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Rapid Assessment Survey Report | iDE 2020

Consultancy Support on Menstrual Hygiene Management (MHM) Promotion strategy and Communications Tools development in Cox's Bazar



RedOrange Media and Communications

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List of Abbreviation

iDE	International Development Enterprises
PSM	Promotion of Sanitation Marketing
RO	RedOrange Media and Communications
MHM	Menstrual Hygiene Management
WASH	Water, Sanitation and Hygiene
SRHR	Sexual and Reproductive Health and Rights
SDG	Sustainable Development Goals
UNICEF	United Nations International Children's Emergency Fund
IEC	Information, Education and Communication
BCC	Behavior Change Communication
MCI	Meena Communications Initiative
FGD	Focus Group Discussions
KII	Key Informant Interview
NGO	Non-governmental Organization

Executive Summary

The Rapid Assessment Survey conducted in the four sub-districts of Cox's Bazar reveals practice and perception of menstrual hygiene management (MHM). The survey data were collected from 63 adolescent girls (aged 12-15 years) as users of the MHM products and 62 parents who decide what to use for their adolescent girls during their menstruation period. More than 90% adolescents participated in the survey understand menstruation and consider it as a natural process. Only 11% find menstruation is a 'taboo' topic to be discussed, another 15% consider menstruation is a disease. The hide and sick behaviour about menstruation exists in society and it is considered widely as women's issue and that is why men's participation is limited in the entire discourse of menstruation. The religious leaders also insist to keep the issue secret and they believe the dignity of women could be hampered if it is exposed with the others especially men.

Among the adolescents, 73% use sanitary napkins during their menstruation period. Their preferred brand for sanitary napkins depends on affordability of the family and availability of the product in the locality. Adolescents prefer to use napkins that have extended absorbing capacity and are easy to dispose of. One of the significant findings is, 77% mothers of these adolescents use clothes during their menstruation.

Affordability remains a concern for the parents when it comes to using sanitary napkins for their daughters and for their wives. 61% households are willing to pay between 50-100Tk/ month for sanitary napkins. On another note, parents are not very aware of the hygiene issue of MHM. It is found that 61% of parents believe that they can maintain hygiene practice even using clothes which reflects their lack of knowledge regarding safe hygiene practice. In a household, firstly, mothers (65% cases) are mostly responsible for buying sanitary napkins for their daughters, and secondly, sisters (35% cases) are also responsible.

The surveyed area is not well covered by other NGO programmes regarding MHM. 70% of the

respondents are not aware of any MHM related NGO intervention in their area. 88% responded that they have not experienced any visit from the Government Family Welfare office. According to 68% adolescents, their schools are not equipped with proper sanitation management and 31% adolescents skip school during their menstruation period.

88% adolescents had already been aware of menstruation even before they experienced it. Adolescents trust their mother as a source of information regarding menstruation. Whereas, TV is the main source of information for the households. However, it is important to mention that only 44% of surveyed households own a TV. This could be said that sharing information through TV may not be a wise option. In this case advertising through posters, billboards could be the most influential channels that can contribute to awareness building as well as creating a demand for hygiene related products.

Practice of using sanitary napkins is accepted by most of the households, however they are in need of proper knowledge regarding hygiene management. Appropriate disposal of sanitary napkins must be included in any hygiene awareness campaigns. The campaign must target young boys and men along with the adolescent girls.

1 Project Background

Bangladesh is a country with 29.5 million adolescents (10-19 years old), approximately 14.4 million of them are girls. Those 14.4 million are the target of MHM intervention. Like other low-income and middle-income countries, almost all the adolescent girls are in the lack of appropriate facilities and support of MHM either in school, or at home or other places they usually visit.

Menstruation is not an openly discussed issue in Bangladesh, social norms and cultural beliefs around menstruation make it hide and seek. Consequently, either girls or their parents/caregivers fail to make themselves prepared for menstruation and its management. Minimum knowledge, skills and information to hygienically manage menstrual periods exists across the community. On the other hand, research and evidence shows that MHM at school is constrained by poor access to water and sanitation, lack of privacy and limited education relates to such management. Hence, menstruation poses a set of physical, sociocultural and economic challenges to adolescent girls so a wide range of intervention is required in this area.

Bangladesh National Hygiene Baseline Survey 2014 reports that use of reusable cloth for menstruation management is a norm across the country. Around one-tenth of adolescent girls and a quarter of adult women use disposable pads during menstruation. Among students, a small proportion of 10% use disposable pads, the household survey reveals that 86% of them use cloth and they usually dry the cloth in hidden places. Almost 40% girls miss their school during their menstruation period and another 31% said that menstruating problems interfere with their school performance.

In such a context of the country, this particular project Promotion of Sanitation Marketing (PSM) indeed an innovative approach of increasing access to sanitation facilities among the host community living in Cox's Bazar district. This unique project is funded by UNICEF and implemented by iDE Bangladesh. This is a 24-month initiative aiming to cover the better well-being of poor and disadvantaged households by increasing access and usage of improved sanitation facilities (per JMP

definition) using a sanitation marketing approach. The overall goal/purpose of the project is to reach 140,000 people, particularly women, children and youth who could be benefited from increased and more equitable utilization of improved sanitation facilities and hygiene behaviors, resulting in better health conditions and well-being.

As we know, WASH is a significant underlying concern in Cox's Bazar with access to clean and safe drinking water and improved sanitation, the related indicators for Cox's bazar show the lower rate than the national average. Due to the Rohingya refugee crisis, the population in Cox's Bazar has nearly tripled, further exacerbating the situation.

This Rapid Assessment Survey is part of Project activities conducted in Cox's Bazar district to collect information about consumers, their behaviour related MHM and MHM products, consumer patterns, market actors and other relevant issues.

2 Objectives

The core objective of the assessment is to understand current practices, consumer behaviors, socio-economic and religious contexts relating to MHM practices. Further, the assessment will focus on the following topics to provide a holistic picture. The objectives are listed below.

1. Consumers' or users' behaviour regarding the MHM products
2. Consumers' need for MHM products
3. Availability of products in the market and their demand
4. Market actors, their products, their distribution channels
5. Socio-economic status of the consumers
6. Media actors who are disseminating most popular and effective information
7. Religious perspective on the MHM
8. Govt. Officials, Medical Representatives to know existing social statues and market situations

3 Methodology

The assessment followed a mixed method approach. A mix of quantitative and qualitative data has been collected for analyzing and writing the findings.

Quantitative part: Quantitative data was collected from two groups of respondents: a) the adolescent girls, and b) their parents. A total of 60 respondents were reached for the survey from each group. Hence, the total number of respondents for the quantitative data is 120. However, the survey collected responses from 63 adolescents and 62 parents. A list of inclusion and exclusion criteria for selecting respondents is given below.

Inclusion criteria for respondents

- Girls aged 12-15 years
- School going (6th to 8th grades) and school dropout girls
- Special focus: Girls with disability
- Girls, victim of child marriage has been included
- One of the parents of these girls or care giver in case of parents' unavailability.
- If the girl is married, the husband will be interviewed

Geographical location: The survey was conducted in the four sub-districts that were randomly selected from the six targeted project sub-districts of Cox's Bazar. The names of the selected sub-districts are -

1. Cox's Bazar Sadar,
2. Ramu,
3. Ukhiya, and
4. Teknaf.

Qualitative part: Two types of methods were used for data collection during the qualitative part of the assessment: a) key informant interviews (KIIs), b) focus group discussions (FGDs)



Image 1: FGD Session for Parents and local leader



Image 2 FGD Session for Direct users/reproductive women



Image 3 FGD session Parents and local leader

Key Informant Interviews (KIIs)

A total of 14 KIIs were conducted from eight categories of people or professionals. List of KII respondents and their location are given below.

Respondent groups	No. of KIIs	Sub-districts
Parents	02	Ramu, Ukhia
High school teachers	02	Ramu, Teknaf
Pharmacy owners or store keepers	03	Ramu, Ukhia
NGO workers	02	Ukhia, Cox's Bazar
Religious leaders	02	Teknaf
Government office	02	Cox's Bazar
Medical representative	01	Cox's Bazar

Focus Group Discussions (FGDs)

Two FGDs were conducted with a mixture of people in two randomly selected sub-districts

Respondent groups	No. of FGDs	Sub-districts
Direct users/reproductive women	01	Ramu
Parents and local leader	01	Teknaf

3.1 Developing Sampling Frame

Quantitative part: A high school (girls' school or co-ed) was identified based on random sampling in the selected sub-district. Lists of 6th grade, 7th grade and 8th grade students were then made from the identified schools. Girls were selected randomly based on the list provided by the school and subsequently their parents were selected. The names and addresses of the school dropout students were collected from the teacher for school dropped girls with similar age in the area.

