

NER – Project North East Region

Post Trial Results
Mar 2019

eco  femme

Trial details:

- 150 women and adolescent girls were invited to participate in a 4 month product user trial - 50 from Sikkim, 50 from Tripura and 50 from Nagaland as part of the STINER project funded by Ministry of DoNER
- All women and girls received kits of 6 cloth pads for trial starting Sep -Oct 2018 - 3 All in One model pad+ 3 Foldable model pad + 1 travel pouch each
- Post-trial feedback was collected in Jan -Feb 2019
- 2 SHG members/state were trained in research methodology and data collection using surveyCTO app.

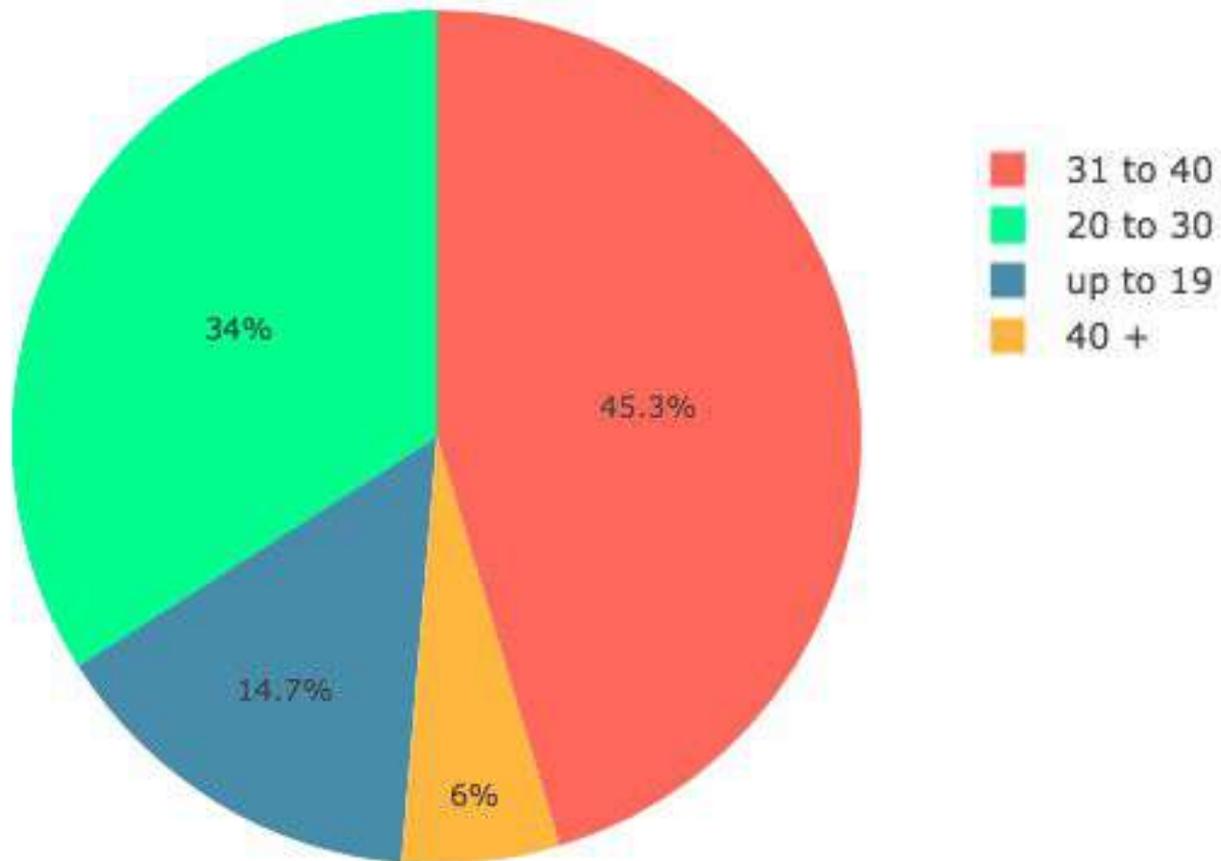
Survey details:

- No of surveys received: 150 ; Invalid: 1 from Tripura
- 1 survey from Tripura seemed to be with a woman unrelated to the trial, she was using disposables and had not received any cloth pads

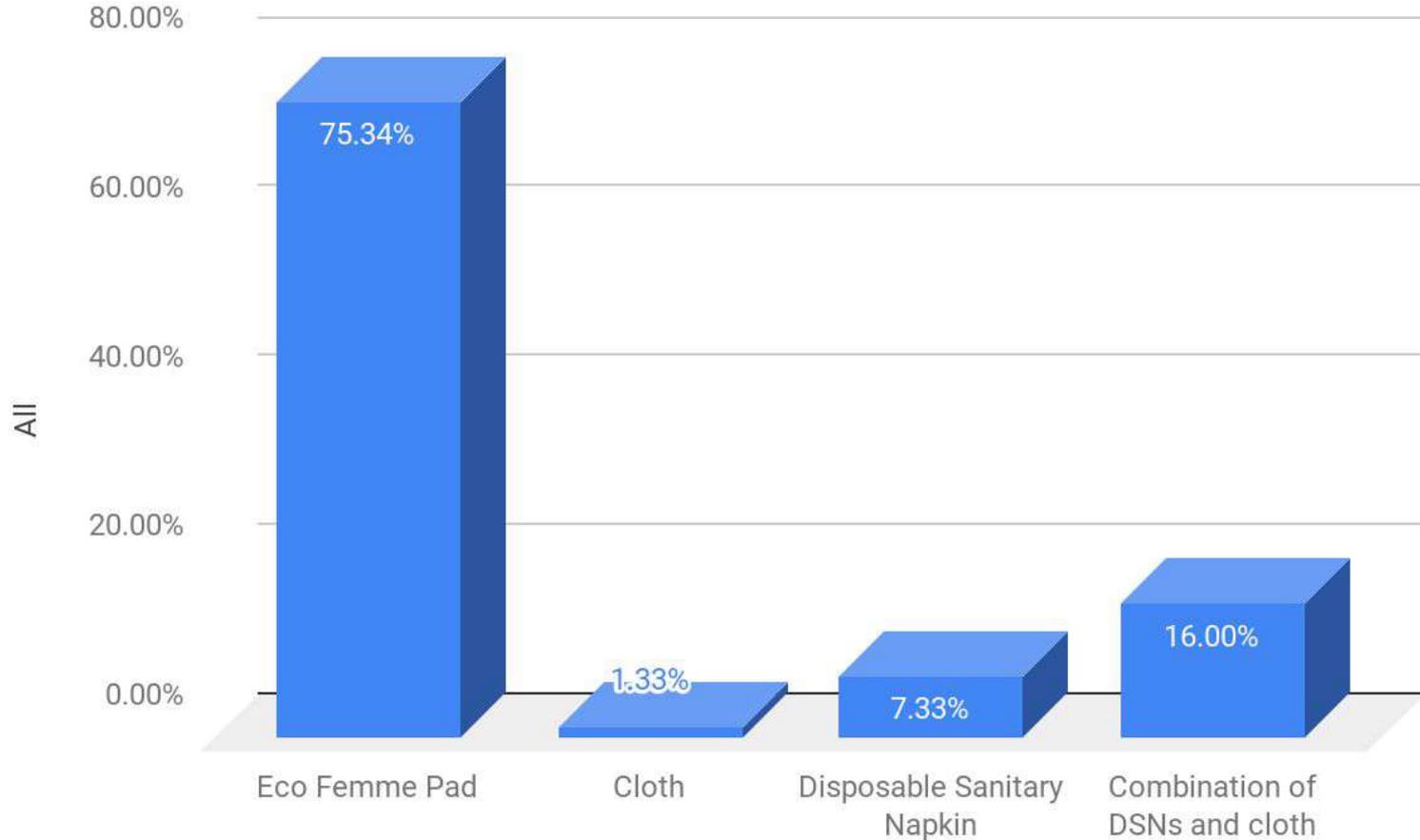
Post-trial Results - Summary of results

- 75.34% of women used EF pads for their last period, 16% used EF pads/cloth in combination with disposables
- Reporting of health symptoms indicate that there is mild improvement from pre-EF pad usage
- For preferred model, Sikkim and Tripura indicate higher preference for Foldable model, and Nagaland for All in One model - this is not indicative however as comparisons have not been made with other factors such as age, etc
- Majority of women in Sikkim and Tripura did not use pouch, 84% of women in Nagaland used it for both carrying clean and used pads.
- For willingness to pay - majority preference is Rs.80 for Sikkim, Rs.100 for Nagaland, and split between Rs.40/50 and Rs. 80 for Tripura
- 92%of women are still using EF pads, and 93% say they will continue to use in future

Age of Participants

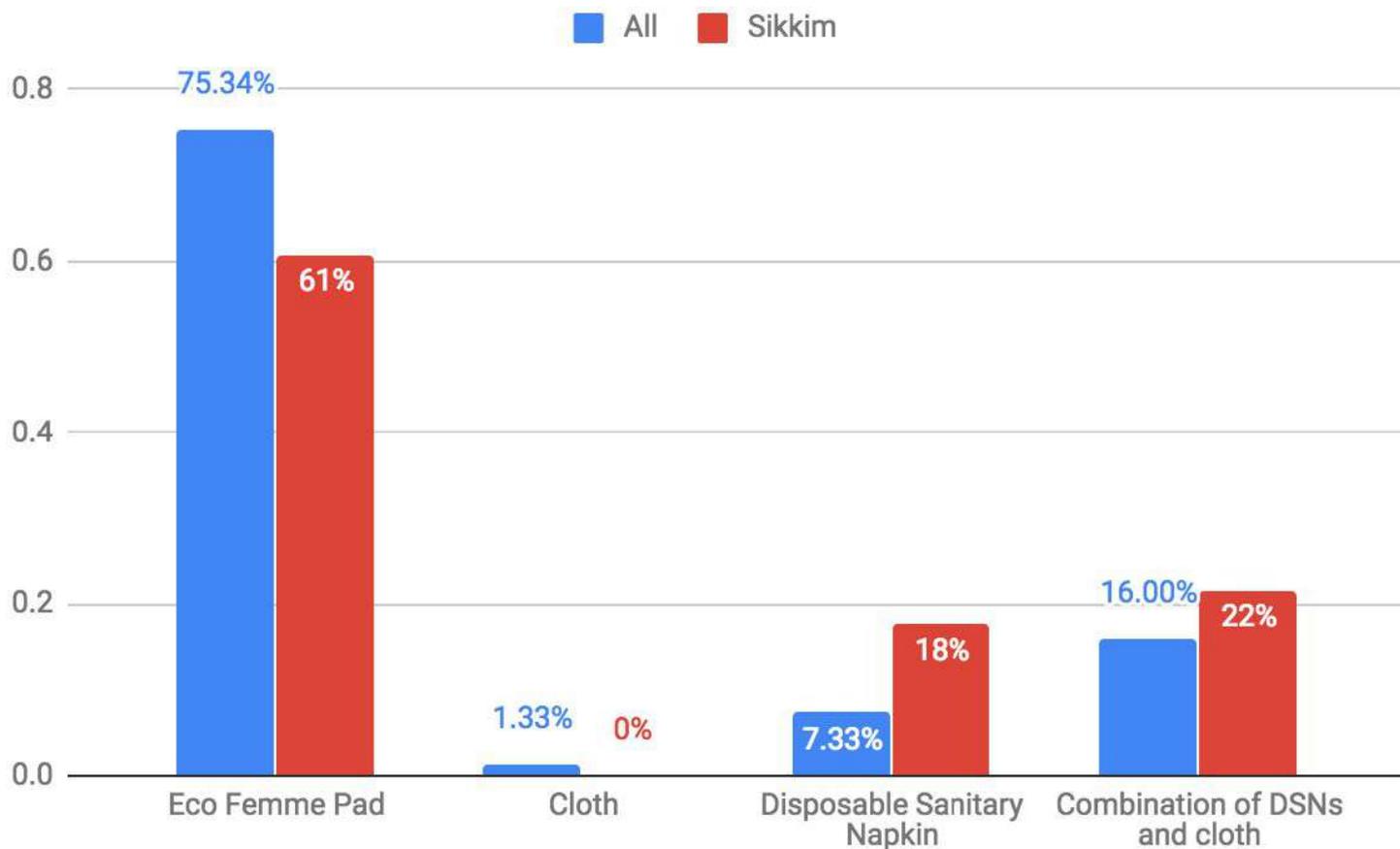


What product did you use for your last period?



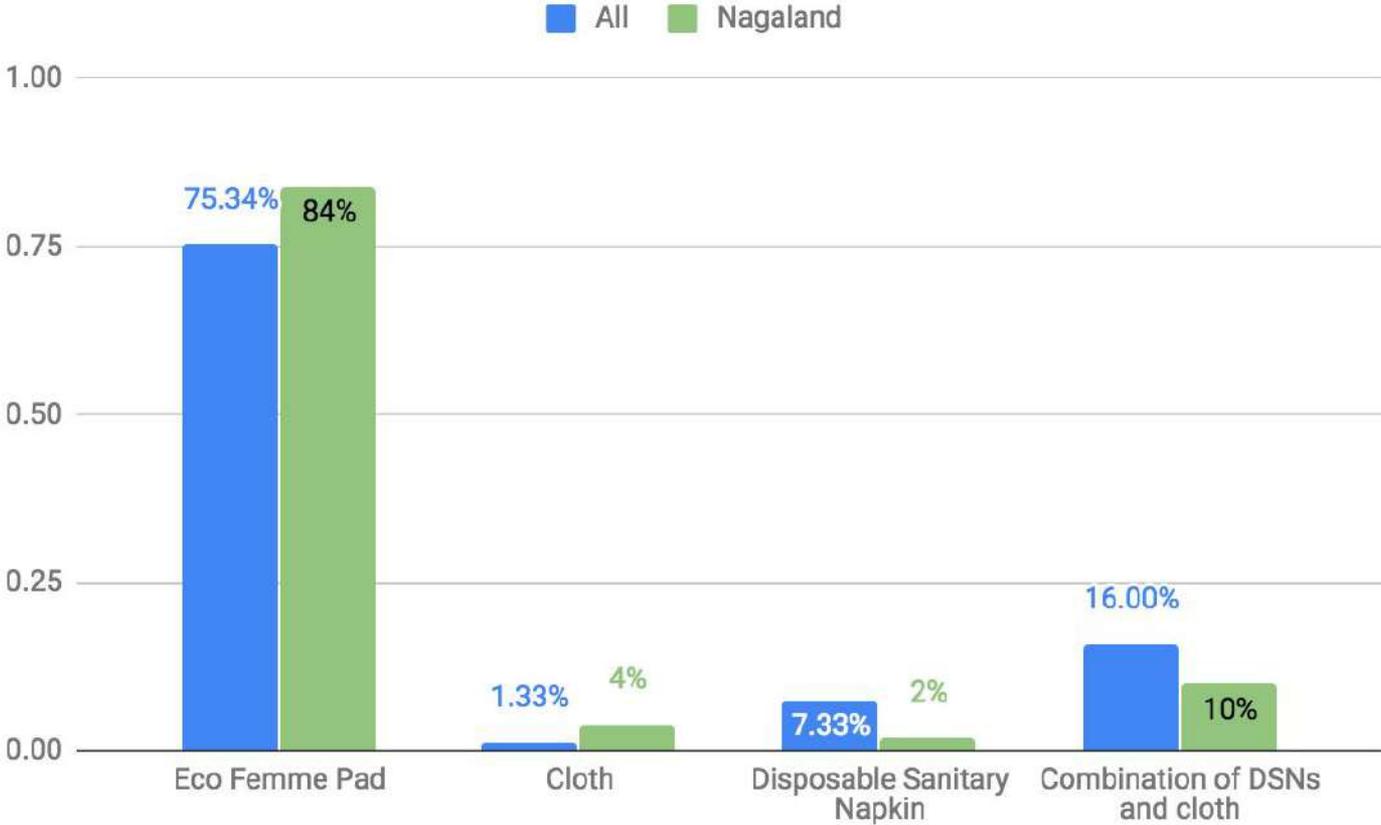
Overall vs Sikkim

What product did you use for your last period?



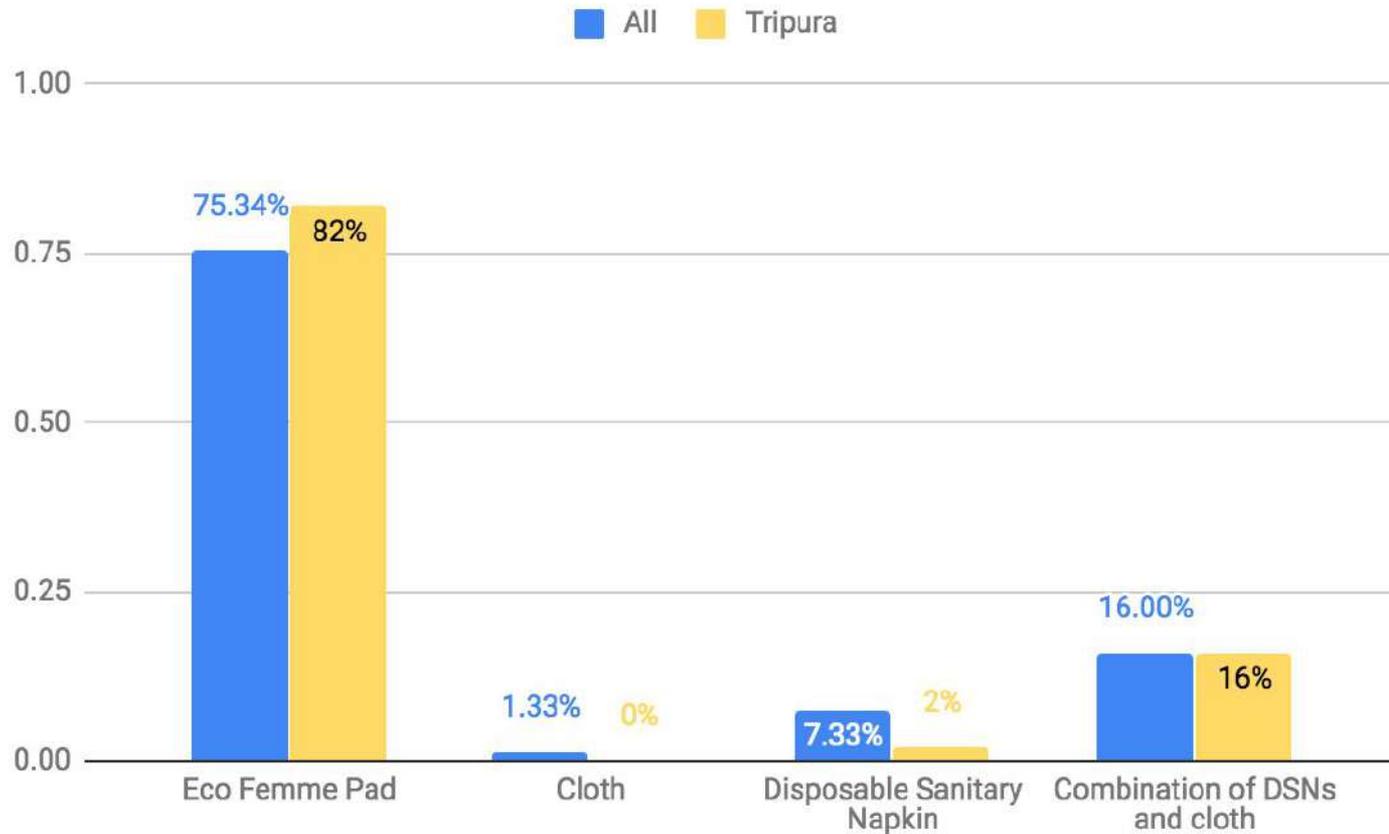
Overall vs Nagaland

What product did you use for your last period?



