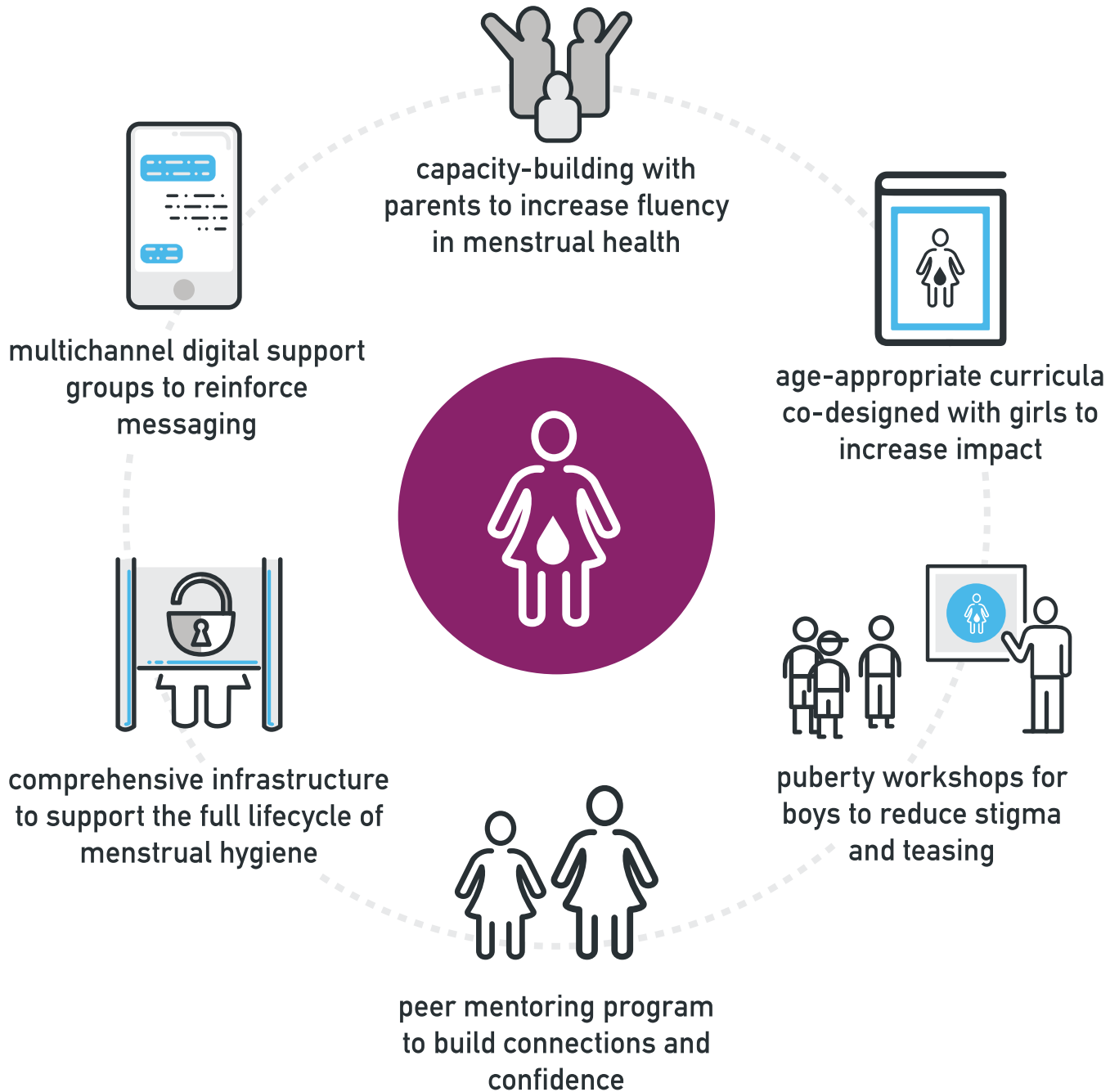


Building a Transformative Menstrual Health Ecosystem



Why Splash?

