

VATSALYA

**ENDLINE ANALYSIS - PRODUCT USER TRIAL INVOLVING
101 ADOLESCENT GIRLS AND 101 WOMEN FROM
LUCKNOW, UTTAR PRADESH
2019**

eco • femme

Summary

The endline analysis is based on the data collected by the Vatsalya team in August and September with 196 participants, including 98 adolescent girls and 98 women. This is following on from baseline data collected in May and June 2019.

The data will be used to inform decision making based on whether sufficient interest in cloth washable pads justifies establishing production in house.

Out of the 202 participants that completed the pretest, 196 participants took part in the post-test. During the project, one of the participants became pregnant and opted out of the post-survey, one migrated, and four left the study for unknown reasons. Hence their data was not recorded in the post-test survey.

Participants Age Range

Adolescent girls



Women



There is a discrepancy in recorded age by the participants between the pre and post test e.g. 93 girls were recorded as under 19 in the pre test and by post test, this number reduced to 87. 8 girls over 19 increased to 11 in the post test. It is possible that 3 girls did have birthdays by post test and the remaining dropped from the study. There were also some differences in the women age distribution which may be for same reason (i.e. birthday)

What product did you use (or still continue to use) **before** being introduced to cloth pads?

Adolescent girls

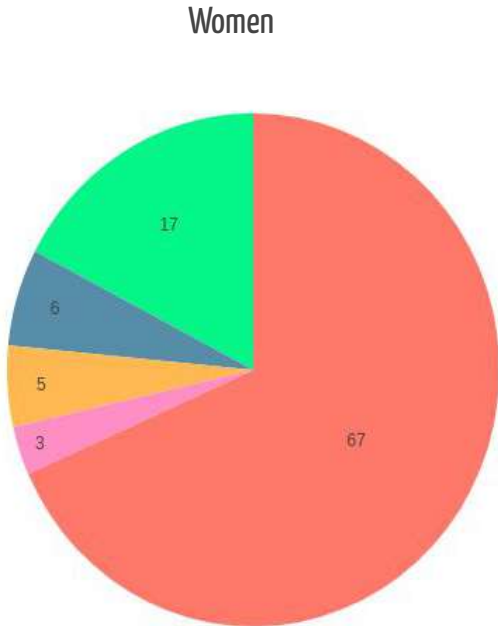


Women

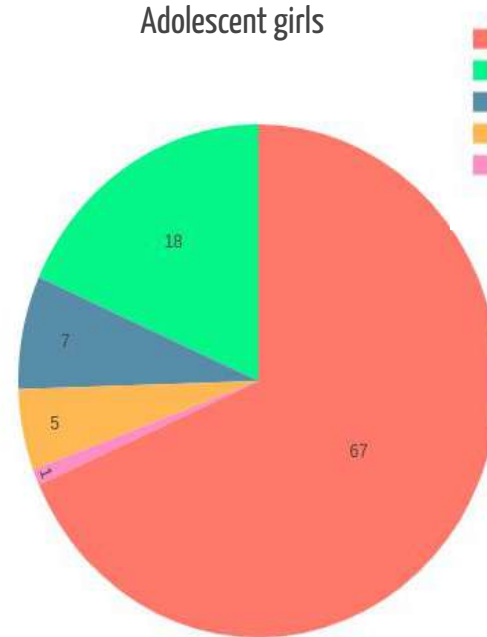


For both women and girls, there appears to be missing responses (girls 35 and women 31). This data is also quite inconsistent from the baseline (see slide 7) therefore we can wonder whether the question was misunderstood by respondents

What product did you use for your last cycle?



- Cloth washable pad
- Disposable sanitary napk...
- Only cloth
- Combination of disposabl...
- Other (specify)



- Cloth washable pad
- Disposable sanitary napk...
- Combination of disposabl...
- Only cloth
- Combination of cloth and...

“Other” category was selected by two women who reported irregular periods and one who was pregnant.

Are you satisfied with the menstrual hygiene products you are currently using?

Adolescent girls



Women



Refers to product use reflected in previous slide - mostly cloth pads.

What is most important to you in choosing a menstrual hygiene product? (Multiple Choices)

Adolescent girls



'Other' category refers to 1 respondent who indicated convenience of use and throw.

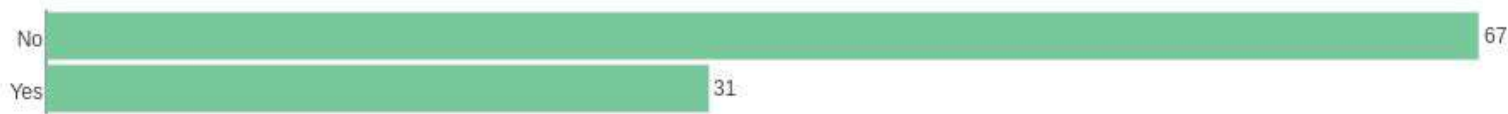
What is most important to you in choosing a menstrual hygiene product? (Multiple Choices)

Women

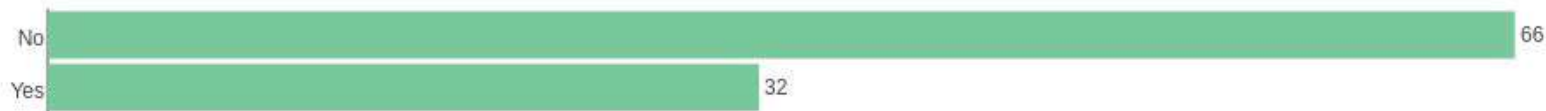


Did you attend a menstrual hygiene education session?

