

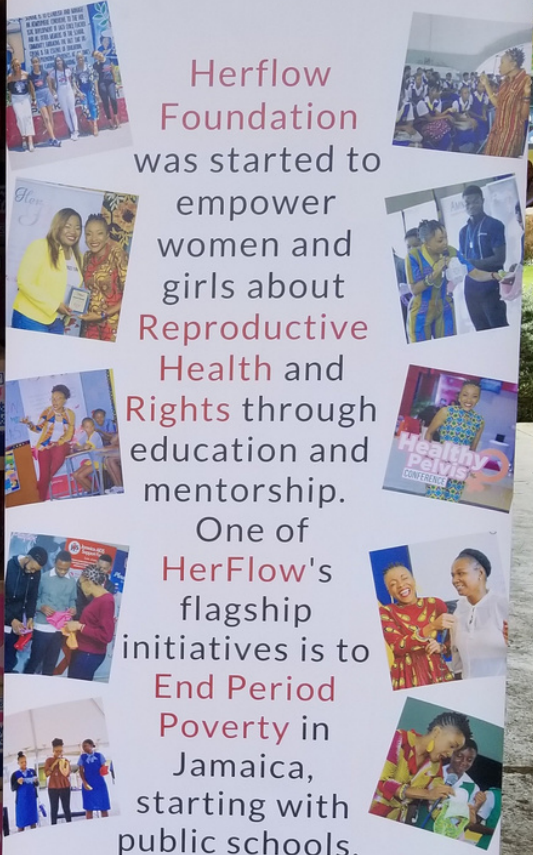


HerFlow

Taking the shame out of being woman

Herflow Foundation was started to empower women and girls about Reproductive Health and Rights through education and mentorship.

One of HerFlow's flagship initiatives is to End Period Poverty in Jamaica, starting with public schools.



 @EMBRACEHERFLOW   @HERFLOW

END PERIOD POVERTY CAMPAIGN 4.0

HerFlow

March to June 2022

 876-798-0820

 www.embraceherflow.com

 embraceherflow@gmail.com

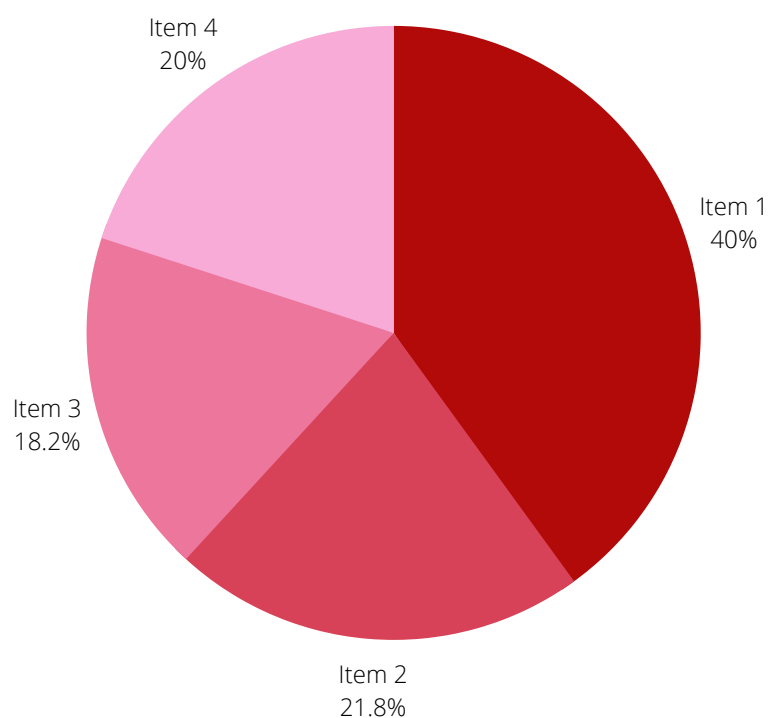


Period Poverty In Jamaica

There are almost 100,000 pubescent Jamaican girls on our National School Feeding Programme – created to provide relief for students who cannot afford lunch at school. HerFlow's Founder, Shelly-Ann Weeks assumed that if they cannot afford lunch then they will not be able to afford menstrual products. This assumption was confirmed through interviews conducted with Guidance Counsellors, Nurses and students at selected schools across the island

Through research conducted in Jamaican public schools by HerFlow:

- 44% of Jamaican Girls are directly impacted by Period Poverty.
- 20% of Jamaican Girls are absent from school because they don't have access to menstrual products.
- 22% of Jamaican girls use alternative items to manage their periods each month
- 24% visit the Guidance Counselor/ Nurse's office to access menstrual products each month





About Shelly-Ann Weeks

Shelly-Ann Weeks is the Founder and Executive Director of HerFlow Foundation which was created to empower women and girls about Reproductive Health through education and mentorship. After suffering with painful, heavy periods for most of her adult life, she was diagnosed with Massive Uterine Fibroids and it was recommended that she undergoes a hysterectomy. Fearing the outcome of permanently removing her entire womb,

Shelly-Ann decided to try changing her diet as an experiment for 3 months. She ate her way to the best health of her life, completely eliminating her chronic pain and avoided doing the hysterectomy.