Qualitative part: An NGO professional was first identified in the selected sub-district working in the field of SRHR, WASH, MHM issues. This person helped the Community Correspondents to identify specific target groups for the KIIs and the FGDs. Pharmacy owners or pharmacy store keepers were

selected based on popularity/size of the shop in the bazar area. Medical officers from Cox's Bazar Upazila Health Complex and Ramum upazila were taken as KII respondents. Medical representative has been selected from Cox's Bazar Sadar upazila.

3.2 Tools for the assessment

Quantitative part: Two separate questionnaires were developed for the two target groups focusing on the relevant objectives of the assessment. Questions are mostly close ended. Questionnaires are attached to this report as annexures.

Qualitative part: Separate tools were used for each target group of FGD, and an open ended checklists was used for KII.

3.3 Tools for the assessment

Quantitative part: Two separate questionnaires were developed for the two target groups focusing on the relevant objectives of the assessment. Questions are mostly close ended. Questionnaires are attached to this report as annexures.

Qualitative part: Separate checklists were developed for each of the target groups for the KIIs and FGDs.

Separate tools will be prepared for the target groups of quantitative focusing on the relevant issues (mentioned above). Also, separate open-ended structured questionnaires/checklists will be prepared for the target groups of the qualitative part.

4 Findings

After the completion of the rapid assessment the data were cleaned and made prepared for table formation. The following findings are put together based on the qualitative and quantitative data. It should be mentioned that two separate sets of data (one from the response of girls and the other one from the response of their parents/caregivers) were analyzed and presented here in the finding section.

4.1 Socio demographic and economic profile of the respondents

The survey has been conducted among the 63 randomly selected young girls under the age bracket of 12-15 (table 1), 89% of them are unmarried, 71% of them are currently going to school and 3% of them have physical disabilities. Among the school going girls, the highest representation came from class nine, almost half (30%), another one fourth are in class eight (17%), 14% of them are in class seven. Religious representation is similar to national profile, 87% of the respondents are from the Muslim community, and 10% Hindus and 3% are Buddhists. Average household size (6 people per household) is bigger than the national average. Majority (58%) households earn less than 10,000Tk per month.

Table 1 Socio demographic profile of the respondents

Marital status	Frequency	Percentage
Never married	56	89%
Married	7	11%
Disability status		
Physical disability	2	3%
Household size		
Average household size	6 person	
Household income		
30,000 - 50,000Tk.	4	6%

10,000 - 30,000Tk.	22	35%
Less than 10,000Tk	36	58%
Schooling		
Currently in school	45	71%
Dropout	18	29%
Schooling status		
Class 6	3	5%
Class 7	9	14%
Class 8	11	17%
Class 9	18	30%
Class 10	3	5%
Religion		
Muslim	55	87%
Hindu	6	10%
Buddha	2	3%
Total	n=63	

For the economic profiling, the respondents were asked about their family residence and belongings. 67% of the respondents are living in Kachha house,

ie., houses made of tin, wood, bamboo and mud, another 3% has half *pakka*, ie., half brick made and other material like bamboo, tin, wood, rest of them (30%) living in Pakka or brick built houses. Almost all the houses have electricity connections and mobile phones, 44% of them have TV, 32% have refrigerators, 30% have internet facilities, 6% use radio and 5% have computers in their houses.

Literacy rate is higher among the fathers in comparison to the mothers. However, 58% of the fathers are illiterate, whereas the illiteracy rate is 71% among the mothers. Among fathers, one third (36%) of their father's occupation is business, the other 32% are farmers. Almost all the mothers are housewives.

58% of the respondents said that they have a sanitary toilet with flush facilities, another 35% use pit latrine, 6% use a hanging toilet at their home and the rest of them use a bucket toilet.

4.2 General understanding on MHM of the respondents

The respondents were asked about their own expenditure and related pocket money they receive from their parents/guardians, 74% of them said they receive pocket money for their own expenditure. The following table will provide an overall understanding of the adolescent girls participated in the survey.

The respondents are already in their menstrual cycle, the age range of the respondents is 12-15, however a 17 years girl was also interviewed. The evidence depicted in the table below illustrate that understanding of menstruation is conclusive among the girls, all of them had the clear understanding that it is a natural process of life. The families are also aware about the issue and 88% of them have informed their girls about the menstruation before they had experienced it. Knowing menstruation is a natural process (table 2), 59% of them consider it gross and another 11% think it is an issue that relates to taboo, 56% think that it is embarrassing. Though they have apparent clear understanding on menstruation, however, the knowledge is not completely logical and scientific as 14% of them think it is a disease. To understand how society is

considering the event of menstruation, they were asked whether they face any bully due to menstruation, 15% of them acknowledged that they faced it. Not all of them, but 65% said they take nutritious food during this time. In addition, there is knowledge among the girls but not all are scientific, and the acceptance level within the society is not universal. More concrete knowledge and awareness driven programs and initiatives need to be there at the community level.

Table 2 General understanding of the girl's

Indicators	Percentage
Understand menstruation	98%
Experienced menstruation	95%
Consider menstruation is a natural process	100%
Informed about menstruation before first menstruation	88%
Positive attitude towards menstruation	95%
Consider menstruation is gross	59%
Consider menstruation is a "taboo"	11%
Consider menstruation embarrassing	56%
Consider menstruation as a disease	14%
Faced bullying because of menstruation	15%
Take nutritious food during menstruation (milk, fish, egg etc.)	65%
Follow regular work during menstruation (game/sports, going out, going to school etc.)	65%

The respondents were asked about their comfort and willingness to talk about menstruation, 64% of them consider the entire event is primarily a women's issue and should not be discussed widely,

while 85% think they can discuss it with other women but 11% said they are comfortable even to discuss it with another man. The hide and sick behaviour about menstruation exists in society and it is considered widely as women's issue and that is why men's participation is limited in the entire discourse of menstruation. As a result, women feel shy, uncomfortable and less confident and this natural process of menstruation creates undue obstacles in a girl's life.

4.3 Use of the product during menstruation

The respondents were asked about their preference of product they would like to use or they already use during their menstruation. 73% of them prefer to use or using sanitary pad or napkin (Figure 1). Those who use sanitary napkins, their preferred brands are Senora (47%) and Joya (17%), though few of them use Whisper, Freedom and Stayfree (table 3). While the respondents were selecting their brands, 82% prefer those brands which are easily available, another 55% also consider comfort of using, 14% prefer the brand which stays longer time, 21% also consider their affordability. 33% of them also said that they face Itching and rashes when the pad becomes dry.

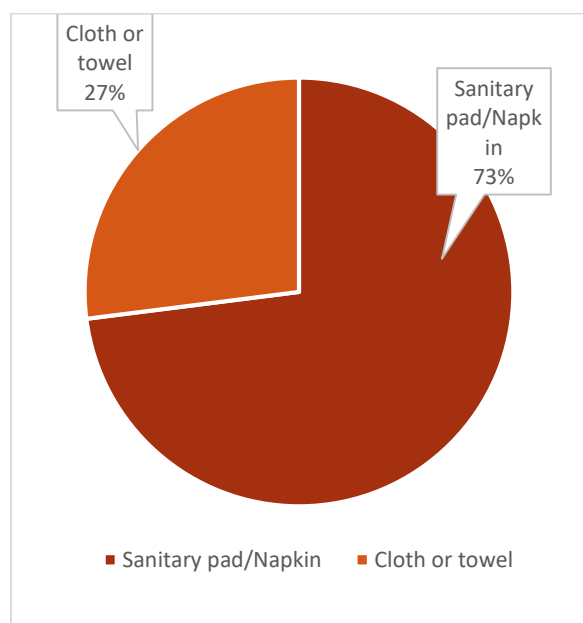


Figure 1: Preference of Menstrual Hygiene Product

The rest are a bit expensive (or unavailable) and only a few respondents use those (Whisper, Stay free, Freedom). The brand selection mainly depends on availability, though the comfort of using the product also plays a vital role in brand selection, few of the respondents (21%) also raised the issue of affordability.

Table 3: Brand Preference (those who use pad)

Brands of sanitary pads	Percentage
Senora	47%
Joya	17%
Whisper	6%
Freedom	2%
Stay free	2%

For the product preference (figure 2), 50% of them want disposable napkins, 23% do prefer washable and another 21% prefer reusable products.

