

SUMMARY REPORT: MARKET SURVEY OF MENSTRUAL HYGIENE ITEMS



Credit: Malagasy Red Cross Society

Eastern Africa and Indian Ocean Islands Region OCTOBER 2015

Supported by:



Executive Summary

Emergency situations call for prompt access to relief items, which is often a great challenge particularly due to the unavailability and access of items in the affected regions. Pre-positioning and local procurement of menstrual hygiene management items at strategic locations is key in addressing timeliness in promoting dignity, hygiene and health of women and adolescent girls in emergencies. Additionally, local procurement significantly reduces transportation costs and lead times resulting in an effective and efficient emergency response. To address these issues, IFRC EAIOI regional office conducted a market survey in 3 countries in East Africa i.e. Madagascar, Uganda and Somalia, to determine the potential for local procurement and pre-positioning of menstrual hygiene and management items and kits in these countries.

Key results

Availability:

The results from this survey indicated that most of the items (e.g. underwear, pegs, ropes, soap) in the MHM kits are readily available in each of the countries indicating the potential for local procurement. According to the survey, bio-degradable plastic bags (used for disposal of the pads) were unavailable in all 3 countries. Furthermore, Somalia was revealed to have the least available items as per the IFRC MHM kit specifications: soap (both laundry and bathing), buckets (6 or 7 Litres) and polythene storage bags were unavailable.

Cost:

- The total price of the MHM Kit A&B in Madagascar was valued at \$15, significantly lower than if procured in the regional office, i.e. \$20
- The total price of MHM kits (A&B) in Uganda were revealed to be \$6 more than its equivalent regional (IFRC Nairobi) price
- MHM Kit C was valued at \$13 in Somalia and \$15 in the region (IFRC Nairobi)

Recommendations

- If procuring MHM kits for Madagascar, it is preferable and cheaper to purchase MHM Kits A or B or C in Madagascar than from the IFRC regional office.
- If procuring kits for Uganda, It is preferable to buy MHM Kit A or B or C in the regional office (Nairobi) than in Uganda.
- MHM Kit A or Kit C should be procured locally in Somalia, while MHM Kit B should be procured at regional level.

Table of Contents

EXECUTIVE SUMMARY	2
1. BACKGROUND	4
2. METHODOLOGY	4
Data Collection.....	4
Data analysis	4
3. FINDINGS	5
COST OF MHM KITS:	5
AVAILABILITY OF MHM KITS	6
4. RECOMMENDATIONS	8
5. LIMITATIONS	8
6. CONCLUSIONS	8
7. ANNEXES	9
ANNEX 1 – Market survey template sent to National Societies	9
Annex 2: Detailed list of items in MHM Kits	12

1. Background

In late 2012, a pilot operational research project around menstrual hygiene management in emergencies was initiated and completed in September 2013. This pilot project was implemented by IFRC East Africa Regional WatSan Unit and Burundi Red Cross Society (BRCS), with technical support from the IFRC WatSan/EH Unit in Geneva. The project focused on understanding the needs of women and adolescent girls around menstruation in a humanitarian emergency context. Two types of MHM relief kits were designed to enable safe and hygienic management of menstrual flow – and included either disposable (Kit A) or Reusable/Washable (Kit B) sanitary pads, along with items for washing, drying, disposal and storage of the pads.

As part of a broader scale-up of activities focussing on understanding and piloting appropriate and effective tools for MHM in emergencies, a Market survey was done in 3 Eastern Africa countries (Uganda, Madagascar and Somalia) to determine the potential for local procurement and prepositioning of MHM kits.

2. Methodology

Data Collection

A market survey form was developed by the IFRC regional WatSan department. The survey form was shared with focal points in 3 National Societies (NS) in Eastern Africa i.e. Madagascar, Uganda and Somalia, in order to collect data on the availability of MHM items from the local market/suppliers. In addition to MHM Kit A and B, data on availability of items in MHM Kit C (adapted by IFRC for Somalia context with both washable and disposable pads) was also collected. All MHM items identified by the NS's were according the IFRC's pre-approved specifications.

Annex 1 shows the market survey form (template) that was completed by National Societies in order to collect basic data.

Annex 2 shows detailed list of all items in the MHM kit A, B and C.

Data analysis

The data collected by each National Society was exported from the market survey forms into an excel spreadsheet for analysis.

