

Government of India has launched a new programme for the promotion of Menstrual hygiene among adolescent girls in rural areas . This programme will be targeted at adolescent girls in the age group of 10-19 years, residing in rural areas, to ensure that they have adequate knowledge and information about the use of sanitary napkins, that high quality safe products are made available to them, and that environmentally safe disposal mechanisms are readily accessible.

### Objectives

- To increase awareness among adolescent girls on menstrual hygiene, build Self-esteem, and empower girls for greater socialisation
- To increase access to and use of high quality sanitary napkins by adolescent girls in rural areas
- To ensure safe disposal of sanitary napkins in an environment friendly manner.

The initiative will be rolled out in the following 7 districts of the state during the first phase.

1. Idukky
2. Kottayam
3. Palakakd
4. Malappuram
5. Wayanadu
6. Kannur
7. Kasargode

### Components of the Programme:

- Community-based health education and outreach in the target population to promote menstrual health

- Outreach through ASHA/other community mechanisms
- Outreach through schools
- Ensuring regular availability of sanitary napkins to the adolescents in the community and in the school
- Sourcing and procurement of sanitary napkins
- Training of ASHA in menstrual hygiene
- Behaviour Change Communication
- Safe disposal of sanitary napkins