



Afri-Can Trust

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Banyan Global

Jhpiego

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Monitor Group

O'Hanlon Health Consulting



I-Care: Confident Girls and Women



- Our project: I-Care
 - To develop tools and training that inspire confidence and equip vulnerable girls and women to live freely and take charge of their lives.
- Our product: I-Care Pads
 - Washable sanitary pads that last up to one year
 - 45% cheaper than disposable pads

Why I-Care

- Lasts for one year (no worries)
- Affordable solution
- 100% cotton
- Comfortable fit, designed to bring comfort
- All Kenyan made; by women for women
- Providing a path towards confidence



Reaching Girls in Rural Areas through Schools

- Our model: School-based distribution
- Partner with schools and train teachers to reach girls and boys with:
 - Training on menstrual hygiene management and reproductive health
 - I-Care sanitary pads
 - Social support via Health Clubs



Challenges



- Initial payment is too high for end-user (even though price over time is lower than alternatives)
- Transition to for-profit social enterprise
- Distribution

TA Helped Address Challenges

- TA through SHOPS:
Boot camp was organized to come up with new marketing approaches
- Basic question asked: “What’s a girls desire?”
- Resulted in new strategies to address high upfront payment



Results

- 12,573 girls received I-Care pads
- 176 teachers trained in MHM
- 16,479 women and girls provided with reproductive health and hygiene messages
- Efficient production unit
- Customer relationship management (CRM) system



If you want to go FAST, go alone. If you want to go FAR, go together!

Plans for the Future

- Complete the I-Care production facility and achieve sustainability
- Pilot and duplicate new approach to engage women and reach scale
- Work with impact investors to scale up





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PEPFAR

U.S. President's Emergency Plan for AIDS Relief



Strengthening Health Outcomes
through the Private Sector

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