



# #BleedGood

To Eradicate Period Poverty through the Provision of Menstrual Health Education  
and Distribution of Reusable Sanitary Pads

# IMPACT REPORT 2023

**Selyn Foundation GTE Ltd**  
Sri Lanka



# INTRODUCTION

Introducing the #BleedGood project - a collaborative movement that empowers women and girls in Sri Lanka facing period poverty to manage menstruation safely and with dignity. By providing free reusable sanitary pads and comprehensive menstrual health education, #BleedGood aims to positively impact their health, education, and workforce participation, improving gender equity. Join us in our journey towards lasting social change!



## 5,355,092

reproductive women and girls  
between the age groups of 15-  
49 years in Sri Lanka

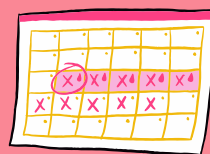
## 50%

of women in Sri  
Lanka suffer from  
period poverty



## 60%

of Sri Lankan parents do not  
allow their daughters to go to  
schools during their periods



## 66%

are not aware about  
menstruation until menarche



Menstrual products are  
taxed at a

## 52%



## 3.5%

household  
income spent  
on menstrual  
products per  
month





# PROJECT OVERVIEW

The #BleedGood project empowers rural Sri Lankan women to take control of their menstrual health through innovative strategies, even amid economic challenges and the COVID-19 pandemic.

- Promote reusable fabric sanitary napkins through a 'BUY ONE GIFT BACK' campaign, ensuring employment for women and access to sanitary products in rural areas.
- Conduct awareness sessions on menstrual hygiene and reproductive health with medical professionals, including health check-ups like pap smears.
- Addressing gender-based violence and child abuse through workshops with relevant organisations, fostering a safe environment for discussion.

## Direct Beneficiaries

- Women (18-50) from rural Sri Lankan communities.
- Selyn artisans.
- Volunteer participants (32-40) at health check-ups.

## Indirect Beneficiaries

- Women's and girls' families.
- Women entrepreneurs.
- Sri Lankan communities.



**+4400**

**Sanitary Napkin  
Donations**

**+550**

**Participants**

**+11**

**BleedGood  
workshops**



# PROJECT TIMELINE



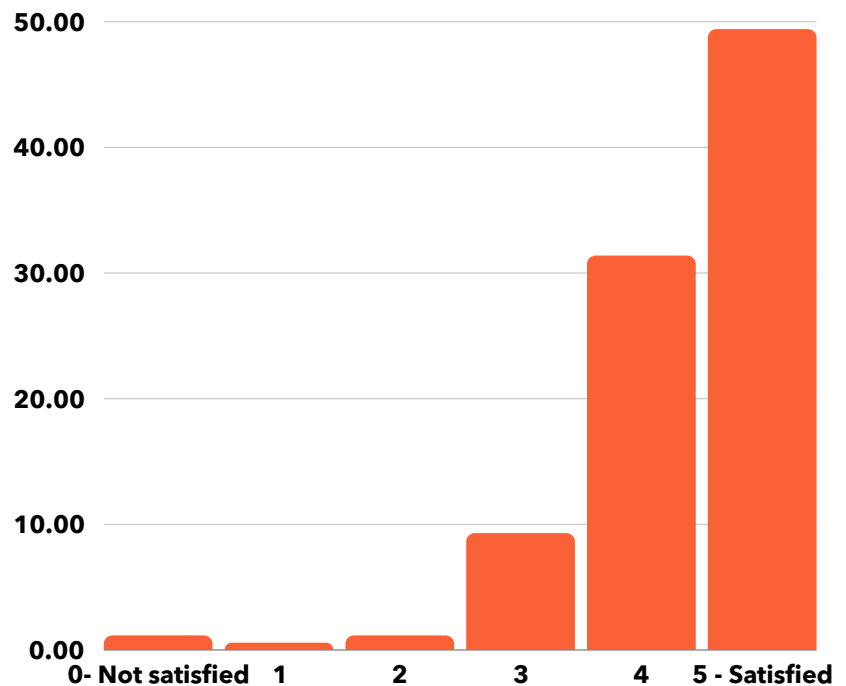


# Empowering Lives

CONFIDENCE, COMFORT,  
AND PRODUCTIVITY



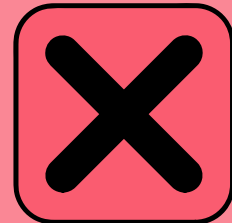
**49% report heightened satisfaction in completing daily tasks with comfort, effectiveness, and confidence thanks to the reusable sanitary napkin.**



