

Cupvert 3.0

Project Report



30 November 2021

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Introduction

About the Project

The COVID - 19 pandemic is having an unprecedented global impact on societies and economies across the world impacting men and women differently. While it is too early to have a better understanding of the socio - economic impact of vulnerable population groups, in particular, women and girls face challenges to access sanitary supplies and maintain their dignity during the social distancing and lockdown measures taken by the government for infection control. For this reason, there is the need to increase access to menstrual management products during the response and aftermath of the COVID - 19 outbreak.

In the Maldives, a large population is young and many of them have lost or reduced their income and are in a situation without any idea of their prospects. In a country where every consumable product is imported and is highly dependent on the logistics and distribution to the 187 inhabited islands, it is likely to have stockouts of essential sanitary products. While there are no reported restrictions to girls and women in the Maldives to menstrual hygiene practices, the prevailing social, cultural, and institutional barriers will become a hindrance for girls and women in accessing sanitary supplies during the lockdown.

In addition, Maldives is facing unprecedented challenges to manage solid waste. During the pandemic, it is expected to increase the amount of single-use plastic and other products.

Building on the project implemented in 2020, this project would empower young women and girls to make informed decisions on environmentally friendly menstrual management to ensure their human security and dignity in alignment with the UN Agenda 2030 and the UNFPA Strategic Plan 2018 - 2021.

Aims and Objectives

1. Breaking the taboo on menstrual health through the promotion of environment-friendly menstrual management products
2. Creating awareness and empowering girls and women on Sexual and Reproductive Health

Project Implementation

Summary of Project implementation

Scope of Work	Work Status		Social Media Reach						
	Status	%	Facebook			Instagram			
			Likes	Shares	Reach	Likes	Saves	Share	Reach
Social Media Posts									
Post 1 - Introduction to MH Day	Completed	100%	2	2	407	80	2	23	1,438
Post 2 - Menstrual Cycle Explanation	Completed	100%	2	0	171	41	2	8	1,155
Post 3 - Importance of MH Day	Completed	100%	0	0	144	34	2	10	1,108
Post 4 - Menstrual Education	Completed	100%	2	2	286	44	4	14	1,136
Post 5 - Menstruation Stigma	Completed	100%	0	0	157	64	9	51	1,414
Post 6 - Menstrual Disorders	Completed	100%	2	0	186	33	1	13	1,182
Post 7 - A Sustainable Menstruation	Completed	100%	2	1	193	79	11	43	2,049
Post 8 - Support Groups / NGOs	Completed	100%	3	1	299	45	4	28	1,462
Post 9 - Achievements	Completed	100%	2	0	213	38	1	4	1,122
Post 10 - Introduction to reusable pads	Completed	100%				99	15	28	2,803
Post 10D - Dhivehi: Introduction to reusable pads	Ready to be Posted	95%							
Post 11 - Dhivehi: Menstrual Cup introduction	Ready to be Posted	95%							
Post 12 - Reusable pads Shapes	Ready to be Posted	95%							
Post 13 - Advantages reusable pads	Ready to be Posted	95%							
Post 13D - Dhivehi: Advantages reusable pads	Ready to be Posted	95%							
Post 14 - What are reusable pads made of	Ready to be Posted	95%							
Post 15 - Dhivehi: How to use a menstrual cup	Ready to be Posted	95%							
Post 16 - Disadvantages of reusable pads	Ready to be Posted	95%							
Post 16D - Dhivehi: Disadvantages of reusable pads	Ready to be Posted	95%							
Post 17 - How to use reusable pads	Ready to be Posted	95%							
Post 18 - How to clean reusable pads	Ready to be Posted	95%							
Post 18D - Dhivehi: How to clean reusable pads	Ready to be Posted	95%							
Post 19 - Dhivehi: Sustainability of menstrual cups	Ready to be Posted	95%							
Post 20 - What is TSS	Ready to be Posted	95%							
Post 20D - Dhivehi: What is TSS	Ready to be Posted	95%							
Post 21 - Sustainability of reusable pads	Ready to be Posted	95%							
Post 22 - Period Management Inspiration	Ready to be Posted	95%							
Post 23 - Girl Child Day	Completed	100%				59	0	1	1,341
Post 24 - Dhivehi: Period History	Ready to be Posted	95%							

Success Stories									
Story 1	Ready to be Posted	95%							
Story 2	Ready to be Posted	95%							
Story 3	Ready to be Posted	95%							
Story 4	Ready to be Posted	95%							
Story 5	Ready to be Posted	95%							
Video									
Testimonial Video	Ready to be Posted	95%							

Key Activities

Multiple activities and work were carried out in this project to promote the use of sustainable menstrual health products and engage the public.