Adolescent girls

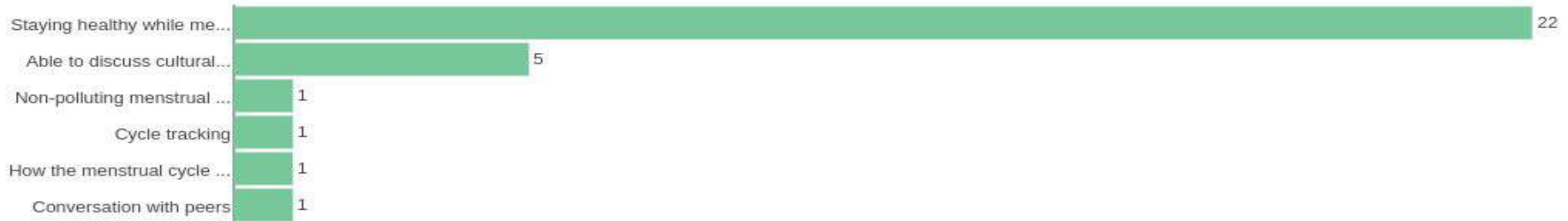


Women

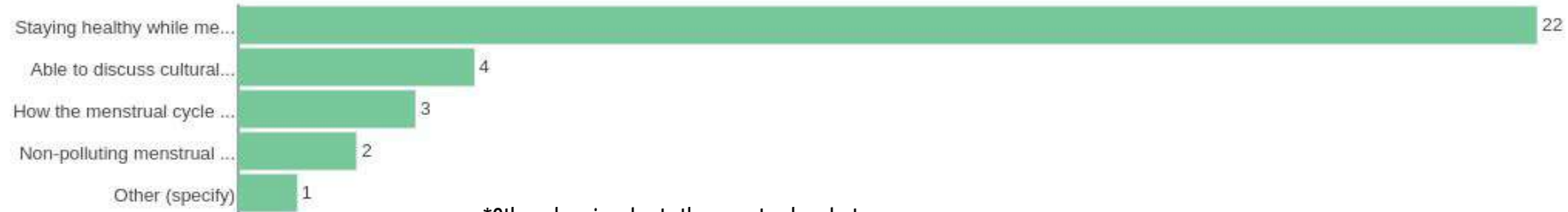


What did you most appreciate learning in the education session?

Adolescent girls



Women



*Other = learning about other menstrual products.

Data here is only for women and girls who responded yes to previous question i.e. had attended an educational session

Do you feel comfortable talking about menstruation?

Adolescent girls



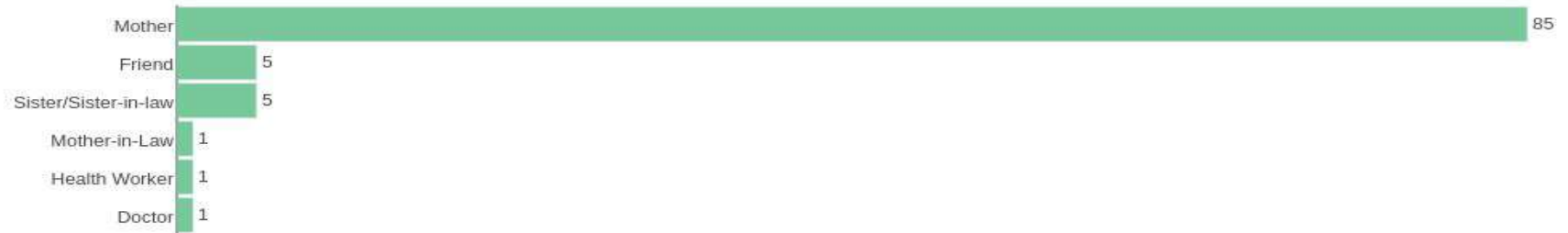
Women



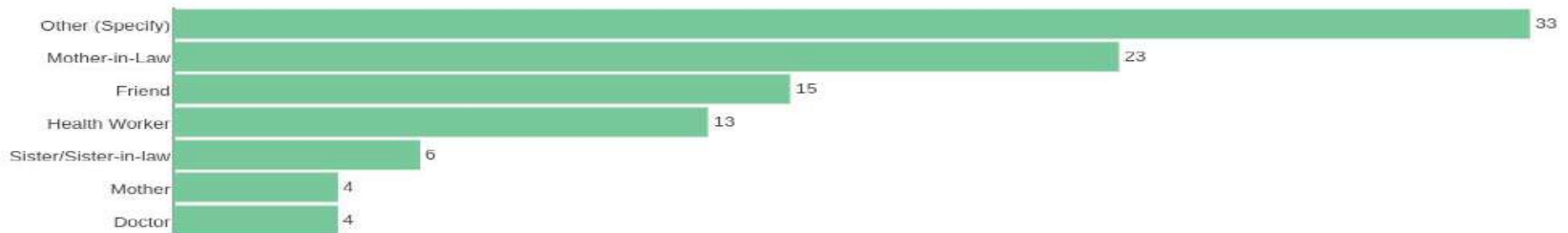
There is a slight increase in comfort to talk about menstruation from pre to post test

If you have questions about menstruation and reproductive health, who do you ask first?

Adolescent girls



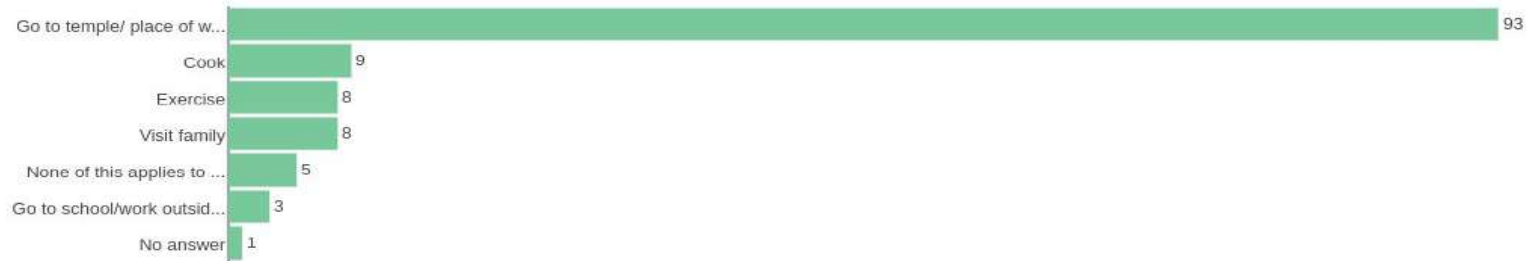
Women



“Others” among the women group mentioned that they would ask their Husband.

