



# Impact Report

## Gambia

**Reducing Period Poverty and Promoting Sustainability in Gambia through Reusable Period Products**

### Impact Snapshot

In Gambia like many African nations, period poverty is a pervasive issue that disproportionately affects women and girls from low-income backgrounds. Limited access to menstrual hygiene products often leads to health risks, school absenteeism, and social stigma. To address this challenge, **Uzuri** launched a campaign to distribute reusable period products in rural communities across Gambia.

**10,543**

Products Donated

**34**

Communities

**8**

Countries

**uzuri**

## The Objective:

The primary objective of the campaign was twofold: to alleviate period poverty by providing sustainable menstrual hygiene solutions and to promote environmental sustainability by reducing the reliance on disposable sanitary products. By donating reusable period products, Uzuri aimed to empower women and girls to manage their menstruation with dignity and without compromising their health or education.

## Implementation:

Uzuri partnered with local community-based organisations and women's groups to identify target communities with the greatest need. Through a combination of community outreach, and distribution events, the organisation raised awareness about menstrual health and hygiene and provided training on the proper use and care of reusable period products. The campaign emphasised the importance of sustainability and encouraged participants to embrace eco-friendly alternatives.

## Impact Highlights:

- 1. Improved Menstrual Health:** The distribution of reusable period products significantly improved the menstrual health and hygiene of women and girls in Gambia. With access to these sustainable alternatives, they no longer had to resort to unhygienic practices or face the health risks associated with inadequate menstrual hygiene management.
- 2. Enhanced Education Access:** Access to reusable period products played a crucial role in increasing school attendance among girls. By providing them with the necessary resources to manage their menstruation effectively, Uzuri helped reduce absenteeism and dropout rates, thereby promoting girls' education and empowerment.

3. Economic Empowerment: The campaign alleviated the financial burden associated with purchasing disposable sanitary products. By donating reusable period products, Uzuri empowered women and girls to allocate their limited resources to other essential needs, thereby contributing to their economic stability and well-being.

4. Environmental Conservation: The adoption of reusable period products contributed to a significant reduction in menstrual waste and its environmental impact. By promoting eco-friendly alternatives, Uzuri helped mitigate the pollution caused by disposable sanitary products and promoted sustainable consumption practices within the community.

5. Community Engagement: The campaign fostered community engagement and empowerment by involving local stakeholders in awareness-raising activities and distribution efforts. Through collaborative partnerships with community leaders and organisations, Uzuri ensured the sustainability and cultural relevance of its interventions, thereby fostering a sense of ownership and collective responsibility.

## **Conclusion:**

The campaign led by Uzuri in Gambia demonstrates the positive impact of donating reusable period products in addressing period poverty and promoting sustainability. Through strategic partnerships, education, and advocacy, Uzuri not only improved the lives of women and girls but also contributed to environmental conservation and community empowerment. This case study underscores the importance of innovative and holistic approaches in addressing complex social challenges and advancing the well-being of marginalised populations.



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