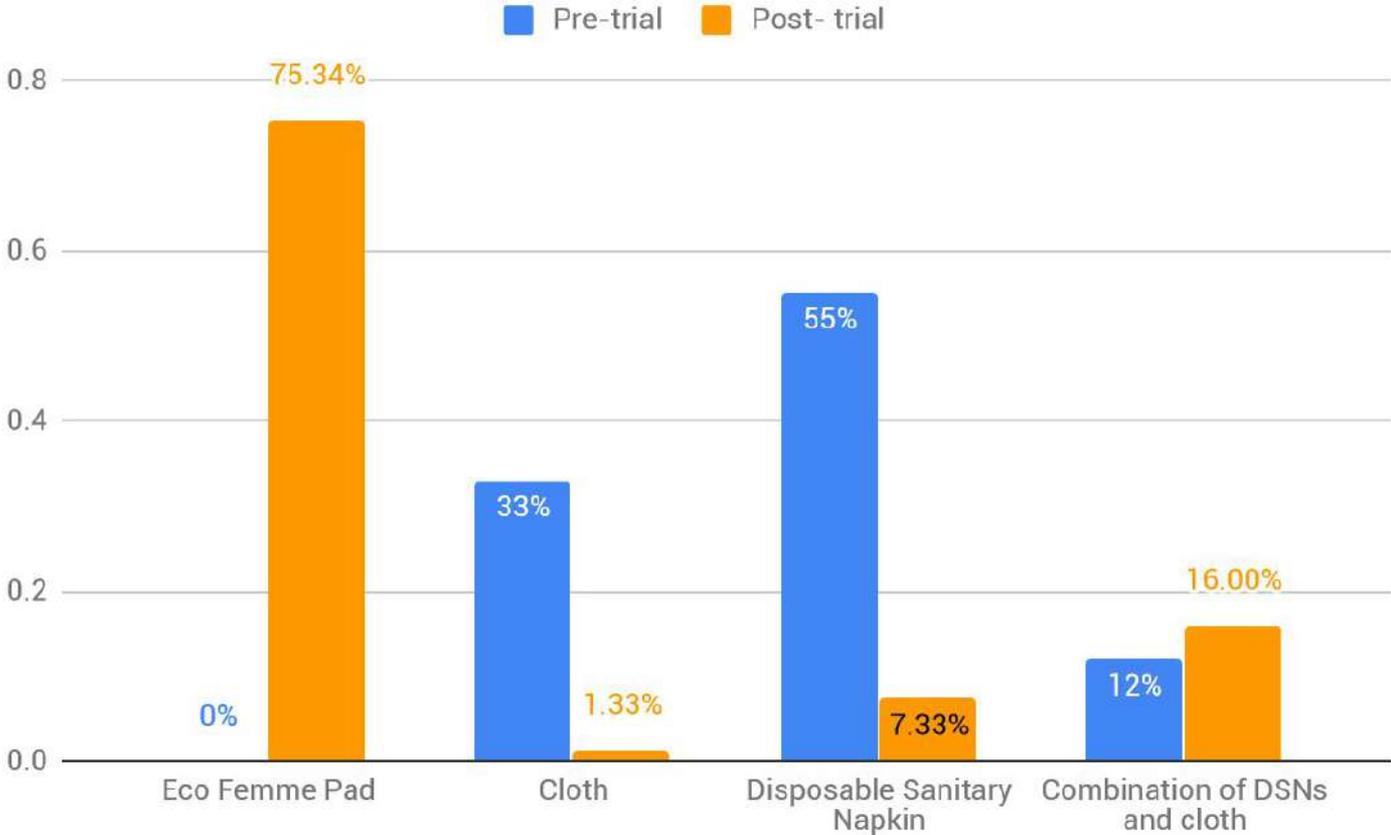
Overall vs Tripura

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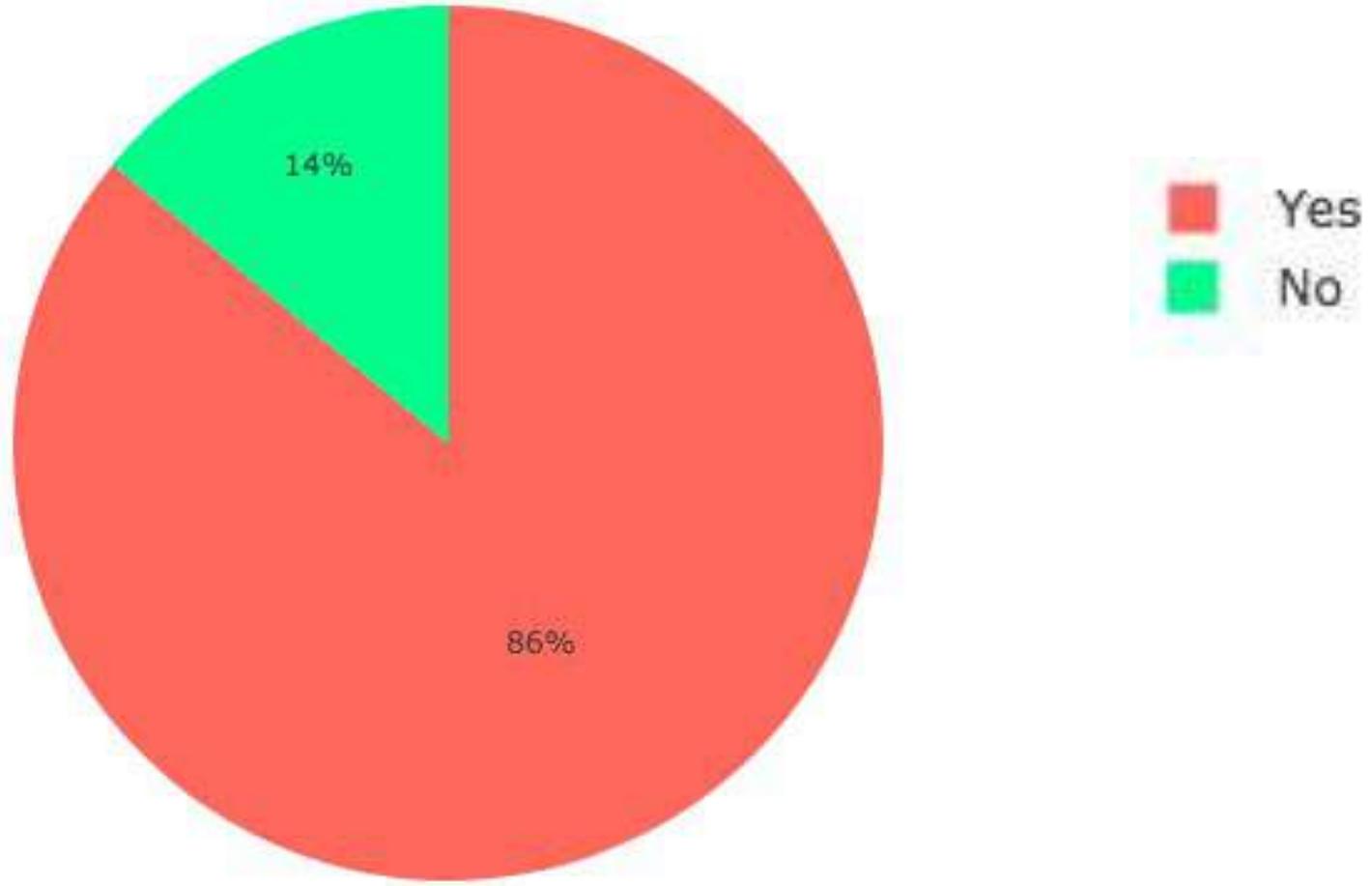


PRE-TRIAL vs POST TRIAL

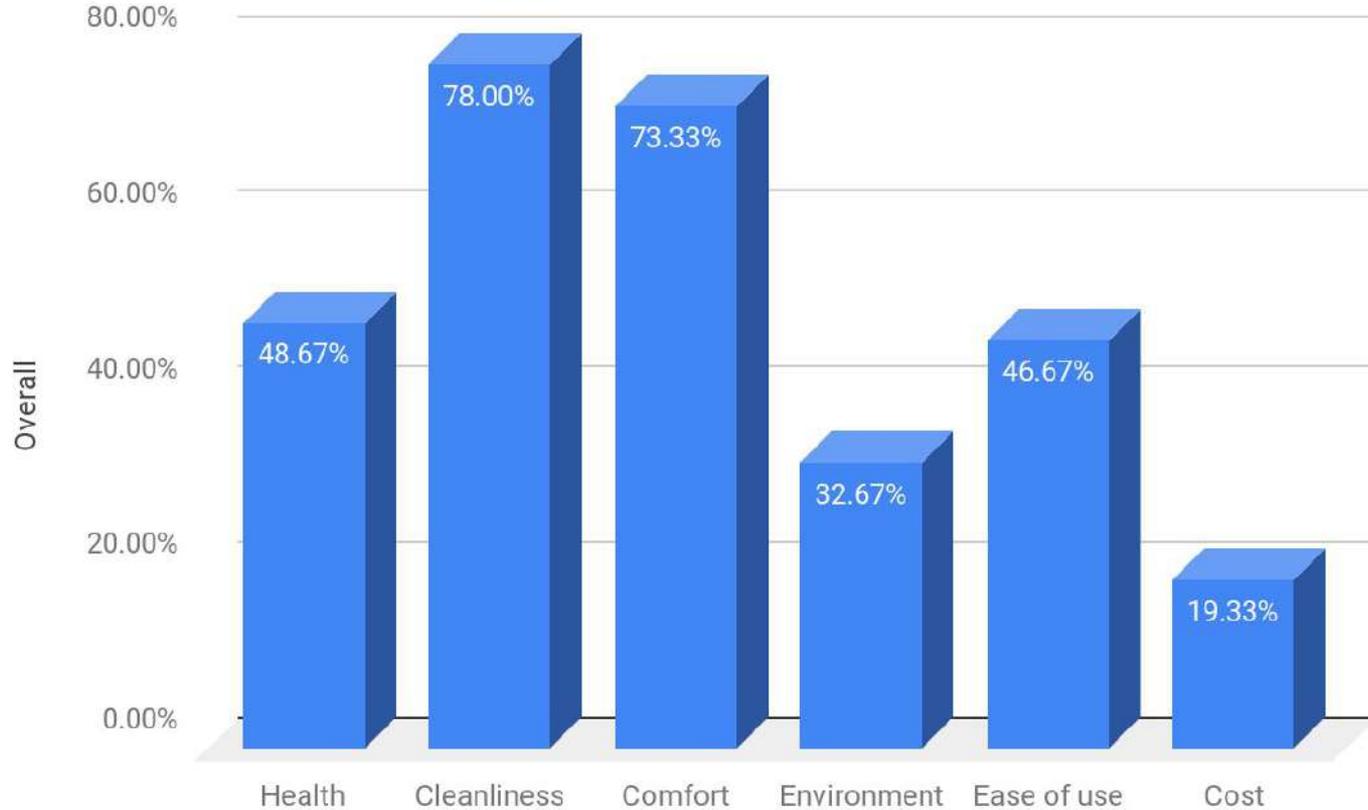
What product did you use for your last period?



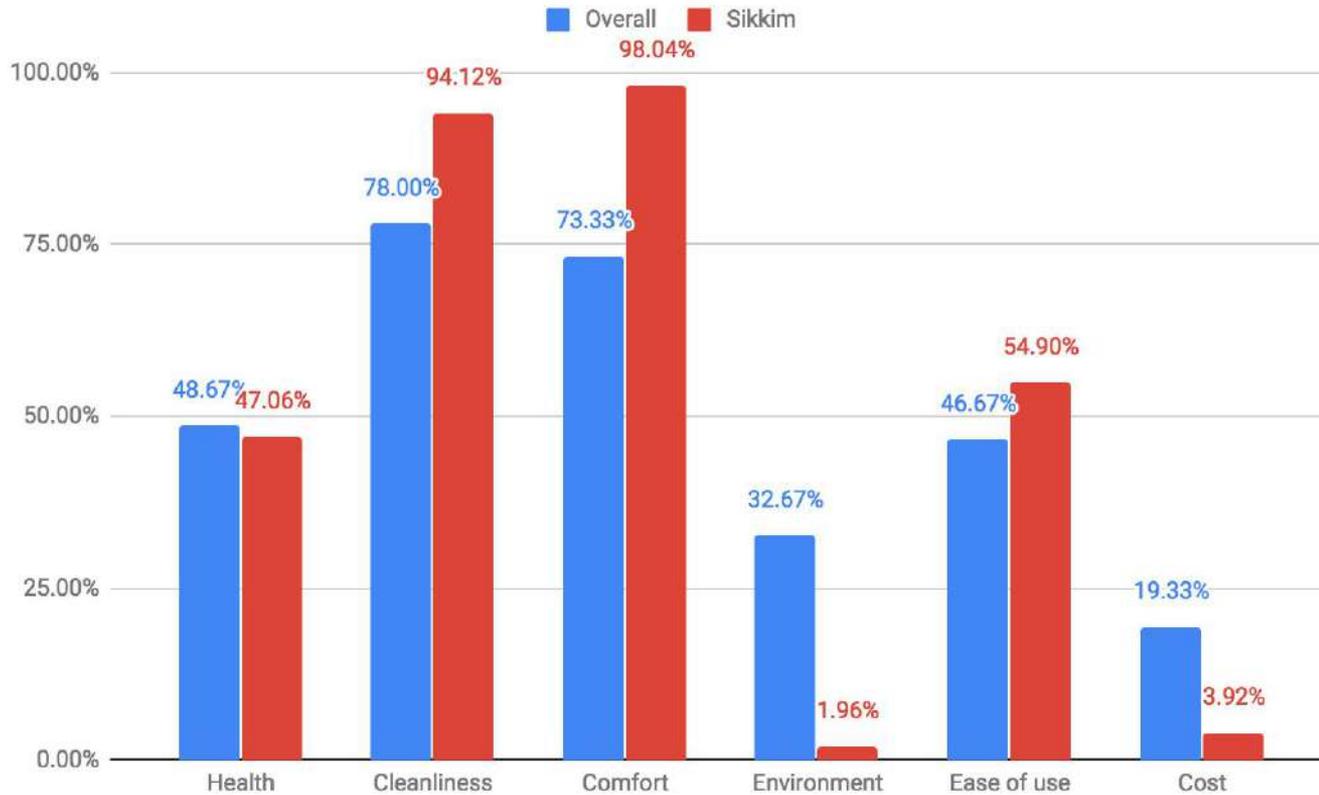
Are you satisfied with the current menstrual product you are using?



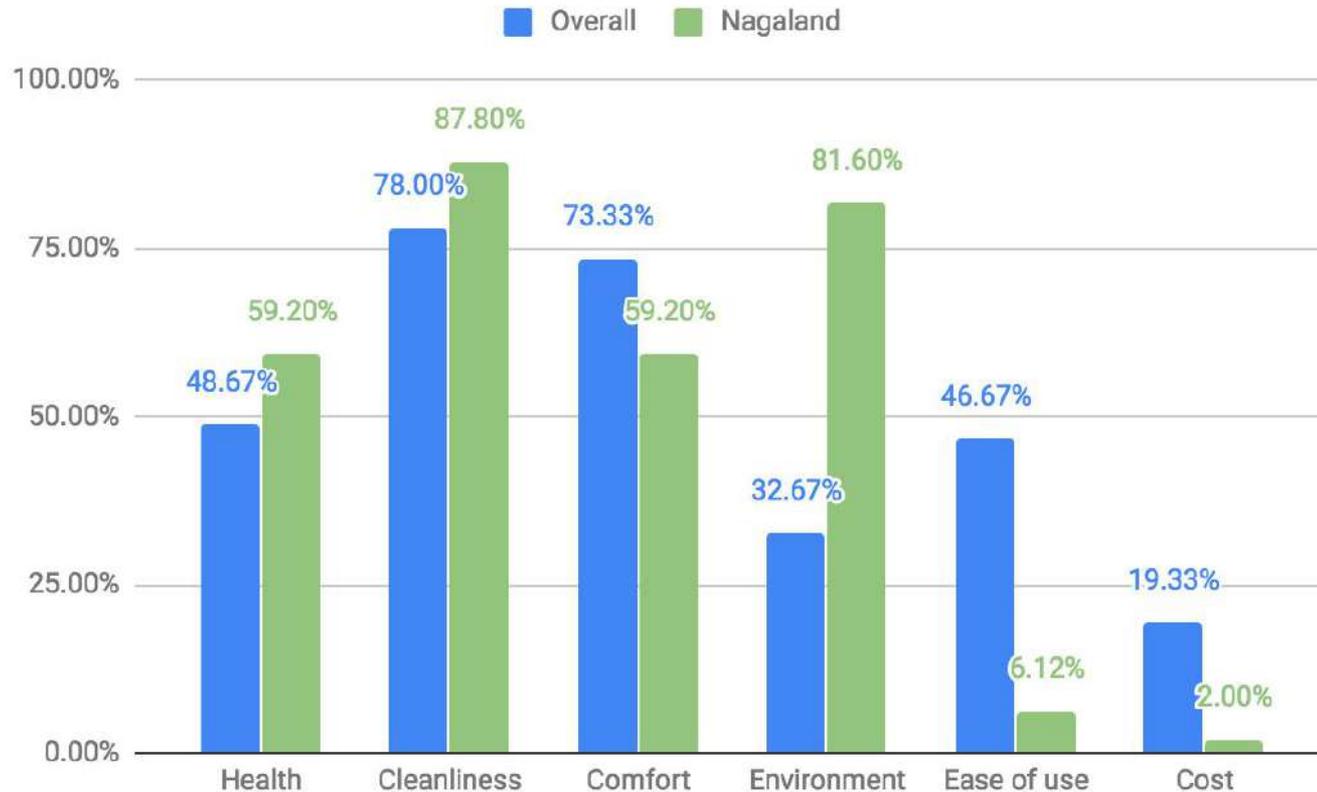
What is most important to you in choosing a menstrual hygiene product?



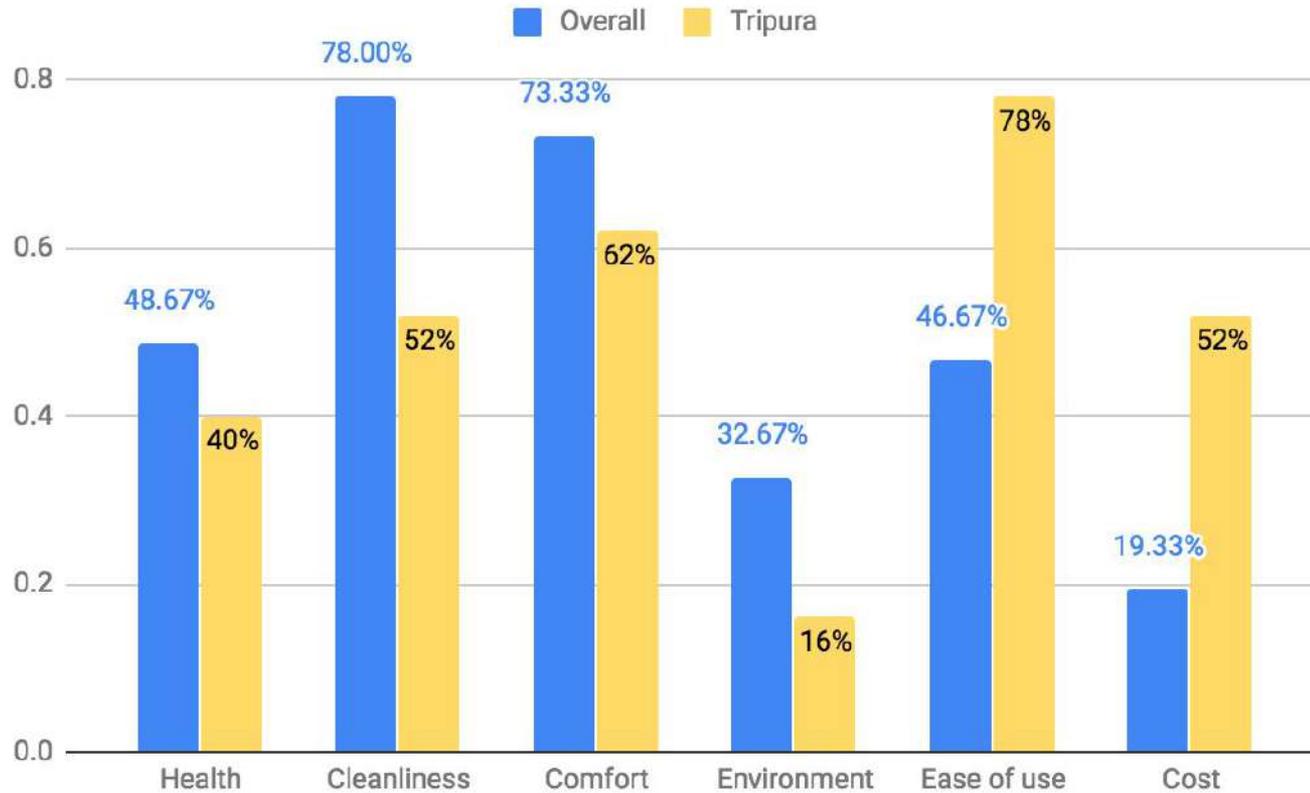
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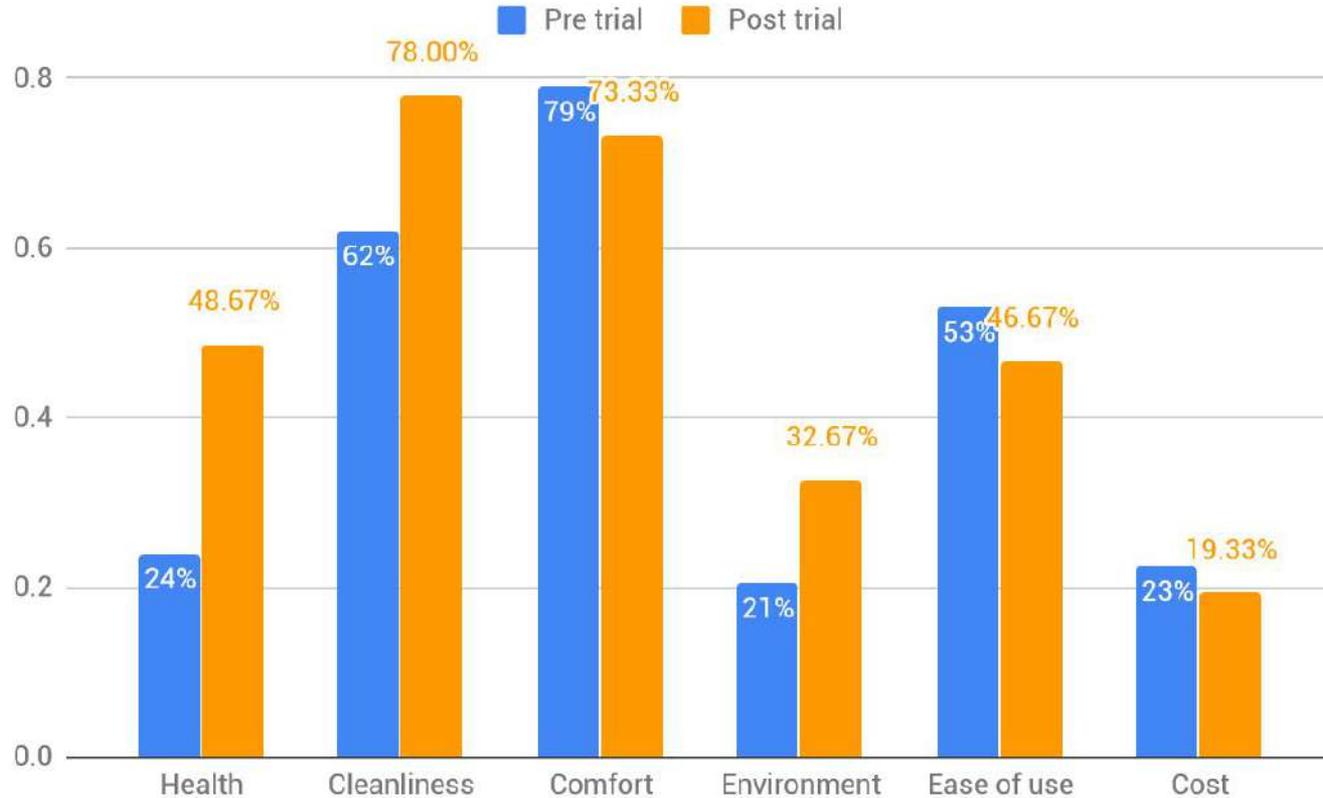