Sessions on Menstrual Health and Sustainable Menstrual Products

The main activity of this project was conducting sessions to introduce sustainable menstrual products with an overview of Sexual Reproductive Health (SRH) facilitated by the Society of Health Education (SHE). Participants of the project received either a menstrual cup or a pair of reusable pads or both the product, depending on their preference. 10 sessions were conducted via Zoom in 9 months. The information of the sessions was announced on our social media accounts and open to participate from anywhere in the Maldives.

The table below highlights the number of participants that joined our sessions.

Details	Work Status		Attendance		
	Status	Percentage	Signups	Attendance	Participation %
Information Sessions					
Session 1 (5 April 2021 4 to 6 pm) - Open Sessions	Completed	100%	31	21	68
Session 2 (28 May 2021 8 to 10 pm) - Open Sessions	Completed	100%	54	40	74
Session 3 (17 June 2021 8 to 10 pm) (Girl Guide Leaders)	Completed	100%	26	26	100
Session 4 (26 June 2021 8 to 10pm) (Under 18) - Open Sessions	Completed	100%	19	11	58
Session 5 (31 July 2021 8 to 10pm) - Open Sessions	Completed	100%	28	11	39
Session 6 (10 August 2021 8 to 10pm) - Open Sessions	Completed	100%	76	33	43
Session 7 (7 September 2021 4 to 6pm) - Open Sessions	Completed	100%	32	9	28
Session 8 (12 October 2021 4 to 6pm) (Under 18) - Open Sessions + N. Kudafaree	Completed	100%	15	14	93
Session 9 (28 October 2021 8 to 10pm) - Open Sessions	Completed	100%	213	88	41
Session 10 (2 November 2021 4 to 6pm) - Open Sessions	Completed	100%	43	19	44
Total Participants			537	272	
Average Percentage			59		

Compared to last year the number of signups for the sessions increased by 21% and attendance of the participants by 12%.

The table below gives an overview of the numbers for the distribution of the menstrual cups and reusable pads.

Details	Distribution	
	No. of Menstrual Cups	No. of Cloth Pads (2 per person)
Information Sessions		
Session 1 (5 April 2021 4 to 6 pm) - Open Sessions	19	28
Session 2 (28 May 2021 8 to 10 pm) - Open Sessions	31	46
Session 3 (17 June 2021 8 to 10 pm) (Girl Guide Leaders)	18	32
Session 4 (26 June 2021 8 to 10pm) (Under 18) - Open Sessions	6	10
Session 5 (31 July 2021 8 to 10pm) - Open Sessions	11	18
Session 6 (10 August 2021 8 to 10pm) - Open Sessions	21	44
Session 7 (7 September 2021 4 to 6pm) - Open Sessions	6	10
Session 8 (12 October 2021 4 to 6pm) (Under 18) - Open Sessions + N. Kudafaree	14	28
Session 9 (28 October 2021 8 to 10pm) - Open Sessions	60	96
Session 10 (2 November 2021 4 to 6pm) - Open Sessions	14	20
Total Distributed	200	332

This year we were able to disseminate a total of 31% of the products remaining from last year's Cupvert Project.

Menstrual Hygiene Day (MH Day)

Every year on May 28th, Menstrual Hygiene Day is celebrated across the globe. Events are held to raise awareness, educate and advocate the importance of menstruation and menstrual hygiene. The events bring together a wide range of groups from policymakers to civil society organizations and sparks dialogue around the subject breaking the taboo.

The theme for this year was “More action and investment in menstrual health and hygiene now! #ItsTimeForAction”

With the help of UNFPA and SHE, we organized a few activities to celebrate MH Day in the Maldives. The objectives of this celebration were:

1. To raise awareness on menstrual health and address the stigma and taboo surrounding menstruation and reproductive health, by providing access to information to everyone.
2. To promote sustainable menstrual products to reduce the waste produced by disposable menstrual products.
3. To engage a dialogue with decision-makers to reform policies integrating menstrual hygiene management.

Activities carried out includes:

- Preparation of Social media campaign kits to raise awareness on menstrual hygiene and related issues.
- The menstrual management video prepared for last year's project was released to social media and YouTube.
https://www.youtube.com/watch?v=2TSZ9Tx7Nt4&ab_channel=ZeroWasteMaldives
- A website on menstrual health and hygiene was created.
- <https://zerowastemaldives.com/cupvert/>
- Works of including a learning and quiz function are still in progress and we would be adding more data to the website in the future as we go along.

