

# Why Period Poverty?

Period poverty affects women and girls all over the world. Access to sanitary products, safe, hygienic spaces in which to use them and the right to manage menstruation without shame or stigma, is essential for anyone who menstruates. But for many, this is not a reality. This is not just a potential health risk - it can also mean women and girls' education, well-being, and sometimes entire lives are affected.

## Stigma

There is a huge stigma and lack of understanding around menstruation. This stigma exists even in cases or communities where poverty is not an issue. In cases where poverty does place challenges on menstruation, period shaming only further exacerbates the issue.

## Why Lamu?

Our first stop will be Lamu County in Kenya. Our chosen partners for this project is Huris Foundation FAZA, based in Mombasa Kenya with deep roots in Faza. The foundation is already laying the ground work to connect with girls, and use the opportunity to teach them about puberty, hygiene, and gender-based violence and how to remain healthy over the duration of your period.

PPAP hopes to make a difference to communities in this region and teaming up with Huris Foundation FAZA we hope we can create global awareness, educate, and support these girls. In the long-term we intend to use local materials to provide products to many girls in schools in the village of Faza and gradually moving from village to village.

In the second phase of this project we intend to support girls by providing panties as we have been informed that most make do with two or three panties and in some cases the panties are not of a body friendly material. We kick start our campaign with a collection of sanitary towels and donations with the intention of moving forward we can provide environmentally friendly and sustainable solutions.

In the first phase of this project, we have organised collection of sanitary pads, and female underwear at various locations in Swindon, South Gloucestershire, Bristol, Bradford, Coventry & Nairobi Kenya. There will also be a 24 hour non stop hair dressing, and cutting marathon, which we have aptly named **THE "CUT-A-THON"**

The hair marathon begins at 12:00 noon UK time on Sunday 4th July and ends at 12:00noon UK time Monday 5th July. This will be a 24 hour non stop marathon, to support the girls who are in dire need of sanitary pads and female underwear.

## How can you help?

There is more the one way to support PPAP!

Support the Cut-A-Thon 4th & 5th July – book a trim or treatment at one of the supporting salons.

Like, share and spread to word to create awareness on your socials

Donate sanitary products to one of the drop off points by 12th July

Donate on the PPAP Just Giving page on [www.mtmawards.co.uk](http://www.mtmawards.co.uk) or in one of the donation boxes at supporting venues near you.

*Your participation will be highly appreciated,  
Many thanks in advance,*

**PPaP**

Period Poverty Action Project  
by **MTM**

Creating awareness,  
supporting communities  
& providing sanitary  
towels to deprived  
communities.

# PERIOD POVERTY ACTION PROJECTS

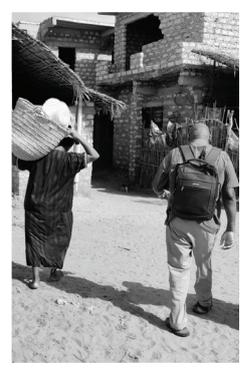
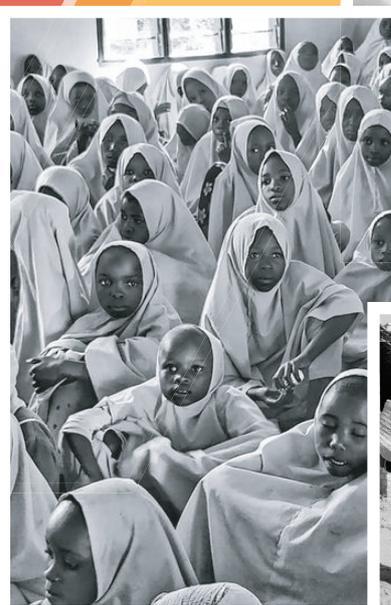


Photo credit: Hamidlens 

# PRESS RELEASE

# CUT-A-THON

*a 24 hour  
non stop  
hair marathon*

*to support*

# PERIOD POVERTY ACTION PROJECTS



## JULY 4<sup>TH</sup> - 5<sup>TH</sup>

Supported by:

- Farouk @ Rapunzel Westlands Kenya
- Karizma Barbers Yate
- Natural Selections Salon Swindon
- Franclins Hair & Beauty Salon Swindon