Do you NOT do any of the following activities during menstruation? (Multiple Choices)

Adolescent girls

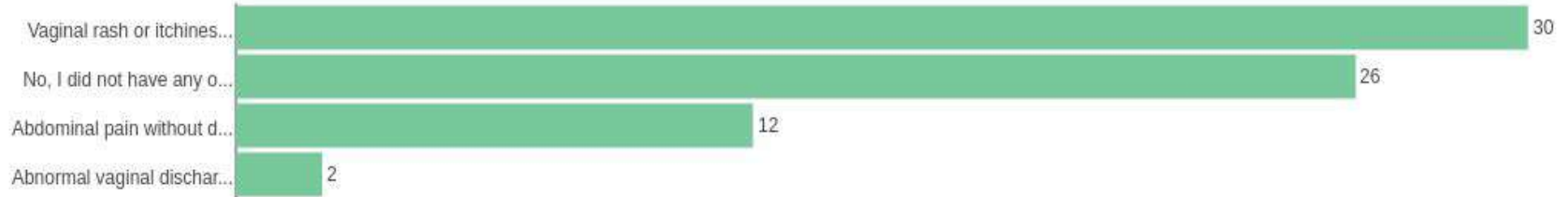


Women



In the one year prior to using cloth pads, have you experienced any of the following symptoms?

Adolescent girls

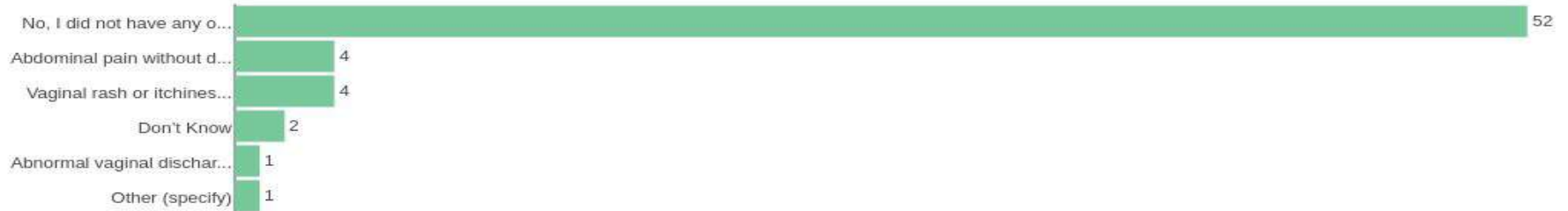


Women



Since starting to use the cloth pads have you experienced any of the following symptoms?

Adolescent girls



Women



"Other" category has mentioned burning sensation. Could be because of unhygienic practice of not maintaining the cloth properly.

Which model of cloth pads did you buy/receive from SHG/organisation/individual?

Adolescent girls



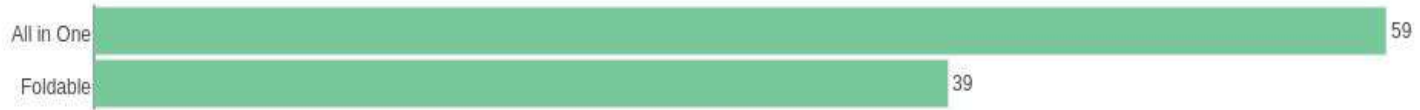
Women



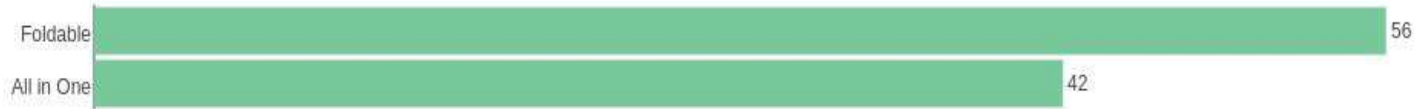
All participants received both the models. This suggests some issues with reliability of data for those who did not respond with both models.

Which model did you prefer?

Adolescent girls



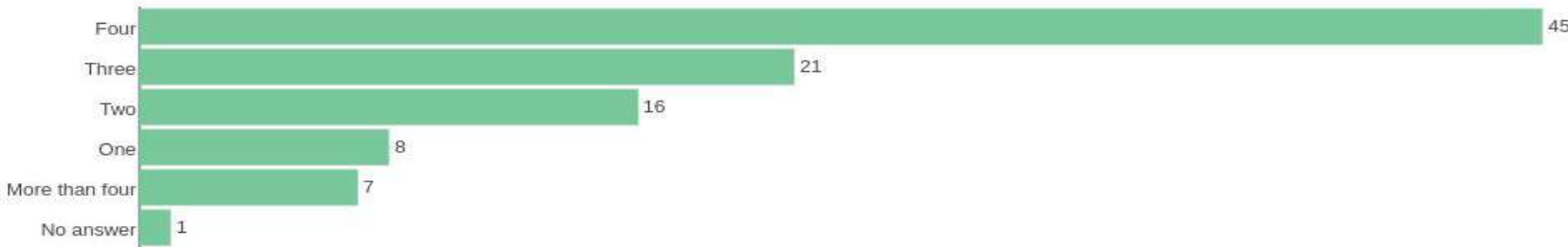
Women



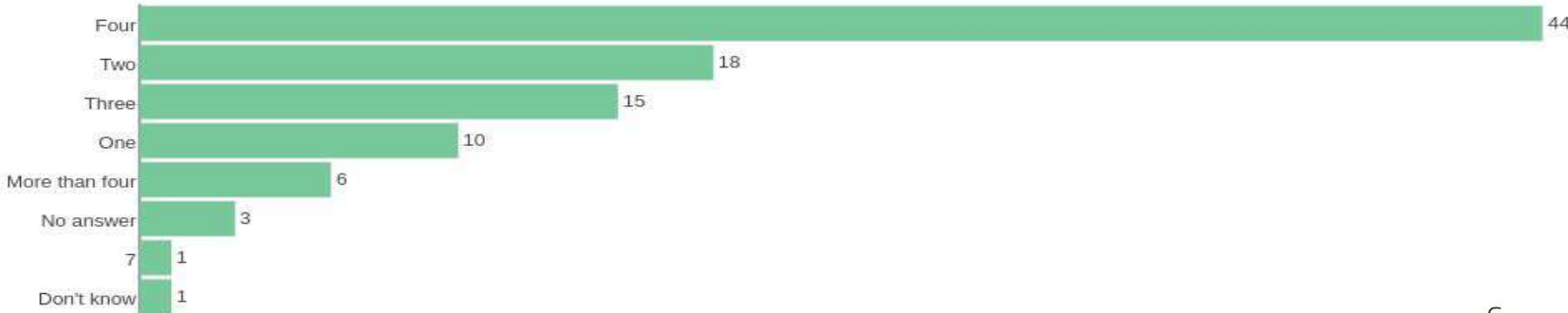
This data aligns with general trends seen in product uptake amongst women and girls. Women have a tendency to prefer the Foldable model while girls prefer the All In One model.