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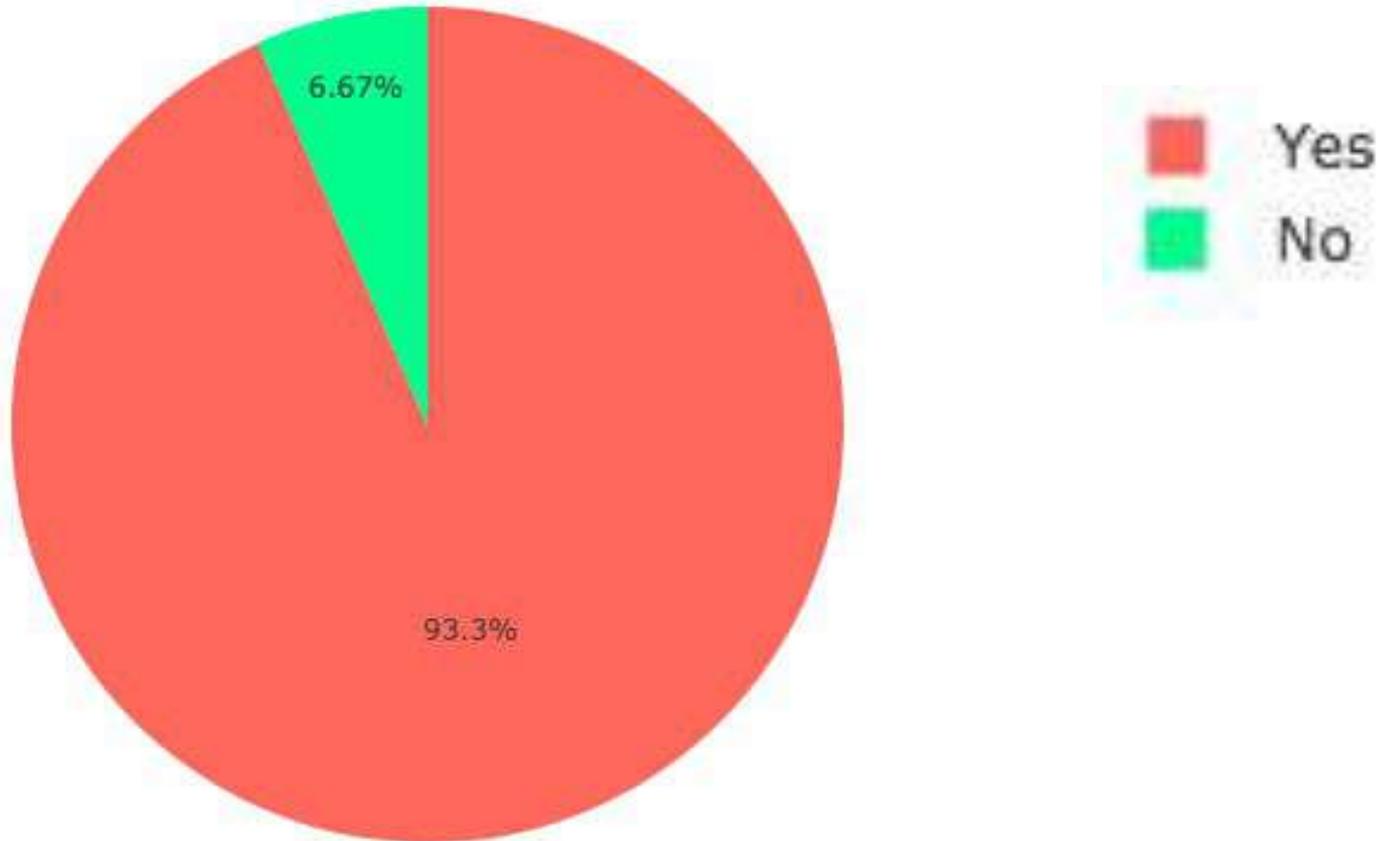


Pre-trial vs Post trial

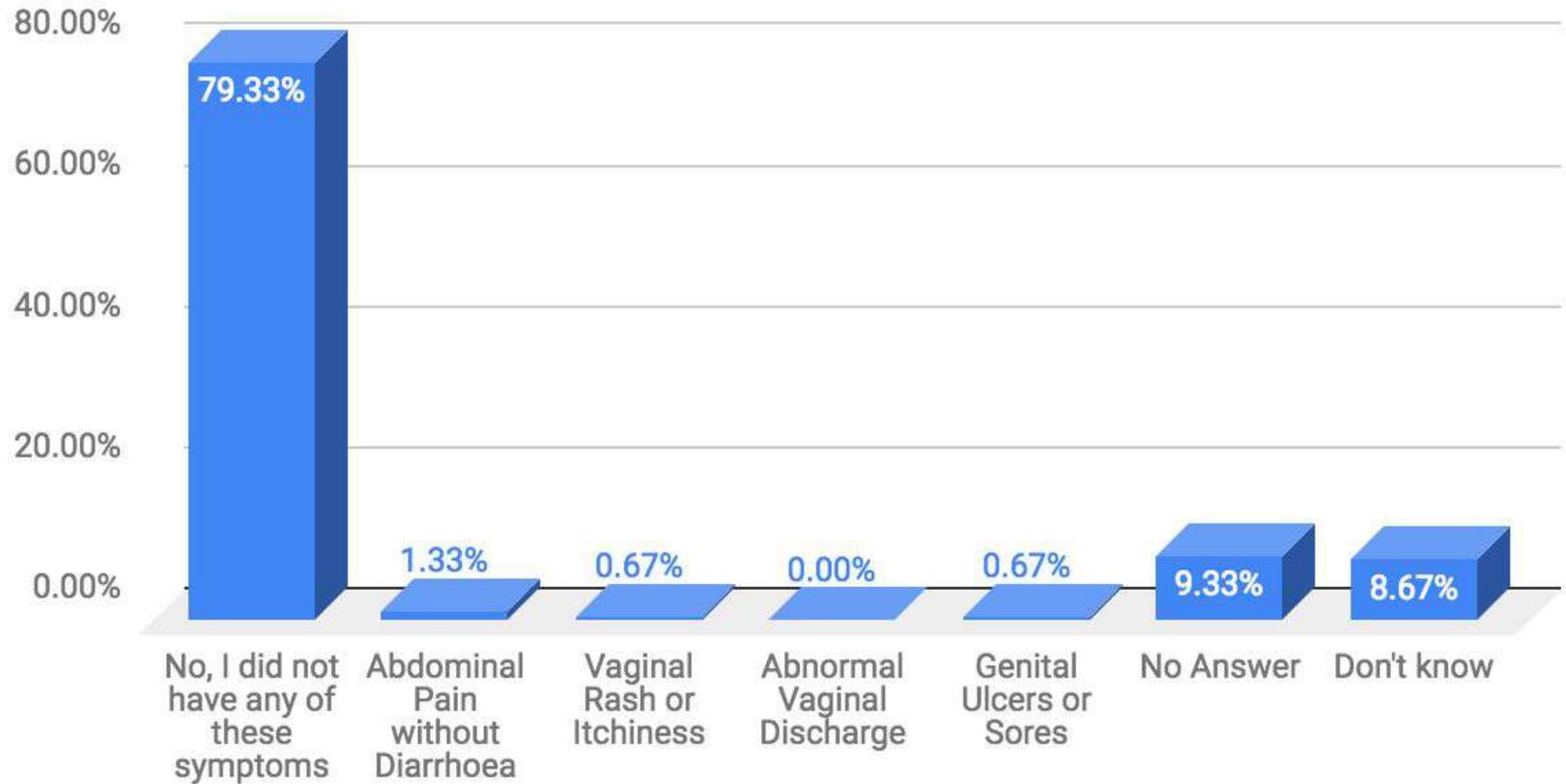
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Do you feel comfortable talking about menstruation?

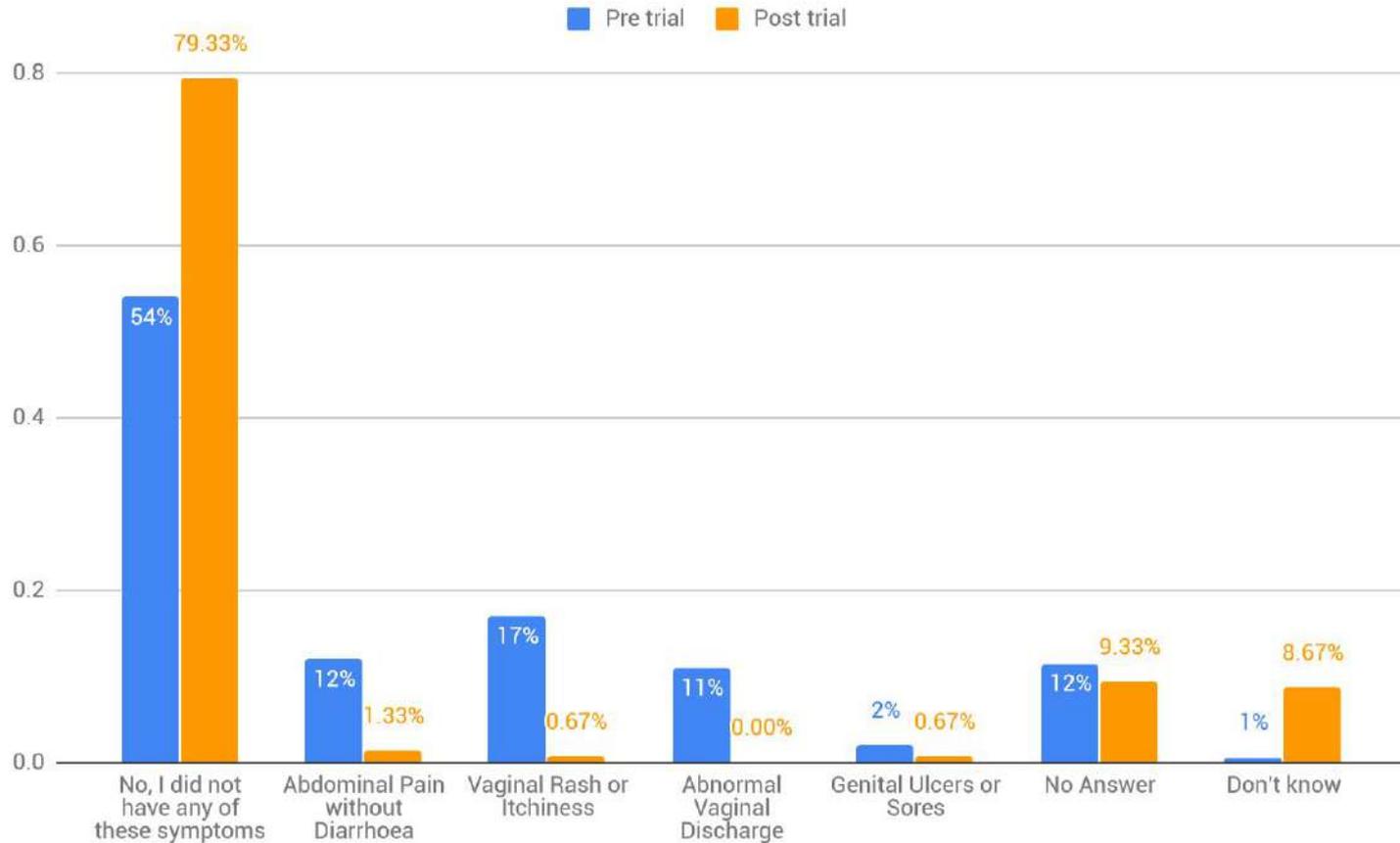


During the past three months, have you suffered from any of these symptoms?

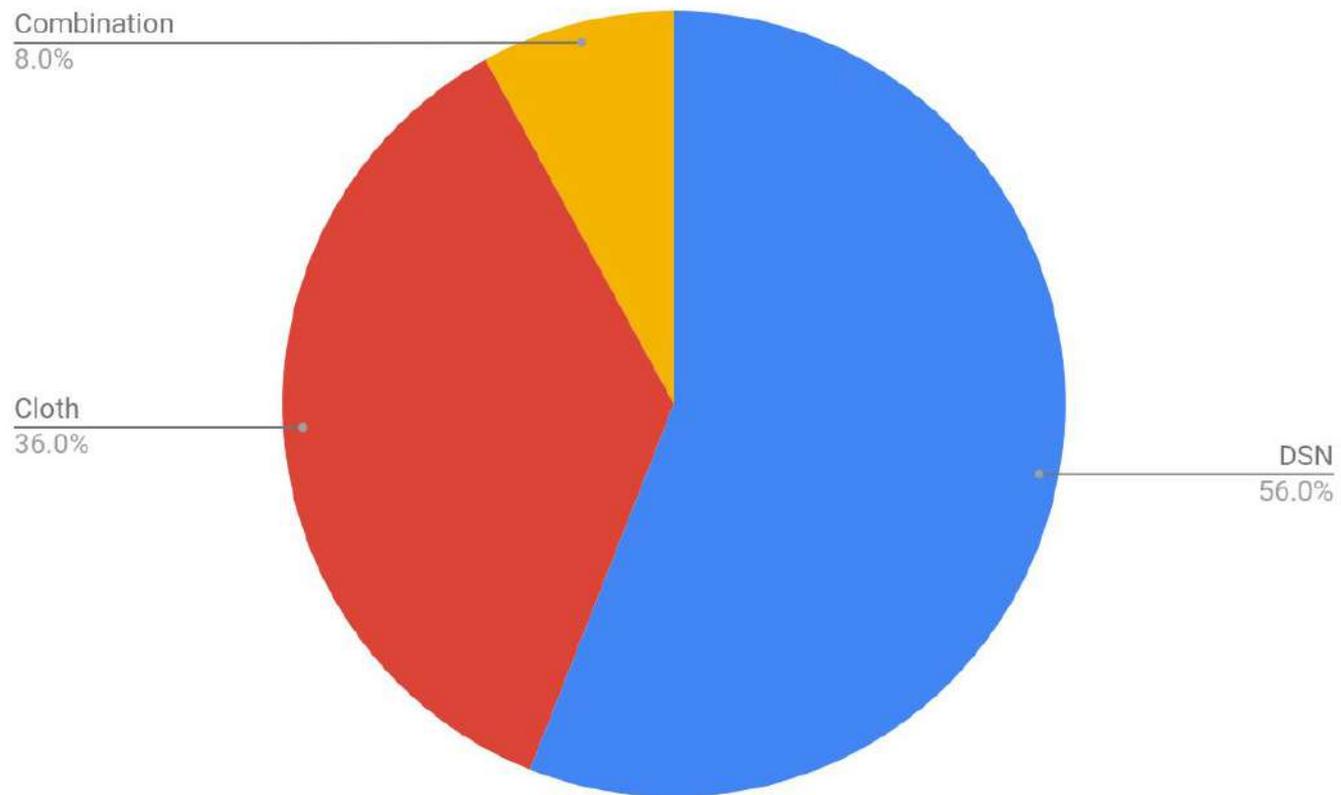


Pre trial vs Post trial

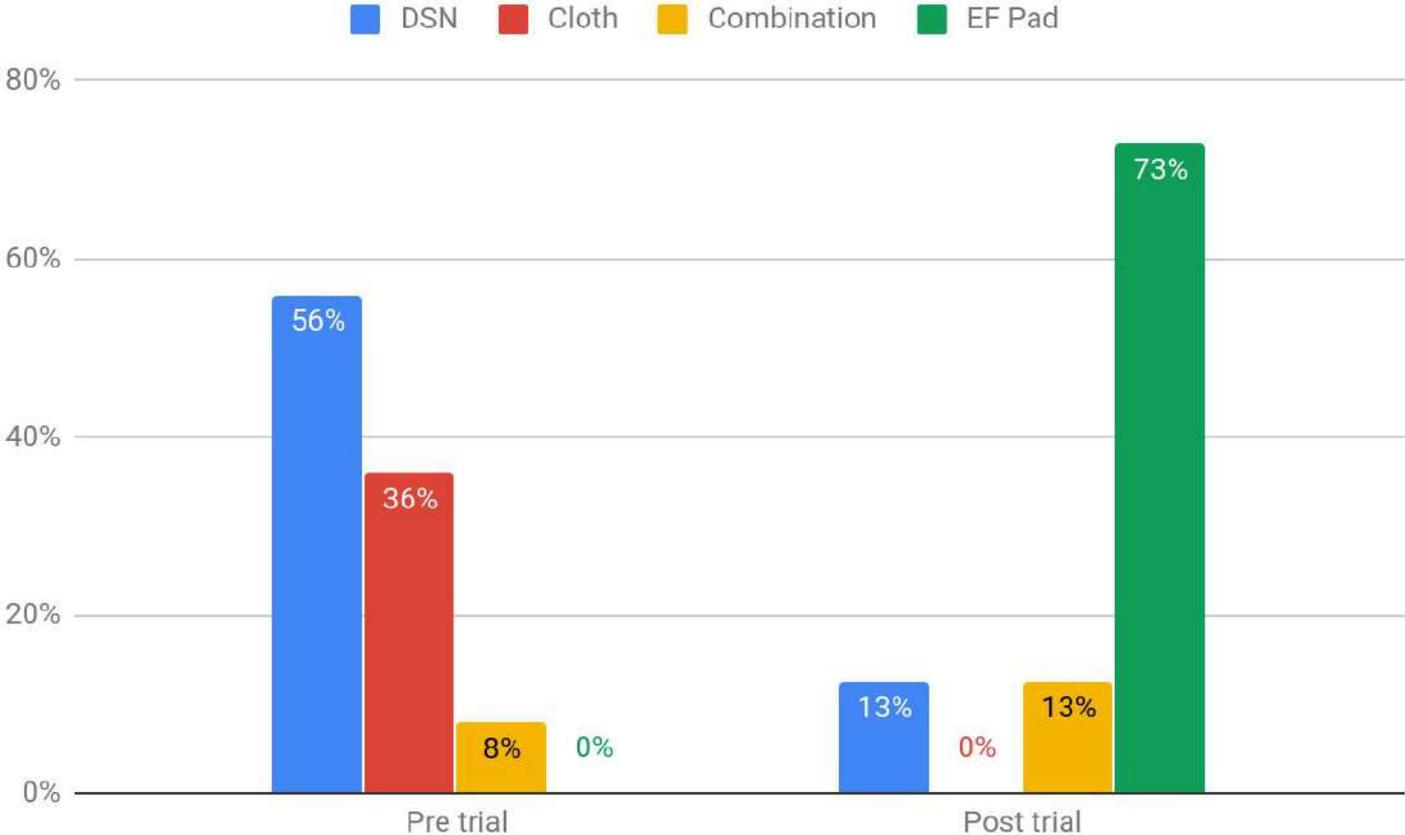
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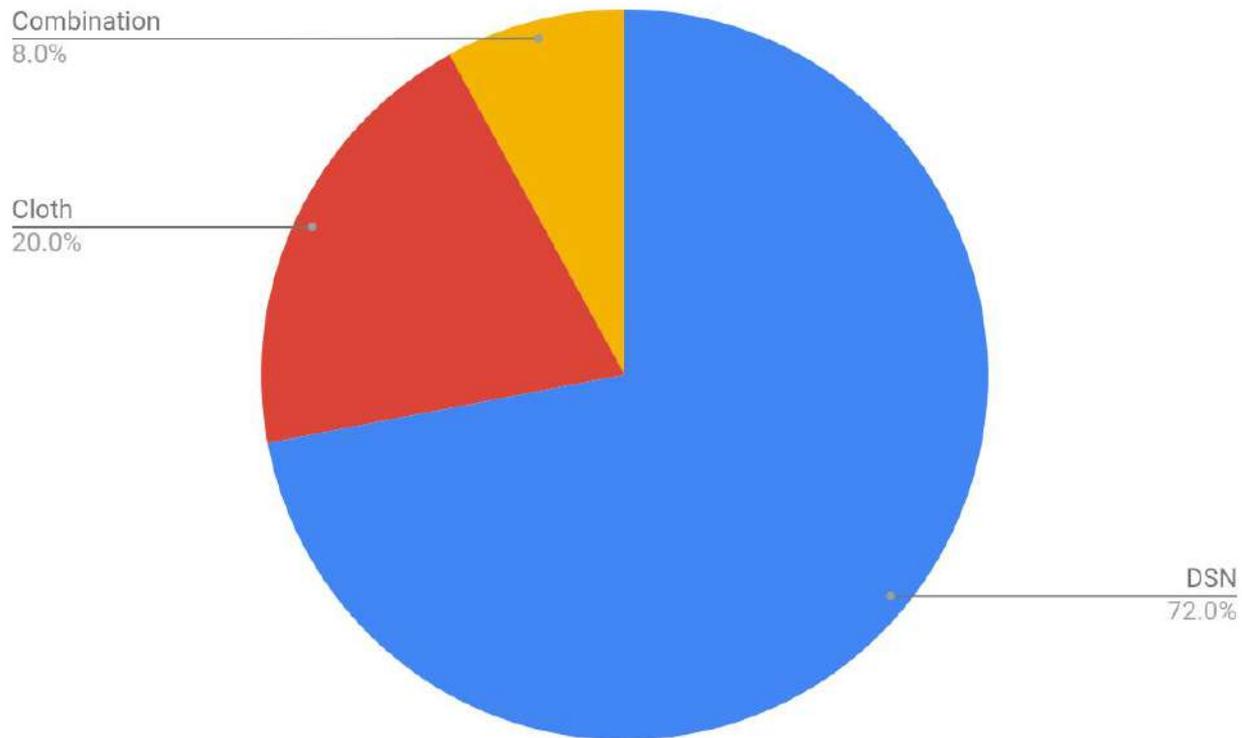
Vaginal Rash/Itchiness - Pre-trial Product use



