

Paree partnered WASH United and UNICEF in the first ever Menstrual Hygiene Day – May 28th celebrations in India

Paree, a personal care & feminine hygiene brand of Soothe Healthcare partnered with WASH United in Delhi and Unicef in Pune on Menstrual Hygiene Day to raise awareness on Menstrual Health and Hygiene Management (MHM) and its importance in allowing women and girls to reach their full potential.

Globally, Paree joined hands with over 130 organisations observing Menstrual Hygiene Day.



India is a nation where less than 15% women of menstruating age use sanitary pads for menstrual hygiene management. The rest use materials like cloth, sand, husk or ash during their periods. Shocked? There's more.

Due to the use of unhygienic alternatives, women are susceptible to severe reproductive tract infections among other health issues.



To create awareness and bring together experts to share their knowledge and experience of managing women's health issues, Paree organised a seminar in Pune to mark the first ever Menstrual Hygiene Day held in India.

On May 27th, experts like Mr. Yusuf Kabir, WASH Programme Officer, UNICEF (Maharashtra), Mrs. Aparna Dixit, (Architect Planner & Assistant Professor, University of Pune), Mrs. Mona Seldon (ex-Police Officer, UK), Dr. Vinod Shah (Renowned Gastroenterologist & Chairman, Janseva Foundation), Mrs. Meena Shah, (Trustee, Janseva Foundation) and Dr. Pravada Telang (leading Gynaecologist & Trustee of Nursing, Lila Poonawalla Foundation) were speakers through the day.

The audience largely comprised of Accredited Social Health Activist (ASHAs), Student Nurses, representatives of different NGOs and media persons.

During his session, Mr. Yusuf Kabir, WASH Programme Officer, UNICEF (Maharashtra) said, "It is disturbing to see that more than 60% of girls in rural Maharashtra avoid going to school during menstruation. It is important to speak on plan of action wherein we can provide these young girls with separate toilets, teach them proper hand washing methods, use of sanitary napkins and incinerators etc."



He also added, "Surveys of rural areas also show that high-cost of sanitary napkins refrains the rural population from buying it. It is not that they want it for free but they want it at affordable price. I want to congratulate Soothe Healthcare for coming out with the affordable and quality range of Sanitary Pads in the retail market as well."

Dr. Pravada Telang who emphasised on the health issues of emergency contraceptives, said, "It is important to educate girls and make them understand the correlation between pregnancy and menstruation. Today the youth are consuming emergency contraceptive pills like chocolate and if this continues then it would not be wrong to say that a sick and unhealthy future awaits us."

Speaking on women's safety and prevention of violence against women, Ms. Mona Seldon gave the audience an insight into different laws and sections. She detailed out these laws which are especially formed women to punish those committing a crime against women. She also shared safety tips with the women in the audience and urged them to take a stand against violence.

Ms. Aparna Dixit spoke on her experiences as working professional and how urban awareness of menstrual health is there but hygiene gets sidelined. She shared her experiences of working on site during her projects and how it was never easy to find sanitation facilities for women.

Sahil Dharia, MD, Soothe Healthcare, said, “The key reasons, we realised, why women were not adopting sanitary pads was lack of awareness, of access to good quality pads and affordability. Keeping in line with our mission to bring technology and affordability to healthcare for the masses, Paree sanitary pads (manufactured by Soothe Healthcare) has been creating awareness on women’s health and menstrual hygiene for many months now. National Women’s Health Week 2014 that we launched for the first time in India in May was one such occasion and we are continuing it with this seminar around Menstrual Hygiene.”



Six girls students and ASHA workers from Pune district were felicitated by Soothe Healthcare for their performance during the year. ASHA workers are women who with their dedication and perseverance reach out to their communities with vital information and basic services in healthcare.

Media Coverage

The media extensively covered the seminar in Pune on 27th May, 2014 ensuring that the message of the importance of women’s health and menstrual hygiene reached further.

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Read the article here:

<http://epaper.loksatta.com/279440/loksatta-pune/28-05-2014#page/5/1>

Girls still hesitant to talk about Menstruation!

“Menstruation is a disease.....” answered village girls in a survey conducted by UNICEF. On the occasion of Menstrual Hygiene Day, at the conference organised by Soothe Healthcare, UNICEF WASH officer Yusuf Kabir said that 50% girls think that menstruation is a disease and 60%-70% girls don’t go to school during their menses.

Sakal Times

Read the article here

http://www.soothehealthcare.com/news_events.html

“Lack of info on menstruation worrying”, says Yusuf Kabir of UNICEF Survey conducted by UNICEF in State in 2011 showed 87 percent girls not aware of menstruation.

Yusuf] Kabir was speaking at a conference organised by Soothe Healthcare on the eve of Menstrual Hygiene Day which is on May 28.

"In rural areas, lack of awareness and availability of sanitary napkins lead to the use of cloth during menstruation, which is very unhygienic and risky," Kabir said.



Sakal Times

Read the article here

<http://epaper3.esakal.com/28May2014/Normal/PuneCity/Pune1Today/page3.htm>

"Consider health issues regarding girls seriously!", Yusuf Kabir's emotional request.

Lack of basic information about Menstruation has lead to misinformation and limited awareness. Around 11 core girls aged between 11 to 19 years are unaware about menstruation.

"Subjects like menstruation needs to be discussed openly and freely and more awareness needs to be created." said UNICEF WASH officer Yusuf Kabir on Tuesday. He was addressing the audience at the conference 'Menstrual Health and Hygiene Management' organized by Soothe Healthcare.

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Read the article here

<http://epaper.lokmat.com/newsview.aspx?eddate=05/28/2014&pageno=2&edition=42&prntid=44045&bxid=25944930&pgno=2>

Doctor's Info: 'I Pill' used by girls for avoiding unwanted pregnancy.

Emergency contraceptive pills (i-Pill) causes serious health issues among girls wanting to avoid an unwanted pregnancy. But with advertisements that exaggerate the benefits of the contraceptive, its usage is becoming more common. This information was given by medical experts on Tuesday at the conference organised by Soothe Healthcare on Women's Health & Menstrual Hygiene.