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

Adolescent girls



Women

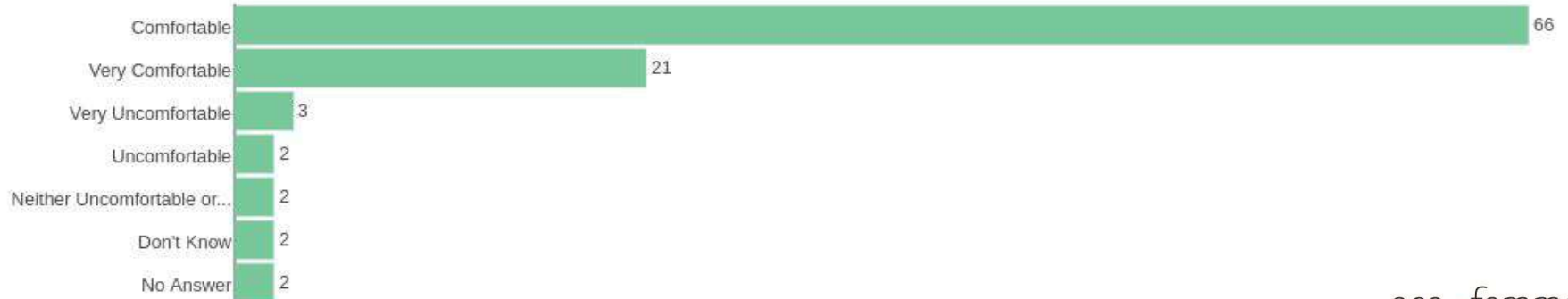


How comfortable are the Eco Femme pads?

Adolescent girls

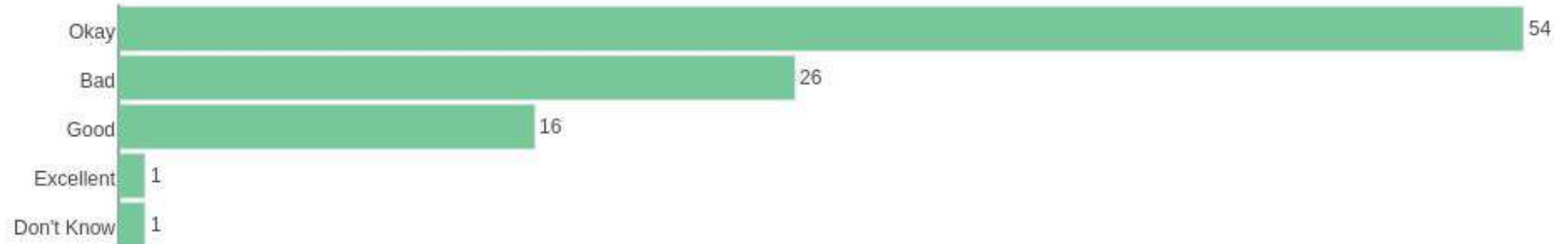


Women

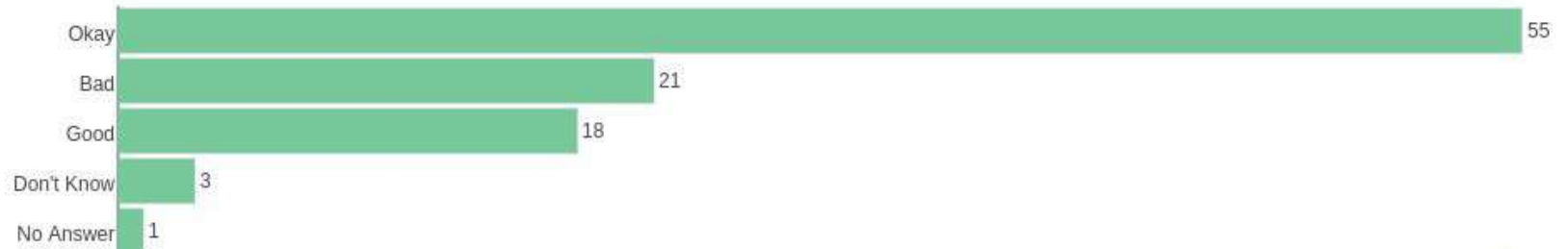


How do the Eco Femme pads look after they have been used and washed?

Adolescent girls



Women

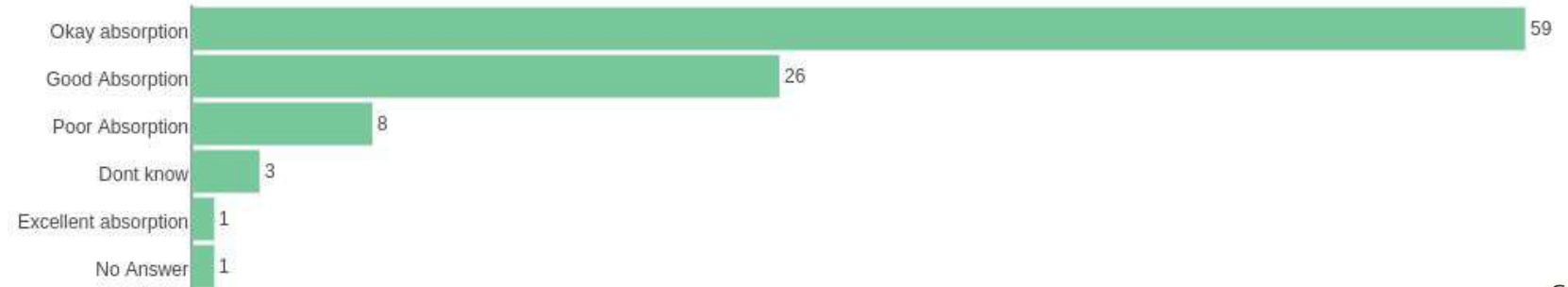


How effective are Eco Femme pads at absorbing the flow?