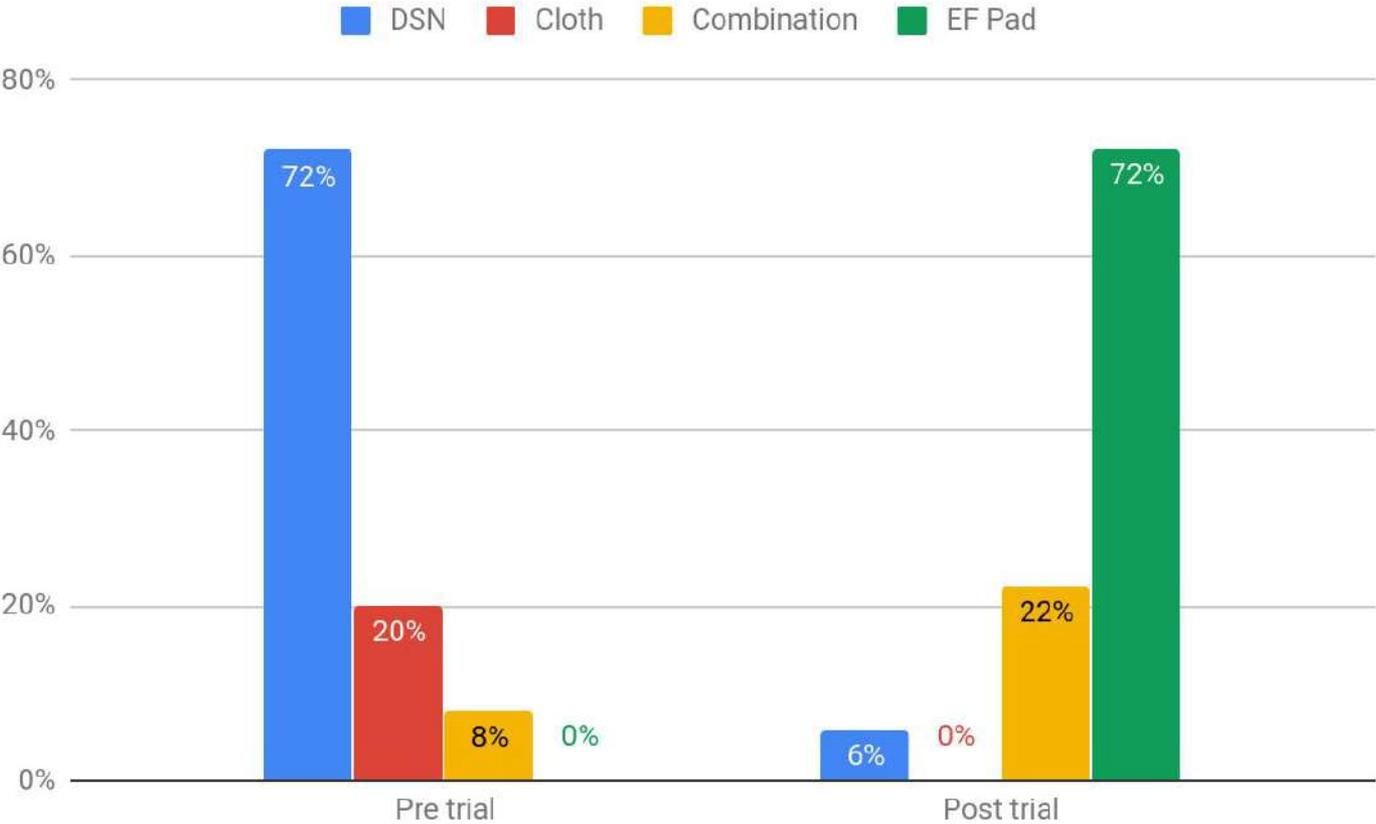
Reported Reduction of Vaginal Rash/Itchiness - Product use comparison



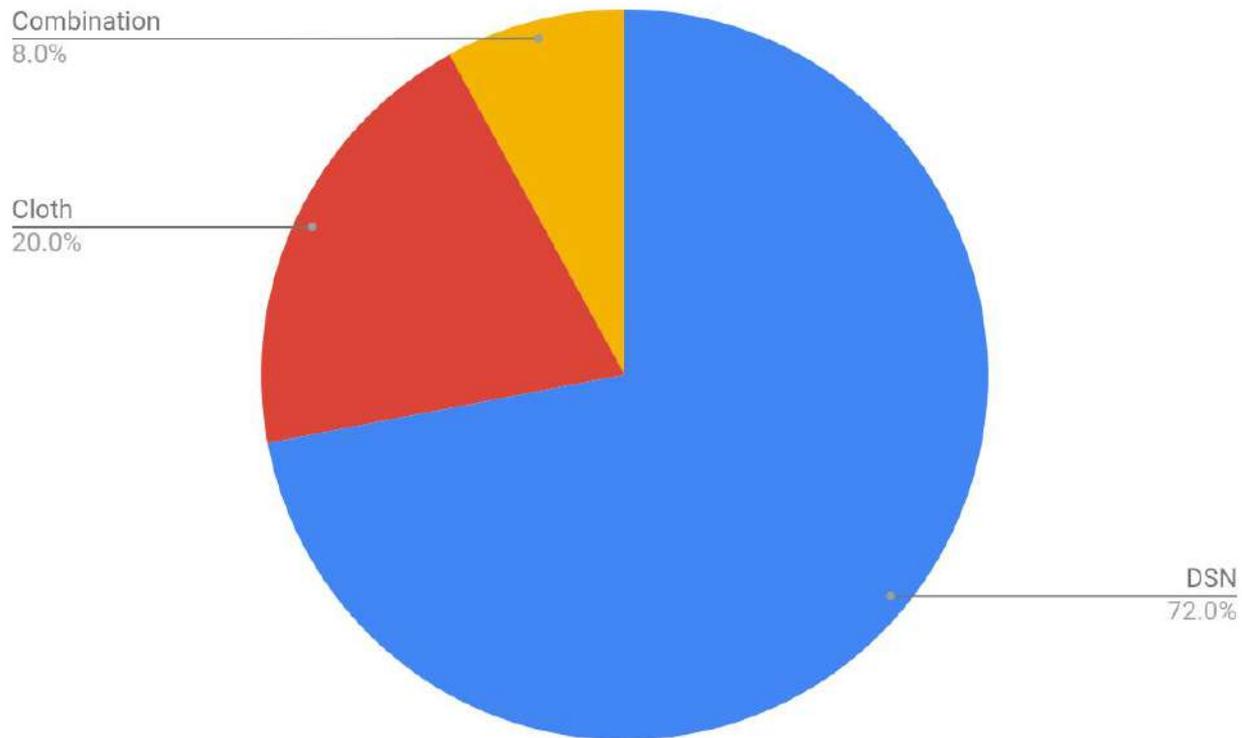
Abdominal Pain without Diarrhoea - Pre-trial Product use



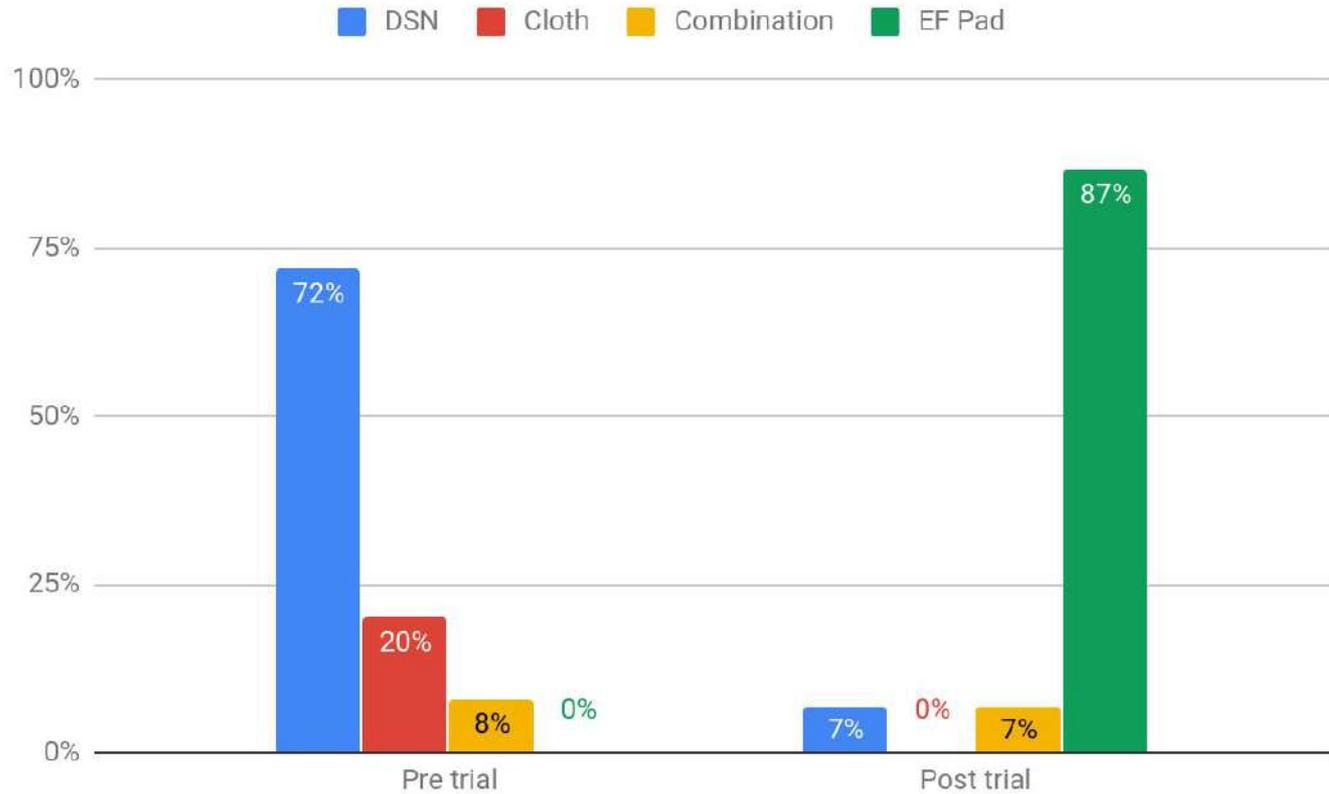
Reported Reduction of Abdominal Pain without Diarrhoea - Product use comparison



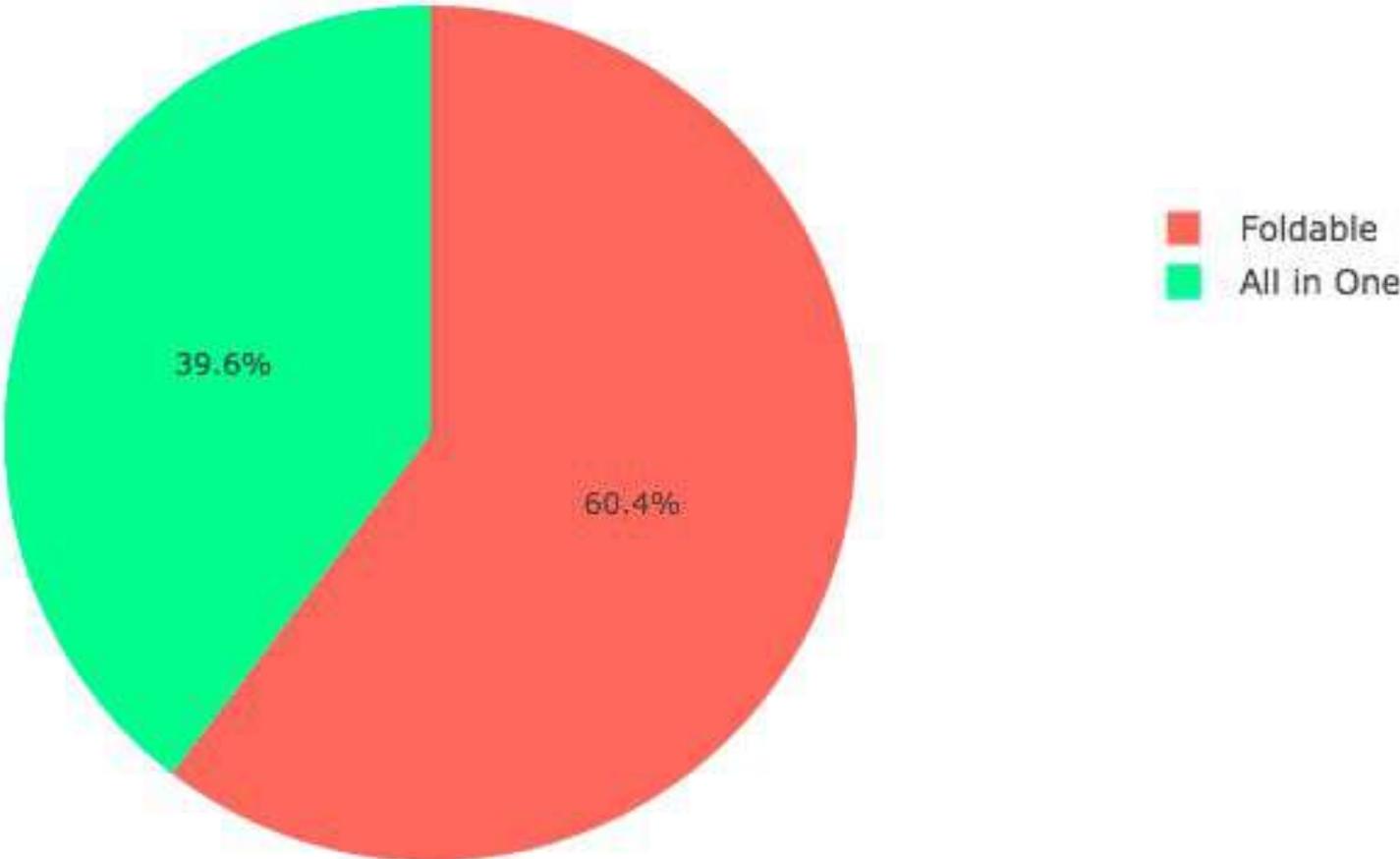
Abnormal Vaginal Discharge - Pre-trial Product use



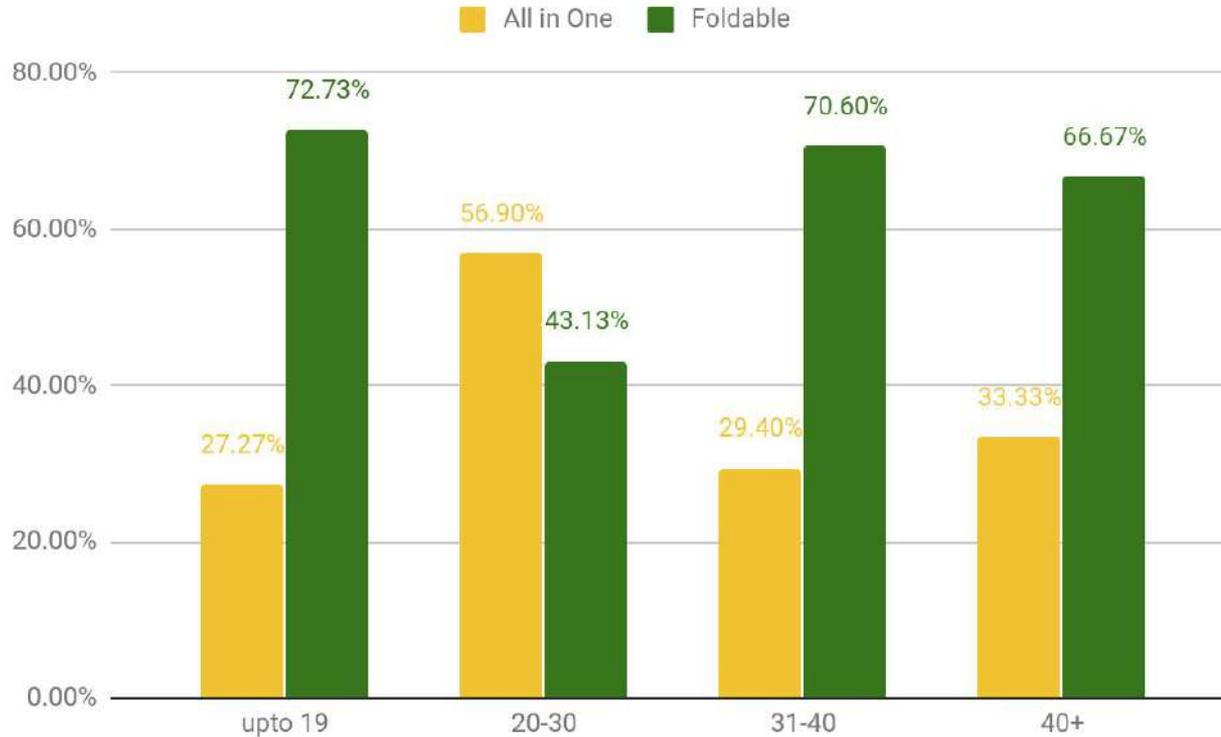
Reported Reduction of Abnormal Vaginal Discharge - Product use comparison



Which model of cloth pads did you prefer?

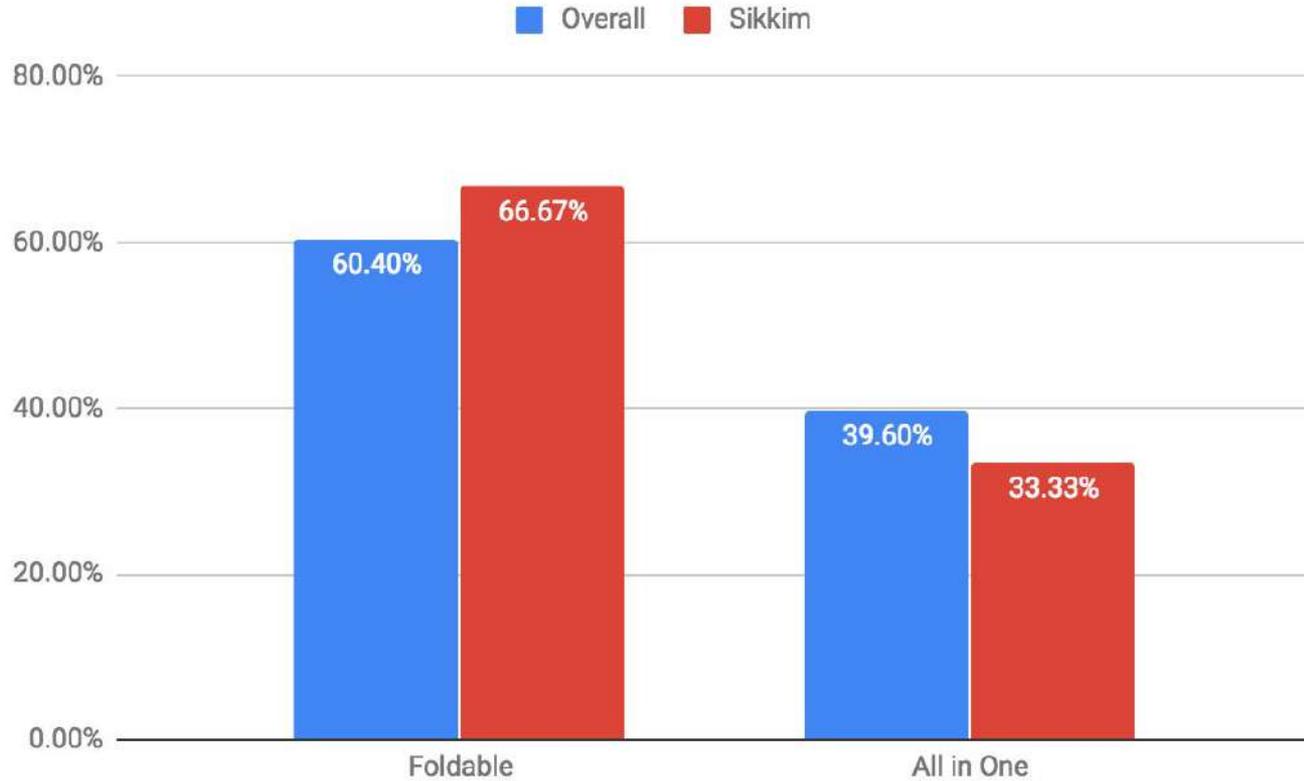


Which model of cloth pads did you prefer? - Comparison with Age



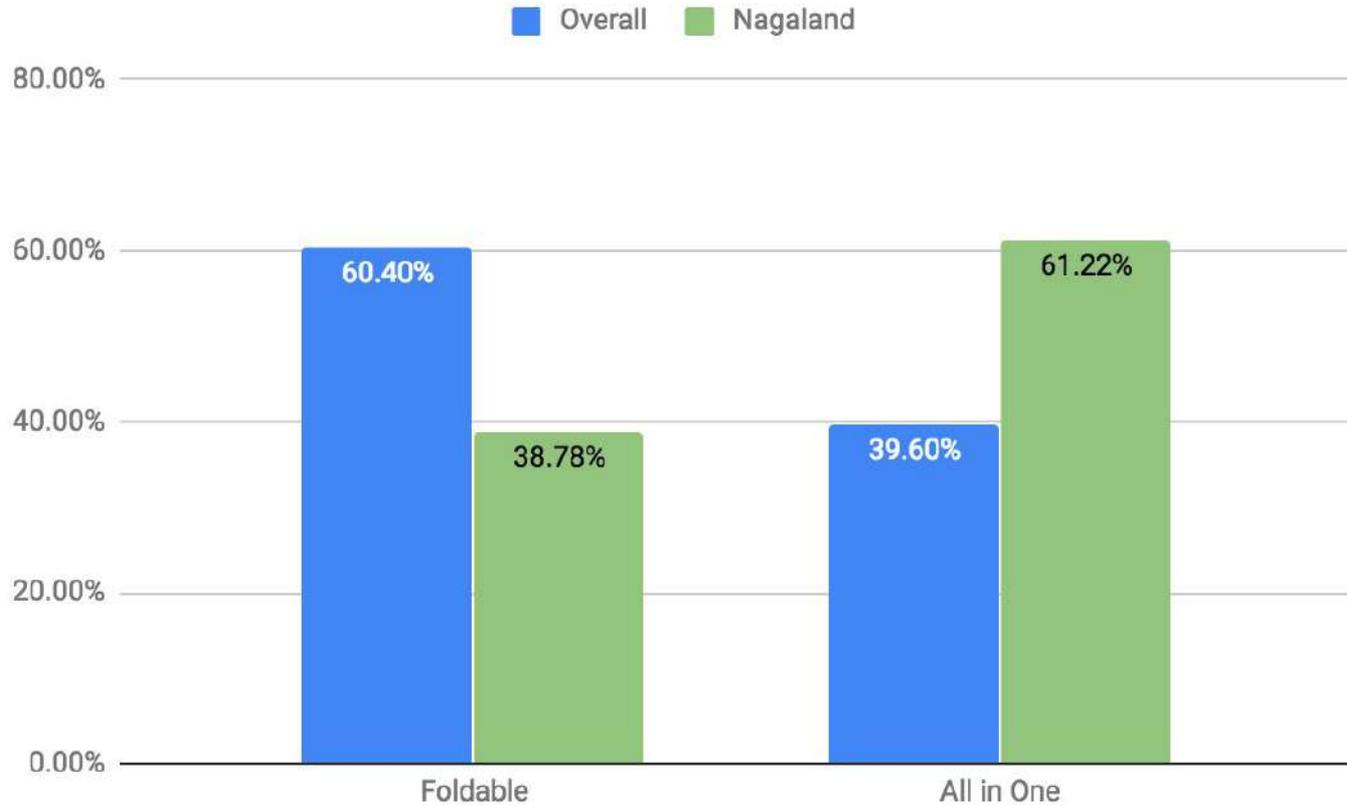
Sikkim

Which model of cloth pads did you prefer?



