest, most economically and environmentally sustainable solution was determined to be reusable menstrual cups coupled with education.

The Sunyani-Central Ghana Club (Ghana, District 9102) is now partnering with the Downtown Boston Rotary Club (USA, District 7930), CouldYou?, and other non-governmental organizations (NGOs) to provide and promote the adoption of 15,000 reusable menstrual cups for young women in Ghana.

#### Project outcome goals include:

- **Improve access to an affordable feminine hygiene product.** The cost is US \$10 per cup and each cup lasts up to 10 years. Cups and educational materials will be provided to recipients at no cost to them.
- **Improve access to a safe feminine hygiene product.** The menstrual cup is medical grade silicon based product approved by the United States Federal Drug Administration; it eliminates the risk of toxic shock syndrome and allows the body to continue essential cleansing and protective functions.
- **Reduce environmental impact.** The average woman throws away approximately 240 tampons per year. Unlike pads and tampons, menstrual cups are reusable and eliminate all waste.
- **Enable recipients to improve school attendance and participate in physical activities.** Menstrual cups are comfortable, odorless, leak-proof, can be worn safely for up to 12 hours, and do not have to be removed while using the bathroom, allowing women to build confidence and remain in school.
- **Reduce stigma around menstruation and cup usage through education.** Research shows education increases cup adoption rates from 20% to 93%.
- **Create jobs in the community.** Employment of marginalized women to sew the cotton pouches and assemble the cups and educational inserts.
- **Enable opportunities for project metrics to be evaluated and utilized as a pilot for potential project concept expansion across other areas in need.**



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### The Partners

#### **Ghana Rotary Clubs: Sunyani-Central Ghana, Sunyani-East, Accra, and Kumasi Clubs.**

The Ghana Rotary clubs will set-up a centralized project bank account, participate in the grant application process, contribute to fundraising efforts, receive the shipment of cups and educational materials and distribute to NGOs, attend community meetings, and manage day-to-day project deployment, expense transactions, bank account reporting.

#### **Downtown Boston Rotary Club:** <https://www.dbrotary.org/>

The Downtown Boston Rotary club will be a co-project bank account owner, oversee the grant application process and project, contribute to fundraising efforts, and oversee funding and reporting.

#### **CouldYou?:** <https://couldyou.org/>

CouldYou? will coordinate the production and shipment of 15,000 cups and educational materials to Ghana, assist in oversight of other organizations involved in the project, provide a nurse to attend community meetings who will provide educational presentations and materials to community members, provide a consultant to partner with local university volunteers to monitor and evaluate program metrics through pre- and post-assessments of cup recipients.

#### **Primary NGOs: Hope for Africa:** <https://hopeforafrica.org/>, **LiveRight Ghana:** <https://liverightghana.org/>, **Global Youth Support:** <https://www.globalyouthhelp.org/>.

The NGOs will utilize existing relationships with community organizations and other NGOs to identify eligible recipients, manage the distribution of cups and provision of educational support services to eligible recipients, and employ local women to sew cotton pouches for the cups and assemble the cups and educational inserts into the bags.

### The Timeline – Post-Rotary Foundation Approval

Once approved by the Rotary Foundation, the project will be implemented over 21 months in 4 phases:

- Phase 1 – 4 months: Produce and ship cups to communities.
- Phase 2 - 8 months: Mobilize communities, make storage bags and prepare educational material.
- Phase 3 - 8 months: Distribute cups and educate girls and women.
- Phase 4 - 1 month: End of Project Evaluation.

### Making a Contribution

To pledge money, go to the [Rotary International Matching Grants Website](#) and click the button “Pledge Support for this Project.” You will have two options:

1. **Contribute money now to the project.** This money will be held by the Donor Advised Fund until the project is approved by the Rotary Foundation. At that time the money would be released to the project
2. **Pledge to donate money when the grant is approved by the Rotary Foundation.** Once approved, the foundation will reach out and provide instructions for how to make payment. The project is aiming for foundation approval in Fall 2020, so that is approximately when the funds would be required.