Adolescent girls



Women

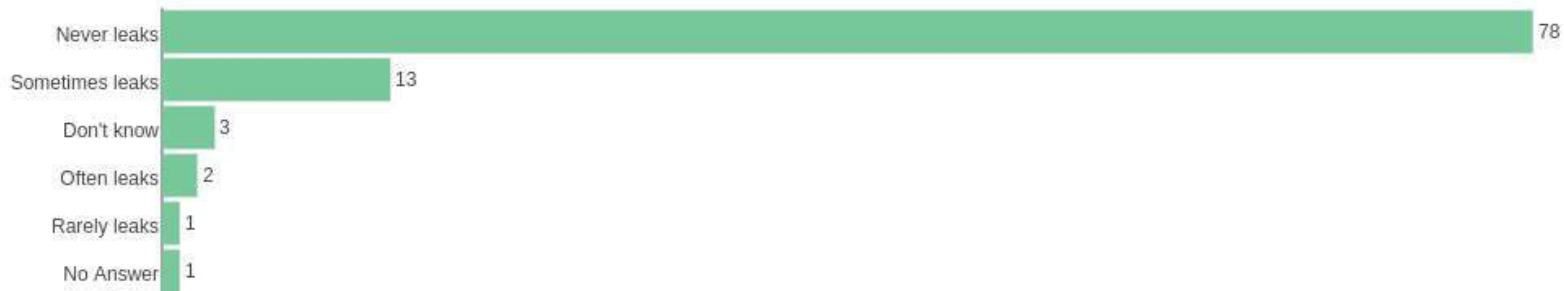


How effective are the Eco Femme pads at preventing leaks?

Adolescent girls



Women



How do you wash your Eco Femme pad?

Adolescent girls



Women



“Other” category = (1) specified that they threw the clothpad after using; (1) indicated she was unsure about absorbency of the pad and hence did not reuse it.

Where do you dry your Eco Femme pad?

Adolescent girls



Women



What did you use the storage pouch for?

Adolescent girls



Women

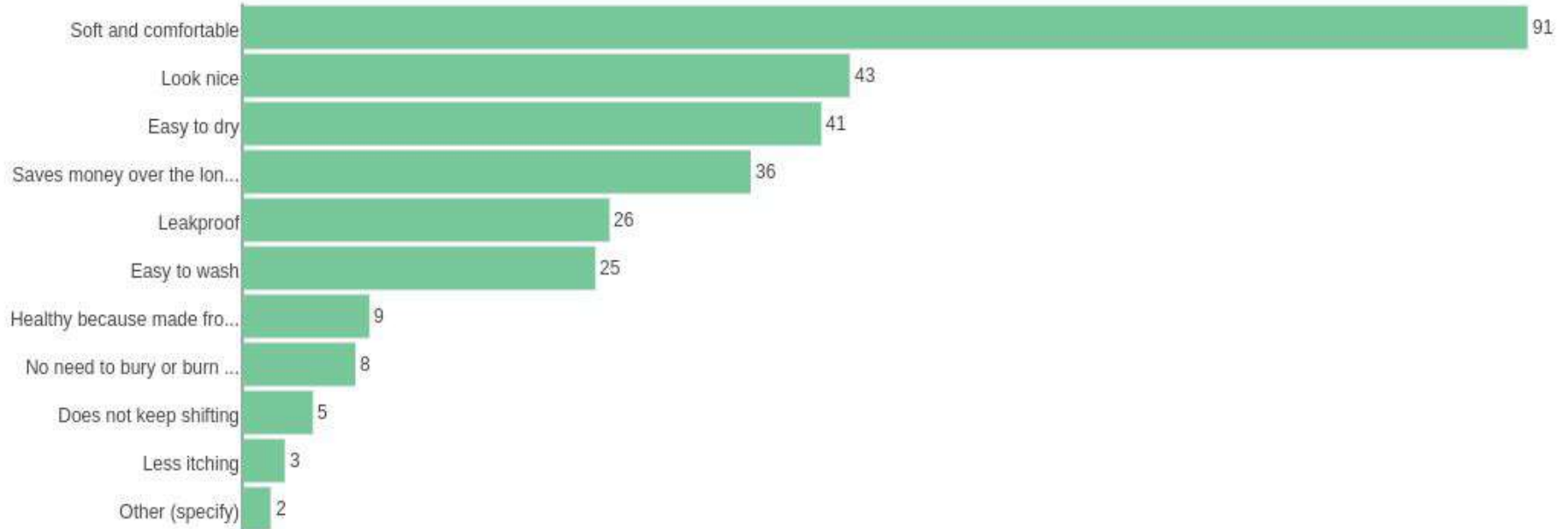


The respondent who indicated “other” category among the girls specified that she did not travel outside during her period, which indicates that she did not use the pouch.

What do you most like about the Eco Femme pads?

(Multiple choices)

Adolescent girls

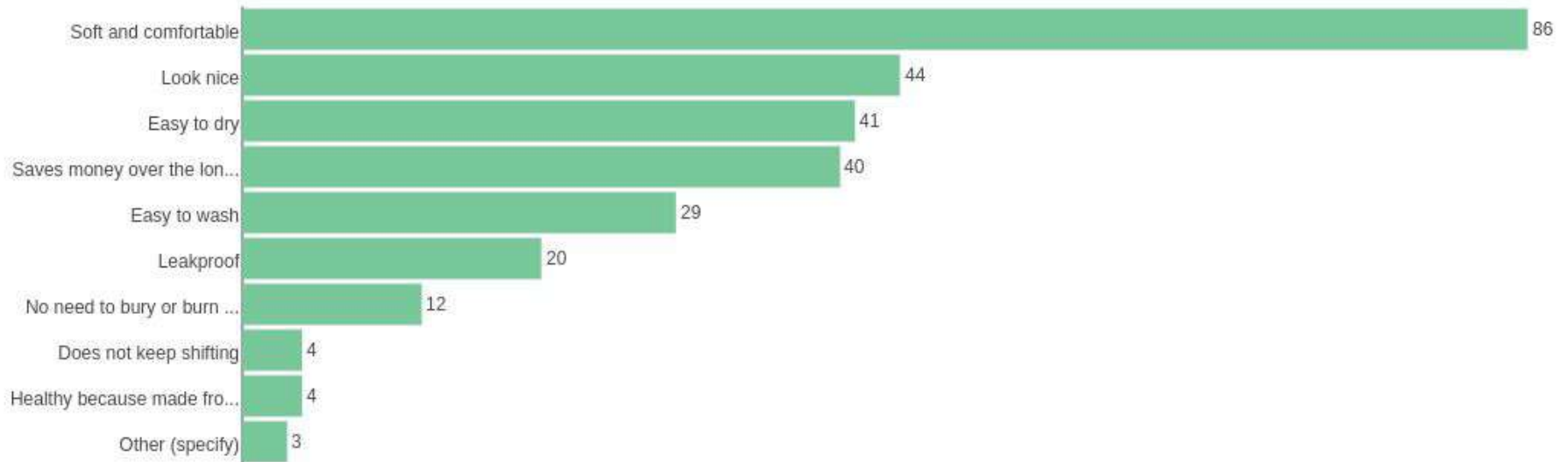


The "other" category respondents specified that they liked the pads because they are environmentally friendly.