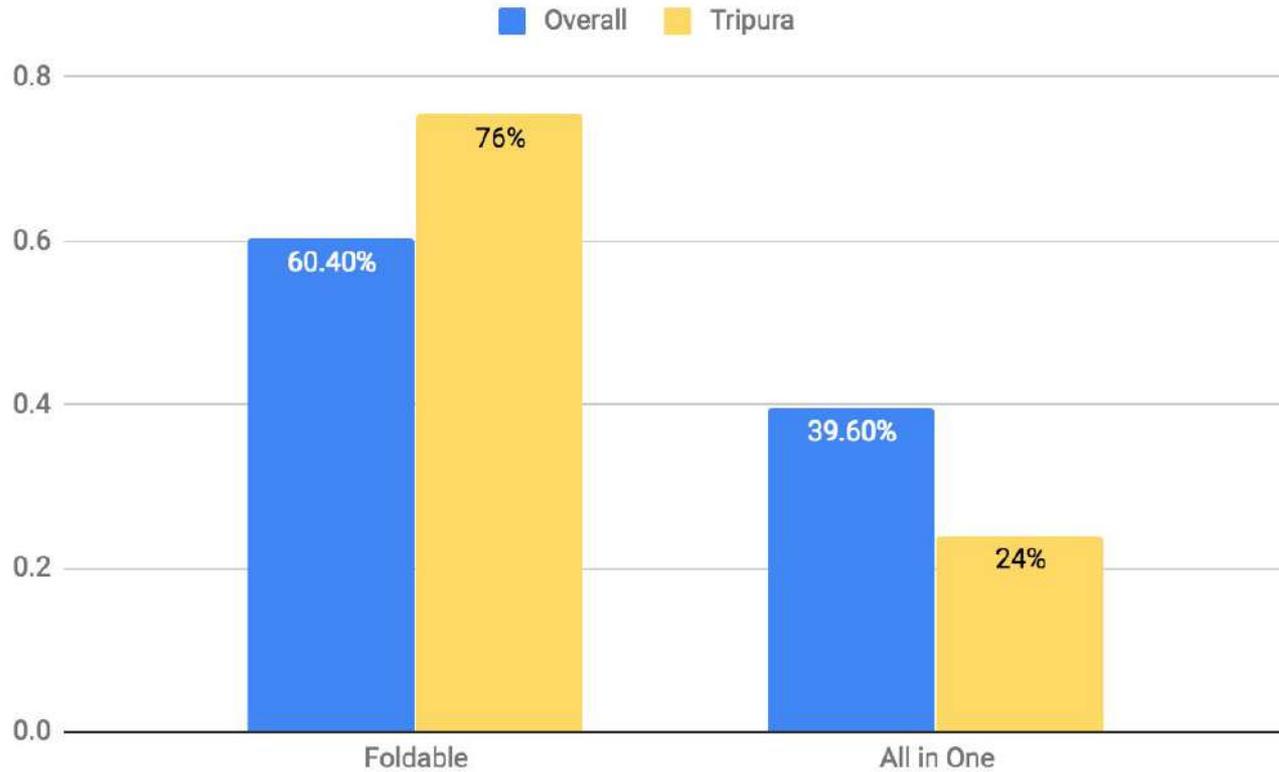
Nagaland

Which model of cloth pads did you prefer?

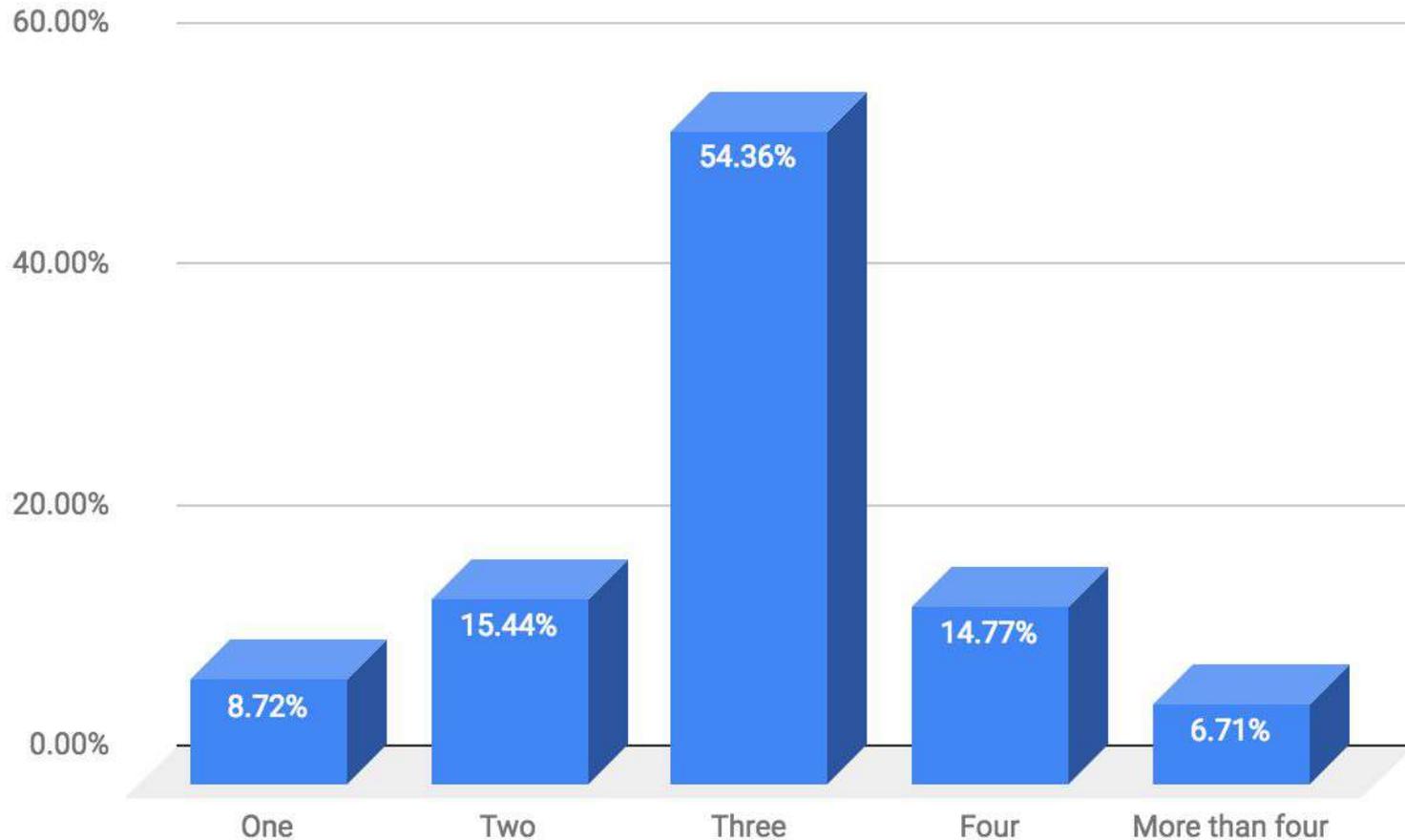


Tripura

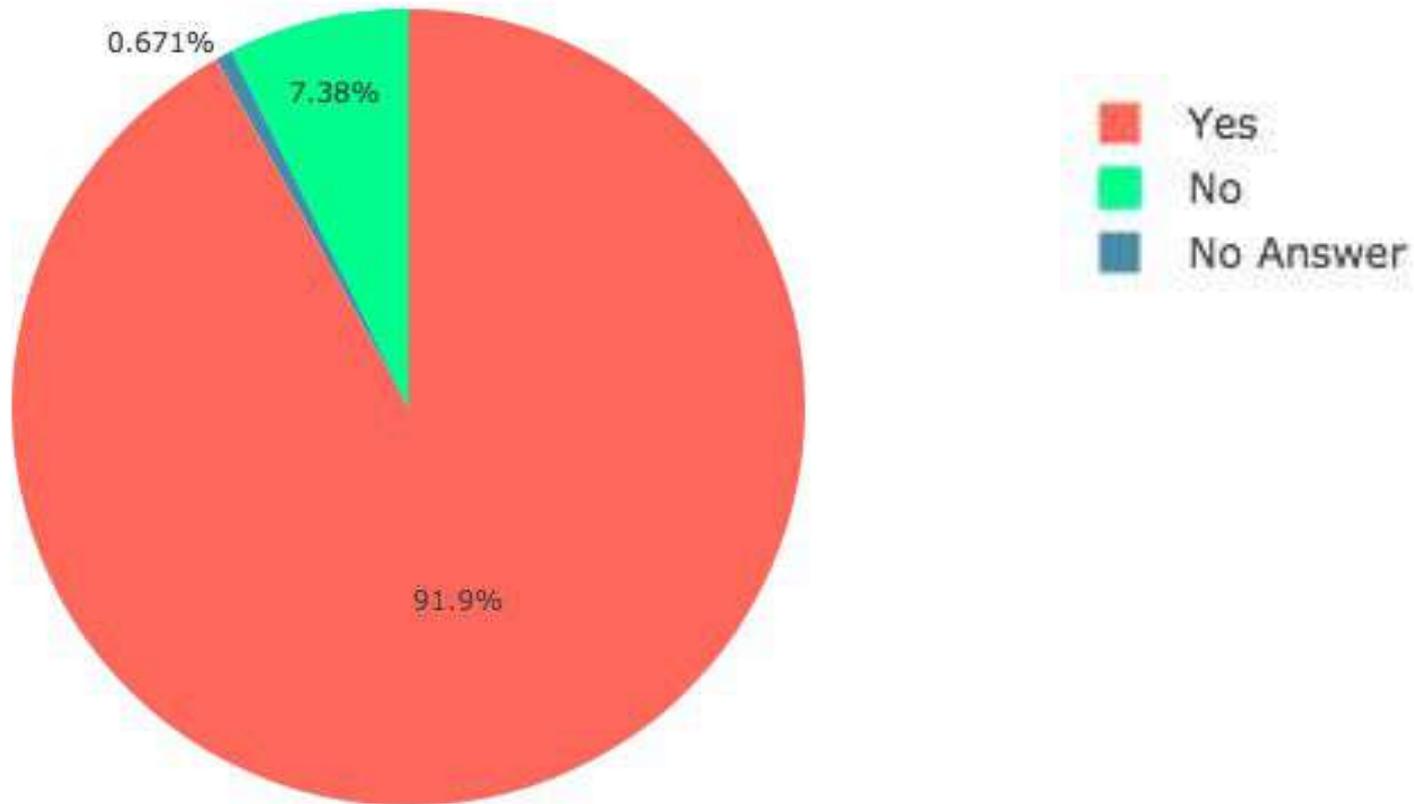
Which model of cloth pads did you prefer?



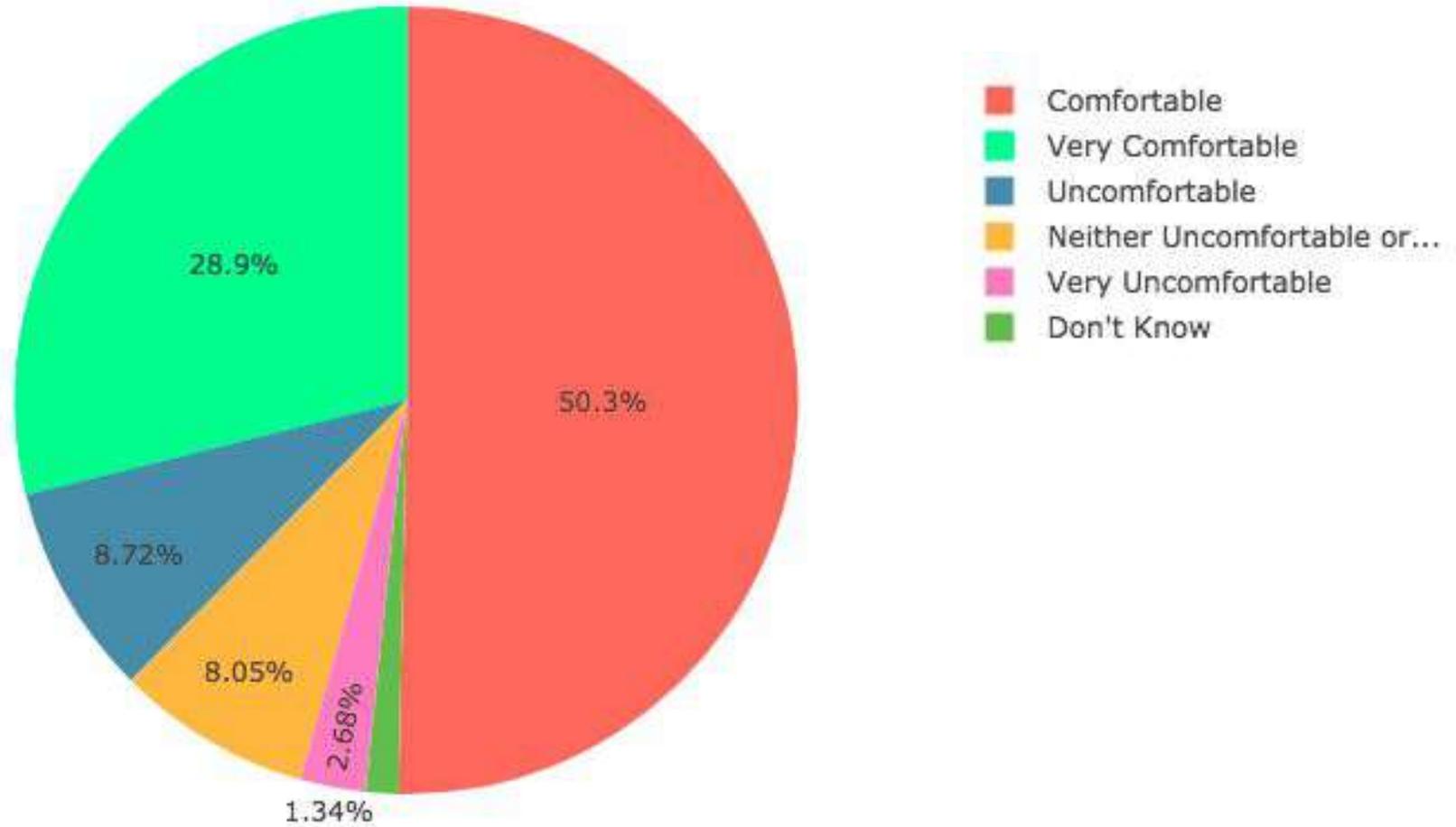
How many monthly cycles have you used Eco Femme cloth pads for?



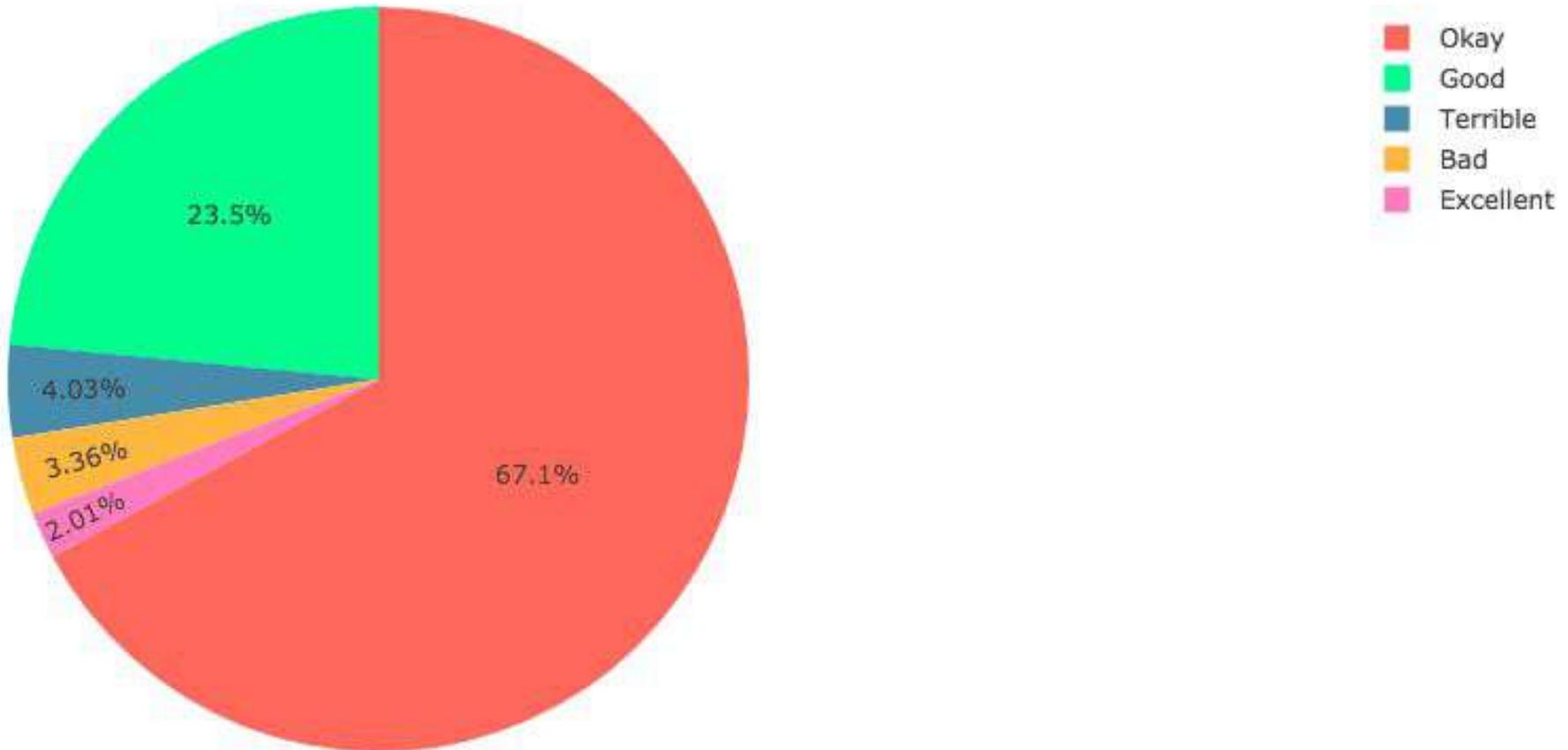
Do you still use the Eco Femme pads?



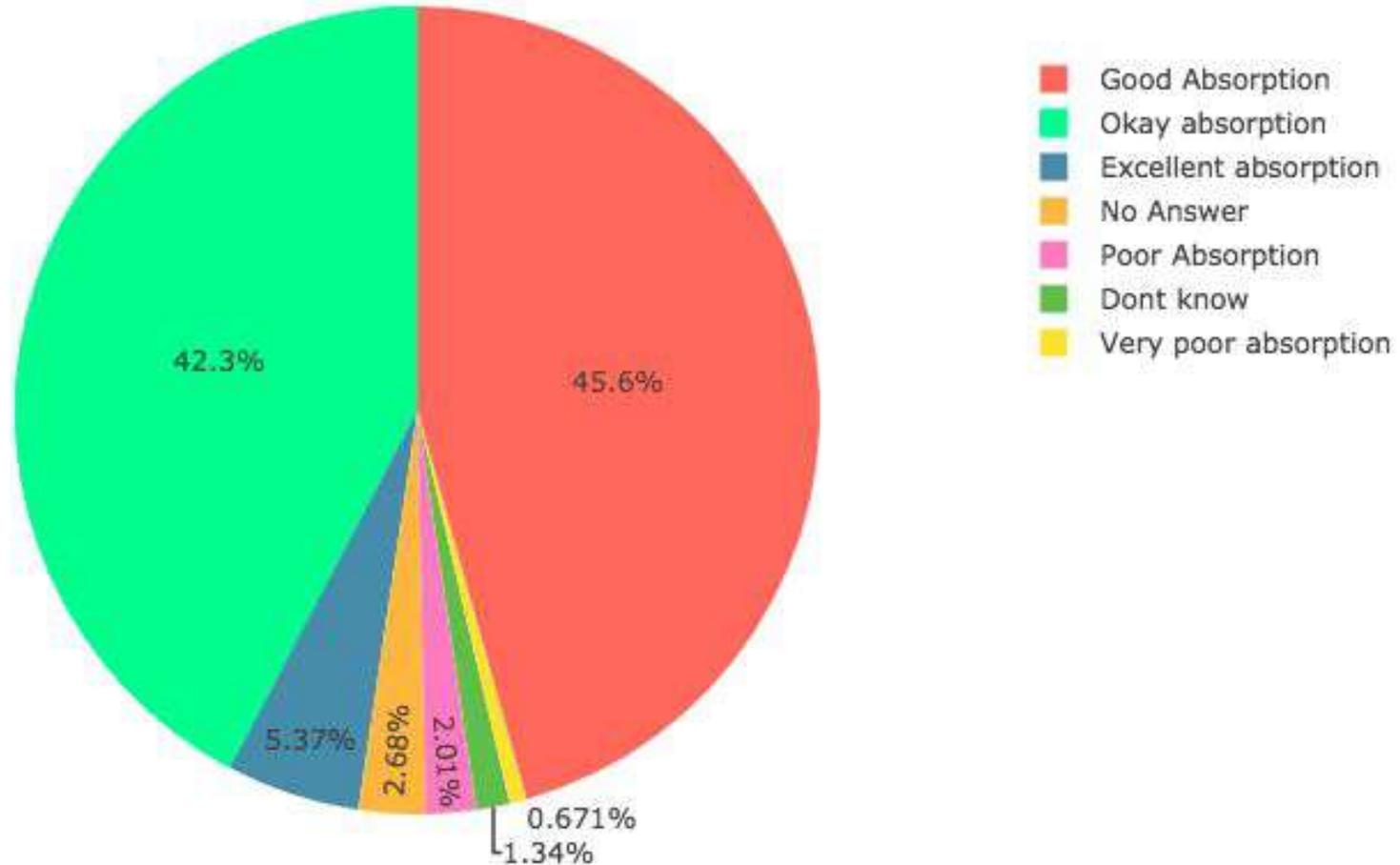
How comfortable are the Eco Femme pads?



