Democratizing Menstrual Hygiene Management, Period.

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Intended Audience: UNICEF

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Menstruation is very different depending on who you are

Menstrual Hygiene Management in Resource-Poor Countries (Obstetrical & Gynecological Survey, June 2017) [1]

Affordability of Sanitary Products

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Increased Access to Sanitary Products and Facilities

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Lower Absenteeism in School

Goal: Establish sustainable distribution pipelines that offer safe sanitary products at an affordable price

Image from http://nepalwashblog.org/?cat=21, https://www.mirror.co.uk/lifestyle/health/you-suffer-tummy-trouble-read-8730501

Where Data Science can help girls and women

What about girls / women who have never gone to school?

🌍 **17 million** | Girls who will never go to school [2]

The Pricing Model

What price do sanitary products need to be to enable greater access?

💰 **< $10 / day** | Over half of the world's daily income [3]

Image from https://apolitical.co/solution_article/repealing-tampon-tax-not-enough and https://www.rd.com/health/healthcare/pharmacist-wont-tell-you//

Crafting strategic pipelines requires economic, social, and medical data

Reaching Women Outside of School

Infection rates: Where are women more susceptible than men?
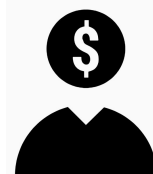
Home facilities data: where do homes lack facilities?

Data on primary women's health providers

Calling Attention to Affordability

Income distribution: How many people cannot afford menstrual products?

Family dynamic information: Who owns the pocketbook?

We seek partnership with UNICEF to empower girls worldwide

Our Customer

| Self-sustaining economic model | **>** | One-time donation |

Our Philosophy

Our Partner

Key challenges arise from the inaccessibility of target regions

Opportunities

- **Making an impact on a fundamental human rights issue**
- **Access to UNICEF's extensive databases**
- **Projects such as Dollar Street for qualitative data** [4]

- **Menstruation as a topic is taboo**
- **Understanding who is in control of family finances**
- **Establishing metrics for qualitative and complex data**

Obstacles

Questions?

Sources

[1] Kuhlmann, Anne Sebert, et al. Current Neurology and Neuroscience Reports., U.S. National Library of Medicine, June 2017, www.ncbi.nlm.nih.gov/pmc/articles/PMC5482567/.

[2] Girls' education – the facts. UNESCO. October 2013. https://en.unesco.org/gem-report/sites/gem-report/files/girls-factsheet-en.pdf.

[3] Alberti, Danielle. "World Population by Income." Pew Research Center's Global Attitudes Project, 8 July 2015, www.pewglobal.org/interactives/global-population-by-income/.

[4] "Dollar Street - Photos as Data to Kill Country Stereotypes." Gapminder, www.gapminder.org/dollar-street/matrix.

[5]WASH in Schools Empowers Girls' Education. 2012. UNICEF. https://www.unicef.org/wash/schools/files/WASH_in_Schools_Empowers_Girls_Education_Proceedings_of_Virtual_MHM_conference.pdf.