

2022



HerFlow Foundation 2022 Year in Review



Prepared by

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herflow



embraceherflow

Who We Are

HerFlow Foundation was formed by Author and Activist Shelly-Ann Weeks to address the stigma and shame associated with menstruation, end period poverty in Jamaica, and become a source of information for Female Reproductive Health. Our main focus is to address Period Poverty in Jamaican schools as well as to prepare young girls as their bodies experience puberty.

OBJECTIVES

HerFlow Foundation has **5 main objectives:**

- To **ADVOCATE** for Comprehensive Sexual and Reproductive Health Education in All Jamaican schools
- To **EMPOWER** women and girls about their Reproductive Health and Rights
- To **ADVOCATE** for greater access to comprehensive Female Reproductive Health Care
- To **END** Period Poverty in Jamaica
- To **EDUCATE** by creating a comprehensive reference for Female Reproductive Health





2022

Highlights

As Jamaica recovered from the COVID Pandemic, there was a slow return to "normalcy" which allowed for us to get back to in-person engagements. During 2022, we were able to return to the classroom, execute events as well as increase our reach so that more Jamaican have access to FREE menstrual products.



PERIOD WORKSHOP

AT ST GEORGES COLLEGE
MAR 15, 2022



This workshop was the first time we visited an All-Boys institution - St. Georges College. There were some students from Kingston College in attendance as well.





HerFlow CELEBRATE Her

Mar 27, 2022 | JDF Officers Club

Celebrate Her was created to honor Jamaican Women doing amazing work in their community with the HerFlow Unsung Shero Award. 15 School Nurses were recognized. Celebrate Her is sponsored by Curves.





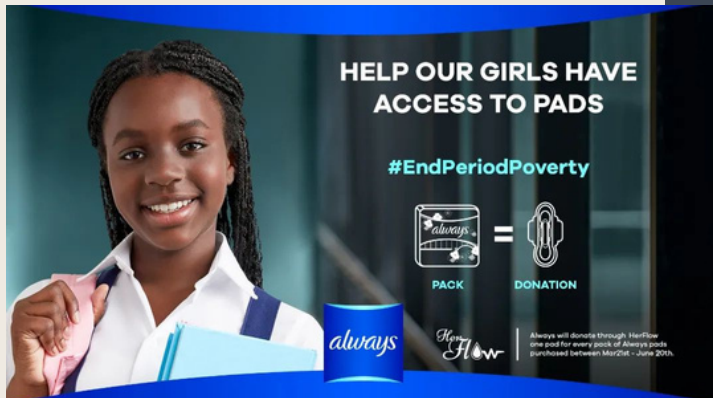
HerFlow invest in girls

EMPOWERING FUTURE LEADERS

May 6, 2022 | Holy Trinity High

Invest in Girls Summit is a partnership with the GrassROOTS Community Foundation was created to empower Jamaican girls with the tools to become confidence women. In 2022 Invest in Girls Summit was held at Holy Trinity High on May 5, 2022, supported by Curves. 200 girls were beneficiaries.





END PERIOD POVERTY CAMPAIGN

Mar 21 to Jun 20 2022

This campaign is a partnership with Always Menstrual Pads (started in 2019).

- 14 schools | 1 per parish
- Over 12,000 Jamaican girls served
- Over 200,000 products donated by Always





May 26, 2022

Launched in 1991, The Governor-General's Achievement Awards (GGAA) recognizes and celebrates exceptional Jamaicans, who are leading change within their communities and are excelling in areas of leadership and academics despite the challenges they may have faced. HerFlow Foundation Founder and Executive Director, Shelly-Ann Weeks was a 2022 recipient of the Governor-General's Achievement Awards (GGAA) for Leadership and Achievement.



HerFlow



END PERIOD POVERTY DRIVE OVER 900,000 MENSTRUAL PRODUCTS DONATED IN 2022

Donations made to 41 schools | 2 prisons | 4 homes | 15 clinics. Here are a few highlights.



FREE MENSTRUAL PRODUCTS IN CLINICS



HerFlow Foundation Supplies Free Menstrual Products to Clinics

Since its inception in 2016, HerFlow's flagship projects has been to End Period Poverty in Jamaica. On March 22, 2022, HerFlow donated over 350,000 menstrual pads to The Nurses Association to be distributed to clinics in all 14 parishes around the island. HerFlow's Executive Director, Shelly-Ann Weeks shares how important it is to have free menstrual products in clinics.