**Has your quality of life improved during your period after participating in this program?**



**75.5%**

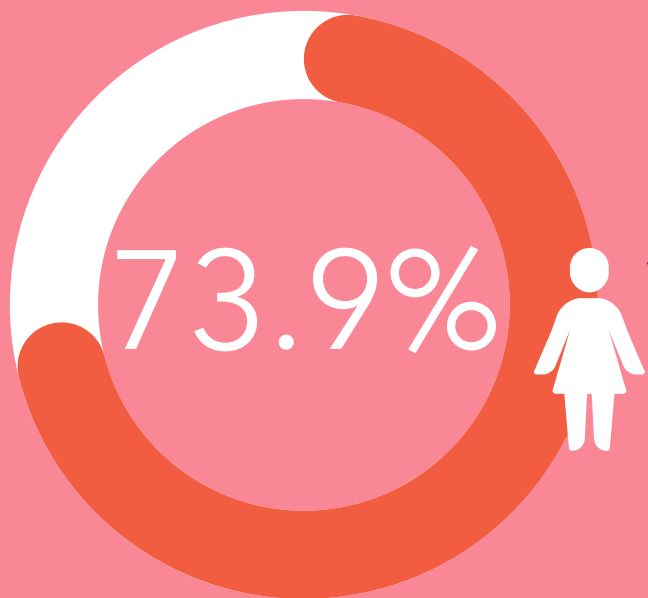


**6%**

**"In this program, I've bloomed, finding purpose and growth with every interaction, enriching my existence beyond measure."**







73.9% of project beneficiaries satisfied with reusable sanitary napkins as an effective menstrual hygiene product.

## 99 % FIND REUSABLE PADS KEY TO FINANCIAL STABILITY

With 51% of women spending 10-20% of their monthly income on menstrual products, switching to reusable options can ease the financial burden and empower efficient resource allocation for menstrual health.





# Impacting Lives, Impacting the Planet

REDUCING WASTE, PROMOTING DIGNITY

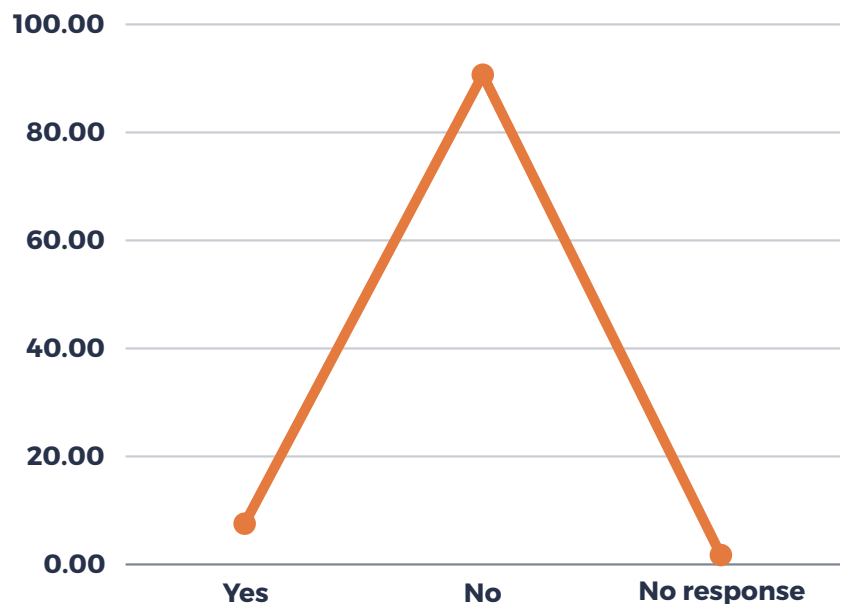
## REDUCED USE OF SINGLE-USE SANITARY NAPKINS BY PROJECT BENEFICIARIES.

Pre-workshop survey showed 90% of participants used disposable sanitary napkins.

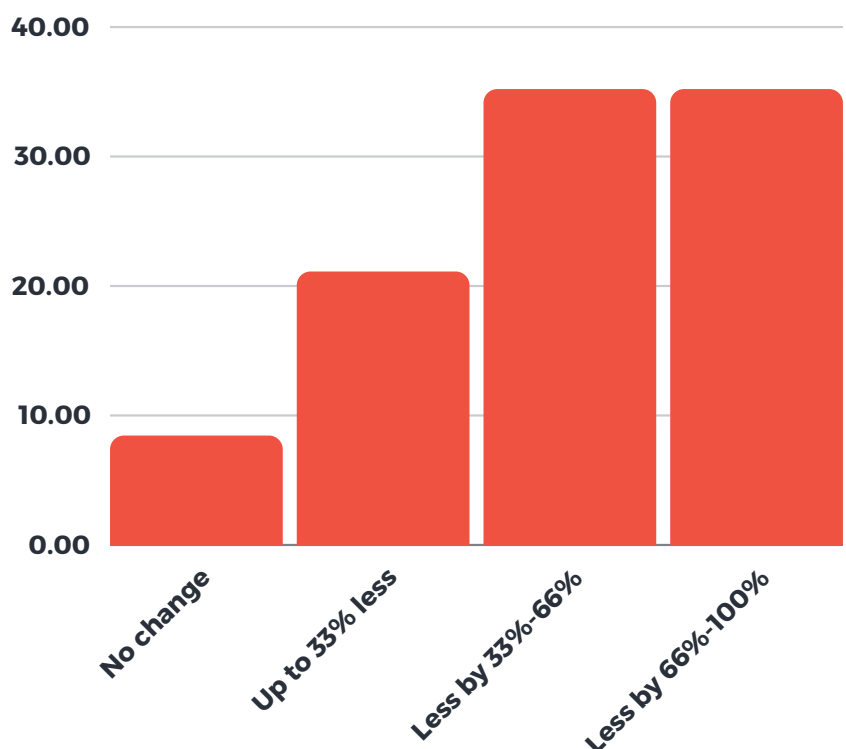
Post-workshop, 81% opted for reusable napkins.