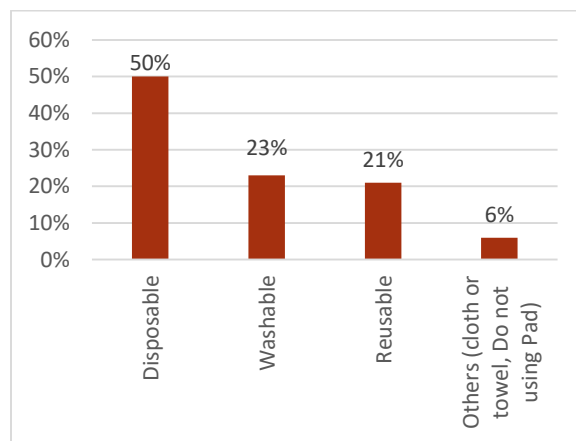


Figure 2: Type of product get preference

The respondents were also asked about their affordability of buying sanitary napkins (figure 3), 70% of them they can afford to buy, while another 17% said they couldn't. In another response (figure 4), 61% of the respondents said they would like to spend 50 to 100 taka per month, 36% would like to spend less than 50 taka. In the focus group discussion, the girls said that the prices are different, if the price is a little lower they can easily buy the products.

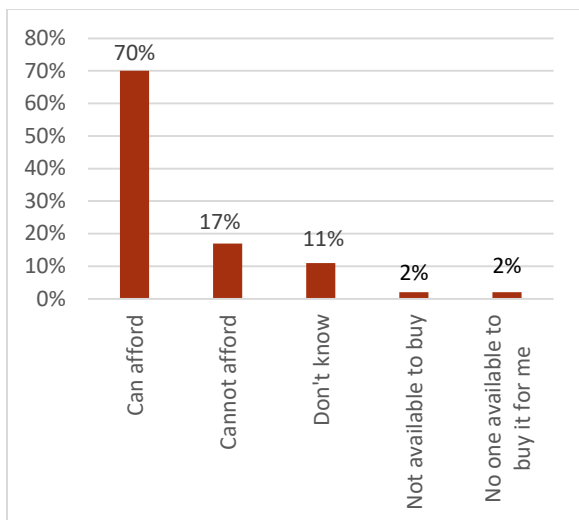


Figure 3: Affordability to buy a sanitary pad/napkin

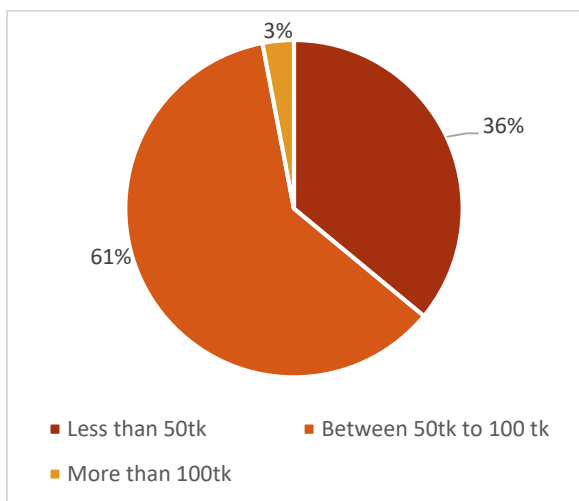


Figure 4: Preferred price range/ month

Using clothes:

As mentioned earlier 27% respondents are using clothes during menstruation (figure 1). Among these respondents 79% of them identified it as easily available, 41% said it is easy and comfortable to use, 18% said they have no money to buy napkins.

The respondents also revealed their mother's choice for menstrual hygiene products for their own and for their daughter. The mothers do prefer using clothes or towels for their own (table 4), 77% of the mothers use clothes when it comes to their own use, but when they were asked their preference for their daughter (table 5), only 36% of said they do prefer clothes for their daughter and surprisingly 61%

mothers want their daughters to use sanitary pads. In the focus group discussion, girls said that they use clothes and sometimes pads because they don't always have money to use pads. In another discussion it also came up from the girl's discussion that they use cloth and it is not bad to use, usually they wash it with soap and water.

Table 4: The menstrual hygiene product respondent's mother prefers using for her own

Menstrual hygiene products	Percentage
Cloth or towel	77%
Sanitary pad/Napkin	20%
Others (I don't know)	3%

Table 5: The menstrual hygiene product mother encourage you to for their daughters

Menstrual hygiene products	Percentage
Sanitary pad/Napkin	61%
cloth or towel	36%
Others (I don't know)	3%

65% expressed that their mother bought them the napkins for them (figure 5), 35% bought their own, 29% depend on their sister to buy them, 11% said their father sometimes buys them for them. 86% of them use soap and water to clean the used clothes. 76% (figure 6) of the respondents have the knowledge about where to buy the products in their locality.

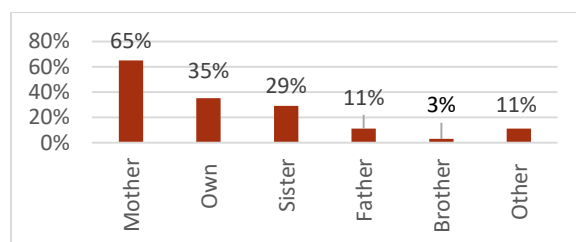


Figure 5: Who buys sanitary pads/napkins generally (multiple response)

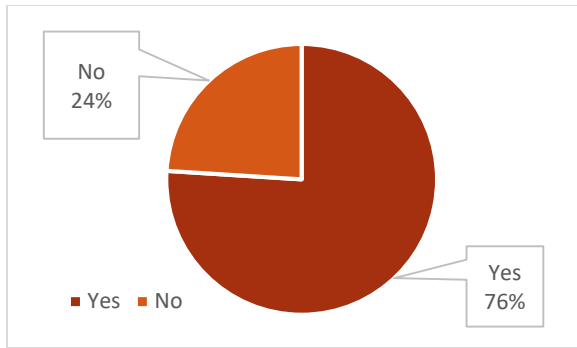


Figure 6: Knowledge on where buy sanitary napkins/pads in your locality

Disposal mechanism:

Disposal is one of the important issues that need to be addressed carefully with the menstrual hygiene management. The respondent said while they are at home they mostly prefer to bury it under the ground, some of them also dump it in the garbage. While they spend time outside the home, they do prefer to dump it in the garbage. In an interview, a mother said that the positive side of pads is its absorbing capacity and it is easily usable. There remains no possibility to face any kind of awkwardness or discomfort, but the demerit is when it is not discarded in a proper place. I think it is harmful for the environment and for us too if it is not properly disposed of.

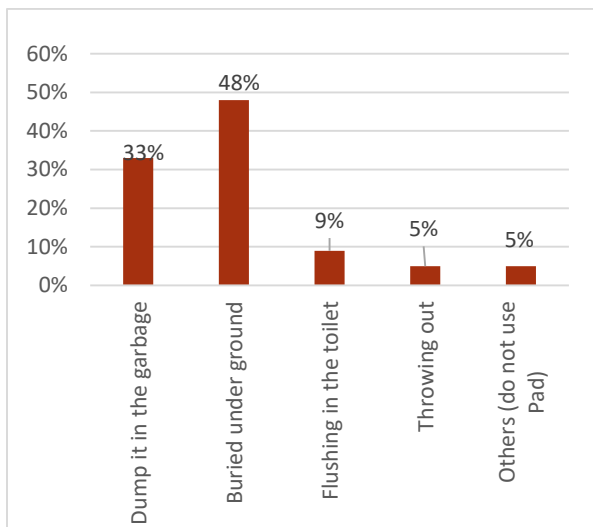


Figure 7: Disposal while at home

4.4 School and NGO program attendance during menstruation

The respondents were asked about their school program and arrangement for menstruation (table 6), 71% of the respondents attend school during their menstruation, but 68% of them said their school doesn't have any menstrual friendly toilet facilities. 94% respondents said their schools have no sanitary napkin distribution programs. In the interview, 92% of them have learnt or participated in any form of discussion regarding menstruation in their classroom. 70% of them are not in the coverage of any NGO programs and 88% confirmed that they haven't met any field workers in last 6 months who talked about MHM to them

Table 6: Involvement of School and NGO activities (multiple response)

Indicators	Percentage
Attend school during menstruation	71%
School doesn't have menstruation friendly toilet facilities	68%
School doesn't have any napkin distribution programme	94%
Ever learn about menstrual hygiene from your textbook/classroom discussion in school	92%
No NGO programme in the area that distributes sanitary napkins	70%
No fieldworker visited who talked about menstrual hygiene management (In the last 6 months)	88%