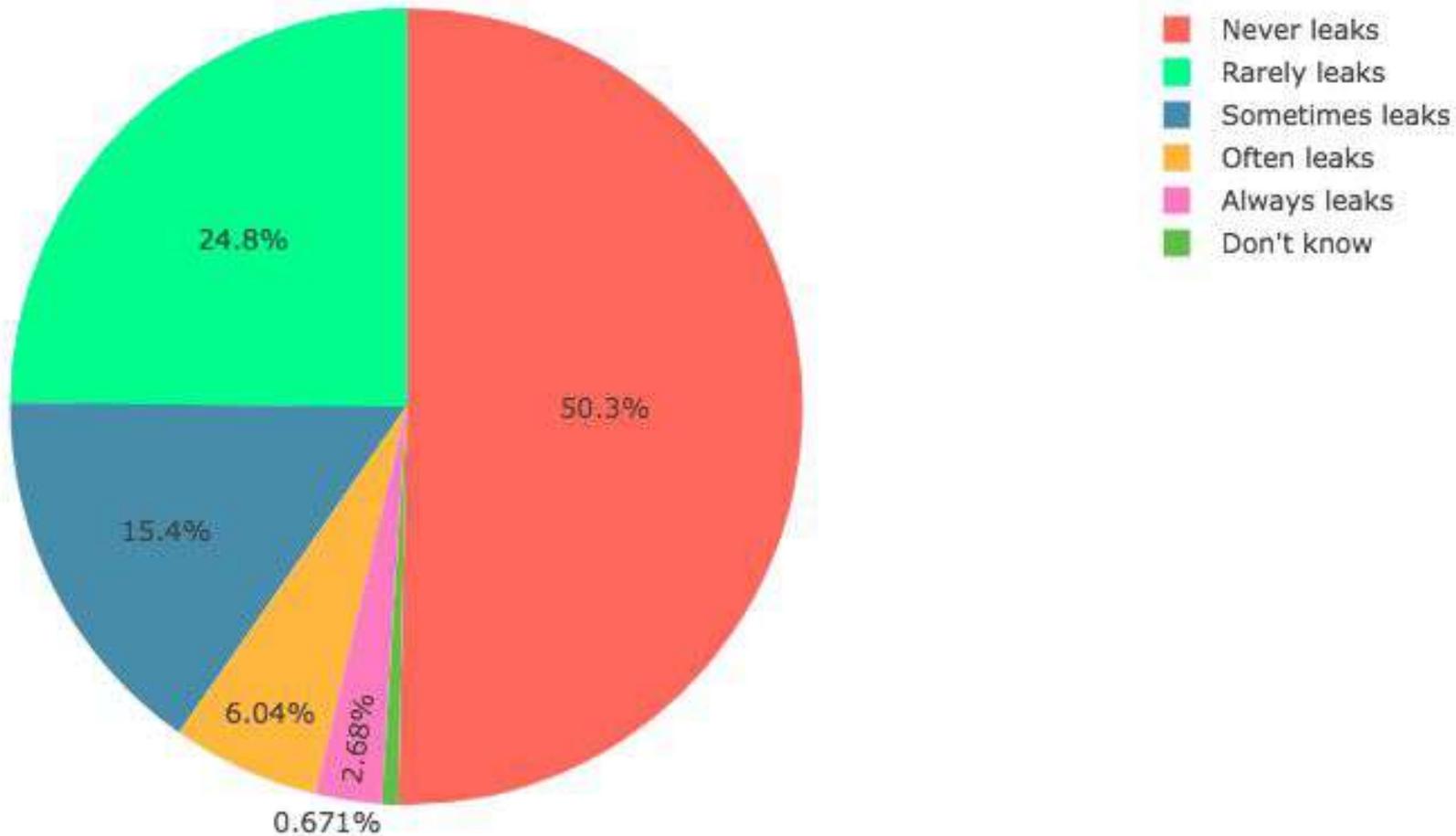
How do the Eco Femme pads look after they have been used and washed?



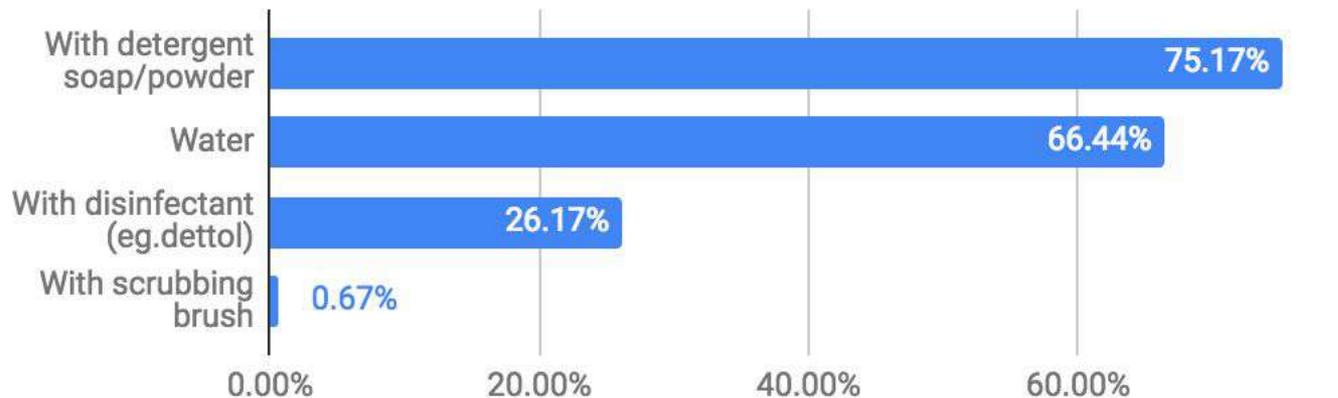
How effective are Eco Femme pads at absorbing the flow?



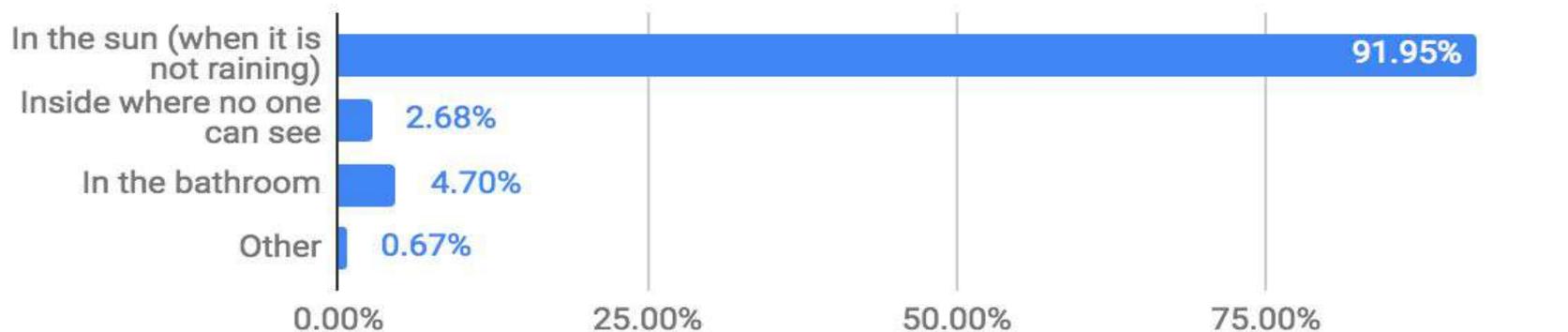
How effective are the Eco Femme pads at preventing leaks?



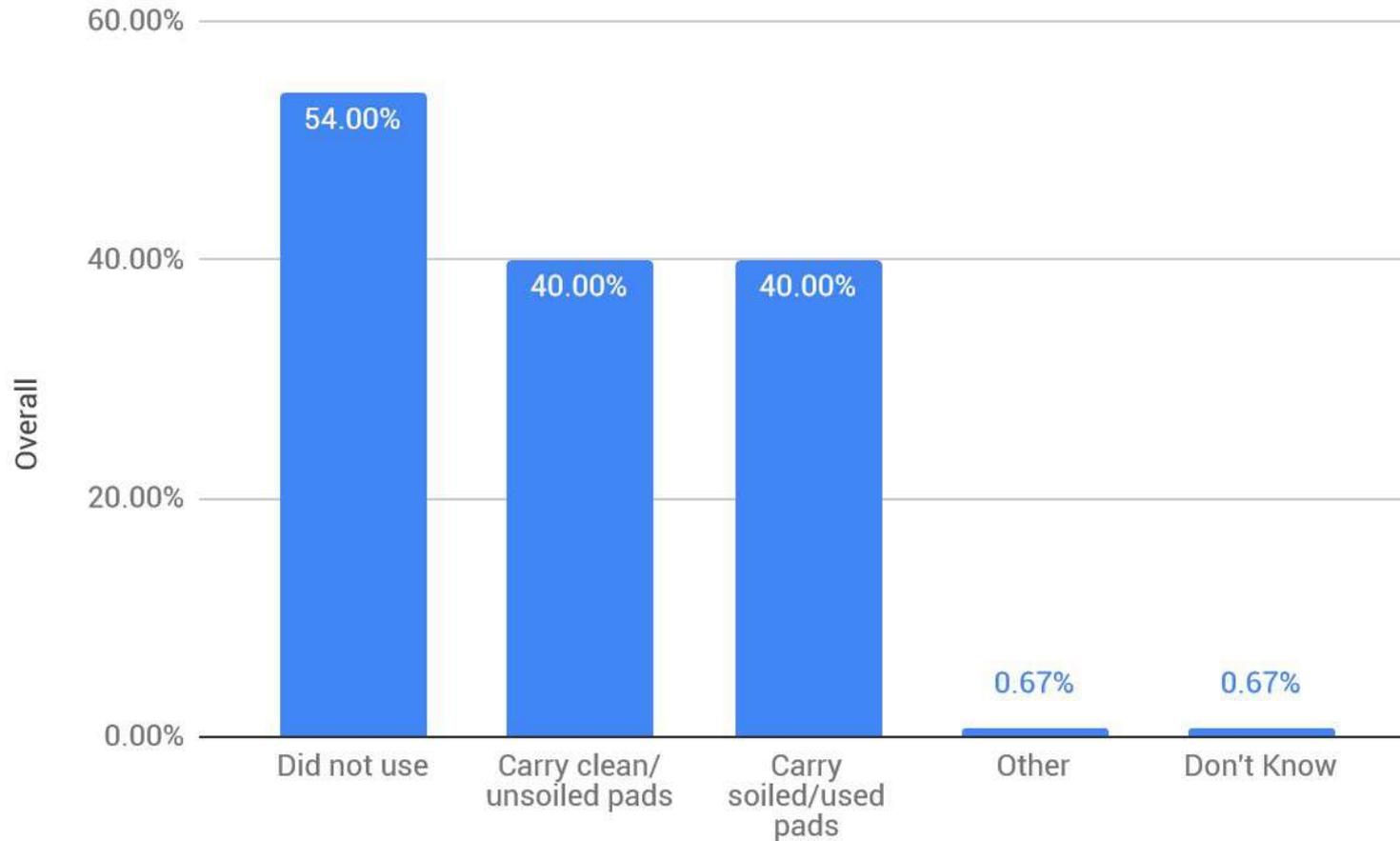
How do you wash your Eco Femme pad?



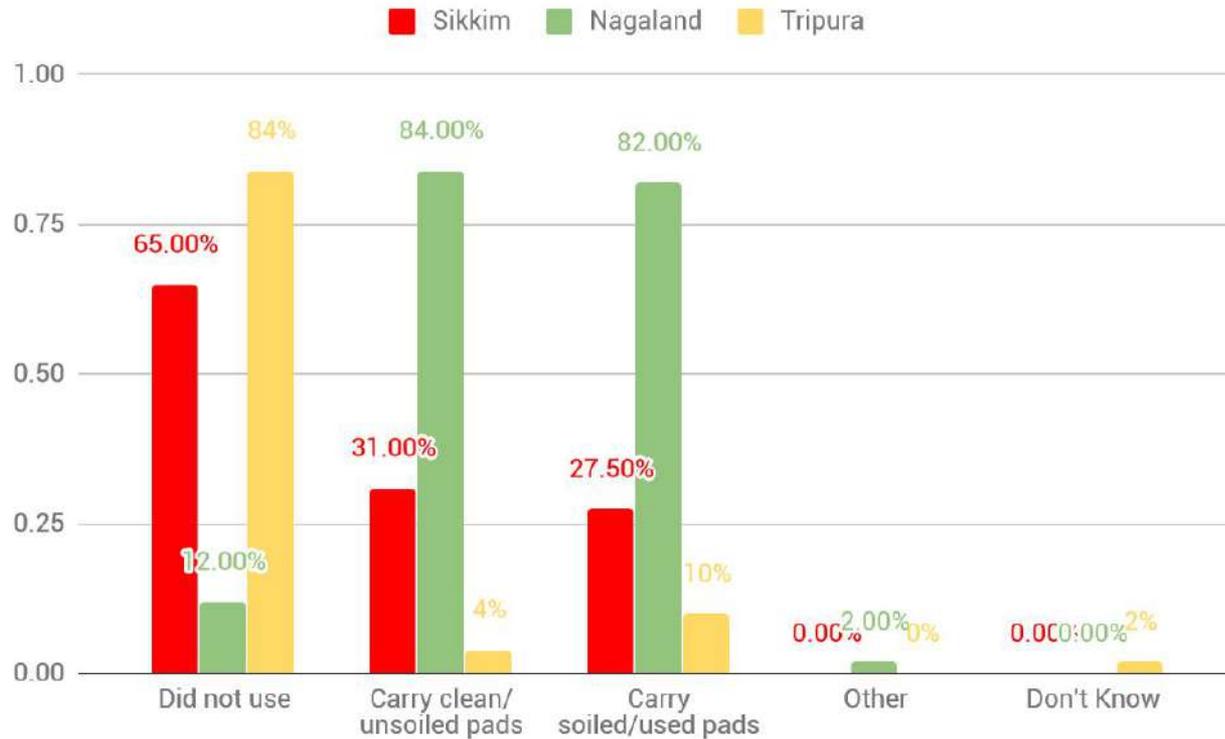
Where do you dry your Eco Femme pad?



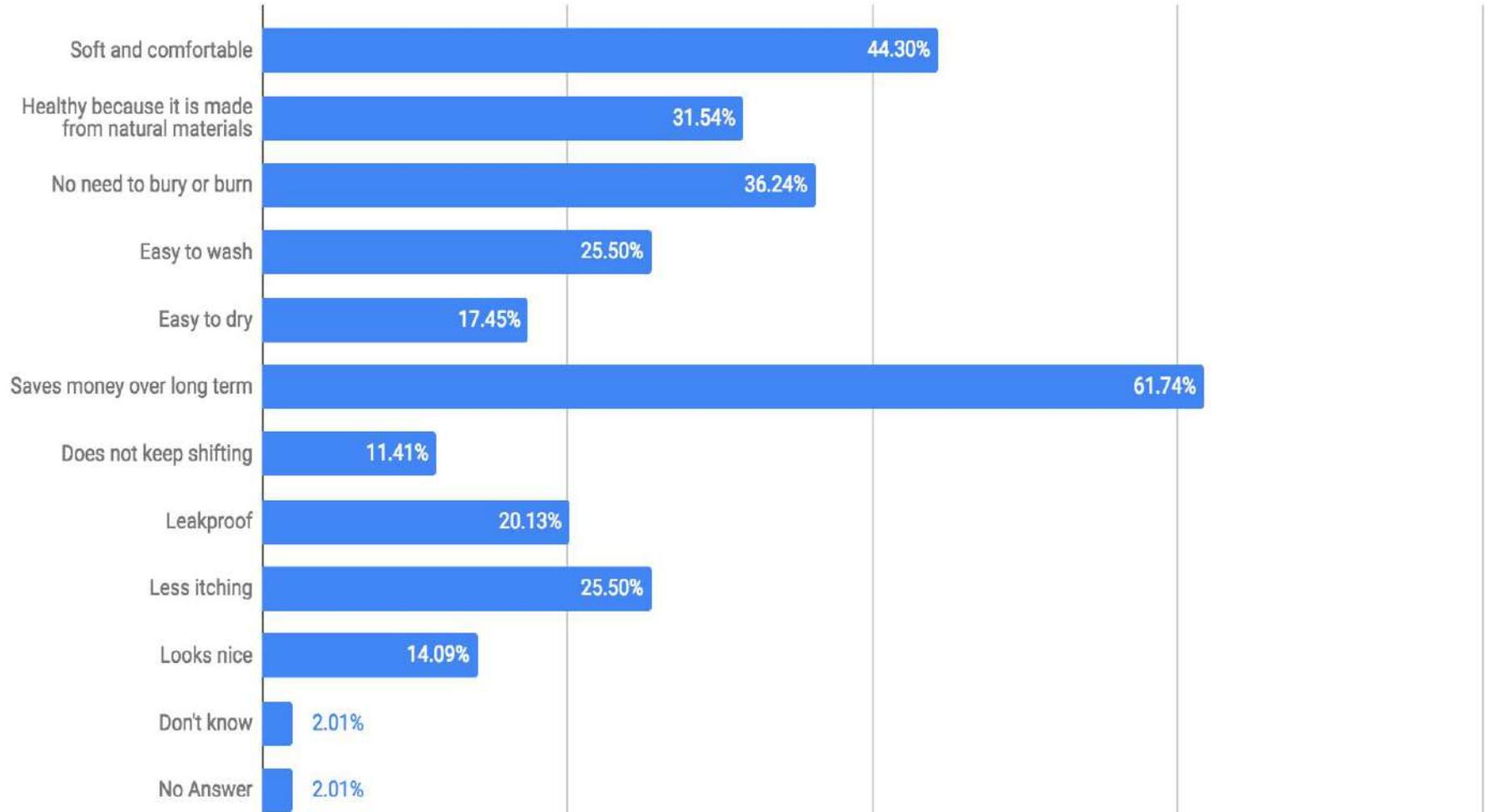
What did you use the Eco Femme storage pouch for?



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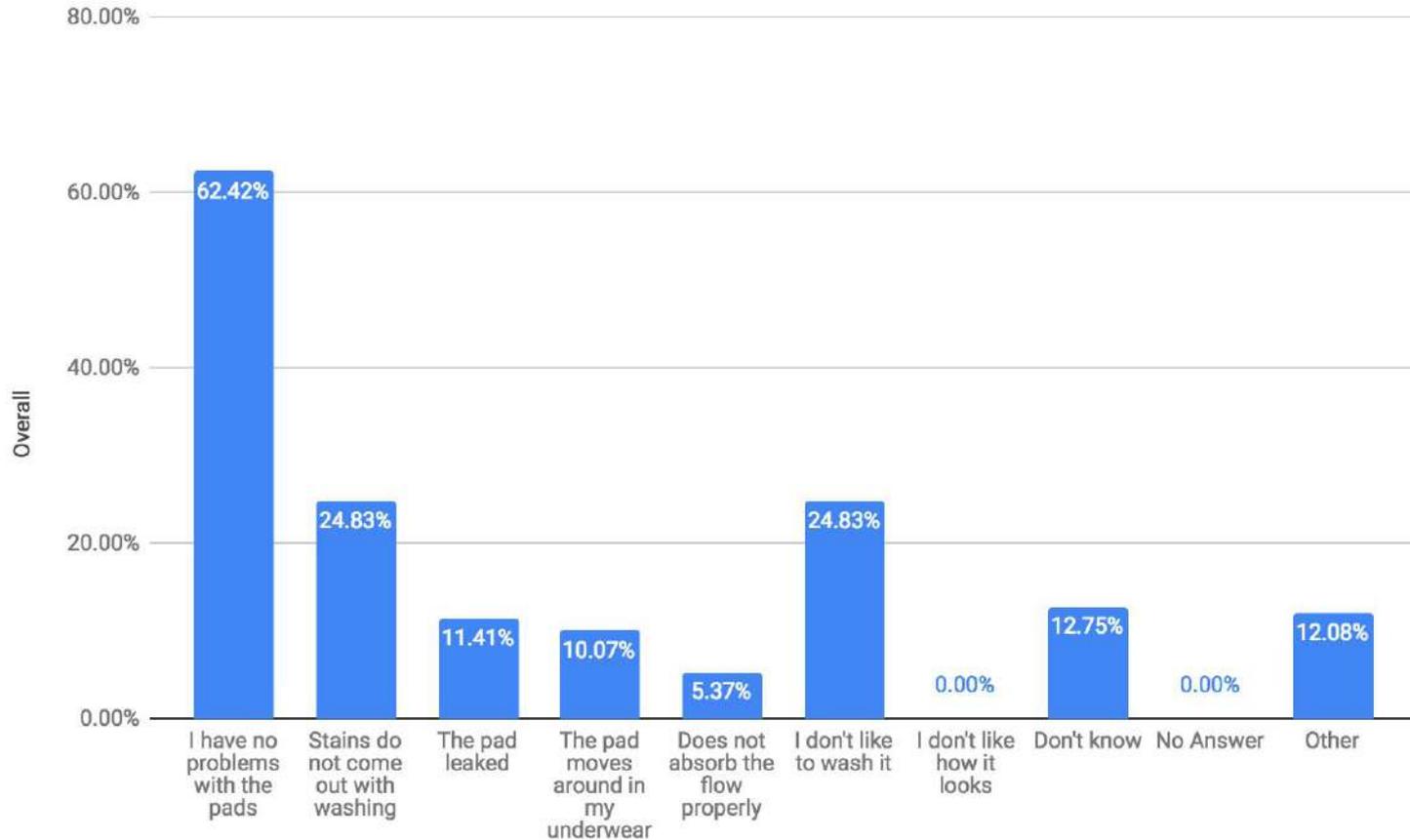


What do you most like about the Eco Femme pads?



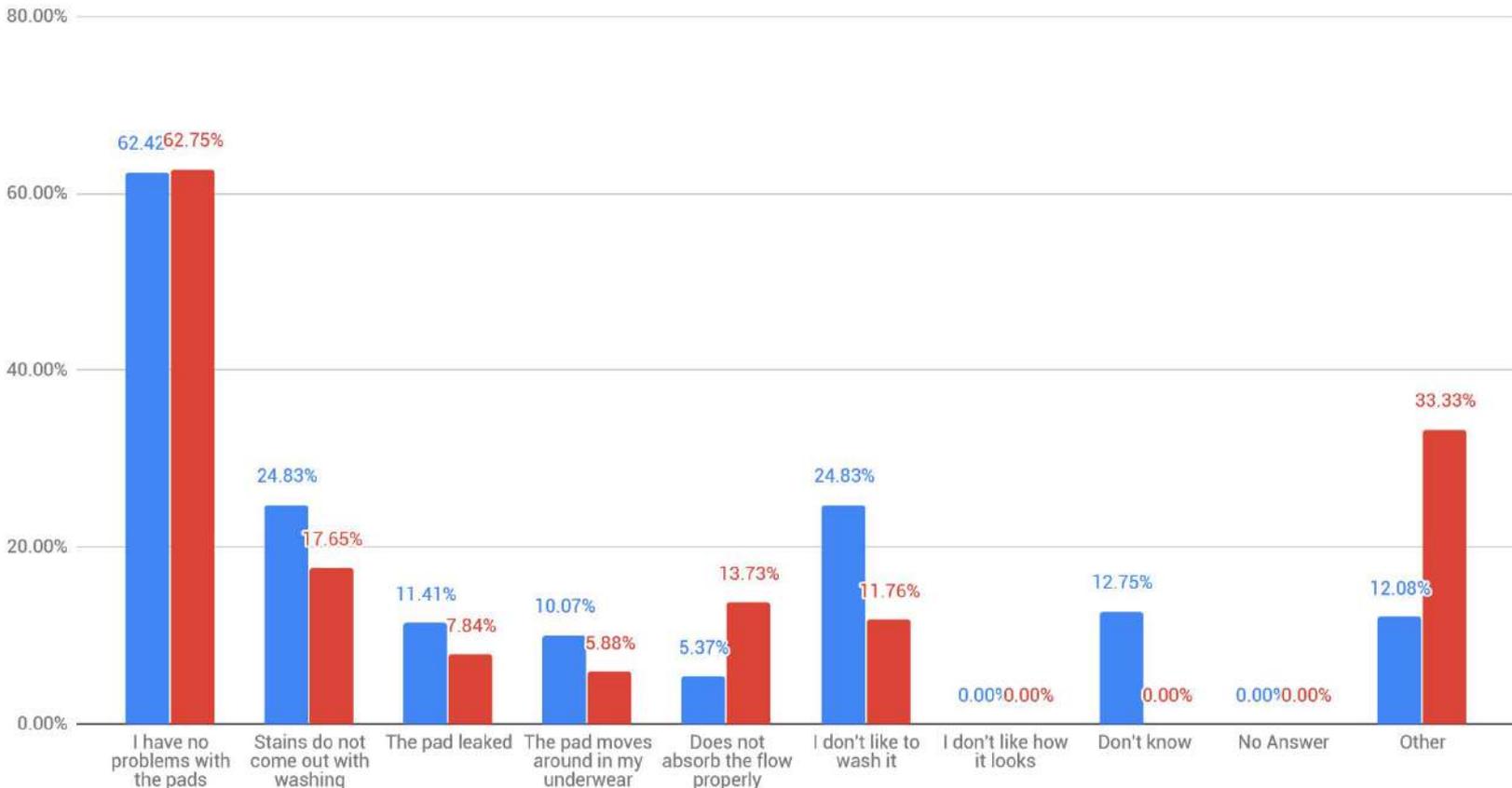
Overall

What do you NOT like about the Eco Femme pads?



