



Hygiene For Good Health

8 Questions

*Freedays** sanitary napkins have been launched by the Government of India to promote menstrual hygiene amongst adolescent girls in rural India. ASHAs across the country are being trained to spearhead this initiative and would play a significant role in the promotion and distribution of these sanitary napkins. This booklet would provide all the information that you would need for your daily rounds.



*For more information please ask for 'Information Kit' from the concerned person.



1

Who are Freedays sanitary napkins for?

- Adolescent girls in the age group of 10-19 years residing in rural India
- For those who have begun having their menstrual periods
- For those who seek confidence
- For those who seek freedom to live it up each day!



2

Why are Freedays important?

- Promotes health and hygiene
- Superior to homemade napkins
- Provides comfort and ease
- For easy mobility
- Easy to use
- Easy to dispose
- Offers great protection at affordable price



3

How to popularize the use of Freedays?

- Organize monthly meetings on a fixed day for adolescent girls
- Conduct home visits for girls who do not attend monthly meetings regularly
- Use the venue of Village Health and Nutrition Day and the Village Health and Sanitation Nutrition Committee (VHSNC) meetings to discuss menstrual hygiene



- Ensure regular availability of sanitary napkins for adolescent girls
- In states where SABLA programme is available, make use of it through:
 - *Kishori Samoochs* as forums for identifying adolescent girls
 - *Sakhi* and *Saheli* as role models
 - Monthly meeting as a joint venture





4

How to use and dispose Freedays?

- Freedays have an adhesive strip, that secure the sanitary napkin on the base of the underpants





- Once used, the users should be encouraged to dispose the napkins properly. It should be:
 - Wrapped in a newspaper and thrown in a bin which is emptied daily or
 - Buried in a deep pit or
 - Burnt/incinerated if possible
- Once used, the users should not throw away napkins:
 - in the open or
 - in a water body or
 - into drainage channels





5

*How can Freedays help generate income?**

- ANM would give ASHA an imprest fund of Rs. 300
- ASHA would buy packs @ Rs. 5 per pack from the ANM
- ASHA would then sell @ Rs. 6 per pack to adolescent girls
- ASHA would receive:
 - An incentive of Re. 1 on sale of each pack
 - One free pack each month for her use for the first year



- Rs. 50 for facilitating monthly meeting with adolescent girls
- On the basis of your (ASHA's) performance and your capacity to influence more and more adolescent girls in the community to start using Freedays, your monthly income will keep increasing

*To be sold as individual pack of 6





6

How to store packs of Freedays?

- Each pack of 6 napkins comes in a sealed moisture proof packing
- 180 such packs are further packed in a carton
- Store in a clean, dry place, away from direct sunlight, moisture and rodents



7

How to keep records of your sale and stock?

- Maintain a monthly record of sanitary napkin packs sold to the girls and keep account of the money recovered. The registers and accounts should be co-signed by a designated female member of the VHSNC.
- Maintain a tracking register (Format A) of the adolescent girls in the village and submit



a monthly report to the ANM
in Format B.

- These formats have been provided in the 'Reading Material for ASHA' included in the Information Kit



8

What are some of the myths and misconceptions about menstruation?

- **Myth:** Menstrual flow is dirty and unclean.

Fact: No, the menstrual blood is clean, comprising of pure blood and body tissues.

- **Myth:** The menstrual discharge consists of blood only.

Fact: No, the lining of uterus is shed together with the blood from the ruptured blood vessels of the lining.



- **Myth:** You become weak, because you lose menstrual blood.
Fact: You remain healthy and fit even when you are having your menstrual period.
- **Myth:** Nutrition does not affect the length of time between periods.
Fact: It does. Only a healthy body can have proper interplay of hormones, which cause the menstruation.
- **Myth:** Menstrual cramps are due to cold drinks or showers or bath.
Fact: Menstrual cramps are because the uterus is contracting to shed the uterine lining and blood.



- **Myth:** If a woman crosses the path of another menstruating woman, she could become infertile.

Fact: No, this myth has no basis.

- **Myth:** Sex during periods is harmful.

Fact: Sex is not harmful during periods, but is not advised, as to avoid infections.

- **Myth:** After the first period, females have periods after every 28 days.

Fact: No, it varies between 26 to 45 days.



- **Myth:** In teenagers, missing a period means pregnancy.

Fact: No, the menstrual cycle could also be affected by stress, illnesses, poor nutrition or exercise.

- **Myth:** A woman loses a lot of blood during menstruation.

Fact: No, in case of normal bleeding that lasts for 5 days she loses only 2 - 4 tablespoonful of blood (25-60 cc), but enough to cause anaemia if proper nutrition is not taken.

- **Myth:** Normal daily activities such as offering prayers, entering kitchen, wearing new clothes, touching people should be prohibited.



Fact: Menstruation should not be seen as an obstacle to daily activities. Practices such as these must be discouraged.

- **Myth:** Excessive sweets leads to excessive menstruation.

Fact: No, sweets do not lead to excessive menstruation.



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