4.5 Sources of Information

The respondents identified TV and the newspaper are the most trusted source of information to collect MHM related news, information and product related guidelines. 67% of them depend on TV, 41% relies on newspapers and another 35% goes to the religious

leaders (figure 8). When it comes to a person to trust with information (table 7), 100% of them rely on their mothers, 47% rely on friends and another 47% also trust the books that have related information. Teachers also play vital roles, 47% of the respondents rely on teachers. 98% of them wanted related information in Bangla

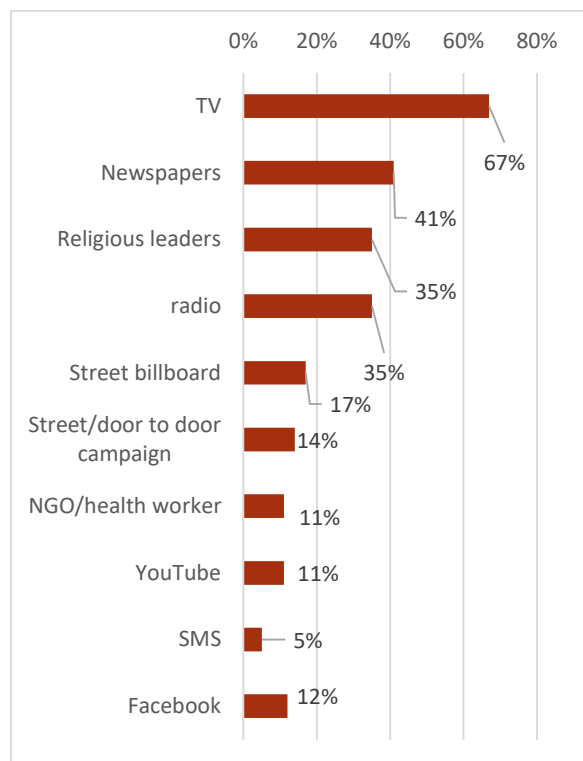


Figure 8: Most trusted source to collect MHM related information (multiple response)

Table 7: Person who are trustworthy for information (multiple response)

Trustworthy source for information	Percentage
Mother	100%
Friends	47%
Books/reading	47%
Teacher	47%
Others (Sister)	3%

The respondents were asked about their understanding on the implication of inadequate

management of menstrual hygiene (table 8), they identified the few implications. 91% said it may cause pains in the lower abdomen, 52% said that they may feel tired and sleepy, 30% said it may cause headache and fatigue, 30% think that it may cause anemia.

Table 8: Implications of inadequate management of menstrual hygiene (multiple response)

Physical implications	Percentage
Pains at lower abdomen	91%
Tired/feel sleepy	52%
Headache and fatigue	30%
Anemia	30%
Hampers their regular work	21%
Pain during urination	17%
Itching	14%
Mild back pain	6%
Appetite loss	20%
White/gray vaginal discharge	24%
Bleeding between menstrual periods	8%

4.6 Parents'/caregiver's insights

To get the wider insights, parents of the respondents were also interviewed, 62 parents/caregiver responded under this survey, 56 of them are mothers, 3 of them are father, 2 mother in laws and 1 aunt participated in the survey. 74% of them acknowledged that they usually discuss menstrual hygiene management with their daughters/dependents (figure 9).

When they were asked about perception on menstruation, 44% of them think that menstruation is gross and 39% consider it as an embarrassing issue, 10% of them consider it as a disease.

In a discussion, a local doctor said that the number of adolescent girls is increasing each year, and necessarily the demand of sanitary napkins is also rising. Besides, girls are now conscious about menstrual hygiene management.

In an opinion a mother said, “It is normal as it happens to every woman. Of course, it is a natural process. As God has created this. Menstruation happens naturally. It is a natural disease. But, it is not like other diseases. But I do not think menstruation should be kept hidden”

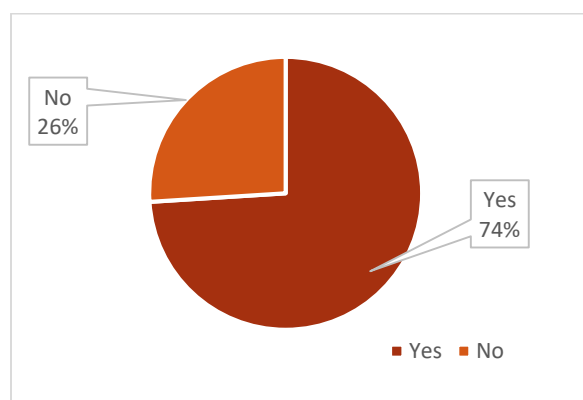


Figure 9: Usually discuss menstruation hygiene with daughter/dependent?

74% of the parents encourage their daughters to have nutritious food, 52% of them ask them to participate in all the regular work they are supposed to do, during menstruation. In the in depth discussion a father interpreted menstruation in a religious point of view, he said ‘It is said in our religion that It is the duty of every Muslim to maintain cleanliness/holiness. And, as menstruation is an unholy thing, religion suggests that girls should use hygiene maintenance products until they become pure again. In another discussion it has been revealed that Senora is the most popular sanitary napkin as it is widely available and is of low price. Few discussions also unfold the realities of the locality, the respondents said that some sanitary napkin products which are available in this area nowadays which are actually coming from the refugee camps. The name of this product is Joya. As most of the refugees do not wish to use this product, but they are receiving those as aid from different agencies, they sell it in the outside market. A local religious leader said in the interview that menstruation is a special characteristic of the

women and it should be kept hidden. He thinks if any male hears about this, can make fun of it. It may then hamper the respect of the girl. He also thought that, in case of emergency a girl can share this with her father or elder brother so that they can bring medicine, however if not needed it should be kept hidden even from other girls.

The parents/caregiver also gave their opinion and preference (table 9) for the use of menstrual hygiene products, 66% of them prefer sanitary napkins for their daughters to use on those special days. The preferred brands are Senora and Joya which are also found in the response of the adolescent girls also. Though they prefer sanitary napkins for their daughters (figure 10), 61% of them also consider clothes are more hygienic to use in comparison to sanitary napkins.

Table 9: Preference of Menstrual Hygiene Product for daughter/dependent

Menstrual hygiene products	Percentage
Sanitary pad/Napkin	66%
Cloth or towel	34%

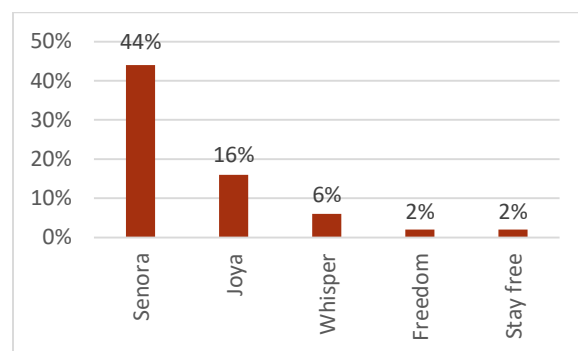


Figure 10: Preference of brands

Table 10: Consider using clothes is more hygienic than a sanitary napkin

Responses	Percentage
Yes	61%
No	39%

The guardians also asked who are responsible for buying napkins (table 11), 58% of them said mothers usually buy the product, in 19% cases the elder sister buys it, 16% of them buy it on her own. In an interview, a shopkeeper portrayed the real scenario of napkin buying mechanism, he said that girls from schools and colleges visit the shops for buying sanitary napkins and most of the time they feel uncomfortable. It is the shop's sales person's duty to make them comfortable by explaining the advantages of using sanitary napkins. In the focus group discussion, the parents/caregiver said that they usually buy these products. And they do not encourage their daughters to buy these products by herself.

23% guardians said that the price is beyond their affordability. On a separate question (table 12), 65% of them wish to spend less than 50 taka in a month for menstrual hygiene products. While responding to another question, 84% of them know the place from where they can buy the product in their locality. In a discussion and NGO staff working the locality presented her opinion, she said 'Most of the girls in this locality use sanitary pads. Where some of them also use clothes. Because sanitary pads are used by those who have the ability to buy. On the other hand, those who use clothes do not have the ability to buy sanitary pads.' A local shopkeeper said that the price of sanitary napkins should not be more than 40 to 50 Taka.

Table 11: Who generally buys sanitary pads/napkins?

Individuals	Percentage
Mother	58%
Sister	19%
Daughter/dependent on her own	16%
Others (use cloth)	7%

Table 12: Preferred price range

Price range	Percentage
Less than 50tk	65%
Between 50tk to 100	35%

4.7 Understanding of school arrangement and NGO projects

The parents/caregiver were asked about the school facilities (table 13), 45% of the respondents confirmed that the school doesn't have any menstrual friendly toilet facilities. 19% of them have no idea about that. Answering a different question related to other programmes in the area, 71% of them have no idea of the NGO programmes and coverage where MHM services could be available including free/subsidized sanitary napkins.