Overall and Sikkim

Overall Sikkim

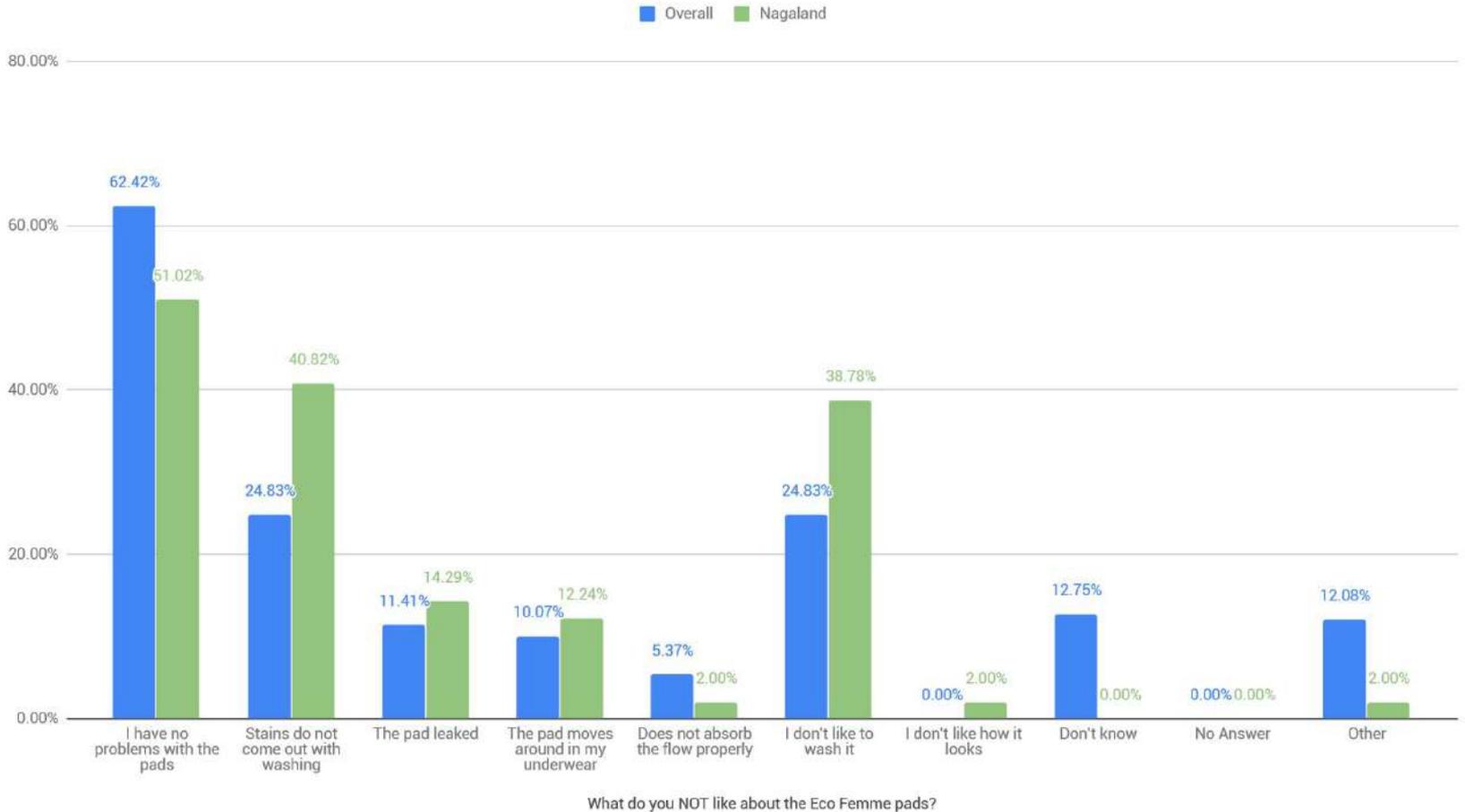


Overall
vs
SIKKIM
What do you NOT like about the Eco Femme pads?

Overall and Nagaland

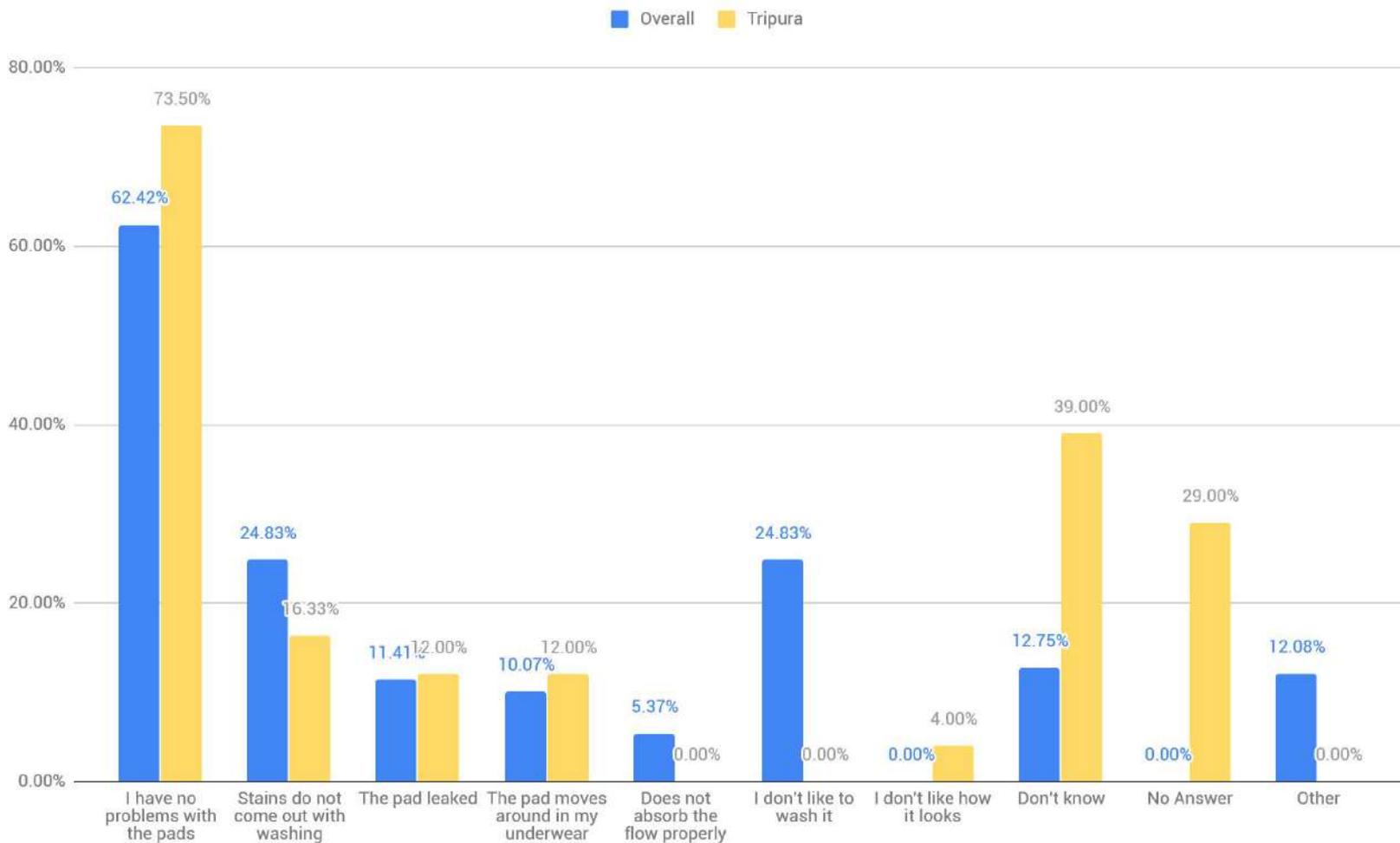
Overall vs Nagaland

What do you NOT like about the Eco Femme pads?

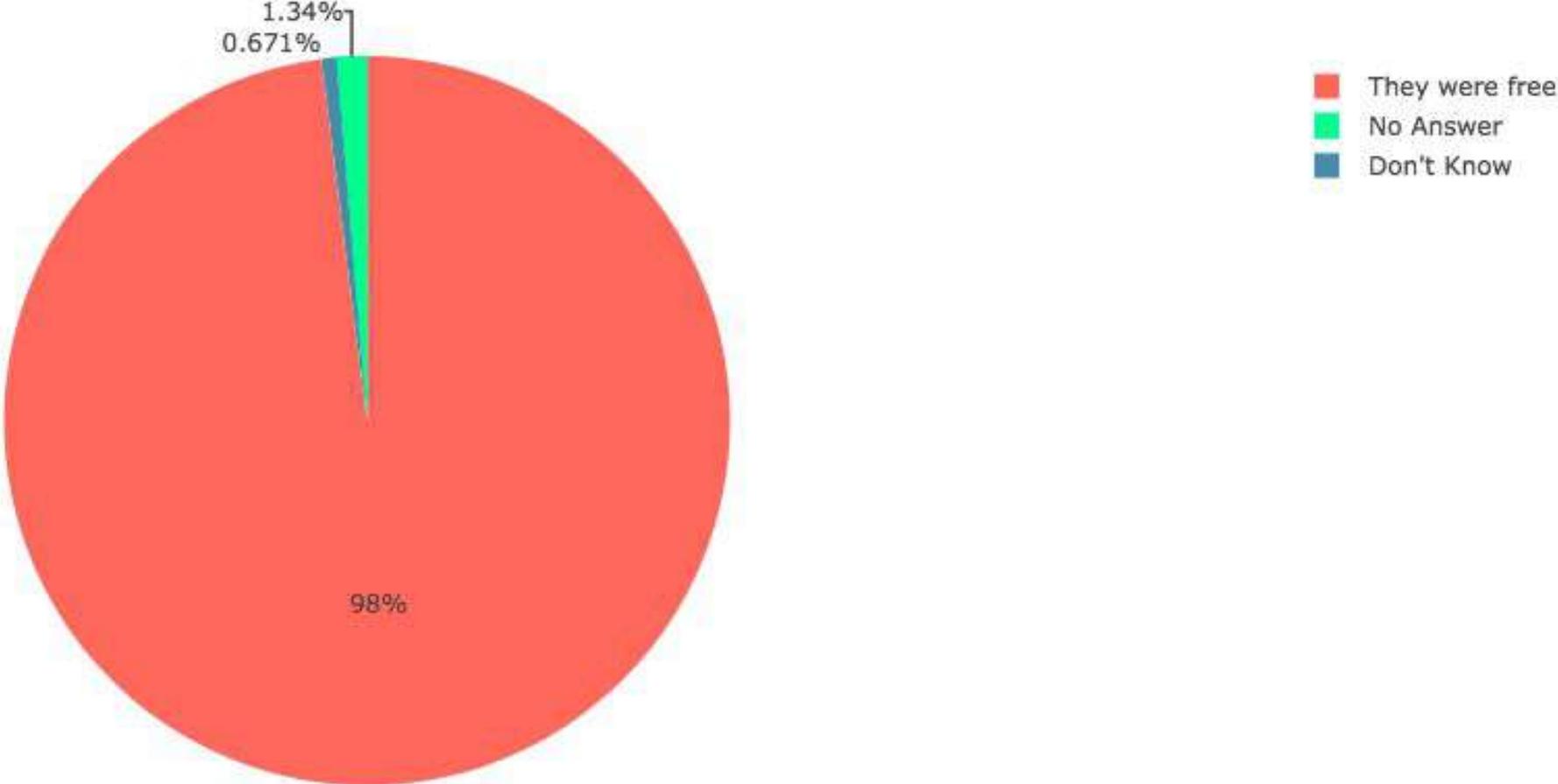


Overall vs Tripura

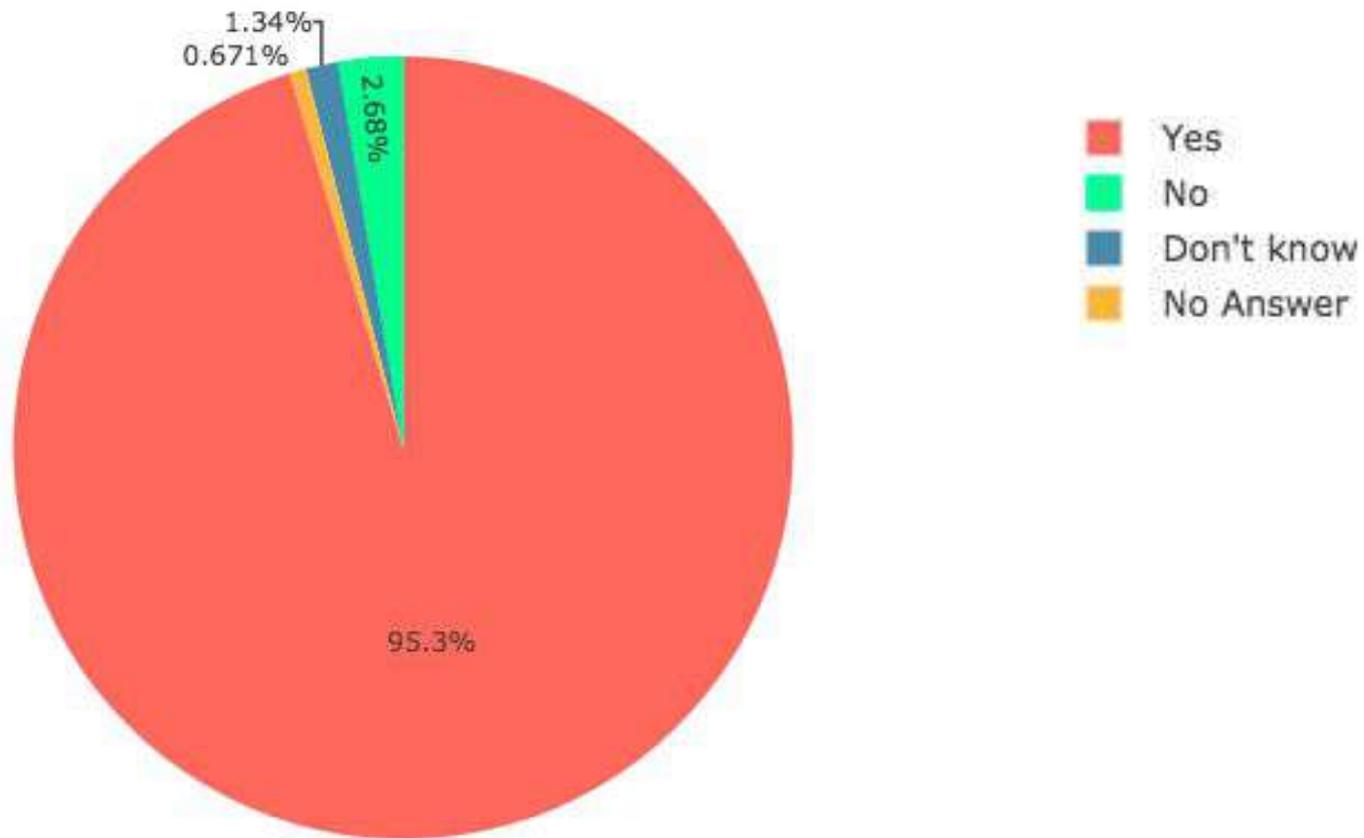
What do you NOT like about the Eco Femme pads?



How much did you pay for your Eco Femme pads?

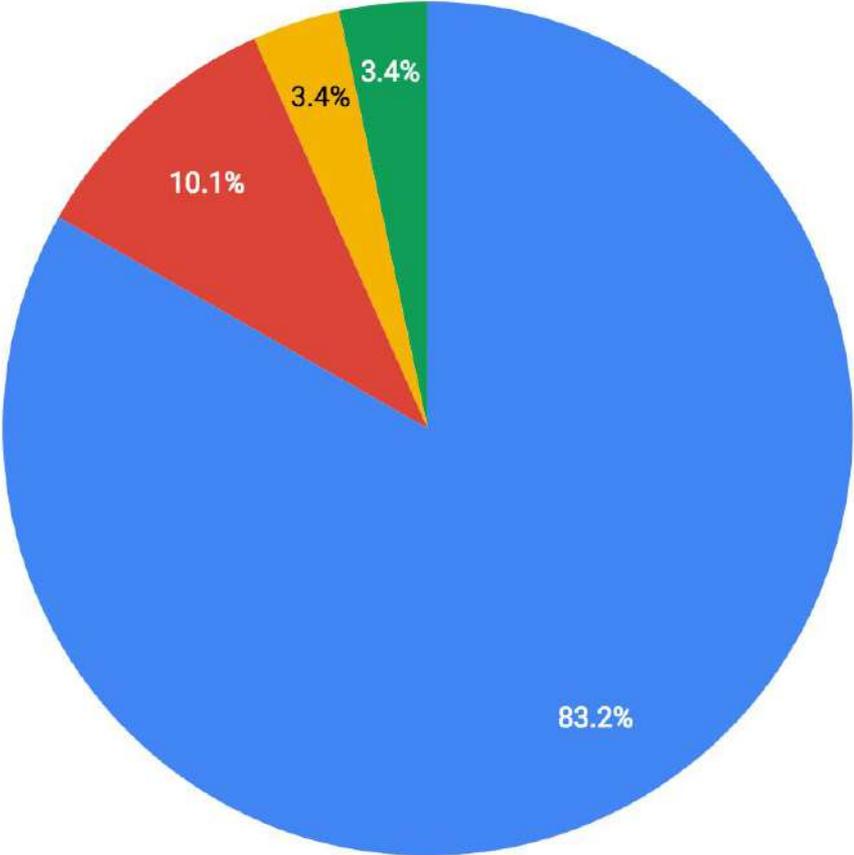


After using the Eco Femme pads, do you think you will save money?