The following comparisons and criteria were made during analysis:

- Prices of each item in all three MHM Kits (i.e. MHM Kit A, B and C) from each country were compared to the regional prices. The regional prices were sourced from the IFRC regional logistics and procurement department, Nairobi.
- Availability of each item in the MHM Kits in all countries was compared to availability of the same items in the region (IFRC Nairobi).

- If an item was not available nationally, the regional value of the specified item was used as part of the calculations for the locally (national) procured kit. For example, in Madagascar all items in MHM Kit A were available locally except for bio-degradable plastic bags according to the survey. Thus the total estimated value of the locally procured Kit A in Madagascar was inclusive of regional (IFRC EAIOI) price of the bio-degradable bags.
- All items were converted from their local currencies into USD (\$) to ease in analysis.

3. Findings

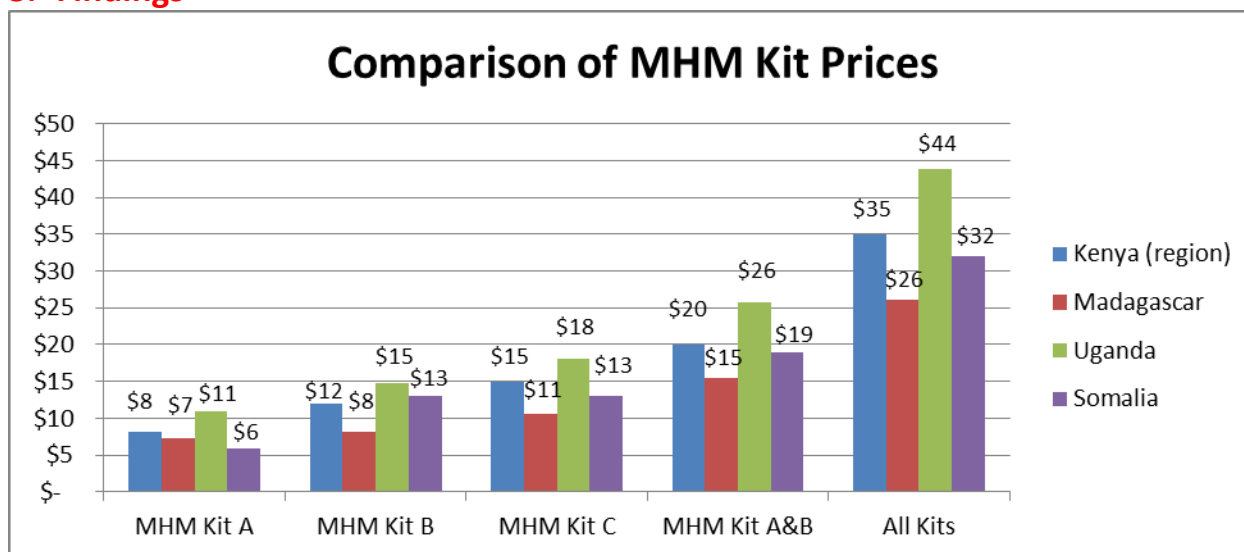


Figure 1: Comparison of MHM Kit prices in Madagascar, Uganda, Somalia and Kenya.

COST OF MHM KITS:

Madagascar

- The total price of the MHM Kit A&B in Madagascar was valued at \$15, significantly lower than if procured in the regional office, i.e. \$20 per Kit.
- According to the survey, MHM Kit B priced at \$8 in Madagascar, was much lower than the regional value i.e. \$12 per kit. Additionally, Kit A and Kit C were cheaper to locally procure in Madagascar than in the region (Kenya), with a difference of \$1 and \$4 per Kit respectively.

Uganda

- It is cheaper to procure MHM kits A&B from IFRC regional office (Kenya) than locally procuring them from Uganda. The total price of MHM kits (A&B) in Uganda were revealed to be \$6 more than the equivalent regionally procured kits.
- The MHM Kit A in Uganda was priced at \$11, which was \$3 more than its regional (Kenya) value.
- MHM Kit B was valued at \$15 which was pricier than the similar Kit in Kenya, priced at \$12 per Kit.

