



PERIOD POVERTY CAMPAIGN

In Kenya, period poverty remains a significant yet overlooked driver of teenage pregnancies, especially among adolescent girls and young women (AGYW) in rural and peri-urban communities. The inability to afford menstrual products often forces girls into transactional sex to manage their periods. For instance, 10% of 15-year-old girls in rural Kenya have admitted to engaging in sex to access sanitary products, and 2 in 3 pad users receive pads from sexual partners.

This crisis fuels a devastating chain reaction:

- As of 2022, 15% of girls aged 15-19 in Kenya are either pregnant or already mothers.
- Over 65% of women and girls in the country cannot afford basic sanitary pads.
- Period-related absenteeism causes many girls to miss school days, increasing dropout rates and weakening their socioeconomic future.
- Teenage pregnancy is associated with maternal mortality, increased poverty, early marriage, gender-based violence (GBV), and a rise in new HIV infections, particularly among AGYW aged 15-24.

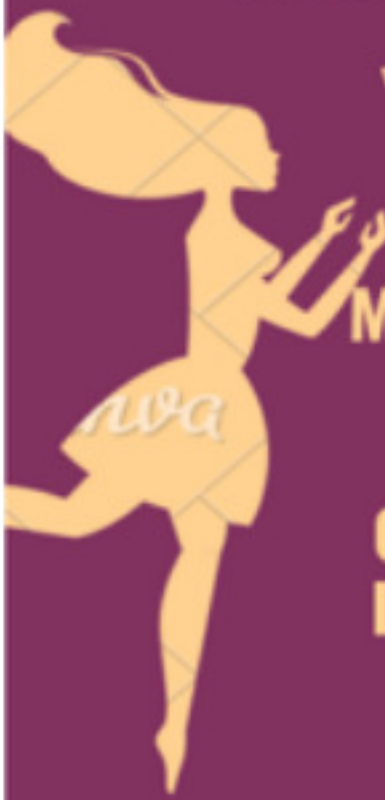


**A HUGE PERCENTAGE
OF GIRLS STILL DO
NOT HAVE ACCESS TO
PROPER SANITARY
PRODUCTS.**

**#WOMENSHEALTHMATTERS
#PERIODPOSITIVITY**



**#WomensHealthMatters
#PeriodPositivity**



**YOUNG GIRLS
MUST KNOW
THAT
MENSTRUATION
IS A SIGN OF
HEALTH,
GROWTH, AND
DEVELOPMENT
FOR GIRLS.**





This campaign targets this intersection of period poverty and reproductive vulnerability, seeking to dismantle the barriers that jeopardize the health, dignity, and future of Kenya's girls.

CALL TO ACTION!

We urge the Kenyan government, communities, and civil society organizations to take immediate and collective action to address period poverty and its role in perpetuating teenage pregnancies. By ensuring access to menstrual hygiene products, providing comprehensive sexual education, and creating supportive environments, we can break this toxic cycle and empower our young girls to build

brighter futures!



#PeriodPositivity

County governments through the office of women representatives have been mandated to provide all school going girls with sanitary towels to ensure that no girl misses school due to period poverty.

#WOMENSHEALTHMATTERS

The infographic features a dark blue background with white and yellow text. It includes four megaphone icons (two yellow, two white) and a row of four logos at the bottom: a hand holding a heart, a woman's silhouette, a red heart with a white outline, and a colorful circular logo.

As we Mark and Celebrate the Menstrual Hygiene Day 2021; Our Key recommendations are:

Educate community members on existing policies for Menstrual Hygiene Management (MHM) to empower them to be advocates of MHM so as to end period stigma and poverty in Kenya.



Include Menstrual Hygiene Management (MHM) in Comprehensive Sexuality education for adolescents and young adults.



Remove all taxes on all sanitary products to make them affordable for every girl and woman in Kenya.



Prosecute all corruption allegations with regards to free sanitary towels supply for school going girls as well as hold audits for the accountability of MHM funds during COVID19



#WOMENSHEALTHMATTERS
#PERIODPOSITIVITY