"There is a very popular conversation on social media highlighting the fact that while free condoms are available in clinics, menstrual products are not. I agree with the premise and I believe that free menstrual products must be available not only in clinics but in every public restroom in Jamaica." She explains. "I am very thankful for partners that made this possible – Massy distribution, T. Geddes Grant and Fontana Pharmacy without who's help we could not have reached this milestone."

As a part of an International Women's Day initiative in 2021, the drive to supply Jamaican clinics with menstrual products started. Period Poverty is the inability to access menstrual products when needed and Jamaicans across the island are affected. The pandemic has made the need even greater because women were mostly affected by job loss or decrease in earnings due to the economic downturn brought on by the restrictions enforced to curb the spread of the virus.

Nurses Association of Jamaica has partnered with HerFlow to assist with the distribution of the products through Health Departments across the island. NAJ's President Mrs Patsy Edwards-Henry is very happy for the partnership as she has seen first hand how Period Poverty affects Jamaicans.

"We are on the frontlines and we have to deal with the individuals who come in and ask for help. Nurses have had to go in their own personal stash to assist in the past. These products will go a long way to help Jamaicans. We applaud HerFlow for this initiative." She stated.

For Weeks, this is a dream come true. "Jamaicans can walk into the locations listed below and access free menstrual products. And we continue to work until every public restroom is furnished with free menstrual products. No Jamaican should have to face the indignity of Period Poverty." She said fervently.

MENSTRUAL HYGIENE DAY 2022

Menstrual Hygiene Day is recognized on May 28 each year. In 2022, HerFlow published editorials in the Gleaner as part of observing the day. Invest In Girls (held May 8, 2022) included a period workshop which is a part of the activities to recognize Menstrual Hygiene Day.

THE GLEANER, TUESDAY, MAY 31, 2022 | www.jamaica-gleaner.com | A Special Advertising Feature

Menstrual Hygiene Awareness PART 1

PERIOD IS EVERYBODY'S BUSINESS

FROM THE average age of about 12 to 55, women have a monthly period. However, this natural bodily function is treated much like a curse rather than the important, life-giving function that it is. Culturally, the way many Jamaicans talk about periods or even treat women who are on their periods is driven by stigma and causes shame. If we were to look at Jamaican expletives, for example, we note that the 'cloths' refer to the strip of fabric that women used in the past to manage their periods – and not in a complimentary way. We must adjust this way of thinking as it makes the experience more difficult and unpleasant than it needs to be.

Why must we relearn the way we treat periods and those experiencing periods in this culture?

A PERIOD IS A SIGN OF GOOD HEALTH
No matter what the ailment,

with every visit to the physician, they ask the same question: "When was your last period?" The response to this question can dramatically change any treatment plan that the physician may have for the ailment. So any irregularities is an indication that there might be a problem.

EXPOSE AND ENGAGE MEN AND BOYS
The days of protecting men and boys from periods must end. Although periods are experienced by women and girls, it's important that men and boys learn what it is and what to expect, so that they can play a supportive role to the women and girls in their lives. So, talk to them, show them the products, teach them about how they can support you. They can handle the information, and having their support will help make the period experience much more manageable.

PERIOD EDUCATION
Comprehensive sexual and reproductive health education is needed in schools from Grade Three, to not only help prepare children for puberty, but also arm them with the resources they need as they transition to adulthood. It's not enough to give them products when they start menstruating and warn them about unwanted pregnancies. We must have open discussions with them and allow for continuous feedback and engagement. Remember that their transition is not just a physical one – it's emotional and psychological as well.

ACCESS TO MENSTRUAL PRODUCTS
As long as there are Jamaicans who are unable to access menstrual products, we will never have true gender equality or meet the goals that we have set for ourselves as a nation. Twenty-two per cent

And this is how you do it: HerFlow Foundation's Executive Director Shelly-Ann Weeks demonstrates how to use products to students at St George's College.

happy for the support that has allowed us to donate over four million menstrual products to schools, government-run homes, prisons, community organisations, and individuals in need across Jamaica. To learn more about HerFlow work and how you can HerFlow, visit embraceherflow.com

ABOUT HERFLOW FOUNDATION
HerFlow was created to empower Jamaican women and girls about reproductive health and rights through education and mentorship. Their flagship project is to End Period Poverty in Jamaica. Visit embraceherflow.com or email embraceherflow@gmail.com for more information.

