



Menstrual Cup Market Accessibility Project



"Expanding youth access to RH supplies through Innovation: MSI China and WoMena" webinar – 8 Feb 2018

Laura Hytti – Research Coordinator, WoMena Uganda



MENSTRUAL CUPS (MC) IN UGANDA

- Lack of access to acceptable, affordable and safe menstrual health management (MHM) products leads to girls and women utilizing unsafe, uncomfortable materials which can impact on physical, social and mental well being
- Made of medical grade silicone, reusable for 10 years
- +3000 menstrual cups distributed in Uganda
- Prohibitive Price - Sold in pharmacies for approx. 22 USD





PROJECT OBJECTIVES

1. Integrate MC pricing, distribution and payment models into service delivery
2. Evaluate models (effectiveness and feasibility) for future scale up of models
3. Promote a policy environment conducive to effective supply and distribution of MCs



For a world without hunger





PRICING AND DISTRIBUTION MODELS



1. Goat and Cup for Work
2. Savings Groups

4 USD

7 USD

Karamoja



3. Marie Stopes Ladies
4. Marie Stopes Clinics
5. Youth Ambassadors

7 USD

12 USD

7 USD

Arua, Gulu,
Kabale,
Tororo,
Bweyegere

6. Pharmacy Sales

18 -22 USD

Kampala

INPUTS

Sales Training

ICT Materials

Marketing Materials

Demand creation

Continued monitoring

1605
MCs donated

OUTPUTS

318
sales by
MS
Ladies

6 Youth
Ambass
ador
sales

4 sales
MSU
Clinics

893
Goat &
Cup
sales

1227 MCs
sold across
Uganda

3
pharm
acy
sales

3
Direct
commu
nity
sales



NOTHING WITHOUT OUR PEER SALES AGENTS AND FACILITATORS





Joyce, 32, Community Facilitator from Lia

“The menstrual cups has first of all changed myself and people have seen this. I showed them how it works. We worked (in the field) up to 1 pm, then we went together to check, thirteen of us in the house. I removed the MC and put blood in basin and poured it in the latrine. They saw everything! They see that I am smart ... We are all now smart, no smell, even these days they have forgotten (the old times), even these old women. Even a man can tell the woman to go use a menstrual cup!





BARRIERS AND DRIVERS FOR EXTENDED ACCESS

BARRIERS

- Contextual poverty and food insecurity
- Cultural sensitivities and unfamiliarity with product
- Fractured record keeping and price tracking
- High import and supply costs of MCs

DRIVERS

- Flexibility in pricing
- Trusted, motivated community based sales persons
- Growing cohort of locally experienced users
- Strong demand creation networks

LOOKING FORWARDS

- Stop-gap subsidisation needed
- Pooled procurement to bring down cost
- Effective market segmentation
- Diversification and innovation in information dissemination



Building a community of practice for market solutions for Menstrual health products and solutions

- Mapping market actors globally
- Learning from each other
- Knowledge sharing and joint publication

LET'S CONNECT - GET IN TOUCH - laura@womena.dk





Contact:

Laura Hytti
Research Coordinator

laura@womens.dk
www.womens.dk

