

Her
Flow

always

END PERIOD POVERTY CAMPAIGN

YOUR PAD PURCHASE
HELPS HER STAY IN SCHOOL.

#EndPeriodPoverty

PACK = DONATION


always


Her Flow

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written and presented by
Shelly-Ann Weeks

the partnership



20,000 pads for secondary-school girls 

Girls urged to shed shame about periods

"Not having access to a safe and hygienic way to deal with menstruation can have profound consequences, particularly on girls' education," said Tamara Thompson, GM, Consumer Brands Ltd.

Always partners with **HerFlow Foundation** for the 2nd year to End Period Poverty (the inability to afford or access menstrual products.) **Always** will provide free menstrual pads which will be distributed to girls in select public high schools in Jamaica. **HerFlow Foundation** will execute the contact and distribution on the ground.

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.


about
herflow

Her
Flow



Established in 2016, **HerFlow Foundation** was started by Author and Activist Shelly-Ann Weeks to empower women and girls about reproductive health and rights. through education and mentorship.

HerFlow's flagship project is to end period poverty in Jamaica. Since its inception, **HerFlow** has donated over 160,000 period kits to schools, community based organizations and the women's prison (adult and juvenile).



2019

Each girl present gets a **FREE**
pack of **Always** Maxipads.

media launch

Media Launch
Date: March 28, 2019 10:00am
Venue: Terra Nova Hotel

The launch featured speeches from representatives of Consumer Brands, Ministry of Education, HerFlow Foundation and introduced the campaign's Brand Ambassador, Lifestyle Coach, Kamila McDonald.



the schools



A look at the schools visited during the End Period Poverty Campaign



Clarendon



Central High

1200 girls
150 boxes delivered
1400 packs



Vere Technical High

1000 girls
107 boxes delivered
1096 packs



Bustamante High

400 girls
47 boxes delivered
456 packs

Portmore, St. Catherine



Waterford High

600 girls
80 boxes delivered
720 packs



Bridgeport High

1400 girls
167 boxes delivered
1604 packs



St. Mary



Brimmervale High

320 girls
40 boxes delivered
320 packs



Annotto Bay High

450 girls
57 boxes delivered
456 packs



St. Mary's High

473 girls
60 boxes delivered
480 packs



St. Mary



Carron Hall High

250 girls

32 boxes delivered

256 packs



St. Ann

Ocho Rios High

1200 girls

164 boxes delivered

1312 packs



St. Catherine



Eltham High

860 girls
108 boxes delivered
864 packs



Guys Hill High

700 girls
88 boxes delivered
704 packs



Kingston



Holy Trinity High

588 girls
67 boxes delivered
536 packs



Edith Dalton High

600 girls
75 boxes delivered
600 packs



Pembroke Hall High

686 girls
74 boxes delivered
592 packs



Kingston



Mavis Bank High

162 girls

21 boxes delivered

168 packs



Lister Mair Gilby High

80 girls

10 boxes delivered

80 packs



Clan Carthy High

680 girls

85 boxes delivered

680 packs



ST. Thomas



Morant Bay High

730 girls
92 boxes delivered
736 packs



Donald Quarry High

432 girls
32 boxes delivered
432 packs



Yallas High

380 girls
54 boxes delivered
432 packs



summary



6

parishes

21

schools

1570


boxes

14016

packs

13192

girls



2020

Each girl on the roster will
receive **3 FREE** packs of **Always**
Maxipads.

the media launch

Media Launch

Date: Feb 18, 2020 10:00am

Venue: Terra Nova Hotel

The launch featured speeches from representatives of Consumer Brands, Ministry of Education, HerFlow Foundation and introduced the campaign's Brand Ambassador - Mom, Model and Entrepreneur Yendi Phillips.

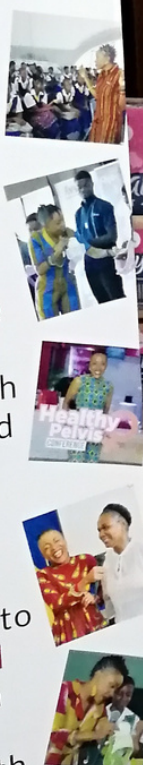


the schools

14 schools - 1 in each parish - across Jamaica will receive donations for every girls on their roster. **HerFlow Foundation** will facilitate the distribution and handover at each school.