MAY 28 MENSTRUAL HYGIENE DAY

there's **PROTECTION** for that

Gym class on my period is the worst

I want an organic option I can trust

I leak a little when I laugh

I want my tampon to be simple

Ugh! I'm tired of liners that twist and bunch

Hello Period

Stayfree Playtex Carefree

TAMPONS Playtex® Gentle Glide®

LINERS Carefree®

PADS Stayfree®

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Curves #BeTheWoman

Make Menstruation a Normal Fact of Life.
Your Menstrual Hygiene is Important.

Make Menstruation a Normal Fact of Life. Your Menstrual Hygiene is Important.

SUPER-ABSORBENT for ULTIMATE COMFORT & PROTECTION

Distributed by LASCO Distributors Ltd. Available in Supermarkets, Wholesales, Retail Stores & Pharmacies Islandwide



HerFlow PERIOD AWARENESS DAY

Oct 24, 2022

Period Awareness Day was established by Author and Activist Shelly-Ann Weeks, Oct 24, 2016 to address the stigma and shame associated with menstruation. In 2022 the day included an Outside Broadcast at Brooklyn Supermarket HWT sponsored by Kotex and Curves.



THE JOURNAL, WINTER, OCTOBER 18, 2021 | www.journal.gonzaga.edu

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A Special Advertising Feature

Sally W.

PERIOD AWARENESS DAY

"Period is everybody's business"



Help HerFlow's drive to END PERIOD POVERTY

Monthly HerFlow's newsletter

HerFlow is a national women's advocacy program to end period poverty in America. Since its inception in 2010, HerFlow has distributed over five million essential products to public schools, government agencies, churches, community organizations and individuals in need. As a part of the Period Awareness Day activities, the organization is conducting a drive to collect extra packs of menstrual products to be donated to the high schools. — *Community partner, HerFlow*

• Purchase menstrual products (and personal care items).

• Drop the products in the bins provided at participating locations (Brady's Supermarket, Eagle Food, Eastern Pharmacy/brady's).

• Follow us HerFlow on social media.

• Share with your friends.

Period poverty is a reality for many families who are already their share "on top" of public school girls. Don't have the financial capital to manage their periods each month. The consequences of period poverty are not physical, it can include being absent from class.

• **Know your friends.** Girls are unable to concentrate in class without periods. They will likely experience social bullying or sexual abuse while they menstruate. Because they do not have the comfort and confidence of knowing that they are properly managing their period.



HerFlow Foundation (left) and HerFlow (right) students at Gonzaga High School.

• **Technical education.** — Twenty-two percent of American high school girls are students when they have their periods because of period poverty. This can have grave effects as they are unable to participate in the full range of opportunities offered to them through education.

• **Healthcare.** — In an effort to manage their periods, some girls use disposable products, and this practice can cause an overgrowth of bacteria, which leads to infections.

• **Building.** — Sometimes girls wear pads for too long and an odorous discharge. Students can be harassed and will engage in learning and building of a student who cannot be absent.

Period poverty is a global problem, and every woman can help solve it. HerFlow Foundation can continue the business of helping our fellow Americans have dignified periods. HerFlow is committed to ending period poverty in America, because girls should not have to choose between their period and their education. Please email info@herflow.org if you have any questions.

*Statistics are based on study conducted by HerFlow in high schools in 2010.

ABOUT HERFLOW FOUNDATION

HerFlow Foundation is a 501(c)(3) nonprofit organization that provides menstrual products, health and rights through education and mentorship. Visit www.herflow.org for more information.

Choose



Join the new cycle

For more information visit www.herflow.org

#IAm A New Cycle

I don't accept
period stigma



For more information
visit www.herflow.org

Period leave in Jamaica?

LIVE SAFE College Tour

THE LIVE SAFE College Tour was recently held at one of the top universities in Jamaica, with students and staff members participating in various activities. The tour was organized by the Ministry of Education and Youth, and it was a great opportunity for students to learn more about the country's history and culture.



Many students are already taking their own initiative to get their period pain under control. It is a common experience for many women to suffer from severe period pain, which can be debilitating and affect their daily lives. In Jamaica, there is a lack of awareness and support for women dealing with this issue. However, many students are already taking their own initiative to get their period pain under control. They are using various methods such as over-the-counter painkillers, heating pads, and herbal remedies to manage their pain. Some students are also seeking medical advice from their doctors, but they often face long waiting times and high costs. The lack of support and awareness for period pain in Jamaica is a significant issue that needs to be addressed.