In an interview a local school teacher said, the facility of being clean, availability of sanitary napkins, appropriate mental support during this special time, all such facilities should be available for female students in the school. But most of the time due to lack of enough resources, schools can't take proper steps in such situations.

Table 13: Understanding about the toilet facility in schools the girls are attending

Toilet facility in schools	Percentage
No menstrual friendly toilet	45%
menstrual friendly toilet available	35%
I don't know	19%

The respondents (figure 11) identified TV (63%) and the religious leaders (47%) as the most trusted source for information. NGO/health workers (39%) and newspaper (39%) also found as the trusted source. 16% of them trust social media. In a discussion, it is also revealed that parents are not always aware about menstrual hygiene, to make them conscious more discussion is needed at the

community level and focused advertisement and TV programs can play an effective role. In an interview, a local shopkeeper acknowledged that the advertisements of napkins are ongoing in this area through signboard, billboards, but it should be done in a few other ways like advertising through newspapers and TV channels.

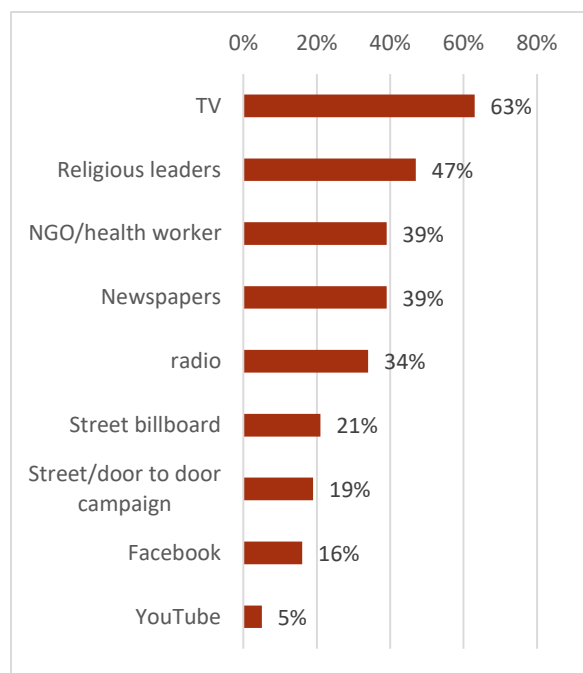


Figure 11: Trusted sources of information (multiple response)

The guardians are very aware about the implication of inadequate management of menstrual hygiene (table 14), 92% think it may cause pains at lower abdomen, 48% think it may create white/gray vaginal discharge, 39% identified itching, 37% identified that anemia could be a cause.

In a discussion, a government official who is working in the locality as a health official shared her opinion, she thinks that the demand for sanitary napkins has increased. She relates it with the increased education rate of the population, as people are becoming more educated they are also more aware about hygiene now-a-days. Hence, the demand of sanitary napkins has been increasing. The government representative also stressed that it is necessary to increase the demand of sanitary napkins, as it is related to the health condition of the

girls. Due to the lack of menstrual hygiene management, many adolescent girls suffer from itching, pain in the lower abdomen, white discharge etc. during their period. The people of this region are quite aware of menstrual hygiene, however further consciousness is required. If they become more conscious, they will get to learn about menstrual hygiene and will become more comfortable accepting it. A mother also said that she suggests her daughter drink warm water when she feels pain in the lower abdomen and also to move consciously during this time.

Table 14: Possible implications for inadequate management of menstrual hygiene

Physical implications	Percentage
Pains at lower abdomen	92%
Tired/feel sleepy	63%
White/gray vaginal discharge	48%
Itching	39%
Anemia	37%
Headache and fatigue.	37%
Appetite loss	32%
Hampers the regular works	27%
Pain during urination	18%
Fever	8%
Bleeding between menstrual cycles.	3%

5 Conclusion and Recommendations

The assessment was aiming to collect the opinions from different groups, the direct user of the menstrual products who started it new, their parents and caregivers, the community people who are aligned with the sale, service and awareness across the community. The assessment came across different opinions; however, few opinions are alike.

User preference and affordability:

Sanitary pads are the most preferred hygiene products; people are willing to use pads. However, affordability remains a crucial issue. Senora is found as one of the preferred brands as it is widely available at a cheap price. Joya is also found common now-a-days as a brand, and the opinion came that Joya is widely available as it came from the Rohingya camp at a cheap price. The inner reality is, the aid agencies are distributing Joya for the refugee girls and as the practice of using hygiene products is very low among the refugee girls they rather sell it in the local market for cash money. Though the use of hygiene products is low among the mothers, however they prefer their daughters to use those products.

The evidence reflects that the brand which is easily available at low price is the most preferred product. So the marketing strategy should be to make the product available at the doorstep/nearby sell centers/groceries at a competitive price.

Affordability:

From the assessment it was vividly reflected that the price of the sanitary napkin is an urgent issue that influences the using pattern and behaviour. Most of the girls like to avail the sanitary napkins, they are aware about the hygiene and the consequences of the inadequate hygiene management, but they can't always use the hygiene product as it is expensive in terms of their affordability. Though the use of hygiene products is low among the mothers, however they prefer their daughters to use those products.

In the real life scenario, it is found that affordability is an issue that creates obstacles of mass use of

sanitary products, so the cost should be reduced and it needs to be mentioned in the marketing/advertisement that the products are less expensive than before. The evidence depicted that the parents and the girl's both willing to pay not more than 100 taka per month for hygiene products.

Religious and community perspective:

The survey result shows that the people are not open-minded in discussion while they were asked about menstruation aligning with their religious views. It is a taboo topic among the religious leaders and in their opinion they said that it should be kept secret, only women can discuss the issue and men should not be part of any related discussion. The religious leaders relate the entire event of menstruation with the dignity of women and in their opinion the wider discussion of this issue may hamper the dignity of the women. Moreover, in the community level, the event of menstruation is still a hidden issue. Girls, their mothers, religious leaders all of them said in their opinion that it needs to be less discussed, especially with the male counterpart.

Here it is important to understand that the entire issue is a hidden issue in every level of community discussion, until this will be considered as hidden, the use of hygiene products and its buying mechanism will also be hidden. It is important to design campaigns to open this up across the community so that the people feel no shyness and can freely buy the products. Moreover, more men need to be involved in the campaign to overcome the hiding tendency of the community.

Market actors:

It is necessary to reduce the price in order to increase the demand. And those who are already using it should be encouraged to use it continuously so that it can be more popular all around. Moreover, the availability, pricing and the quality of the product is important. The product that could absorb more and stay for a long time is popular among the surveyed girls. The salesperson can play a vital role to make the girl's comfortable buying the products.

The comfort and the usability for a long time needs to be addressed and it should be part of the marketing of the product.

Disposal practice:

The disposal mechanism came up as a crucial issue, most of the girls and the mothers are not comfortable with the disposal mechanism of the hygiene product, which needs to be added with advertising and awareness campaigns.

The easier the disposal is, the more popular the products are. Moreover, it may increase the community more responsible and aware to keep the environment safe.

School's arrangement:

The assessment reveals that the schools of locality are not appropriately equipped to manage the health and hygiene for the girl students, most of the schools do not have menstrual hygiene friendly toilet and cleaning facilities.

The special campaign needs to be designed keeping the SMC and schools teachers in mind and to let understand the necessity of the MHM friendly toilets for the girls. Moreover, the campaign could show innovative and the doable solutions on how a school can be MHM friendly.

Source of communication or information:

Most households are equipped with electricity. However, only few are equipped with TV or radio. In this case advertisement could play a vital role, posters, billboards could be the most influential channels that can contribute to awareness building as well as creating a demand for hygiene related products. Billboards and posters besides the high schools (co-ed or girls) could be very effective. Billboards/posters in the bazaar (market places) could also be very effective.

Finally, as mentioned earlier the region is open to using hygiene products such as sanitary napkins. However, these pads need to be within their affordability. Moreover, availability must be ensured in all corners especially within reach of household clusters so that female household members can buy pads themselves.

In conclusion, the demand for sanitary napkins has increased among the community. Moreover, the acceptance of using such products raised heavily. Parent's, caregivers, teachers, doctors and the direct users of all the groups of the community understood

the urgency of using the products to keep their female family members healthy and comfortable. Moreover, the increased rate of education results in raising awareness regarding hygiene. But in most cases, affordability creates obstacles. Moreover, people are unaware about the disposal. The practice of disposal needs to be discussed widely. The implication of inadequate hygiene management practice should be clearly demonstrated.