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

Always will donate through HerFlow in Jamaica, one pad for every girl purchased between March 22nd and...

kingston

norman manley high

820 girls on roster

231 boxes delivered | 1848 packs



L-R HerFlow Executive Director Shelly-Ann Weeks and Always Brand Manager, Ingrid Smith presents Always Maxipads to Norman Manley High's Nurse Smallwood- School Nurse (middle)

st catherine ascot high

600 girls on roster

150 boxes delivered | 1200 packs



L-R HerFlow Executive Director Shelly-Ann Weeks and Always Brand Manager, Ingrid Smith presents Always Maxipads to Ascot High's Principal - Mr Talbert (center).

manchester christiana high

253 girls on roster

94 boxes delivered | 752 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Christiana High's Vice Principal

clarendon

foga road high

550 girls on roster

138 boxes delivered | 1104 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Foga Road High Roincipal and Nurse Moore - School Nurse

st andrew

st. mary's college

500 girls on roster

175 boxes delivered | 1400 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to St. Mary's College's Representative

st. mary tacky high

650 girls on roster

165 boxes delivered | 1320 packs



L-R HerFlow Executive Director Shelly-Ann Weeks and Always Brand Representative present Always Maxipads to Tacky High Principal - Mr Bascoe (center)

st. james

spot valley high

500 girls on roster

188 boxes delivered | 1504 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Troy High's Principal

st. ann

steertown academy

400 girls on roster

150 boxes delivered | 1200 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Steertown Academy's School Nurse

trelawny troy high

250 girls on roster
94 boxes delivered | 752 packs



L-R Troy High's Clerical Assistant poses in front of Always Maxipads presented to the school for girls affected by period poverty.

portland

buff bay high

530 girls on roster

200 boxes delivered | 1600 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Steertown Academy's School Nurse

st thomas seaforth high

700 girls on roster

264 boxes delivered | 2112 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Seaforth High's Principal - Mr Thomas

st elizabeth lewisville high

250 girls on roster

94 boxes delivered | 752 packs



R-L HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Lewisville High's School Nurse - Nurse Ellis-Bicarie

westmoreland maud mcleod high

540 girls on roster
202 boxes delivered | 1616 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Maud McLeod High's Clerical Assistant - Ms Morris

hanover

merlene ottey high

280 girls on roster

105 boxes delivered | 840 packs



L-R HerFlow Executive Director Shelly-Ann Weeks presents Always Maxipads to Merlene Ottey High's Clerical Assistant - Ms Oates.

summary



14

parishes
schools

18000 packs

2250 boxes

6823 girls

periods don't stop for pandemics



We started 2020 with some massive plans most of which focused on tackling period poverty. Then it was announced that we are in the midst of a pandemic and our society closed down.



Of course we had to adjust the way we operated as a foundation while still serving the community. We reached out to community organizations as well as the health ministry and to ensure that we add menstrual products to every care package going out to communities for COVID relief. In addition, all our workshops went virtual.



We were ready to hit the road for the Always tour just before the lockdown was ordered but we had to make adjustments due to the school closures. Happily with our relationships with the schools, and our partnership with Always, we were still able to deliver these very important products to the schools in November.



As we look forward to 2021 and beyond, we know there is much more work ahead and we are eternally grateful for partnerships like this with Always.

Shelly Ann

feedback



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. All the recipients at the schools are very grateful for the donation, especially now that we are in a global pandemic.

"Period poverty affects girls on a very basic level and being able to supply them gives them self confidence and they are able to function with dignity." Nurse Smallwood - Norman Manley High.

"The need has definitely increased since the COVID 19 pandemic and because of this donation, we are able to assist more of our students." Melody Smith, Guidance Counsellor - Troy High.

"I have had to use paper towels to make "pads" for girls who are in need and since HerFlow started supporting us in 2018, it is much easier to assist girls and keep them in school. Thanks so much!." Mrs A;berts - Guidance Counsellor, Ascot High.

"We see the attendance and grades of students improve when they have access to menstrual products and we are very grateful for this donation." Mr Thomas, Principal - Seaforth High

thank you

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.

The work of ending period poverty in Jamaica is very challenging and virtually impossible without partnerships like this one with Always.

Thanks so much to TEAM Always for committing to being a part of the solution to an issue that adversely affects too many Jamaicans.

Shelley Ann

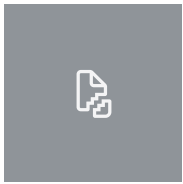


contact us

Our drive to End Period Poverty is continuous and we keep working towards a permanent, sustainable solution. We'd love to hear from you.



embraceherflow@gmail.com



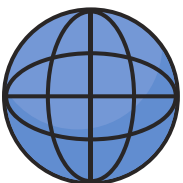
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