

ENDING PERIOD POVERTY

100%
FOR THE CHILDREN

ENDING PERIOD POVERTY: OUR APPROACH AND STRATEGY

At 100% for the Children, menstrual health is not just about hygiene - it's about ending poverty. We recognize that access to safe, affordable, and sustainable menstrual products is a fundamental right that impacts every aspect of a girl's and woman's life - from attending school to participating fully in society.

WHY MENSTRUAL HEALTH MATTERS

Menstrual health is not only about hygiene - it is a powerful driver of financial empowerment for girls and women. When girls are unable to manage their periods safely and affordably, they are more likely to miss school, fall behind, and face barriers to future employment. For adult women, a lack of menstrual products can mean lost workdays, reduced income, and ongoing dependence on others.

Across the communities we work with - particularly in Kenya, Ghana, and Malawi - many girls miss school each month due to a lack of menstrual products, clean water, and safe sanitation facilities. In some cases, the inability to manage menstruation leads to risky coping mechanisms, including transactional sex, early marriage, or social exclusion. These realities highlight a deep intersection between menstrual health and issues of poverty, education, protection, and gender-based violence.

WHAT WE DO

Our approach to menstrual health combines access, education, and empowerment:

- **Access to sustainable products**

We distribute reusable menstrual products, such as menstrual cups and cloth pads, that are environmentally friendly, used for up to 10 years, cost-effective, and adapted to local realities. These products are designed to last several years, helping reduce the financial burden on families and offering a long-term solution for girls and women..

- **Menstrual health education**

We provide age-appropriate, rights-based education on menstrual hygiene, sexual and reproductive health, and bodily autonomy. This is done through schools, youth clubs, and women's groups, using peer-led methods that foster trust, dialogue, and shared learning.

- **Normalize menstruation**

To break down stigma, we work with community leaders, parents, teachers, and local media. We support conversations that normalize menstruation and challenge harmful cultural taboos that prevent girls from managing their periods safely and with dignity.

- **Economic empowerment**

We empower women to become menstrual health advocates and entrepreneurs. Women have been helped to produce and sell storage bags for menstrual cups, creating local livelihoods while strengthening menstrual product distribution.

OUR STRATEGIC VISION FOR PERIOD POVERTY (2024-2027)

We aim to reach at least 40,000 girls with reusable menstrual products and/or training by 2027. Our menstrual health strategy is deeply integrated with our work on:

- **Child protection:** Ensuring girls stay in school and are not forced into early marriage or unsafe practices.
- **Education:** Reducing absenteeism and dropout rates by making schools period-friendly and safe.
- **Health:** Promoting menstrual hygiene as a key part of sexual and reproductive health.
- **Sustainability:** Prioritizing, when the context allows it, reusable, biodegradable solutions that reduce waste and support climate goals.

We aim to develop context-sensitive, scalable models that build on community strengths. Our solutions are co-created with girls and women themselves, ensuring relevance, ownership, and lasting impact.

LOOKING AHEAD

Our focus remains on inclusion, dignity, and systemic change. Menstrual health is not just a programmatic theme - it's a cross-cutting priority in our mission to ensure that no girl is left behind because of her period.

Contact: +45 2227 5315
cdw@100pct.org
100pct.org

100%
FOR THE CHILDREN