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6 Annexure 01: Parent's Insight

Responses	Percentage
Less than 10000	58%
10000 - 30000	35%
30000 - 50000	6%

Annex Table 1: Monthly income

Responses	Percentage
No	56%
Yes	44%

Annex Table 2: Consider menstruation as gross

Responses	Percentage
No	61%
Yes	39%

Annex Table 3 : Consider menstruation embarrassing?

Responses	Percentage
No	84%
Yes	16%

Annex Table 4: Consider menstruation is a disease

Responses	Percentage
Yes	74%
No	21%

Don't Know	5%
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Annex Table 5: Encourage to take nutritious food during menstruation (milk, fish, egg etc)

Responses	Percentage
Yes	52%
No	47%
Don't Know	2%

Annex Table 6: Encourage regular work during your menstruation

Responses	Percentage
Can afford	74%
Cannot afford	23%
No one available to buy it for me	2%
Not available to buy	2%

Annex Table 7: Affordability of buying a sanitary pad/napkin

Responses	Percentage
Senora	44%
Joya	16%
Whisper	6%
Freedom	2%
Stay free	2%

Annex Table 8: Preference of brands

Responses	Percentage
Yes	84%
No	16%

Annex Table 9: Knows about the place from where to buy sanitary napkins/pads in the locality

Responses	Percentage
No	71%
Yes	29%

Annex Table 10 : NGO programme in the area that distributes sanitary napkins for free/reduced price

Responses	Percentage
TV	63%
Religious leaders	47%
NGO/health worker	39%
Newspapers	39%
radio	34%
Street billboard	21%
Street/door to door campaign	19%
Facebook	16%
YouTube	5%

Annex Table 11: Trusted sources of information

7 Annexure 02: Questionnaire for Adolescent girl (aged 12-15)

Data collection information

Data Collector ID _____

Sample ID _____

Name of the respondent _____

Name of the school (Applicable for in-school girls)

A. General information

1. How old are you?

Answer:

2. Marital status

- a. Never married
- b. married
- c. widowed
- d. divorced

3. Do you have any known disability? -

- a. Yes
- b. No

4. If yes, please mention your disability

- a. vision impaired
- b. hearing impaired
- c. speech impaired
- d. physical impaired
- e. intellectual disability
- f. Others _____

5. Are you currently studying in school?

- a. Yes
- b. No

6. In which class do you study?

- a. Class 6
- b. Class 7
- c. Class 8
- d. Class 9
- e. Class 10

7. Which is your religion?

- a. Muslim
- b. Hindu
- c. Buddha
- d. Christian
- e. other

8. Which ethnic group do you belong to (mention the name)?

B. Socio Economic Information

9. How many family members do you have? (living in same household)

Answer:

10. Type of accommodation (one answer)

- a. Kacha (Tin, wood, bamboo and mud made)
- b. Paka (brick build)
- c. Adha paka (half brick made and other material also used)

11. What kind of toilet facility do members of your household usually use?

- a. sanitary latrine with flush facility
- b. pit latrine
- c. bucket toilet
- d. hanging toilet
- e. no facility/bush/field

12. What are the following facilities your household currently enjoying?

- a. electricity
- b. radio
- c. TV
- d. mobile phone
- e. computer
- f. refrigerator
- g. internet facility

13. What is your father's Highest Educational level?

- a. No education
- b. Classes 1-12
- c. Diploma
- d. College & above

14. What is your Mother's Highest Educational level?

- a. No education
- b. Classes 1-12
- c. Diploma
- d. College & above

15. Occupation of your father:

- a. Farmer
- b. Business
- c. Govt. employee
- d. Pvt. Employee
- e. Others (Specify)

16. Occupation of your mother:

- a. Housewife
- b. Farmer
- c. Business
- d. Govt. employee
- e. Pvt. Employee
- f. Others (Specify)

17. Do you get pocket money regularly from your parents/guardian?

- a. Yes
- b. No

C. Menstrual hygiene practice

18. Do you know what menstruation is?

- a. Yes
- b. No

19. Have you ever experienced menstruation?

- a. Yes
- b. no

20. At what age did you experience your first period?

- a. (years)
- b. cannot remember

21. Did anyone tell you about menstruation before your first menstruation?

- a. Yes
- b. No

22. What is your personal attitude towards menstruation?

- a. Positive
- b. negative
- c. unsure
- d. other

23. Do you think menstruation is gross?

- a. agree
- b. disagree

24. Do you think menstruation is a "taboo" topic?

- a. agree
- b. disagree

25. Do you think menstruation is primarily a women's issue and thus should not be discussed with/by me?

- a. Agree
- b. Disagree

26. Do you think menstruation is embarrassing?
- agree
 - disagree
27. Do you think menstruation is a natural process?
- agree
 - disagree
28. Do you think menstruation is treated as a natural process within society?
- agree
 - disagree
29. I am comfortable speaking about menstruation with others of my own gender –
- agree
 - disagree
30. I am comfortable speaking about menstruation with others of the opposite/other genders-
- agree
 - disagree
31. Do you think menstruation is a natural process?
- agree
 - disagree
32. Do you think menstruation is a disease?
- agree
 - disagree
33. Did you ever face any kind of bullying because of menstruation?
- Yes
 - No
 - don't know
 - Don't want to answer

34. Do you take nutritious food during menstruation? (milk, fish, egg etc)
- Yes
 - No
 - I don't know
 - Don't want to answer
35. Do you follow your regular work during your menstruation? (game/sports, going out, going to school etc.)
- Yes
 - No
 - I don't know
 - Don't want to answer

D. Menstrual hygiene product

36. Which Menstrual Hygiene Product do you prefer using?
- Sanitary pad/Napkin
 - cloth or towel
 - cotton or tissue paper
 - menstrual cup
 - Others (Specify)
37. Which brand of sanitary napkin/pad do you prefer using?
- whisper
 - stay free
 - joya
 - freedom
 - senora
 - others
38. Do you face any problems while using the current napkin?
- Yes
 - No

39. What kind of problems do you face while using the current napkin?

- a. Absorbs less
- b. Difficult to dispose
- c. itching problem
- d. Smells bad
- e. Uncomfortable to use
- f. Others (specify)

40. Who buys sanitary pads/napkins for you generally?

- a. Myself
- b. Father
- c. Sister
- d. Brother
- e. Mother
- f. Other _____

41. Which type of product do you prefer to use?

- a. Reusable
- b. Disposable
- c. washable
- d. others

42. Why do you prefer this brand?

- a. Easily available
- b. Affordable
- c. Easy to use
- d. Can be used longer
- e. Others (specify)

43. Where do you dispose of used products while you are at home?

- a. Flushing in the toilet
- b. Dump it in the garbage
- c. throwing out
- d. Buried under ground
- e. Other

44. Where do you dispose of used products while you are at places other than home?

- a. Flushing in the toilet
- b. Dump it in the garbage
- c. throwing out

- d. Buried under ground
- e. Other

45. Do you face any of the following problems while using a sanitary napkin/pad?

- a. Issue with the absorbent material leading to leakage
- b. Itching and rashes (when the pad becomes dry)
- c. Issue with the sticking material
- d. Disposability issues
- e. No issues. I feel perfectly comfortable while using it
- f. Other

46. If you are using cloth, how do you clean it?

- a. Water
- b. Water and soap
- c. Others (Specify)

47. If you use cloth, why? (multiple response)

- a. It is easy/comfortable to use
- b. It is easily available
- c. Sanitary napkin is not available
- d. I don't have money to buy napkins
- e. I don't know where I can get napkins
- f. I have nobody who can buy napkins for me
- g. Others

48. Which menstrual hygiene product do your mother prefer using during her menstruation?

- a. Sanitary pad/Napkin
- b. cloth or towel
- c. cotton or tissue paper
- d. menstrual cup
- e. Others (Specify)

49. Which menstrual hygiene product does your mother encourage you to use?

- a. Sanitary pad/Napkin
- b. cloth or towel
- c. cotton or tissue paper
- d. menstrual cup
- e. Others (Specify)

50. Do you come to school during menstruation?

- a. Yes
- b. No

51. Is your school toilet menstruation friendly?

- a. Yes
- b. No

52. Do you afford to buy a sanitary pad/napkin during menstruation?

- a. Can afford
- b. Cannot afford
- c. Not available to buy
- d. No one available to buy it for me
- e. Don't know