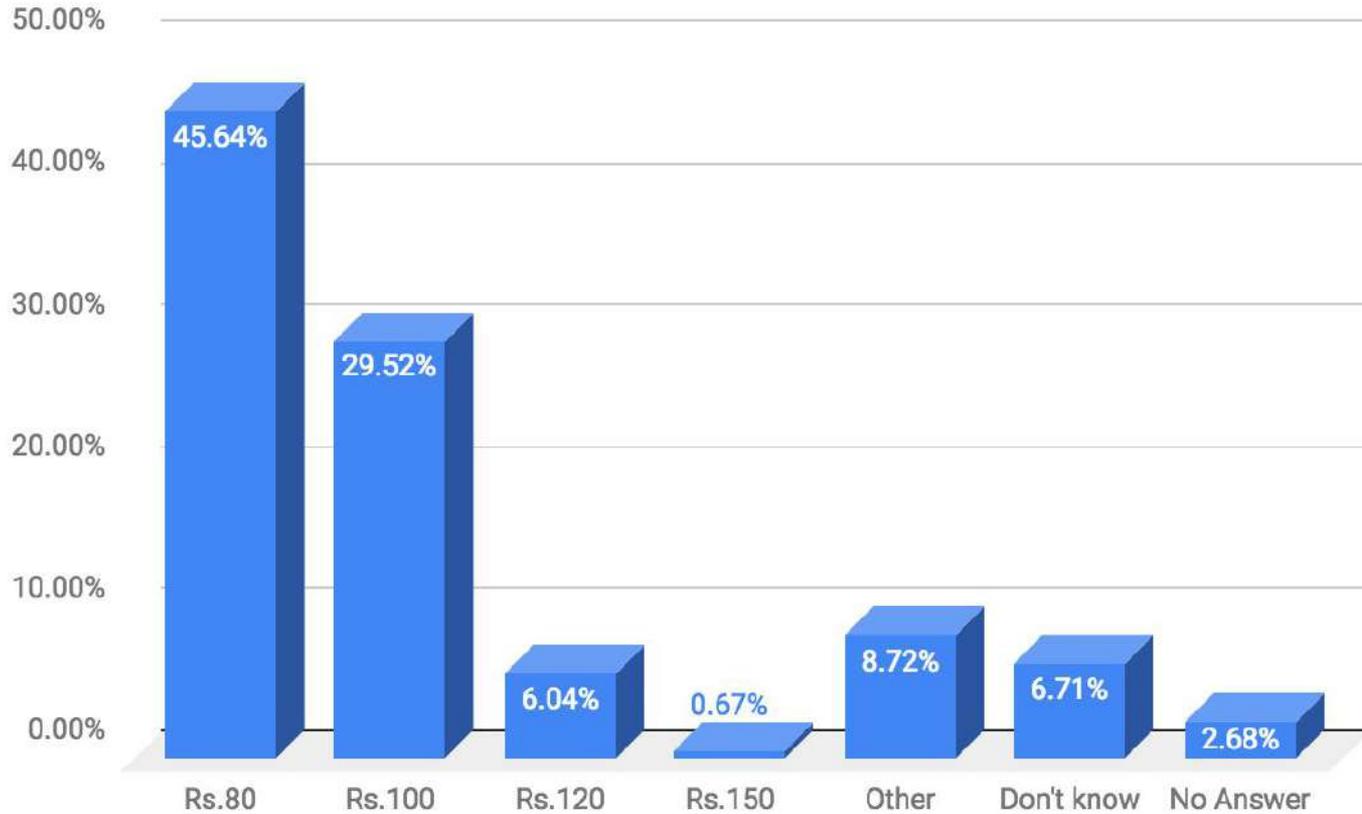


How much did you spend on menstrual hygiene products last month? (approx)

- Rs.0
- Rs.0-40
- Rs.50 -80
- Rs.90 and above

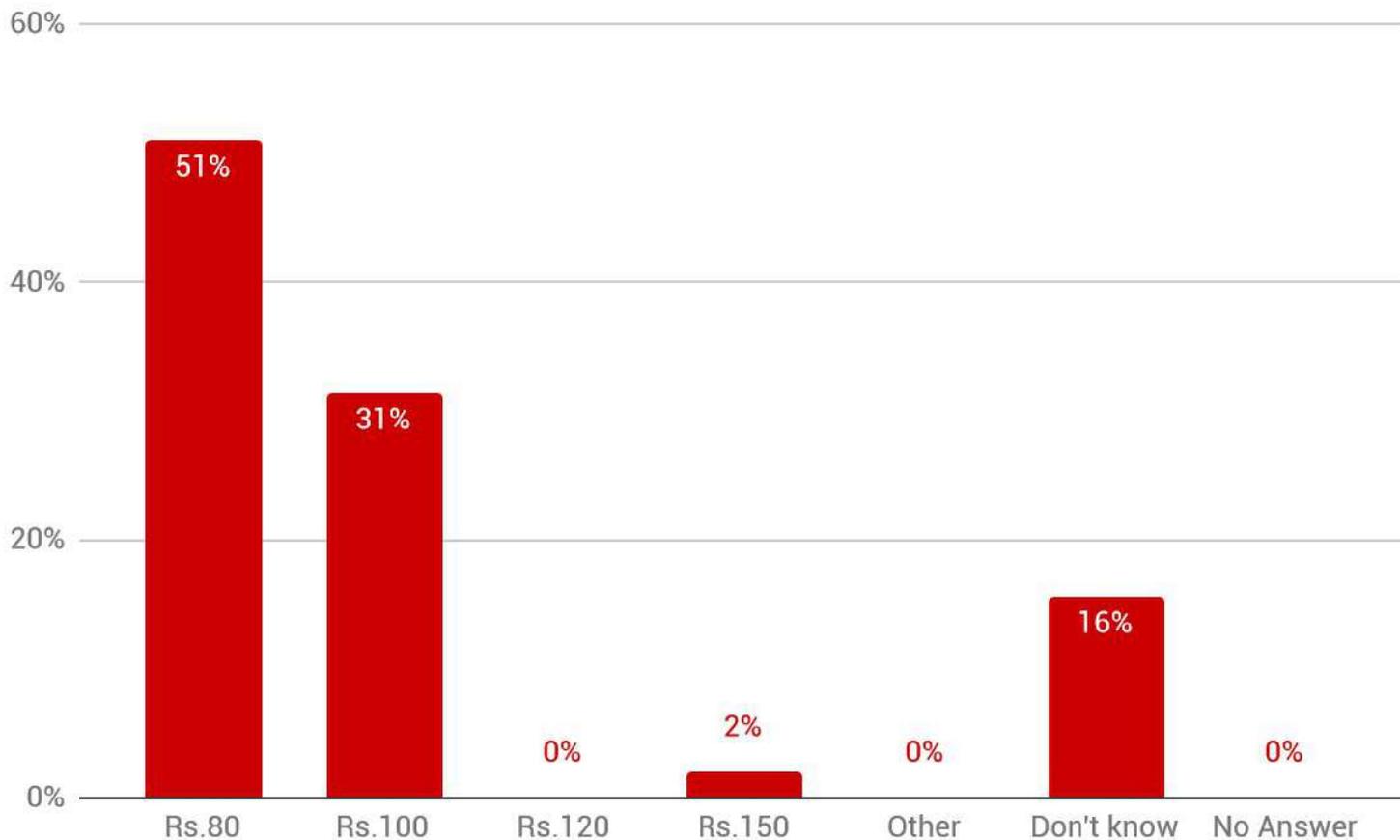


What is the highest amount you are willing to pay for a single Eco Femme pad?



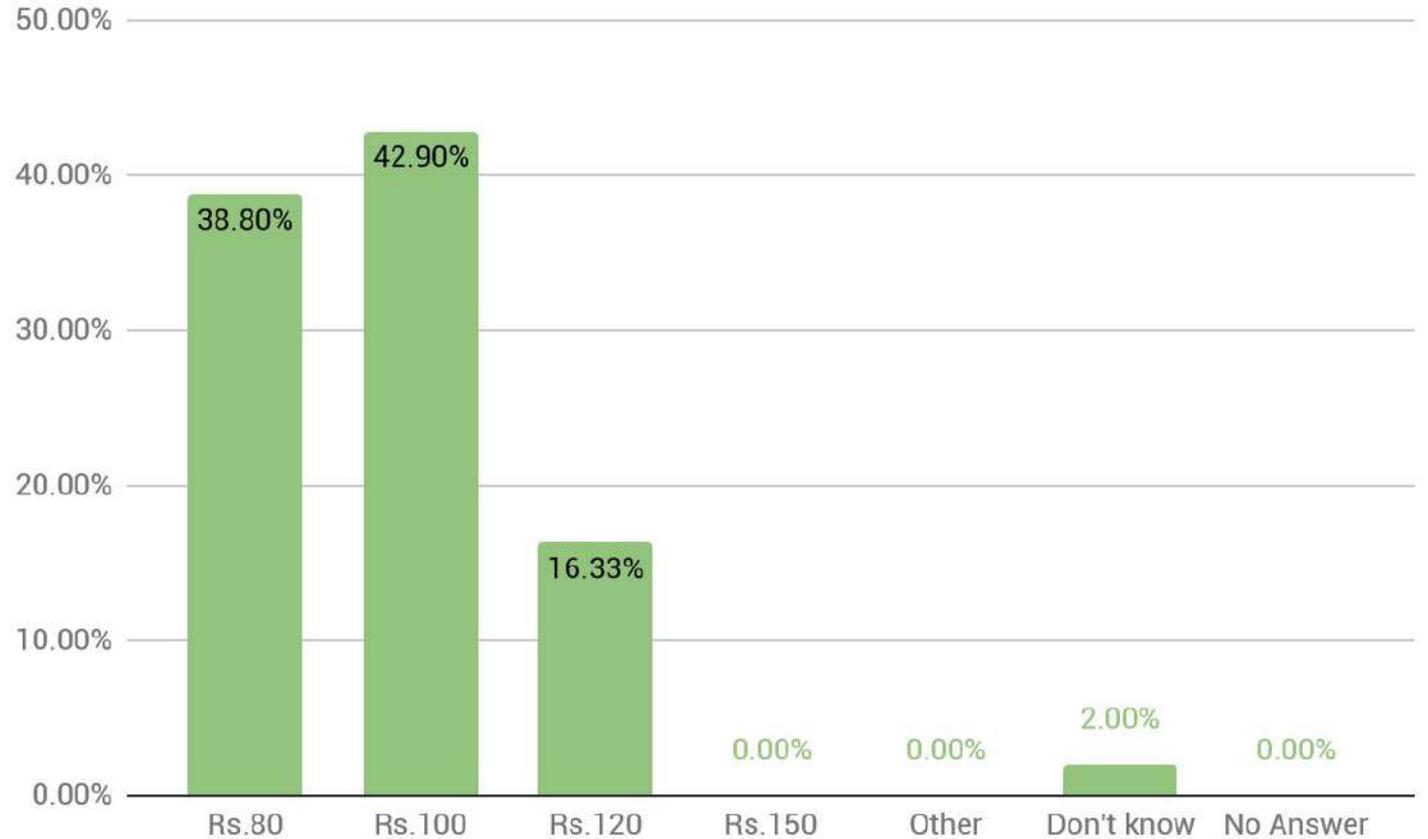
SIKKIM

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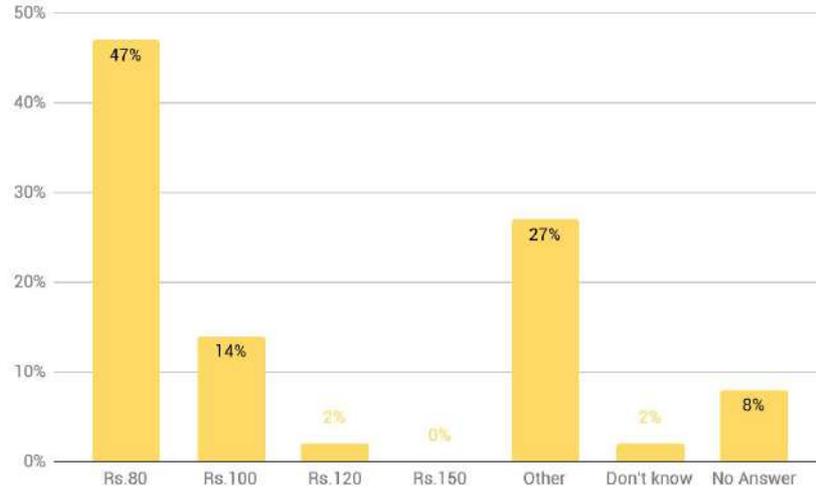
NAGALAND

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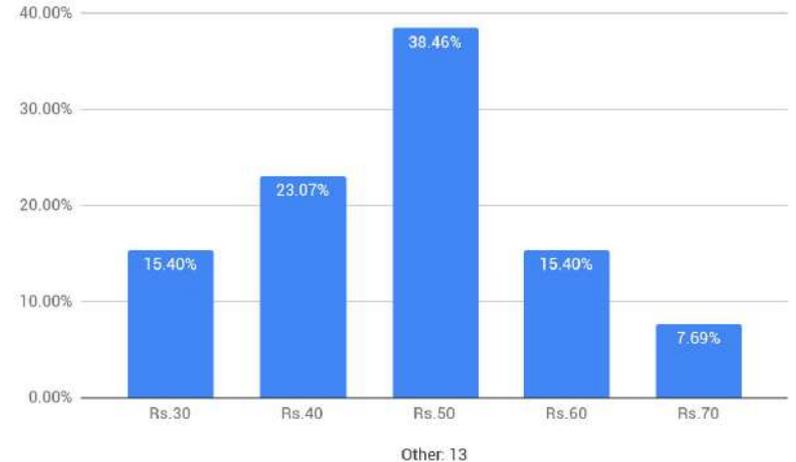


TRIPURA

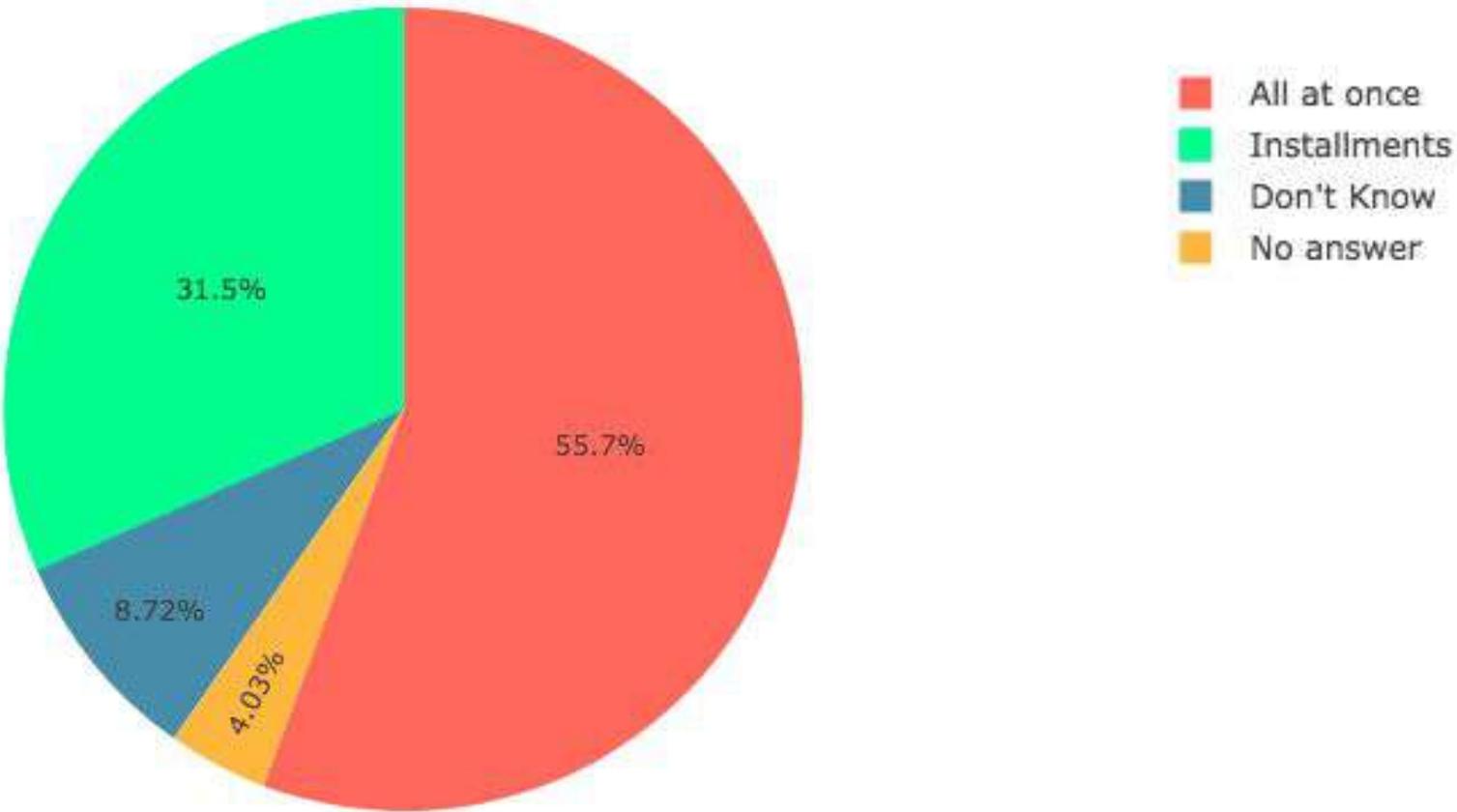
What is the highest amount you are willing to pay for a single Eco Femme pad?



In the overall Tripura survey the answers are in yellow. 27% (13 of 50) of women chose 'other option', the results of this option are below in blue



How would you prefer to pay for the Eco Femme pads?



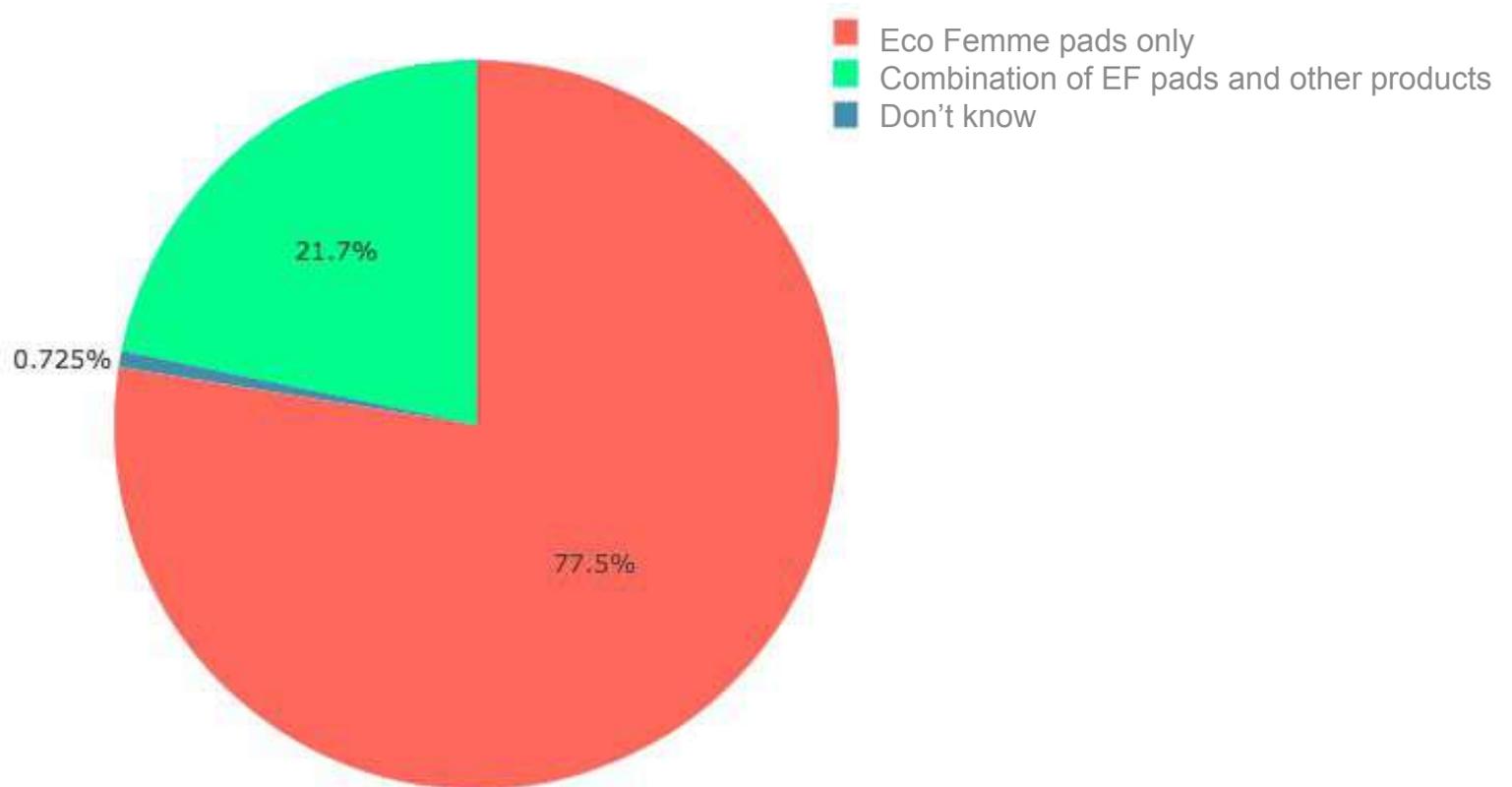
Will you use Eco Femme cloth pads in future?



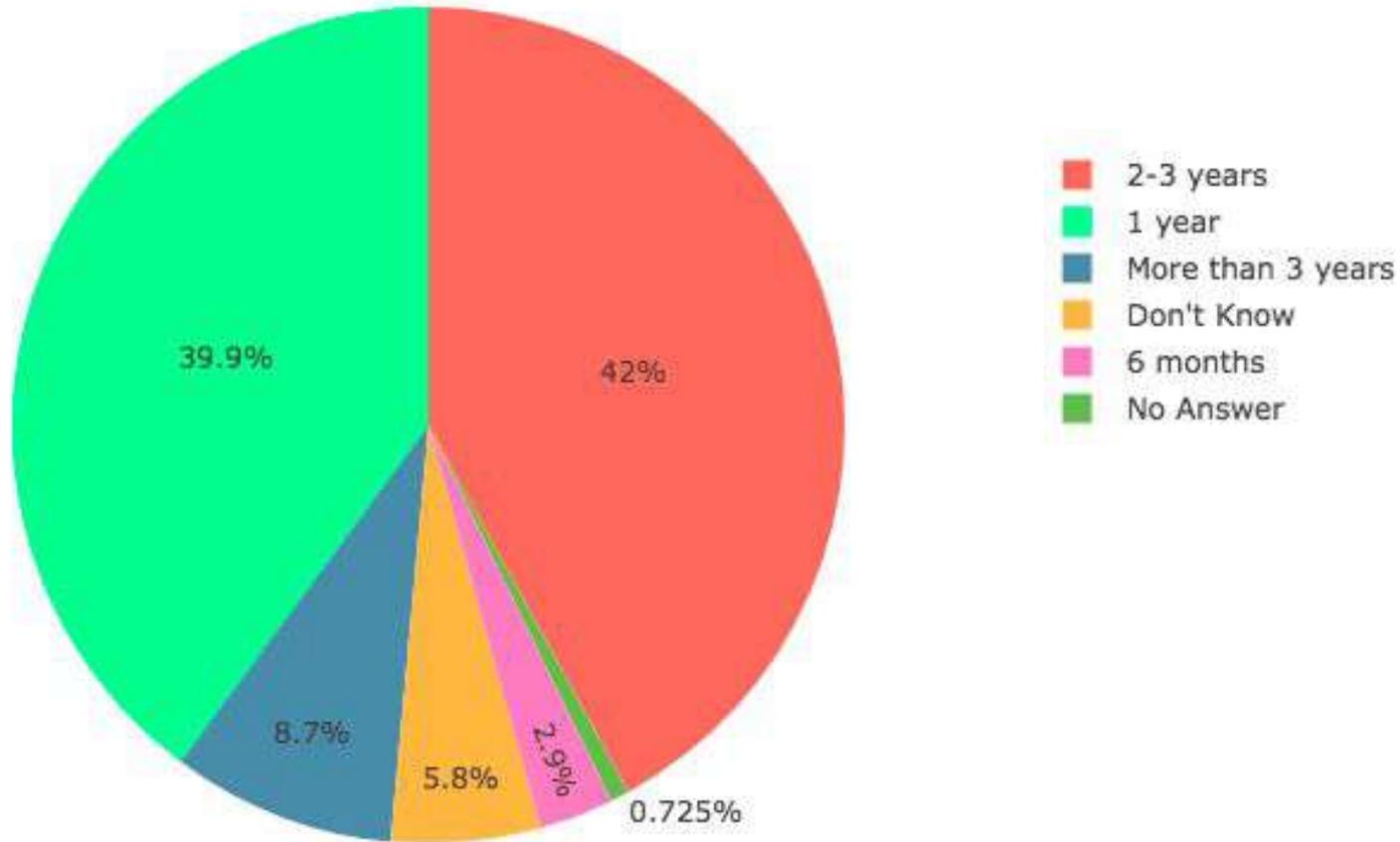
Would you recommend Eco Femme pads to another woman or girl?



Will you use Eco Femme pads only, or Eco Femme pads in combination with other products?



How long do you think the cloth pads can last before replacement?



If you switch to using Eco Femme pads, what would be your preferred number of pads that would be enough for 1 cycle?