She chronicles her journey to health in her first book, *I CHANGED MY DIET AND CHANGED MY LIFE*.

She also wrote and published *IT'S MY BODY. PERIOD.*, an Introduction to Menstruation for little black girls. Today Shelly-Ann spends her time helping women and girls avoid a lifetime of pain by promoting healthy periods. Through her work, Jamaican women and girls are empowered to have better quality of life through education.



About HerFlow Foundation

HerFlow Foundation is a Social Enterprise formed October 24, 2016 by Author and Activist Shelly-Ann Weeks to empower Jamaican Women and Girls about Reproductive Health and Rights through education and mentorship. October 24, 2016 was dubbed Period Awareness Day to address the stigma and shame associated with menstruation

Our flagship project is to End Period Poverty in Jamaica with a focus on education and access. Since inception HerFlow has distributed over 4million products to Jamaican public schools, government homes, correctional facilities and community organizations in an effort to End Period Poverty in Jamaica. Their work is ongoing.

Herflow Foundation was started to empower women and girls about Reproductive Health and education and mentorship. One of HerFlow's flagship initiatives is to End Period Poverty in Jamaica, starting with public schools.




About Always

Always is a brand of feminine products owned by Procter and Gamble International. Through their campaign to End Period Poverty which started in the US, they decided to expand their reach to the Caribbean – Trinidad and Jamaica..

Always Pads are distributed in Jamaica by Consumer Brands.

HELP OUR GIRLS HAVE ACCESS TO PADS

#EndPeriodPoverty



PACK



DONATION

always

Her
Flow

Always will donate through HerFlow one pad for every pack of Always pads purchased between Mar21st - June 20th.

End Period Poverty Campaign 4.0

For the 4th year, HerFlow Foundation and Always has collaborated to provide FREE menstrual pads to 14 schools across the 14 parishes of Jamaica (1 school per parish). Through the campaign, Always donates 1 pad for every packs of Always Menstrual pads purchased during the months of March to June 2022.

Always has donated over 200,000 pads to over 10,000 Jamaican high school students through HerFlow Foundation who conducts the distribution to each school.



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St Thomas Technical High

800 Girls
800 Pads





Denbigh High

650 Girls
840 Pads





Manchester High

630 Girls
1200 Pads





Marymount High

1200 Girls
1200 Pads



Port Antonio High

700 Girls
768 Pads



Dunoon Technical High

790 Girls
840 Pads



Merl Grove High

1200 Girls
1200 Pads





St Catherine High

850 Girls
1200 Pads



Irwin High

700 Girls
720 Pads





Ferncourt High

600 Girls
660 Pads





Mannings High

730 Girls
1600 Pads





Westwood High

650 Girls
1200 Pads





Green Island High

800 Girls
1600 Pads



**St Elizabeth
 Technical
 High**

**850 Girls
 1200 Pads**



Summary

14 Parishes/Schools
11,450 Girls
1,363 Cases
208,496 Pads



Feedback from the Schools

Gratitude. The schools that are selected to be recipients of the End Period Poverty Campaign are mostly rural schools who typically are not included in intervention programmes. All of the administrators at these institutions have expressed deep gratitude because they see first hand the real effect that Period Poverty has on their students.

Period Poverty affects multiple students daily. In some cases teachers have spent their personal funds to help girls when they don't have access to menstrual products.



Feedback From HerFlow

Ending Period Poverty in Jamaica is HerFlow's flagship project and it's ongoing until we have found a permanent, sustainable solution.

Period Poverty is a solvable problem and as we see countries like Scotland make meaningful steps to address it on a national level with their new enacted legislation to offer free menstrual products for all, we have inspired.

Since the inception of this campaign, we have been able to supply about 500,000 pads to Jamaican students across the island. That is a significant investment and we are grateful to Always for helping us ensure that Jamaican girls never have to choose between their periods and their education.

Shelly Ann



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Thank You



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