The trend towards reusable sanitary napkins has been driven by their benefits, including improved quality of life and financial savings. This indicates a significant shift towards sustainable menstrual hygiene practices.

## REUSABLE SANITARY NAPKIN USAGE BEFORE THE WORKSHOP



## USE OF DISPOSABLE SANITARY NAPKINS AFTER 6 MONTHS

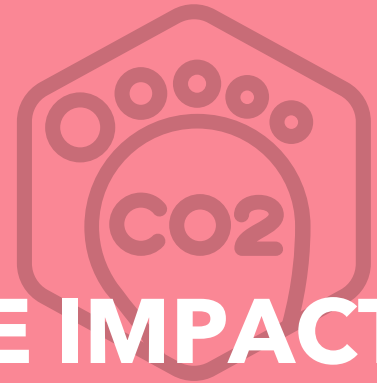


# Reduction in CO2 emission

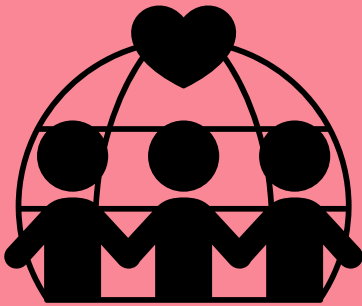
FOR THE PEOPLE, FOR THE PLANET.

Annual carbon footprint of all menstruating women in Sri Lanka will be

**47,660,318.8 kg**

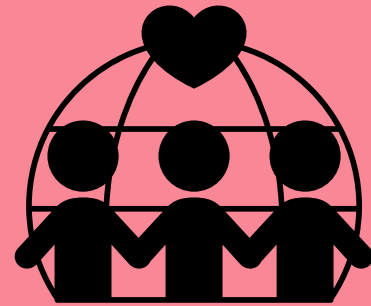


## HUGE IMPACT



**+550**

500 participants in the #BleedGood project will prevent 3360 kg of CO2 emissions annually.



**5 million**

Switching to reusable sanitary napkins by all 5 million menstruating women in Sri Lanka could reduce CO2 emissions by 35,986,218.24kg annually.



Which is equivalent to planting 58 trees annually.





# Professional Medical Assistance

EMPOWERING THROUGH KNOWLEDGE

## What we are doing in #BleedGood workshop

The BleedGood workshop educates on menstrual hygiene, sexual education, and gender-based violence. It creates a safe space for learning and connects participants with healthcare providers. The workshop empowers individuals with knowledge and support and fosters a supportive community.

# 72%

of participants didn't respond to questions about satisfaction with past medical assistance.

### IMPACT SNAPSHOT

# 83%

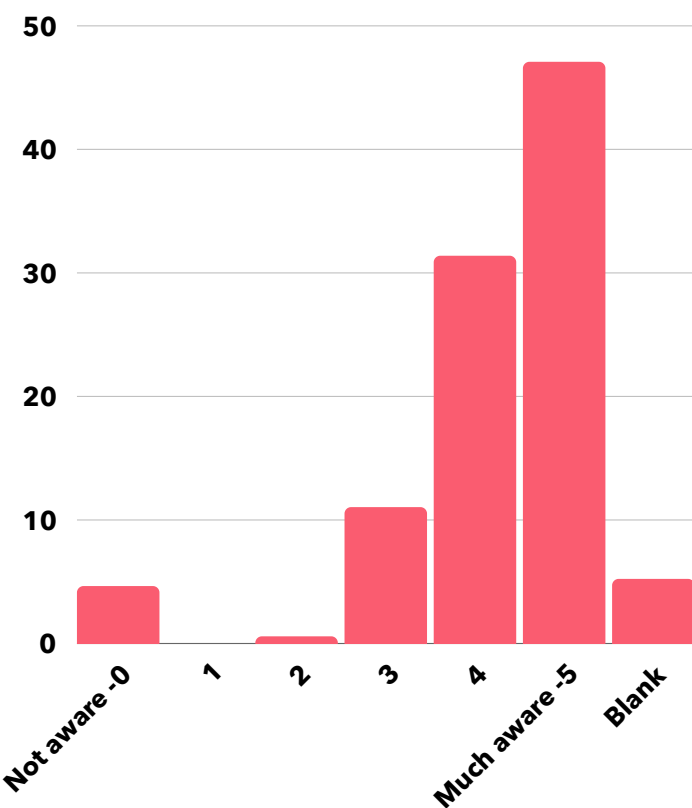
First exposure to menstrual hygiene and gender-based violence info.

