

## THE TWaweZA PROGRAM

Kilimanjaro, Tanzania

2017 – 2018

### 1.0 Introduction

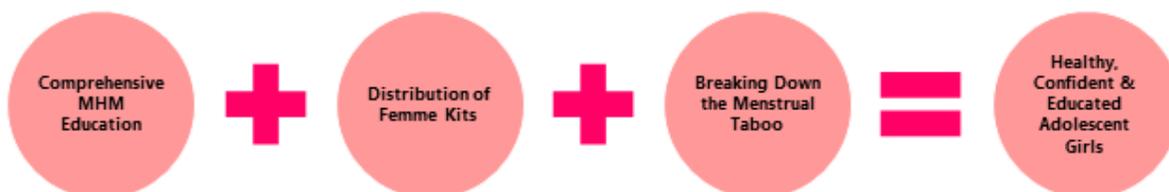
Femme International is a Canadian and Tanzanian NGO that exists to empower women and girls through health education, with a specific focus on menstrual health and hygiene. Femme was founded in 2013 to address the fact that menstrual health is often overlooked in much of international development programming, which has resulted in a critical gap in education available to women and girls. Femme has found that in many cases, girls learn about menstruation the day they get their first period, causing feelings of confusion, fear and embarrassment. Menstrual products can be unaffordable in low-income communities which increases the use of homemade, alternative methods which are often uncomfortable, ineffective and unhygienic.

Given the taboo nature of menstruation, it is a struggle that women face in silence, and Femme is actively working to change the narrative from negative to positive. Menstruation should never limit someone's ability to participate fully in social and professional activities.

As an organization, Femme International's goal is to create a world where a woman's natural cycle never prevents her from achieving her dreams and fulfilling her potential. Femme believes that by delivering comprehensive menstrual and reproductive health education, alongside access to reusable menstrual products and advocacy to break the taboo, we can unleash a generation of strong, confident and healthy women.

### 2.0 Program Overview

The Twaweza Program is an education-based intervention that uses education, distribution and conversation to empower girls to stay in school. The curriculum has been designed and built using years of experience in East Africa, and in consultation with experts. The Twaweza Curriculum covers far more than menstrual health and hygiene, but discusses female anatomy, puberty, common PMS symptoms, essential hygiene, and more.



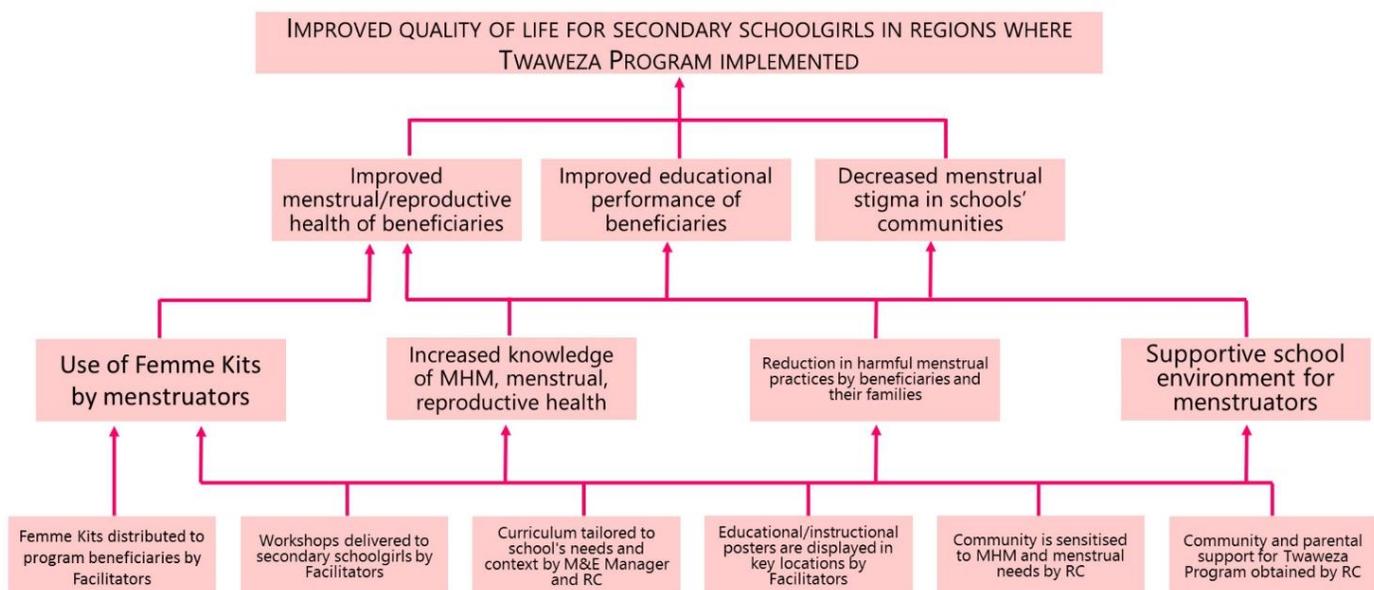
The Twaweza Program's Aims & Objectives are as follows:

1. *For beneficiaries to make informed decisions regarding their (and their family's) menstrual and reproductive health*
  - a. By providing access to information through learning experiences during the Twaweza Program
  - b. By providing relatable, accurate, and applicable information

- c. By providing opportunities for beneficiaries to acquire knowledge from interdisciplinary learning experiences
- d. By providing beneficiaries with a reusable option for menstrual management
- 2. *To break down reproductive stigmas and taboos*
  - a. By challenging myths with accurate information and therefore, debunking taboos
  - b. By creating an environment where everyone feels comfortable to address all related health topics
  - c. By opening up conversations with males and females about menstrual and reproductive health
  - d. By encouraging participants to use the acquired knowledge to gain confidence in their bodies and speak positively about menstruation
- 3. *To increase beneficiaries' knowledge of reproductive and menstrual health*
  - a. By providing opportunities to access information through the Twaweza Program
  - b. Through facilitated interdisciplinary learning experiences that are interactive and inclusive
  - c. By providing relatable, accurate, and applicable information
- 4. *To reduce the negative effects that menstruation has on participation in all aspects of life*
  - a. Through learning experiences, beneficiaries can use the acquired knowledge to increase their body confidence so that attending and participating in school or work during their menstruation is not an issue
  - b. By speaking openly and positively about menstruation, hence normalizing menstruation and breaking the hindering culture of silence
  - c. By providing Femme Kits containing a reusable method of menstrual management that is safe and sustainable
  - d. Ensuring school staff and community members are equipped to positively support youth during puberty and menstruation

The program has two main components – education and distribution. The workshop is typically delivered directly in secondary schools by a highly trained Tanzanian Facilitator, and takes about four hours to complete. Every student who participates in the workshop receives a Femme Kit, which is designed to contain everything a girl needs to manage her period in a safe and sustainable way. The central component to these Kits are a reusable menstrual product – either reusable pads or a menstrual cup. Both options are safe and comfortable to use, and both remove the financial burden of menstruation.

The Twaweza Program logic model (below) outlines the program's ultimate goal of improving the quality of life of adolescent girls, and details the activities and steps to be taken in order to achieve this.

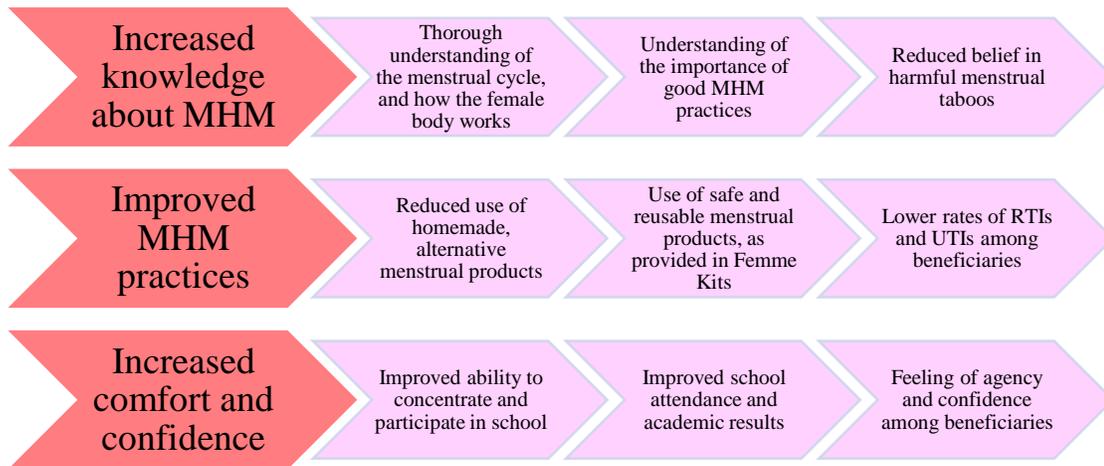


The Twaweza Program is unique in several ways. Unlike many menstrual health interventions, the curriculum content goes much beyond the menstrual cycle, as it is essential that girls have an in-depth understanding of how their period fits into their larger reproductive health. Given that adolescent pregnancy in Tanzania is at 27% (Unicef), ensuring girls understand the relationship between menstruation and pregnancy, as well as learning how to protect themselves, is essential.

