



On the 28th May, LPPA in collaboration with Miss Lesotho and Nomapads celebrated “The World Menstrual Hygiene Day” to highlight the importance of good menstrual hygiene management (MHM). This year, the theme was ‘Making menstruation a normal fact of life by 2030’, which aims to contribute in achieving an overarching goal – to build a world by 2030 where no one is held back because they menstruate.

In accordance with this year’s theme -Making menstruation a normal fact of life by 2030. LPPA organized an educational workshop for YAM members, and Miss Lesotho pageants aimed to build break the taboos and end the stigma surrounding menstruation and furthermore to raise awareness about the challenges regarding access to menstrual products, education about menstruation and period-friendly sanitation facilities.

The following was agreed upon after the workshop

1. Forge more collaborations moving forward on SRHR activities within the three organizations.
2. Continue with the menstrual hygiene education targeting schools, orphanage homes and youth clubs for month of June.
3. Collect sanitary hygiene necessities to give to the less fortunate under NomaPads campaign called ‘Martsatsing Fundraising Campaign’.
4. 5 Miss Lesotho pageants subscribed to join YAM; plan is to use the Miss Lesotho platform to recruit more YAM volunteers for LPPA.



MARTSATSING FUNDRAISING CAMPAIGN

(Who) Campaign Brief – Through the establishment of **NomaPads** initiative which is a socio-economic project that launched in August 2020, the ethos in this campaign comes from the desire to see art as a medium of expression and communication. The creative discipline also has the ability to bring people together for a collective mission. In this case, through a collaboration with other fine artists in Lesotho, the mission is to spread education around menstrual hygiene and to raise funds for menstrual supplies. These menstrual supplies will be gifted to under-privileged girls in both primary and high schools in the Southern parts of Maseru, namely Morija and Malealea. Through this fundraiser, the target is to raise M50 000 which will sponsor for manufacturing of 600 pads, covering 300 girls who will each receive 2 pads.

(Why) Campaign Description – The misconception of menstruation within the African context itself calls for quick action. Menstruation-related teasing, exclusion and shame also undermine the principle of human dignity. Growing up in Africa, menstruation has always been a hard topic. The stigma around the subject of periods makes little room for dialogue. Cultural attitudes make it hard to advocate to policy-makers that sanitary pads, for instance, become freely available. How do we argue such a thing when the culture we live in excludes menstruating girls and women from talking about menstruation? The mission of this campaign is to work towards eradicating *period poverty* in Lesotho, breaking stereotypes, taboos and unhealthy analogies about menstruation. The project also aims at educating girls about their bodies, inspire self-love and good hygiene habits in their daily lives as well as educating boys on matters of menstruation so as to combat bullying of girls at home and in schools.

(How) Methodology – The structure of this campaign is to create events where artists can collectively engage in a creative life drawing, painting and speed sessions where relevant stakeholders can pay to come experience the art creation process and buy the art as well as participate in the auctioning for paintings. The campaign will consist of 3 life events existing once a month for a period of 3 months. Each artist involved in these events will get to keep 50% of their each sold artwork and the other 50% will go to the fundraiser account. The sum of the raised funds will then be used to procure, manufacture and distribute reusable sanitary pads and to cover for menstrual education facilitation during distribution of the pads.

Product Description - Noma-Pads are reusable sanitary pads that are designed to last for at least 3 to 4 years. These pads are made of non-reactive materials such as cotton (*-cotton is a*

fibre that grows around the seeds of the cotton plant. Cotton towels are more breathable which can help reduce skin irritation. It also protects against heat in summer and cold in the winter. Its hypoallergenic and durable) for best comfort and security. A waterproof membrane is made out of pressed recycled plastic to make a solid and dependable structure. These pads are made light and thin to avoid discomfort and overheating of the private parts which can easily lead to increase of bacteria or alter the pH balance of the vagina.

The pads come in a pack of 2 pads (*day pad and night pad*), a care pamphlet (*written in both Sesotho and English*), 2 zip bags for changing the pads and a follow-up questionnaire/ review paper. All packaged in a convenient reusable box bag that can later be used of other purposes. The pads have an aesthetically pleasing appearance making them super friendly to the user especially girls starting their period. We create both feminine and masculine looking pads to accommodate different girls.



Duration – The first event will occur on Sunday 26th of June 2022, consisting of 5 fine artists at Café What restaurant. The next event will be on the 3^{1st} of July 2022 at The Market restaurant while the last final event will be on the 28th August 2022 at Morija Guest House. The production and distribution of the pads will happen between August and September 2022.