What do you most like about the Eco Femme pads?

(multiple choices)

Women

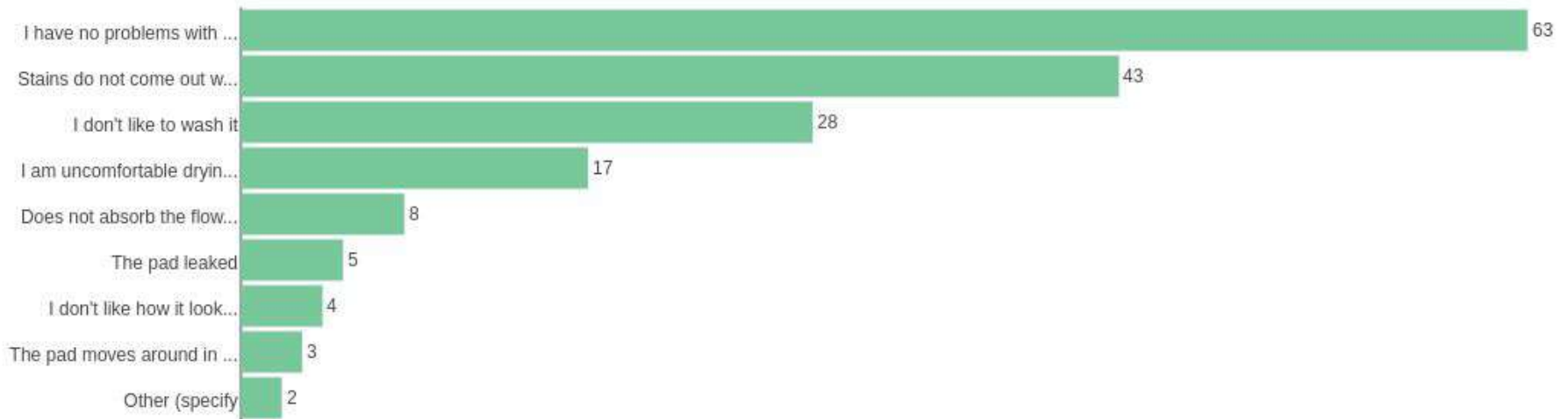


The "other" category respondents specified that they liked the pads because they are environmentally friendly.

What do you NOT like about the Eco Femme pads?

(multiple choices)

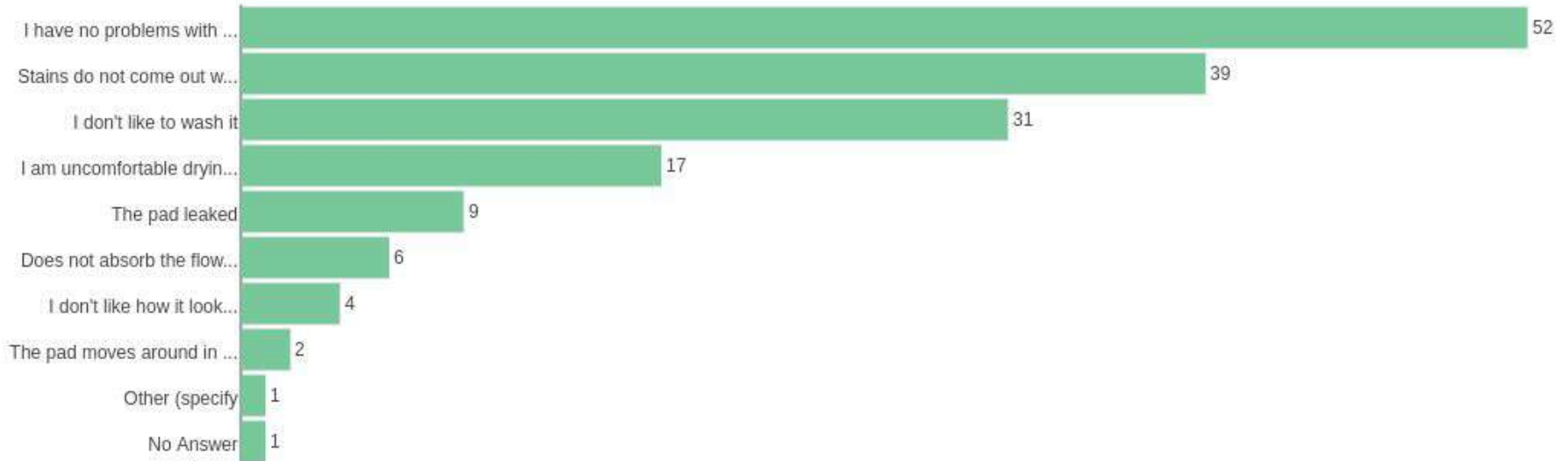
Adolescent girls



The “other” category among the girls have specified that they don’t feel comfortable re-using the cloth pad again during the next month.

What do you NOT like about the Eco Femme pads? (multiple choices)

Women



The “other” category among the women group specified that the pad size needs to be longer.

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

Adolescent girls



Women



All the participants have mentioned that they received the Eco Femme cloth pads for free.