Details	Work Status	
	Status	Percentage
Website-related Work		
Overall Website for Cupvert	Completed	100%
Learning + Quiz Functions	Pending	20%

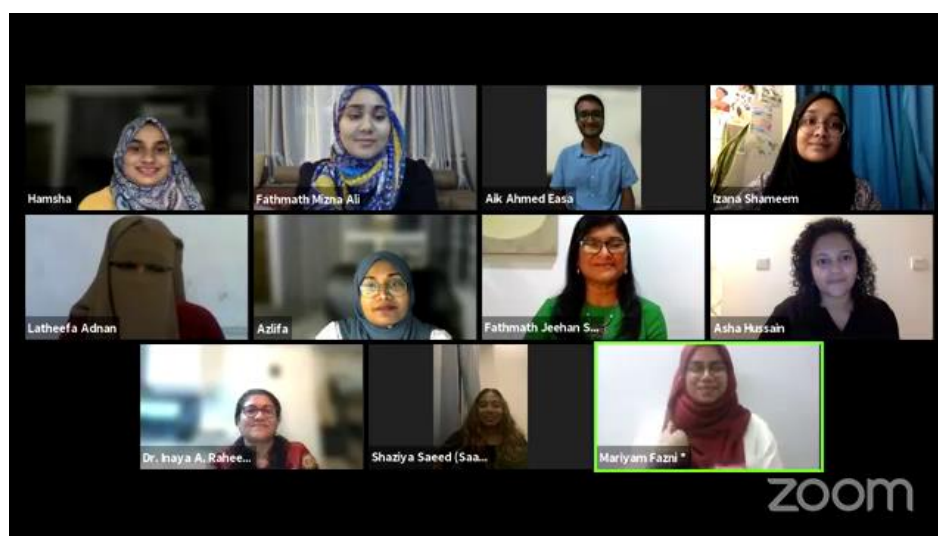
- A Webinar on Menstrual Health Education and Sustainable periods was conducted on the occasion of MH Day on 12th June 2021 on the zoom platform. The webinar lasted approximately 3 hours.

The webinar was divided into two-panel discussions.

- Panel discussion with policymakers
This panel consisted of 4 members.
 1. First Lady Fazna Ahmed
 2. State Minister of Education Aishath Athiya Naseer
 3. CEO of Society Health Education Iyasha Leena
 4. Head of Office of UNFPA Shadiya Ibrahim



- Panel discussion with CSOs and individual activists
This panel consisted of 8 members.
 1. Program Analyst of UNFPA Fathmath Jeehan Saleem (Jee)
 2. SHE Youth Peer Educator Aik Ahmed Easa
 3. Founder & Chairperson of Endometriosis Association of Maldives Fathmath Mizna Ali
 4. Founder of Fertility Support Community Asha Hussain
 5. Gynecologist Dr. Inaya A. Raheem
 6. Social Media Advocate Latheefa Adnan
 7. Social Media Advocate Izana Shameem
 8. Sustainable Menstrual products Advocate Shaziya Saeed (Saazu)



Overview of the numbers for the webinar in the table below.

Details	Work Status		Attendance		
	Status	Percentage	Signups	Attendance	Participation %
Webinar					
MH Day Webinar (12th June 2021 8 to 10pm)	Completed	100%	105	59	56

Webinar recording: <https://fb.watch/9HxdkmbCQp/>

Social Media Posts

This year our social media posts have been divided into 3 themes:

- MH Day Campaign
- Reusable pads
- Menstrual cup content in Dhivehi

The following is a preview of the posts. Please find the downloadable files via this link:

https://drive.google.com/drive/folders/1Yakp10DIS1_1YuAzCXcZZUXSAoacqHNf?usp=sharing

Post 1 to 9:





Post 12,14,17,21,22,23:



Post 15:



