



SORAK Development Agency

Registered NGO: No:8726

UEB Zone ,Church Road –Mullago;P.o Box, 71883 Clock Tower –Kampala;Tel:+256 703515225
Mubende Office: Lusalira T/C, 16km from Mubende Town along Mubende –Fort portal Road



NPO法人グローバルブリッジ ネットワーク
Global Bridge Network

**“Improvement of School Environment to Combat Menstrual Hygiene Management (MHM)
Challenges to Stop Adolescent Girls’ School Dropouts in Uganda”
Project Period: July to December, 2019**

Activity Title: Awareness raising via radio and video making report

Date and Location:

Date	Activity	Location
3/07/2019	Video shooting	SORAK Office
4/07/2019		
15/07/2019	Radio talk show	Heart FM
22/07/2019		
31/07/2019		
7/8/2019		
14/8/2019		
21/8/2019		
28/8/2019		
4/9/2019		
11/9/2019		
18/9/2019		

Introduction:

This report makes a presentation two activities implemented by SORAK Development Agency in order to encourage girls stay in school without being challenged by Menstrual Hygiene management. These were the first two activities of the project. The first was the shooting of the video that would present an audio-visual illustration of how a reusable sanitary pad can be made. SORAK planned to produce 200 pieces of this video and share it with communities of Pallisa and Entebbe via visionary Lady Foundation and Hope for future foundation respectively.

The second activity reported herein is the awareness raising via 10 interactive radio talk shows and spot messages. These seek to popularize the project as well as the usefulness of a reusable sanitary pad. By the time of this reporting, SORAK has so far conducted 10 radio talk shows, while the adverts are being aired 4 times a day on Heart FM- local radio in Mubende Municipal Council.

Purpose/ Objective of training/ activities:

- The purpose of this activity/ training was to develop Menstrual hygiene and reusable pad making video to share audio visual records to be used to create awareness on Menstrual Hygiene Management to different Organizations and communities to provide skills where SORAK and other staff may not be able to appear physically to conduct training more especially after the end of the project.
- To help popularize the project and promote reusable sanitary pads as best and cheap alternative to disposable pads.
- The activity is also intended to encourage send their children especially girls to school through accelerated provision of reusable sanitary pads. The programmes are used to encourage parents to mind a lot and provide sanitary pads to girls such that they are able to stay in school and complete their education cycle.

Targeted Population:

These activities of the radio talkshows were planned to reach both intended and the unintended beneficiaries.

The intended beneficiaries are the population within the project area of Mubende and in the sub county of Kibalinga in particular.

The unintended beneficiaries are the listeners in the entire district, the neighboring districts of Kyegegwa, Kyenjojo, Kibale, Kagadi, Kakumiro, Kyankwanzi, Kiboga, Kassanda, Mityana, Mpigi, Gomba, Sembabule, Bukomansimbi among others who are also active listeners to this radio.

Through this radio programmes and the spot messages, the project is able to reach more than 1,000,000 radio listeners. And these districts have an estimated total population of about 4 million people.

Facilitators:

1. Muhammad Kyeyune- Executive Director -SORAK
2. Nalwanga Shamim Ggombe- Project officer-SORAK
3. Nakalembe Viola- Volunteer –project assistant SORAK
4. Byansi Daudi- radio manager
5. Babirye Maria Gorret-Volunteer Project assistant –Reusable sanitary pad making

Activities:

These are divided into two namely radio based activities and those of video making as respectively presented here below;

Radio based activities;

The following activities were held.

1. Introduction of MHM project on Heart FM and booking for airtime
2. Production of the spot message
The spot message production is a voice of a girl who asks her parents to leave study and complete education perhaps she could become a lawyer or a doctor. And that if provided with sanitary pads all can be possible. This is played 3 times a day for 6 months.

3. Explain the advantages of reusable sanitary pad

The advantages presented include;

- Being cheap to buy
- Easy to use
- Having no health and side effects
- Being environment friendly, not dumped and rapidly filling toilets like in schools

4. Listening to questions and feedback response

Listeners have asked SORAK several questions and made responses which include the following among others;

- Where to find reusable sanitary pads
 - Whether SORAK is willing to train more people from their localities
 - Whether SORAK and as to when SORAK will be able to go to other districts like Gomba, Sembabule, and Kakumiro.
 - Thanking SORAK for the work well done and encouraging SORAK to continue with this important work
5. While on the radio participants drawn from SORAK staff talk about the following;
 - What is menstrual hygiene management
 - Who experiences menstrual hygiene management
 - What should be done to ensure that girls and women experience menstrual periods manages it well
 - What should boys and men do about menstrual hygiene of their sisters and daughters
 - Advantages of using reusable sanitary pads over disposable sanitary pads

Video making activities

1. Assembling materials for the video shooting
2. Display and explanation of use of each material for listeners and viewers to get an insight of what right choice of materials to opt for in making reusable sanitary pads.

3. Measurements to enable project targeted group make the right measurements for consistency and uniformity.
4. Cutting out pieces of each material with our measured frame in a perfect motion ensures making a sizeable uniform pad.
5. Arranging materials from top to bottom enables project targeted groups to make the right arrangement for sewing a reusable sanitary pad.
6. Sewing over lock on a pad ensures more strengthening and long lasting of the happy pad reusable sanitary pad.

~This is the video~

<https://www.youtube.com/watch?v=q6OngzgBIIA&fbclid=IwAR1SWY0LbhYTdaU1Orcavob8Mdm1p8ukOYU5q8RnoVAQuhjVOPIA8Ub2ZkQ>



Executive Director SORAK introducing the reusable pad program schedule to the listeners of Heart FM



SORAK staff, Shamim responding to listeners questions on MHM



3 SORAK staff at Hart FM the voice of hope talking about MHM



Shamim on right and Babirye on left making an introduction during the video making shoot.



Shamim and Babirye display materials used in making reusable sanitary 'Happy pads'



SORAK staff explaining the importance of each material in reusable pad making.



Measurements done on a piece of paper with tape measure



Display of measurements



Cutting out of the arrangement of materials



Material frame top to bottom for sewing



Sewing overlock



Display of the made happy reusable Sanitary pad.

Outcomes:

- 1- Listeners and those who have used SORAK happy pads are appreciating the role of reusable sanitary pads as means of ensuring that girls stay in school. This is illustrated by the number of calls received while at the radio. Calls to us during the radio talk shows averages at 25 during our 1 hour talk shows.
- 2- Girls and women are been provided with an opportunity to learn while seeing via the video. The video is also shared with these reports for the attention of Global Bridge Network. This has happened through sharing with Hope for future and the Visionary lady foundation as well as our targeted schools in Mubende district where SORAK operates.

Major challenges:

1. Increasing demand from non-targeted districts and sub counties yet the project does not have the budget to reach such other areas.
2. Some community members want SORAK to continuously purchase for them materials in the making of reusable sanitary pads freely during the responses of the reusable sanitary pad talk show.

Recommendations:

1. The project should extend its coverage to other sub-counties in need of trainings on reusable sanitary pads
2. Suggestion of more expansion of the project by listeners of Heart FM to other communities outside project area.

Conclusion:

In summary, the activities were conducted and impact created among women, school children and teachers and success stories received among different beneficiaries both intended and unintended of the project. SORAK would like to take this opportunity to extend their sincere gratitude towards Global Bridge Network for the financial support extended towards the Menstrual Hygiene Management among communities in Mubende District.