How much did you spend on your personal menstrual hygiene products last month? (approximately)

Adolescent girls



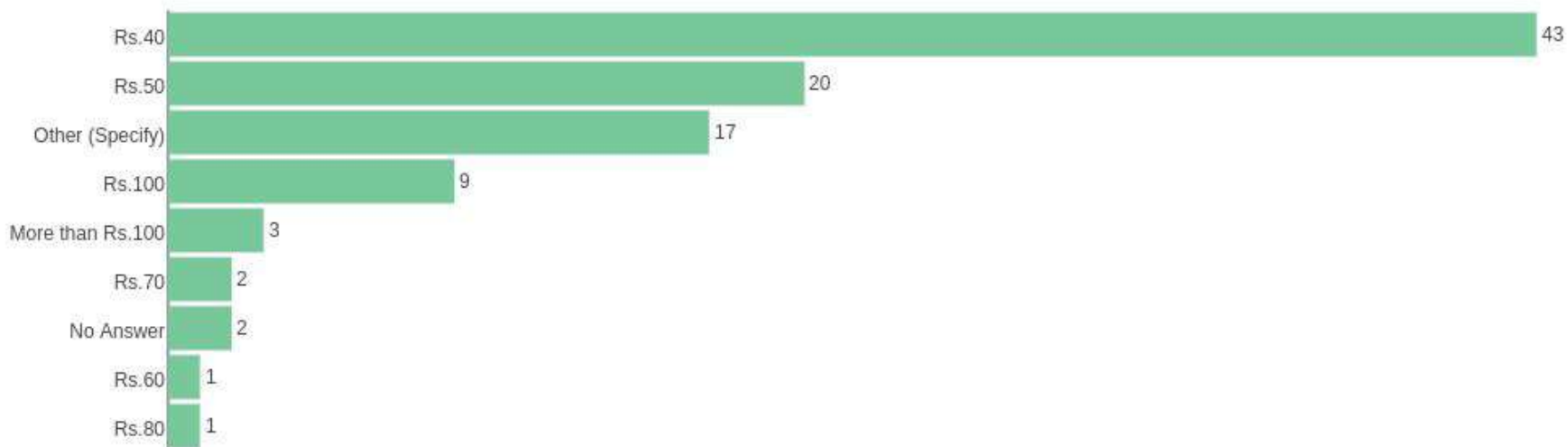
Women



Among the women and the girls, 5- 8% of the respondents still continue to use a combination of disposable sanitary napkin and cloth pads hence it is reasonable that some spending happened for some women and girls.

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

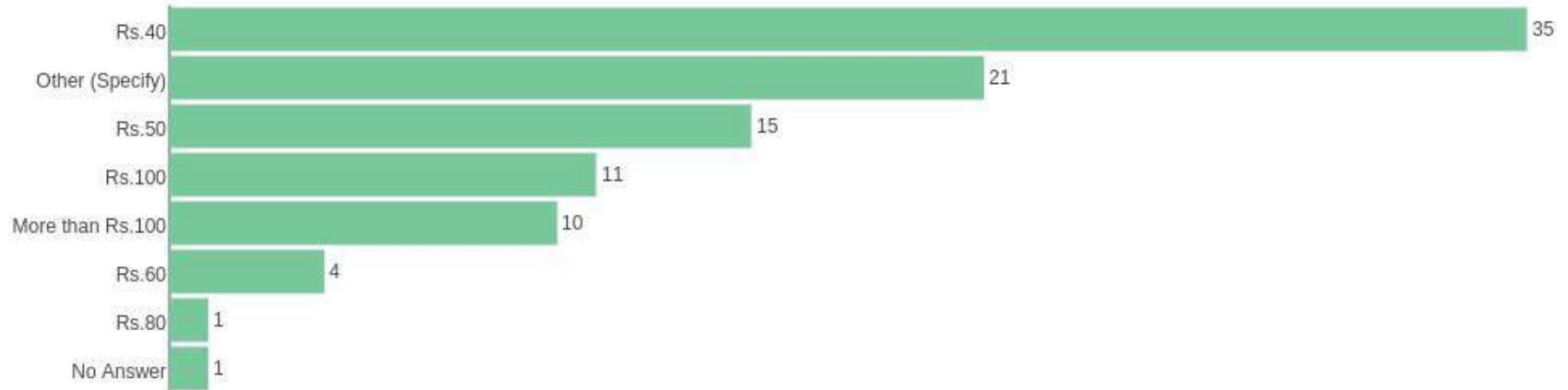
Adolescent girls



Others have specified that they don't have any answer(6) and remaining have mentioned that they are not ready to purchase(8), will not want to use(1), would prefer to get it through Vatsalya (2).

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

Women



Others gave different specifications, such as ; None (10), Will not use (3), will not buy in future (4), will use cloth in future (2), will buy for 20rs (2)

Will you use Eco Femme cloth pads in future?

Adolescent girls



Women



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

Adolescent girls



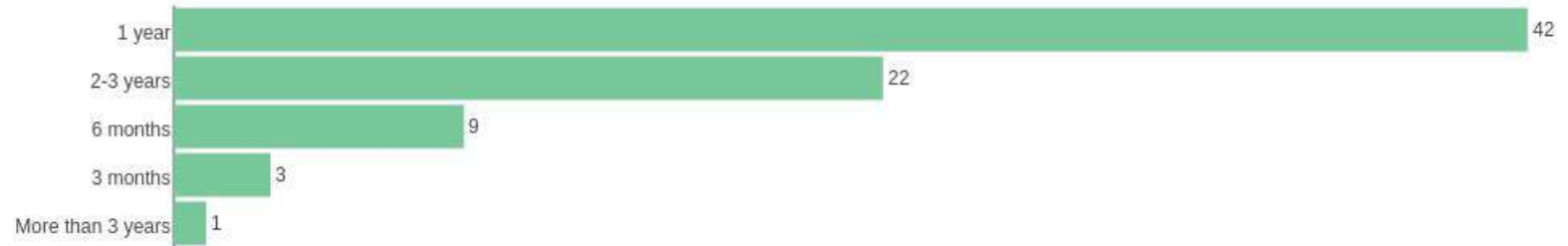
Women



Responses only from women and girls who intend to use the cloth pads in future

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

Adolescent girls



Women



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

Adolescent girls

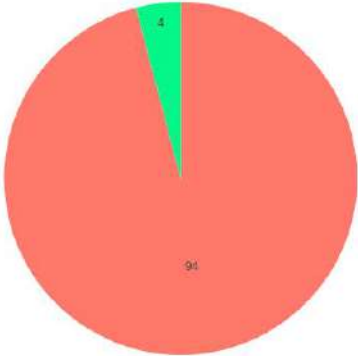


Women

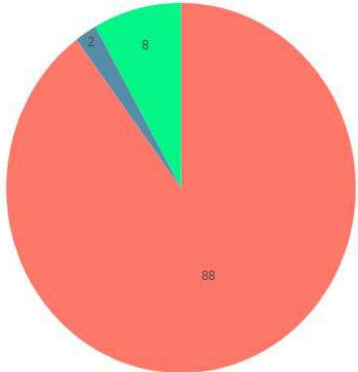


Would you recommend cloth pads to another woman or girl?