E. Other interventions in the area

53. Is there any kind of napkin distribution programme at your school?

- a. Yes
- b. No

54. Do you know if there is any NGO programme in your area that distributes sanitary napkins for free/reduced price?

- a. Yes
- b. No

55. What price range do you prefer for buying a Sanitary Pad/month?

- a. Less than 50tk
- b. between 50tk to 100 tk
- c. more than 100tk

F. Media related information

56. Which sources of information do you trust the most?

- a. Newspapers
- b. radio
- c. TV
- d. Facebook

- e. YouTube
- f. SMS
- g. Religious leaders
- h. Street/door to door campaign
- i. Street billboard
- j. NGO/health worker
- k. None of the above

57. From whom you got information regarding menstruation?

- a. Mother
- b. Teacher
- c. Friends
- d. Books/reading
- e. TV
- f. Radio
- g. Facebook
- h. YouTube
- i. Others (specify)

58. In which language/dialect do you prefer to receive information?

- a. Bangla language
- b. Local dialect
- c. Other (specify)

59. In the last 6 months, were you visited by a fieldworker who talked to you about menstrual hygiene management.

- a. Yes
- b. No

60. Did you ever learn about menstrual hygiene from your textbook/classroom discussion in school?

- a. Yes
- b. No

61. Do you know where to buy sanitary napkins/pads in your locality?

- a. Yes
- b. No

62. What are the implications of inadequate management of menstrual hygiene? (Multiple answer)

- a. Pain during urination
- b. Pains at lower abdomen
- c. Anemia
- d. Tired/feel sleepy
- e. Hampers the regular works
- f. Itching
- g. White/gray vaginal discharge
- h. Mild back pain.
- i. Bleeding between menstrual periods.
- j. Appetite loss.
- k. Fever.
- l. Headache and fatigue.
- m. Others(specify)

8 Annexure 03: Questionnaire for (father/mother/guar dian/Husband for married adolescent) of adolescent girl

Data collection Information

Data Collector ID _____

Sample ID _____

Name of the respondent _____

Relation with the adolescent respondent _____

A. General information

1. How old are you?

Answer:

2. What is your gender?

Answer:

3. Marital status

- a. married
- b. widowed
- c. divorced
- d. Other

4. In which class does your girl/dependent study?

- a. Class 6
- b. Class 7
- c. Class 8
- d. Class 9
- e. Class 10
- f. Does not go to school

B. Socio Economic Information

5. How many family members do you have? (living in same household)

Answer:

6. Type of accommodation (one answer)

- a. Kacha (Tin, wood, bamboo and mud made)
- b. Paka (brick build)
- c. Adha paka (half brick made and other material also used)

7. What kind of toilet facility do members of your household usually use?

- a. Sanitary latrine with flush facility
- b. Pit latrine
- c. Bucket toilet
- d. Hanging toilet
- e. No facility/bush/field

8. What are the following facilities your household currently enjoying?

- a. Electricity
- b. Radio
- c. TV
- d. mobile phone
- e. computer
- f. refrigerator
- g. internet facility

9. What is your highest educational level?

- a. No education
- b. Classes 1-12
- c. Diploma
- d. College & above

10. what is our occupation

- a. Farmer
- b. Business
- c. Govt. employee
- d. Pvt. Employee
- e. Others (Specify)

11. what is your monthly income?

- a. Less than 10000
- b. 10000 – 30000
- c. 30000 – 50000
- d. above 50000

C. Menstrual hygiene practice

12. Do you know what menstruation is?

- a. Yes
- b. No

13. Did you inform your daughter/dependent about menstruation before her first menstruation?

- a. Yes
- b. No

14. Do you usually discuss menstruation hygiene with your daughter/dependent?

- a. Yes
- b. No

15. What is your personal attitude towards menstruation?

- a. Positive
- b. Negative
- c. Unsure
- d. Other

16. Do you think menstruation is gross-?

- a. Agree
- b. Disagree

17. Do you think menstruation is a "taboo" topic?

- a. Agree
- b. Disagree

18. Do you think menstruation is primarily a women's issue and thus should not be discussed with/by me?

- a. Agree
- b. Disagree

19. Do you think menstruation is embarrassing?

- a. Agree
- b. Disagree

20. Do you think menstruation is a natural process?

- a. Agree
- b. Disagree

21. Do you think menstruation is treated as a natural process within society?

- a. Agree
- b. Disagree

22. I am comfortable speaking about menstruation with others of my own gender

- a. Agree
- b. Disagree

23. I am comfortable speaking about menstruation with others of the opposite/other genders-

- a. Agree
- b. Disagree

24. Do you think menstruation is a natural process?

- a. Agree
- b. Disagree

25. Do you think menstruation is a disease?

- a. Agree
- b. Disagree

26. Do you encourage your daughter/dependent to take nutritious food during menstruation? (milk, fish, egg etc)

- a. Yes
- b. No
- c. I don't know
- d. Don't want to answer

27. Do you encourage your daughter/dependent follow your regular work during your menstruation? (game/sports, going out, going to school etc.)

- a. Yes
- b. No
- c. I don't know
- d. Don't want to answer

D. Menstrual hygiene product

28. Which Menstrual Hygiene Product do you prefer for your daughter/dependent?

- a. Sanitary pad/Napkin
- b. cloth or towel
- c. cotton or tissue paper
- d. menstrual cup
- e. Others (Specify)

29. Which brand of sanitary napkin/pad do you prefer buying?

- a. whisper
- b. stay free
- c. joya
- d. freedom
- e. senora
- f. others

30. Who generally buys sanitary pads/napkins for your daughter/dependent?

- a. she herself
- b. Myself
- c. her sister
- d. her brother
- e. her mother/father
- f. Other _____

31. Why do you prefer this specific brand?

- a. Easily available
- b. Affordable
- c. Easy to use
- d. My daughter likes it
- e. Can be used longer
- f. Others (specify)

32. Do you hear any complaints from your daughter/dependent about following problems while using a sanitary napkin/pad?

- a. Issue with the absorbent material leading to leakage
- b. Itching and rashes (when the pad becomes dry)
- c. Issue with the sticking material
- d. Disposability issues
- e. No issues. I feel perfectly comfortable while using it
- f. Other

33. Do you think using clothes is more hygienic than a sanitary napkin?

- a. Yes
- b. No

34. Which menstrual hygiene product do you prefer for your daughter?

- a. Sanitary pad/Napkin
- b. cloth or towel
- c. cotton or tissue paper
- d. menstrual cup
- e. Others (Specify)

35. Do you think using proper hygiene products is beneficial for your daughter's/dependent's health?

- a. Yes
- b. No

36. Do you think the toilets of the schools your daughter/dependent attending are menstruation friendly?

- a. Yes
- b. No
- c. I don't know

37. Do you afford to buy a sanitary pad/napkin for your daughter?

- a. Can afford
- b. Cannot afford
- c. Not available to buy
- d. No one available to buy it for me
- e. Don't know

E. Other interventions in the area

38. Do you know if there is any NGO programme in your area that distributes sanitary napkins for free/reduced price?

- a. Yes
- b. No

39. What price range do you prefer to buy a Sanitary Pad/month?

- a. Less than 50tk
- b. between 50tk to 100 tk
- c. more than 100tk

F. Media related information

40. Which sources of information do you trust the most?

- a. Newspapers
- b. radio
- c. TV
- d. Facebook
- e. YouTube
- f. SMS
- g. Religious leaders
- h. Street/door to door campaign
- i. Street billboard
- j. NGO/health worker
- k. None of the above

41. From whom you usually get most information regarding menstruation?

- a. from my spouse
- b. neighbors/ teacher/ social leaders/elected members
- c. Friends
- d. Books/reading
- e. TV
- f. Radio
- g. Facebook
- h. YouTube
- i. Religious leaders
- j. Others (specify)

- j. Appetite loss.
- k. Fever.
- l. Headache and fatigue.
- m. Others(specify)

42. In which language/dialect do you prefer to receive information?

- a. Bangla language
- b. Local dialect
- c. Other (specify)

43. In the last 6 months, were you visited by a fieldworker who talked to you about menstrual hygiene management.

- a. Yes
- b. No

44. In the last 6 months, were you visited by a fieldworker who talked to you about menstrual hygiene management.

- a. Yes
- b. No

45. Do you know where to buy sanitary napkins/pads in your locality?

- a. Yes
- b. No

46. What are the implications you know about inadequate management of menstrual hygiene?
(Multiple answer)

- a. Pain during urination
- b. Pains at lower abdomen
- c. Anemia
- d. Tired/feel sleepy
- e. Hampers the regular works
- f. Itching
- g. White/gray vaginal discharge
- h. Mild back pain.
- i. Bleeding between menstrual period.