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Alfoxan Brand Manager, Angela Smith, addresses students at the LIVE SAFE College Tour.

Curves by BETALife

Make Menstruation a Normal Fact of Life.

Your Menstrual Hygiene is Important.

SUPER-ABSORBENT & BREATHABLE

for ULTIMATE COMFORT & PROTECTION

ALFOXAN®
Mefenamic Acid

Are you looking for a pain killer that actually works?

Are you tired of waiting your money on products that do not work for you?

Are you tired of waiting your money on products that do not work for you?

ALFOXAN capsules can help you!

Alfoxan is made to the highest standards and is conveniently packaged in boxes of 20 capsules. It is used for various types of mild to moderate pain including Menstrual, Rheumatic, Muscular, Arterial disorders, trauma, headache and dental pain among others.

Alfoxan is available over the counter.

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Let's end period shame

Period shame is the feeling of embarrassment that is experienced by women and girls when it comes to menstruation. This feeling is often rooted in a lack of understanding and awareness about the menstrual cycle. Many women feel ashamed of their periods because they believe that it is a dirty or embarrassing topic. However, menstruation is a natural and healthy process that every woman experiences. It is important to educate young girls about their bodies and the menstrual cycle from a young age. This can help to reduce period shame and encourage women to take better care of themselves. The feeling of period shame can have a negative impact on a woman's mental health and self-esteem. It can make them feel isolated and different from others. By ending period shame, we can create a more supportive and understanding environment for women.



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PERIOD AWARENESS DAY
24.10.22
Theme: Period is everybody's business

Period Awareness Day was established on Oct. 24, 2015 to address the stigma and shame associated with menstruation.

Help us END Period Poverty!

Our goal: 5000 packs of menstrual products.

We are donating menstrual products to 5 high schools in Jamaica.

Buy menstrual products and personal care items and drop in the bins provided in participating stores by Nov. 3, 2022.

Dropoff Locations:
Breaklyn Supermarket, Nugez Road,
Parklane Pharmacy, St. Andrew.

#gherflow

Confidence
sanitary napkin

We've got THIS

- 4-leaf Protection
- Absorbable Cotton Soft Core
- Super Absorbent Core
- Leak-Proof Barrier System
- Body Shaped



Her Flow LIVE SAFE

COLLEGE TOUR

Oct to Nov 2022

The LIVE SAFE College Tour was created to help fill some of the gaps missed by academia and arm students with important practical tools to help them navigate real life.

19 Colleges | Over 8000 students | Partnership with Always, JASL



CHRISTMAS IN RIVERTON

Dec 25, 2022



Partnership with the Christmas In Riverton Team to donate products and books as a part of the Christmas Treat for the Riverton Community. Thanks to Kotex for their kind addition to the donations





THANK YOU!

Since HerFlow's inception, we have formed meaningful partnerships which have allowed us to executed our projects and initiatives. We value these partnerships and take this opportunity to thank all supporters, sponsors, donors and partners for continued support in 2022. Not everyone is represented here, but your contribution is appreciated.

GrassROOTS
Community Foundation



Sar
WEEKS
PUBLISHING



Curves
Get on with it



Stayfree™



THANKYOU

To all our donors, supporters and sponsors

Every mickle mek a muckle!





Message from the Executive Director

In 2022, the reach and efforts of HerFlow Foundation has grown significantly largely due to the continued support from donors, supporters and partners.



I'm so incredibly grateful for the outpour of support from the Jamaican Diaspora as well as those Jamaicans at home who have committed to helping us continue this work. I am especially grateful for those corporate partners who supported us Consumer Brands - Always, T Geddes Grant - Kotex, Lasco Distributors - Curves, Jamaica AIDS Support For Life, Nurses Association of Jamaica, Book Industry Association of Jamaica, Sagicor, to name a few. I want to say a special thanks to GrassROOTS Community Foundation for their continued support.

Our drive to End Period Poverty in Jamaica continues to be a priority and we are even more committed as we embark on a new year and we execute new projects. We will not stop until every Jamaican has access to healthy, dignified periods.

SWeeks

Shelly-Ann Weeks

Chief Executive Officer