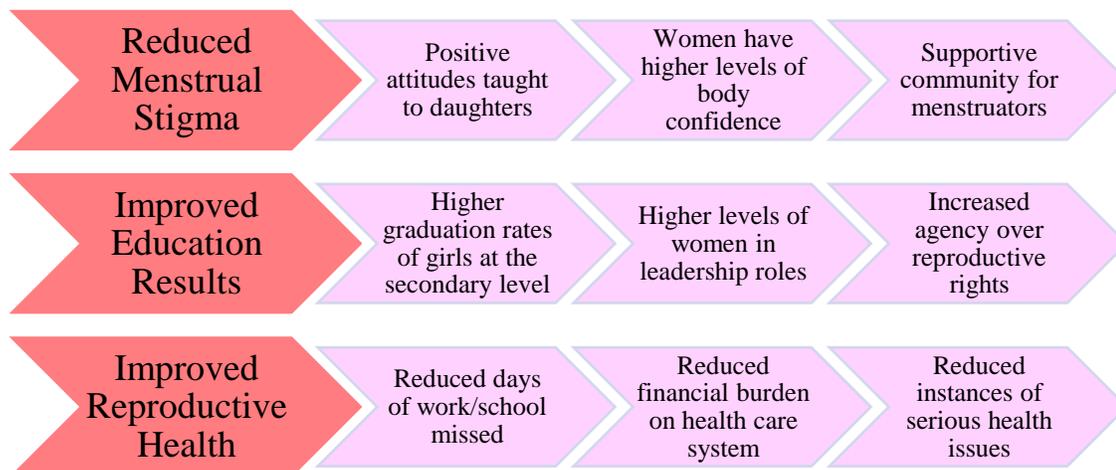
Additionally, offering a choice of products is unique, and ensures that participants are given agency and control over this decision. The use of menstrual cups is also unique, but Femme recognizes that this product is not ideal for everyone, which is why offering a choice between the cup and reusable pads is so important.

### 3.0 Projected Outcomes

Short term impacts of the Twaweza Program include:



Long term impacts of the Twaweza Program include:



Since 2013, Femme has implemented the Twaweza Program with nearly 11,000 women and girls in Kenya and Tanzania, and has seen excellent results in product uptake, improved academic performance, and improved self-confidence and comfort.

Some of these results include:

- **67%** of beneficiaries reported improved academic performance since participating in the workshop
- **70%** beneficiaries report missing fewer social activities during menses
- **84%** of beneficiaries felt as though their confidence had improved
- **89%** of beneficiaries felt less shame caused by menstruation, and felt an improvement in their quality of life.

The Twaweza Program is simple, and it works. Femme International is seeing real results among beneficiaries.

#### 4.0 Project Budget

For this specific project, Femme is aiming to deliver the Twaweza Program to 800 adolescent girls in rural Kilimanjaro, Tanzania, and has a fundraising goal of \$10,000 USD. The project will run for 2 months, and will employ one Program Coordinator, and two program Facilitators.

A projected budget is outlined below:

Item	Description	Cost	Quantity	Total
<i>Staffing</i>				2600
Program Coordinator	Salary for 2-month project	1000	1	1000
Program Facilitator	Salary for 2-month project	800	2	1600
<i>Femme Kit Supplies</i>				5600
AFRIpads	Reusable pads purchased from AFRIpads	6	400	2400
Other items	Remaining items in Femme Kits, sourced locally	2	800	1600
Workbook	Printing of workbook locally	2	800	1600
<i>Program Delivery</i>				2140
Transportation	Local transport to and from schools, monthly	200	2	400
Communication	Phone credit and internet access, monthly	20	2	40
Printing	Printing of questionnaires and surveys	2	800	1600
Educational tools	Teaching aids for Facilitators	100	1	100
<b>TOTAL</b>				<b>10340</b>