9 Annexure 04: Questionnaire for Key Informant Interviews (KIIs)

Target group:

- Parents (father (preferable)/mother)
- High school teachers (male/female - based on availability)
- Pharmacy owners/store keepers (from the main bazaar area)
- NGO worker
- Religious leader
- Media actors (If required).
- Line Department of Government Office.
- Medical Representatives.

Parents (2 KIIs - 1 father and 1 mother) - Ramu, Ukhiya

- How many adolescent girls do you have?
- How do you feel about having an adolescent girl?
- Are you aware about the menstrual issue that your adolescent girls may be experiencing?
- How do you feel about menstruation?
 - Is it normal for girls? Why do you think so?
 - Is it a natural process? Why do you think so?
 - Do you think it is a disease? Why do you think so?
- What type of products do you/your wife or daughter use? And why? Do you know whether they are using used clothes or rags or not?

- Tell us the advantages and disadvantages of the product they are using currently?
- If they use a sanitary napkin/pad, what is the name of the brand they are using? Why do you/your wife or daughter use this product?
- Which type of product do you/your wife or daughter prefer to use - disposable or reusable? And what is our comment on it?
- How do you get information related to the menstrual hygiene product?
 - Where to buy? How to buy?
 - Who buys your hygiene product?
 - Do you feel embarrassed or shy to buy those products?
- How do you like to get information? - TV, radio, Facebook, local mic, SMS
- Is your family supportive about using hygiene products? If not, then why?
- Do you think it creates an extra cost burden for you?
- Do you think using hygiene products is not permissible to use according to your religion?
 - Why so? What does religion say about menstrual hygiene?
 - Do you think you can perform all the religious activities during your menstruation time?

High school teacher (2 KIIs - teaches in class 7, 8, 9) - Cox's Bazar, Teknaf

- For how long you have been teaching in high school?
- Have you ever experienced that your student is having menstruation in the classroom?
 - What did you do then?
 - In your understanding what is the standard management process of menstrual management if a

student experiences it during the class time.

- What would you do if a student comes to you for help with her menstruation?
- Do you or the school teach menstrual hygiene in the classroom?
 - If yes - what are the topic of lesson
 - If no - why?
- Do you think school toilets are menstrual friendly?
 - If yes, then how?
 - If now they why?
- What is the school policy regarding girl students menstruation during school time?
- Do all girl students come to school during their menstruation?
 - If no, then why
- Do you think using hygiene products is not permissible to use according to your religion?
 - Why so? What does religion say about menstrual hygiene?
 - Do you think you can perform all the religious activities during your menstruation time?
- Have you ever talked to your students regarding menstruation?

Pharmacy owners/store keeper or manager (2 KIIs) - Chokoria, Pekua

- How popular are the sanitary napkins in this area?
 - What type of material (cloth or napkin) women and girls use during menstruation in the area? And why?
- What is the most popular sanitary napkin in the area?
 - Why?

- Do you think sanitary napkins are expensive for the local people in the area?
 - What should be the price for sanitary napkins?
- Is there any sanitary napkin product available coming from the refugee camps?
 - How are these available? What are the sources?
- Do you think demand for sanitary napkins has grown over the years in this area? Why?
- What needs to be done in order to grow demand for sanitary napkins in this area? Why? how?

NGO worker (BRAC - WASH programme) - Ukhiya, Cox's Bazar

- How popular are the sanitary napkins in this area?
 - What type of material (cloth or napkin) women and girls use during menstruation in the area? And why?
- What is the most popular sanitary napkin in the area?
 - Why?
- Do you think sanitary napkins are expensive for the local people in the area?
 - What should be the price for sanitary napkins?
- Is there any sanitary napkin product available coming from the refugee camps?
 - How are these available? What are the sources?
- Do you think demand for sanitary napkins has grown over the years in this area? Why?
- What needs to be done in order to grow demand for sanitary napkins in this area? Why? how?
- How important is religion in this area when it comes to maintaining menstrual hygiene?

- What is your experience for menstrual hygiene in this area?
 - What are the challenges?
 - How do people accept it?
 - Do you experience any restrictions/barriers from local people or religious leaders?

Religious leader - Teknaf, Pekua

- How do you feel about menstruation?
 - Is it normal for girls? Why do you think so?
 - Is it a natural process? Why do you think so?
 - Do you think it is a disease? Why do you think so?
- Do you think using hygiene products is not permissible to use according to your religion?
 - Why so? What does religion say about menstrual hygiene?
 - Do you think you can perform all the religious activities during your menstruation time?
- What do you think women and girls should use during their menstruation? Why?
- Have you ever talked to your followers about menstruation and their responsibilities aligned with that?
- Do you think as a religious leader you can play a role for positive change when menstruation comes in discussion?

Media Actors

Line department, DGFP (1 KII) Cox's Bazar

- How popular are the sanitary napkins in this area?
 - What type of material (cloth or napkin) women and girls use

during menstruation in the area?
And why?

- What is the most popular sanitary napkin in the area?
 - Why?
- Do you think sanitary napkins are expensive for the local people in the area?
 - What should be the price for sanitary napkins?
- Is there any sanitary napkin product available coming from the refugee camps?
 - How are these available? What are the sources?
- Do you think demand for sanitary napkins has grown over the years in this area? Why?
- What needs to be done in order to grow demand for sanitary napkins in this area? Why? how?
- How important is religion in this area when it comes to maintaining menstrual hygiene?
- What is your experience for menstrual hygiene in this area?
 - What are the challenges?
 - How do people accept it?
 - Do you experience any restrictions/barriers from local people or religious leaders?

Medical representatives (1 KII, Cox's Bazar)

- How popular are the sanitary napkins in this area?
 - What type of material (cloth or napkin) women and girls use during menstruation in the area? And why?
- What is the most popular sanitary napkin in the area?
 - Why?

- Do you think sanitary napkins are expensive for the local people in the area?
 - What should be the price for sanitary napkins?
- Is there any sanitary napkin product available coming from the refugee camps?
 - How are these available? What are the sources?
- Do you think demand for sanitary napkins has grown over the years in this area? Why?
- What needs to be done in order to grow demand for sanitary napkins in this area? Why? how?

10 Annexure 05: Questionnaire for Focus Group Discussion (FGD)

Targeted Area: Teknaf and Ramu

Target Group:

- Direct users/reproductive women
- Parents/local leaders

Direct users/reproductive women

Ice breaking session (3/4 minutes)

- Names
- How many family members do you have?
- How do you feel about having an adolescent girl?

About menstruation (7/8 minutes)

- How do you feel about menstruation?
 - Is it normal for girls? Why do you think so?
 - Is it a natural process? Why do you think so?
 - Do you think it is a disease? Why do you think so?

Menstruation hygiene product (15 minutes)

- What type of products do you use? And why?
- What are the advantages and disadvantages?
- Which sanitary napkin/pad do you use? (name of the product/company)? Why do you use this product?
- Which type of product do you prefer to use - disposable or reusable?

Information source (25 minutes)

- What is your source of information related to the menstrual hygiene product?
 - Where to buy? How to buy?
 - Who buys your hygiene product?
- How do you like to get information? - TV, radio, Facebook, local mic, SMS
- Is your family supportive about using hygiene products? If not, then why?
- Do you think using hygiene products is not permissible to use according to your religion?
 - Why so? What does religion say about menstrual hygiene?
 - Do you think you can perform all the religious activities during your menstruation time?

Parents/local leaders

Ice breaking session (3/4 minutes)

- Names
- How many family members do you have?
- How do you feel about having an adolescent girl?

About menstruation (7/8 minutes)

- How do you feel about menstruation?
 - Is it normal for girls? Why do you think so?
 - Is it a natural process? Why do you think so?
 - Do you think it is a disease? Why do you think so?

Menstruation hygiene product (15 minutes)

- What type of products do your daughter or wife use during menstruation? And why?
- Do you encourage your wife/daughter to use sanitary pads? If not, then why?

- What are the advantages and disadvantages of various products - cloth and napkin?
- Which sanitary napkin/pad do your daughter/wife use? (name of the product/company)? Why do you use this product?
- Which type of product do you prefer to use - disposable or reusable?

Information source (25 minutes)

- What is your source of information related to the menstrual hygiene product?
 - Where to buy? How to buy?
 - Who buys hygiene products for your family?
- How do you like to get information? - TV, radio, Facebook, local mic, SMS
- Is your family supportive about using hygiene products? If not, then why?
- Do you think using hygiene products is not permissible to use according to your religion?
 - Why so? What does religion say about menstrual hygiene?
- Do you think you can perform all the religious activities during your menstruation time?

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Consultancy Support on Menstrual Hygiene Management (MHM) Promotion strategy and
Communications Tools development in Cox's Bazar

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