Adolescent girls



Women



- Yes
- No
- Don't know

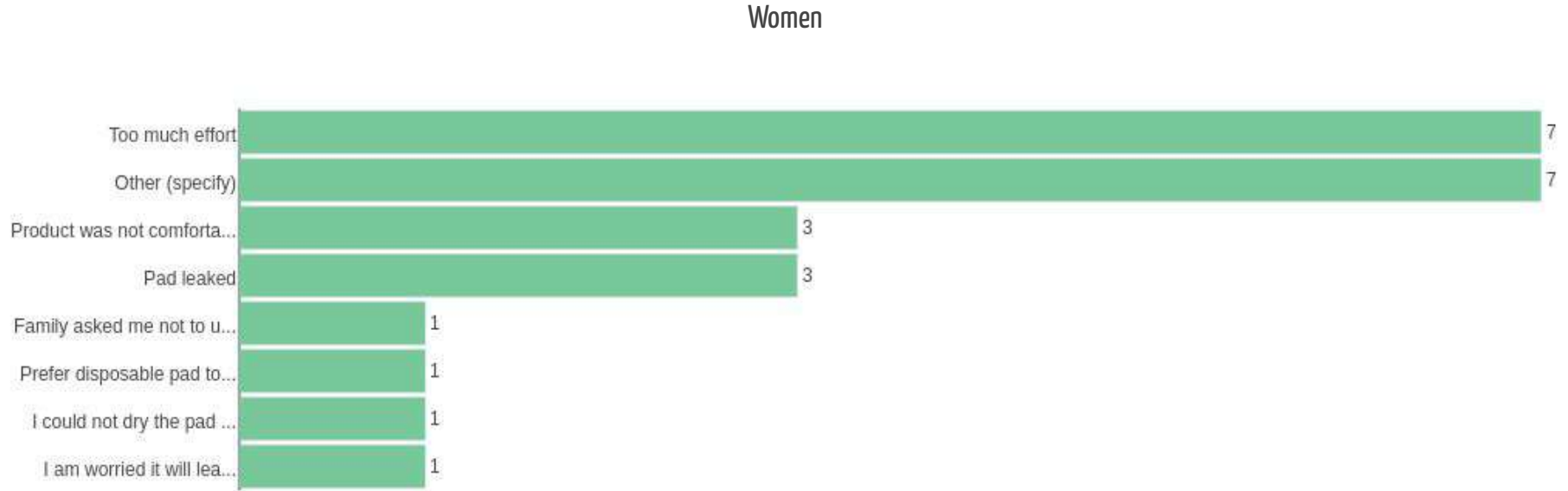
If you do not intend to continue to use the cloth pads, why not?

Adolescent girls



21 respondents do not intend to continue use. In “other” category, 5 mentioned that they do not want to wash and feel uneasy to dry it in the open , and 1 indicated that while washing the pads it smells and feels uncomfortable to dry it in open areas.

If you do not intend to continue to use the cloth pads, why not?



“Other” category respondents specified that they feel uncomfortable washing the pads (2), and feel uncomfortable washing and drying it visibly out in sun (5).

Summary of findings..

The endline data collected through the field coordinators are summarised here in comparison with the base line.

- Prior to the intervention, 60-70% of the participants have not attended any menstrual educational sessions.
- **Ease to speak:** In the baseline, 37% of the women and 19% of the girls reported that they are comfortable in speaking about menstruation; whereas in the endline, 43% of the women and the 26% of the girls have reported that they are comfortable talking about menstruation. This suggests that the process of engaging in this pilot may have created more ease around speaking about menstruation.
- **Did women actually try the cloth pads?** In the baseline, 49% of the women were using disposable sanitary napkin and 51% using cloth whereas among the girls 37 % of the girls used disposable sanitary napkin and 63% of them were using only cloth. In probing this unusual data (normally more girls would use disposables than women) we learned that the girls were from particularly poor backgrounds and did not have as easy access as women to disposable pads. In the endline 67% of the women and 67% of girls were using cloth pad exclusively at the time of data collection.
- **Satisfaction in current product:** At the end of the product trial 96% of both women and the girls reported that they were satisfied with the current product.
- **Engaging in activities:** For baseline and endline, the kind of activities women and girls were engaged in remained relatively the same for both women and girls - there was no shift around cultural practices.
- **Spending:** In the baseline, 65% of the women said that they were spending around 20-80Rs every month and 64% of the girls reported that they spend around 20-60rs (approx) . In endline, only 20% of the women reported that spent money during their last periods and among girls it was 12%. There was a decrease in the expenses during their menstruation as most of the women and girls used the cloth pads.

Experience with the cloth pads:

- **Health:** There was a significant positive shift that was reported in the Health factor between baseline and endline. Both adolescent girls and women observed a significant reduction in vaginal rashes and itchiness after using the cloth pads. **(14 & 15)**
- **Willingness to use:** In the endline data collected, 78% of the adolescent girls and the 74% of the women have shown the willingness to use the cloth pads in the future.
- **Willingness to pay:** In the endline, 64% of the girls and 51% of the women have reported that they are willing to pay up to 40-50rs for a single cloth pad.
- **Willingness to recommend:** 80-90% of the adolescent girls and women said that they would recommend the cloth pad to another women or girl.

Limitations

As part of the study we advised the participants to keep a diary of their experiences - in practice this did not happen.

As a part of the baseline-endline analysis, some responses were unclear and indicated some limitations in the data collection method. For example, some participants recorded that they received only one model whereas all the participants were given both the models to use.

Specific responses to some questions where “other” was chosen suggest that there may have been some misunderstandings about the instructions for use of cloth pads (e.g. one girl threw her pad after use). This seemed to be more true for girls than women.