



SORAK Development Agency
Registered NGO: No:8726

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Mubende Office: Lusalira T/C, 16km from Mubende Town along Mubende –Fort portal Road



Project: “Improvement of the School Environment to Combat Menstrual Hygiene Management (MHM) challenges to Stop Adolescent Girls’ School Dropouts in Uganda”

Activity: “Building reusable sanitary pad making and supply chain”

Activity3-3&3-4 Conduct interactive radio talk shows& air spot messages to promote MHM via the use of reusable sanitary pads made by SORAK

Date and Location

Radio talk show 1: October 1st, 2018 Heart FM in Mubende Town

Radio talk show 2: November 8th, 2018 Heart FM in Mubende Town

Spot messages December 06th, 2018 Heart FM in Mubende



Introduction

SORAK with funding from Global Bridge Network (GBN) and LUSH Japan is currently implementing a project “Improvement of school environment to combat Menstrual Hygiene Management (MHM) challenges to Stop Adolescent Girls’ School Dropouts in Uganda” In Mubende district. SORAK conducted two interactive radio talk shows. First one was in October and this talk show was attended by SORAK Executive Director, Programmes Manager and also Global Bridge Network (GBN) representative from Japan. The second radio talk show was conducted in November and was attended by SORAK Executive Director and SORAK Programme staff. The two radio talk shows conducted lasted for one (1) hour each on 10.2 Heart FM located in Mubende district. The two radio talk shows were also supported by spot messages played on radio. These spot messages are played on Heart FM five (5) times a day for a period of 30 days

(6th/December- 6th/January). These messages are intended to popularize SORAK made reusable sanitary pad.

Objective

The overall objective of the participatory and interactive radio talk show is to raise awareness on reusable sanitary pads made by SORAK. It also acted as a platform for sensitizing the community on proper MHM management and also parents' roles and responsibilities in promoting MHM among their in-school adolescent girls. The spot messages were to promote SORAK made reusable sanitary pads

Target

Geographical areas including the neighboring districts of Kyegegwa, Kibale, Kakumiro, Mityana, Kyakwanzi, Gomba, Butambala and Sembabule and its population

Issues discussed

The interactive and participatory radio talk show covered the following issues;

1. Brief introduction about SORAK and the project.

The Executive Director gave a brief background about SORAK, its programs, and purpose of the organization. He also talked about the MHM project supported by GBN and LUSH Japan based in Japan and the purpose of the project supporting our vulnerable rural girls not to drop out of school due to menstruation and its related challenges.

2. Challenges adolescent girls in-school face during their menstruation.

SORAK programmes Manager talked about the adolescent in-school girls' challenges during their menstruation and these includes; lack of menstrual materials for use, parents' negligence in providing pads for them, lack of changing rooms at school among others. She appealed to all parents and responsible persons to provide menstrual materials for their daughters to reduce on girl's absenteeism as a result of menstruation. She also appealed to the school managers and the district education department to work on the issue of promoting a conducive environment for MHM.

3. What SORAK with its partners had done so far to address the issue.

SORAK Executive Director talked about the achievements of the project so far, these included; training 90 girls, 30 boys and 6 teachers in skills in making reusable sanitary pads in three primary schools of St. Joseph Kibalinga P/S, Lwawuna P/S and Precious Child Learning Centre in Mubende District. He also informed them of the gender awareness raising and sex education conducted in the project targeted schools.

4. SORAK made reusable sanitary pads and where to find them.



Talking about 'Happy Pad'



Sample of 'Happy Pad'

SORAK programmes Manager introduced the SORAK made reusable sanitary pads called 'Happy Pad'. She informed listeners that these pads are produced by SORAK at the head office located at Lusalira Trading Centre, she also said that these pads are already on market. She also mentioned about the advantages of these SORAK made reusable sanitary pads and these included, being cost effective as one is able to use it for 12 months. She advised parents and the entire population to buy reusable sanitary pads called 'Happy pad' made by SORAK.

5. Our future or next plan.

SORAK ED talked about the future plan for SORAK made reusable sanitary pad, this included putting more effort on marketing, opening more branches and distribution points in most trading centers.



The radio program moderator and SORAK programmes manager and Director



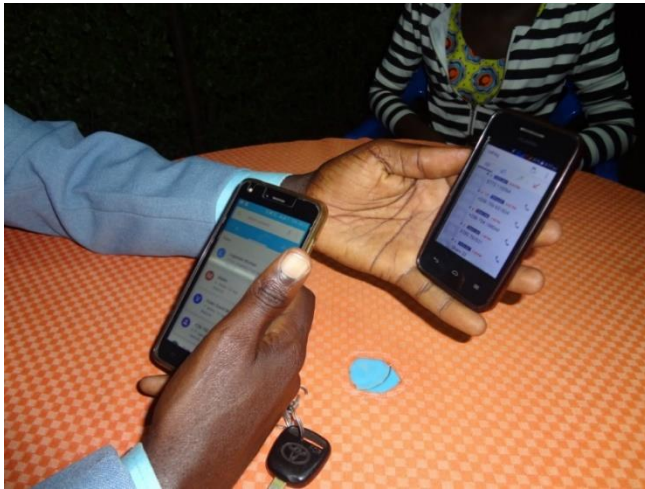
GBN Director and SORAK Director with program moderator during talk show.



SORAK ED and PM giving a brief about SORAK AND MHM project



SORAK programmes Manager noting down questions from listeners



The many telephone calls received from the listeners during and after the talk show.

6. Spot messages script

*Happy pad, happy pad, give me happy pad
 Happy pad, happy pad, give me happy pad
 At home, happy pad, at school happy pad
 Everywhere happy pad, give me happy pad*

*Cheapest happy pad, give me happy pad
 My friend see happy pad, nice
 Nice, happy pad, give me happy pads
 Nice happy pad, give me happy pad*

Answering the call of vulnerable girls and women SORAK Uganda Has made for you a reusable sanitary pad at only 3000 Ugandan shillings. Wash and use for up to one year, find them at Lusalira Trading Centre Mubende and also you can find them on 0703515225.



SORAK teens and music trainer making production for spot messages at Heart FM production room



SORAK ED and music trainer listening to the produced spot message

Outcomes

The 2 radio talk shows and spot message led to the following results

- The radio talk shows reached the project targeted population plus reaching far wider geographical areas. These came to know about SORAK made reusable sanitary pads.
- Listeners were informed of their roles and responsibilities in promoting MHM among their adolescent in-school girls. Some of the roles and responsibilities of parents include; providing menstrual materials to their daughters, providing guidance and counselling to their daughters among others. By performing their roles and responsibilities, it will help to reduce on number of girls dropping out of school due to failure to manage their menstruation.
- Listeners were sensitized on of proper MHM.
- Received 8 questions from callers and a feedback was given to the listeners. Some of the questions asked from callers included; opening branches in different district, becoming sales agents (Sales agents are representatives who sale commodities or products on behalf of a company or an organization) of SORAK made sanitary pads, where to find the SORAK made reusable sanitary pad among others.
- The 5 Spot messages per day playing on Heart FM informed the communities of the SORAK made reusable sanitary pads and where to find them. SORAK is now receiving contacts from different people who wants to get orders for the reusable sanitary pads.