Our programme complements existing girl-empowerment initiatives supported by the West Bengal government, such as Kanyashree Prakalpa, by expanding beyond traditional solutions and **engaging the entire social ecosystem** of stakeholders that shape the experience of girls throughout puberty and menstruation.

We are the **first** to contextualise UNICEF's Oky platform for an Indian context.

We **co-design** our programs with government agencies.

We rely on **local manufacturing** for all our infrastructure work.

We are currently working **at scale** in government schools in Kolkata.



Splash Menstrual Health Programme Overview

February 2021 Information Sheet | info@splash.org

Splash's menstrual health (MH) programme is specifically designed so that girls age 10 and above (more than 1,20,000 girls in Kolkata government schools) have access to girl-friendly sanitation facilities and education on puberty and menstrual health to prepare them to manage menstruation with dignity. Our MH programme considers the unique experience of girls in school and tackles challenges related to sanitation infrastructure, social norms, education, and access to products. Our programme complements existing girl-empowerment initiatives supported by the West Bengal government, such as Kanyashree Prakalpa, by expanding beyond traditional solutions and engaging the entire social ecosystem of stakeholders that shape the experience of girls throughout puberty and menstruation. Our use of digital and in-person delivery channels reinforces messages related to menstrual health and puberty to increase knowledge and drive normative change.

FACILITIES WITH DIGNITY

Splash's MH infrastructure approach improves access to girl-friendly sanitation facilities that are gender-segregated, clean, well-lit, ventilated, and equipped with water for personal hygiene, waste bins for product disposal, doors that lock to ensure privacy, and in-stall components such as stall hooks and shelves. We factor in broader considerations like the block location, the location and positioning of the external door, and provision of in-block features such as full-length mirrors to ensure accessibility, functionality, and safety.

TRAINING AND CURRICULUM

Splash works to foster self-efficacy, increase confidence and body literacy, and shift social norms through puberty and menstrual health education. Our MH curriculum, "Rosie's World," was developed by WASH United and contextualised by Splash through an intensive user-centred design approach. We deliver age-appropriate education to children in primary and secondary schools to normalise periods, reduce stigma, and address common misconceptions. We offer additional support to girls through training on the practicalities of managing menstruation and maintaining personal hygiene.

SOCIAL ECOSYSTEM ENGAGEMENT

Splash complements these efforts through programmes that leverage girls' peers, older students, teachers, parents, and other critical stakeholders to drive normative change in their social ecosystem. We conduct education sessions for parents to build their self-efficacy to discuss puberty and menstruation with their children and with male students to motivate them to shift norms, reduce teasing, and become advocates for female peers. We also engage girls through a mentoring programme, creating a safe space for girls to discuss their menstrual experiences with trusted older peers.

DIGITAL SOLUTIONS

To complement our in-person approach, Splash is digitizing our MH curriculum to enable us to reach girls through additional channels and reinforce positive menstrual health messaging outside of school. Through a digital landscape study of Kolkata, Splash found that 68% of girls have an online presence. In addition to digitizing our curriculum, we are actively engaging girls' social networks and creating interactive content to enable girls to obtain valuable information in a more discrete and private format.

DIGITAL TEACHER TRAININGS AND PARENT SUPPORT GROUPS

Splash is designing a virtual focal teacher training programme leveraging the popular instant messaging application WhatsApp. We will use these trainings to supplement in-person trainings, conduct refresher trainings, and continue learning and engagement when in-person education is not possible. We also designed a virtual programme to support parents in teaching their children about puberty and menstruation.

OKY, A MENSTRUAL HEALTH-FOCUSED MOBILE APPLICATION

Splash has partnered with Oky, a mobile phone application designed by UNICEF, to support girls in managing their menstruation and reinforce messages that are disseminated through in-school activities. Splash will be the first partner to contextualise Oky for an Indian context, and we are eager to share best practices with implementers interested in expanding Oky to other regions throughout India.