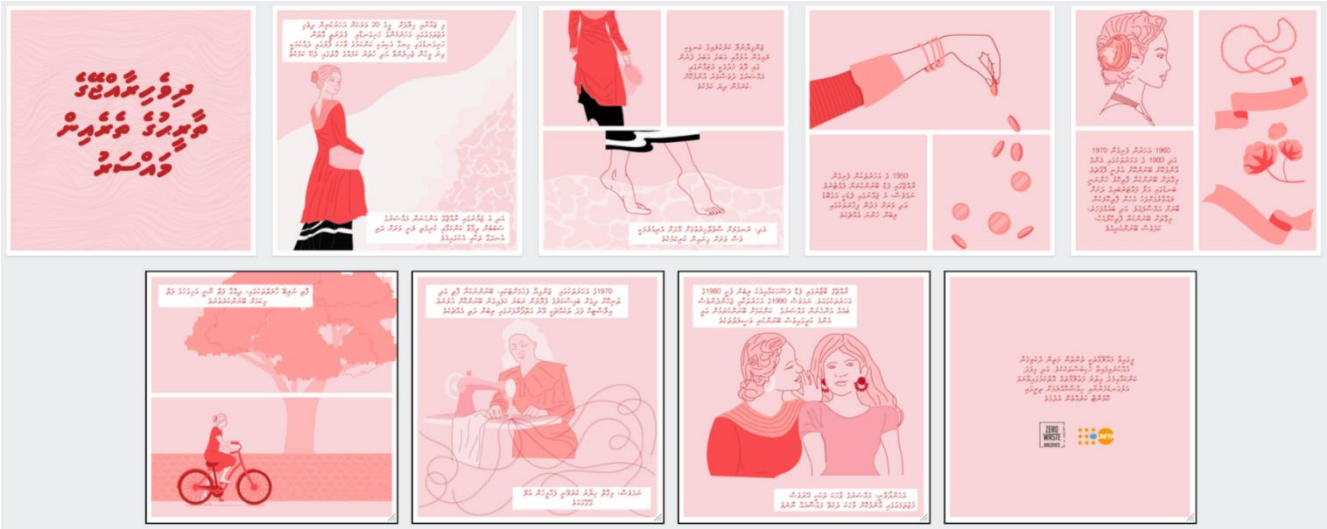
Post 18:



Post 19:



Post 24:

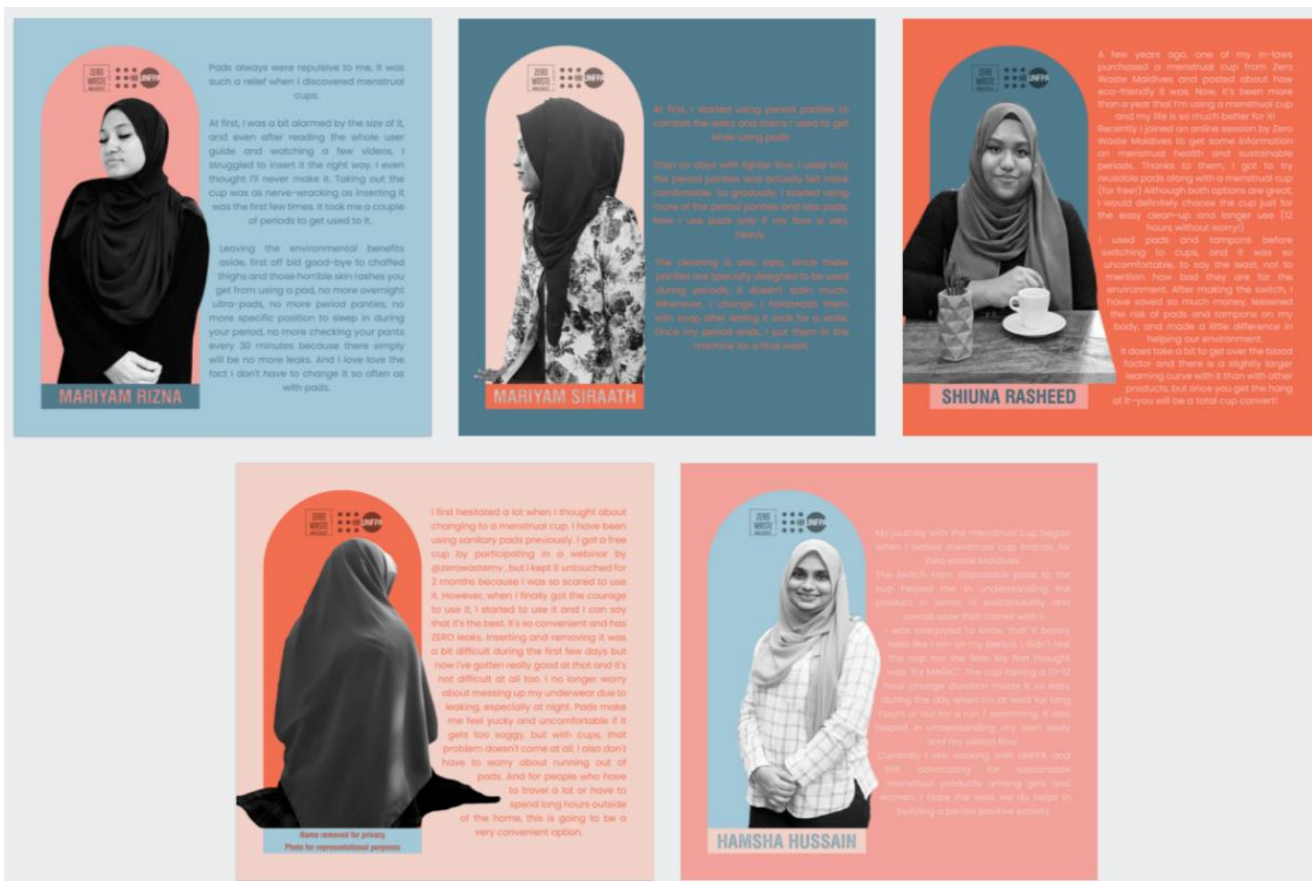


Success Stories

Posts on the journey of menstrual cups and reusable pad users have been made to share on social media.

The following is a preview of the posts. Please find the downloadable files via this link:

https://drive.google.com/drive/folders/1OlzQmXkYu5DAGDLuPV_I-tWv4XQkqYjn?usp=sharing



Testimonial Video

A video has been created with the help of successful sustainable menstrual product users from those who have participated in our session. This video highlights the ease of the product as well as a review on the sessions conducted.

Download Video via:

https://drive.google.com/drive/folders/1Fjk4P6g78p_LoSjWNTp9AQWRvUsRmGhQ?usp=sharing

Results

We have completed all the Information Sessions required in the TOR. The signup rate varied quite a bit in this iteration of the project likewise the registration versus the number of people that attended also varied quite a bit from the previous iteration.

We have collected and compiled the success stories and they are ready to be disseminated via social media. Likewise, the rest of the social media information posts are also completed and ready to be posted on social media.

We are spacing out the posts as we do not want to overwhelm and flood social media. This will get us more engagement and get the conversation going about the topic and give people time to absorb the content.

The video has been completed and is ready for posting. We anticipate that this video would bring in more participation and interest in switching to a sustainable alternative for menstruation management.

Overall, public engagement for the activities of the project has been higher and we believe the activities carried out has been making a difference in our society. We have been receiving positive feedback and encouragement in the work we are doing to break the taboo.

Challenges

Like the previous year, this year also we faced a few difficulties.

- Engaging and participation of 15 to 18-year-old girls in the session has been difficult. We believe without collaboration from schools we may not be able to reach out to this important target group.
- In the previous iteration of the project, we decided that as a way forward to work with SOEs and other government institutions to get more participation. However, that experience working with the SOEs prove to be more difficult than it was worth. Even though we dedicated sessions specifically towards them they prioritized their internal activities and pulled out last minute.

Lessons Learnt

As the previous iteration, administering sessions online was a very valuable learning experience. Not only do you have to consider technical issues from the delivery point of view but also the participants' point of view. The main learning of this was that all participants should be asked to test their setup before the day of the session so that they have time to rectify any technical issues that they may have.

Another consideration to be made with the online sessions especially for sessions aimed at Teenagers as well as adults is that not all islands have the same technology penetration and internet penetration as well. Some participants may be very tech-savvy while others may be quite technically challenged. In future sessions, we have to consider that some participation may drop due to a lack of technical knowledge.

The financial cost of access to the internet also is a factor that hinders participation as participants have often requested data allowances to join the sessions.

Some of these observations require border high-level policy decisions to be made, while for the others we can potentially find creative solutions.

The session with the deaf community was very noteworthy as the team also learned a lot about the deaf community itself and learned the need for more inclusive programs. They were very engaged and learned a lot through the sessions.

Way forward

The main aim of the project has been to ensure that 1000 menstrual cups and 1000 reusable pads are provided to the participants of the sessions.

A total of 41.2% of the products has been distributed so far, including the numbers of last year. To disseminate the remaining 58.8%, we believe that we should engage with the Ministry of Education and find a way forward providing the information as well as the products to the youth.

We have also been approached by Noonu atoll to conduct these sessions in the islands as the atoll is moving towards building a zero-waste society.