# 84%

Participants expressed satisfaction with the program and the information provided.



**RATE OF AWARENESS:**  
1-5 scale on the benefits  
of menstrual hygiene.



**Concerning trend:**

Only 47% understand the benefits of menstrual hygiene, highlighting the need to raise awareness for hygienic and safe practices.

**IS IT  
IMPORTANT  
TO RAISE  
AWARENESS ?**

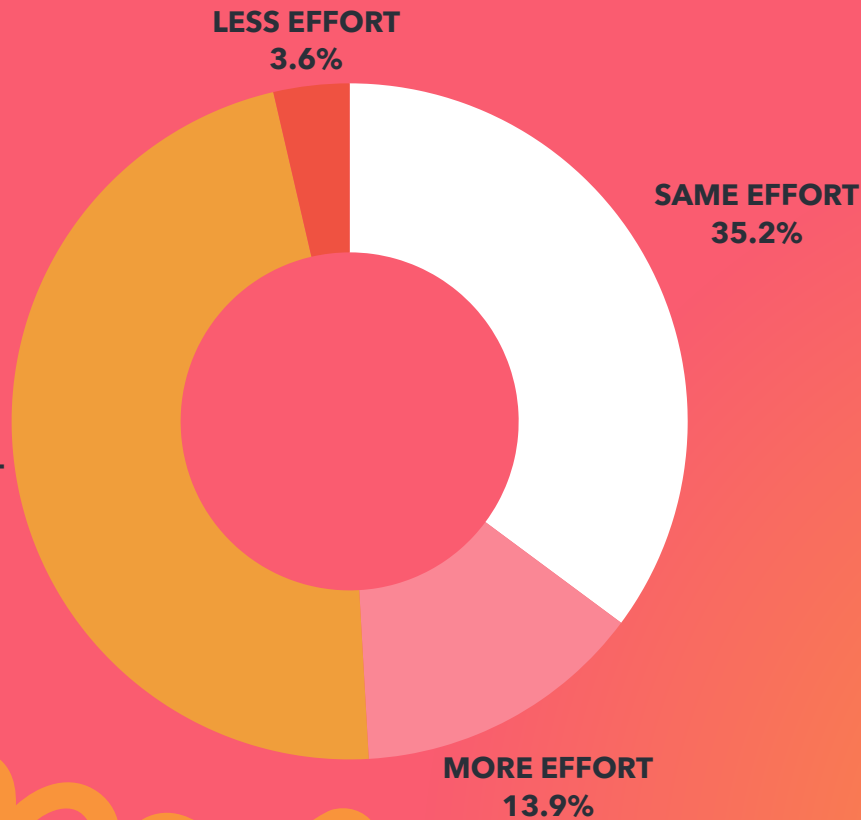


**Raising awareness improves health and combats  
taboos. Seeking timely medical assistance  
eliminates stigma and fosters support.**



# Maintaining Personal Hygiene

SAFETY AND DIGNITY THROUGH PRACTISE



Prioritising menstrual hygiene is more than a health choice; it's our commitment to dignity, equality, and empowering women worldwide. That's why we passionately promote and support this essential cause in our social impact initiatives.



# METHODOLOGY

Methodology in Motion: Tracking  
Progress, Empowering Change

## SAMPLE SIZE

**183 samples were collected under 90%  
confidence level out of 550 participants**

- Baseline, midterm, and endline surveys conducted with structured questionnaires.
- Distribution and training report tracking managed through manual forms and a digital database.
- Social media and communications analytics utilized to quantify engagement rates and reach.
- Environment impact data analyzed from material sourcing and production processes.
- Responsibilities and timelines overseen by designated staff at the Selyn Foundation.
- Challenges mitigated through additional staff training and paper-based monitoring forms.
- Dedicated M&E officer position operationalized under the management of the Selyn Foundation.
- Independent endline evaluation commissioned after 2 years of project implementation.
- Ethical data collection, management, and reporting protocols adhered to, ensuring confidentiality and transparency.