Somalia

- There was a very small difference of prices between the MHM Kits in Somalia and those in the regional office, with both MHM kits (A&B) in Somalia going for \$19 as compared to the regional value of \$20 for both Kits, a difference of \$1
- MHM Kit B was slightly pricier in Somalia than the region, with a difference of \$1 while MHM kit A was priced at \$8 in the region and \$6 in Somalia.
- MHM Kit C was valued at \$13 if procured in Somalia and \$15 if procured in the region (IFRC Nairobi)

AVAILABILITY OF MHM KITS

Based on the results of the market survey (see table 1 for available items), the following MHM items were unavailable in the respective countries:

Madagascar

- Bio-degradable plastic bags, 8 - 10 Litre size, non-opaque, black.
- Small plastic bags (bio-degradable) , 1-2 L capacity, thin with handles

Uganda

The following items were not available in Garden City/Fair Super Market – Mengo:

- Bio-degradable plastic bags, 8 - 10 Litre size, non-opaque, black
- Kit of reusable/washable sanitary pads (AFRI pads) *(Despite the washable pads not stocked in the surveyed local supermarket, AFRI pads manufacturers are located in Uganda, and thus they can be procured locally)*
- Small plastic bags (bio-degradable) , 1-2 L capacity, thin with handles

Somalia

The following items were not available in Gabanime Market:

- Plastic bucket, 6 Litres, with lid
- Bio-degradable plastic bags, 8 - 10 Litre size, non-opaque, black
- 220 grams personal bathing soap *(75 grams available)*
- Polyethylene storage bag, with drawstring
- Plastic bucket, 7 Litre capacity, with lid, solid colour
- Small plastic bags (bio-degradable) , 1-2 L capacity, thin with handles
- 350 grams laundry soap, bar *(100 grams available)*

Table 1: Availability of MHM Items in Kenya (Region), Uganda, Madagascar and Somalia

MHM Kit A (Disposable)	Availability			
	Kenya	Madagascar	Uganda	Somalia
Disposable sanitary pads, normal, pack of 8	Yes	Yes	Yes	Yes
Plastic bucket, 6 Litres, with lid	Yes	Yes	Yes	No
Bio-degradable plastic bags, 8 - 10 Litre size, non-opaque, black	Yes	No	No	No
220 grams personal bathing soap	Yes	Yes	Yes	No
Underwear, 100% cotton, not white, Medium size	Yes	Yes	Yes	Yes
Underwear, 100% cotton, not white, Large size	Yes	Yes	Yes	Yes
Use, care and disposal instructions (Kit 1 - disposable)	Yes	Yes	Yes	Yes
Polyethylene storage bag, with drawstring	Yes	Yes	Yes	No
MHM Kit B (Washable)	Availability			
	Kenya	Madagascar	Uganda	Somalia
Kit of reusable/washable sanitary pads	Yes	Yes	No	Yes
Plastic bucket, 6 Litres, with lid	Yes	Yes	Yes	No
4 metre length plastic coated rope	Yes	Yes	Yes	Yes
Plastic pegs, pack of 8	Yes	Yes	Yes	Yes
350 grams laundry soap	Yes	Yes	Yes	Yes
220 grams personal bathing soap	Yes	Yes	Yes	No
Underwear, 100% cotton, not white, Medium size	Yes	Yes	Yes	Yes
Underwear, 100% cotton, not white, Large size	Yes	Yes	Yes	Yes
Use, care and disposal instructions (Kit 2 - reusable)	Yes	Yes	Yes	Yes
Polyethylene storage bag, with drawstring	Yes	Yes	Yes	No
MHM Kit C (Disposable & Washable)	Availability			
	Kenya	Madagascar	Uganda	Somalia
Plastic bucket, 7 Litre capacity, with lid, solid colour	Yes	Yes	Yes	No
Disposable sanitary pads, regular absorbency, pack of 10	Yes	Yes	Yes	Yes
Small plastic bags (bio-degradable), 1 - 2 L capacity, thin with handles, non-opaque, black	Yes	No	No	No
Pack of reusable/washable sanitary pads (Afripads comprehensive kit or similar product)	Yes	Yes	Yes	Yes
Plastic coated rope, 4 metre length	Yes	Yes	Yes	Yes
Plastic pegs, pack of 8	Yes	Yes	Yes	Yes
350 grams laundry soap, bar	Yes	Yes	Yes	No
220 grams personal bathing soap, bar	Yes	Yes	Yes	No
Underwear, 100% cotton, not white, Medium size, with elastic waistband	Yes	Yes	Yes	Yes
Underwear, 100% cotton, not white, Large size, with elastic waistband	Yes	Yes	Yes	Yes
Use, care and disposal instructions (Both type A Disposable and type B Reusable)	Yes	Yes	Yes	Yes

4. Recommendations

- It is preferable and cheaper to purchase MHM Kits A or B or C in Madagascar than from the IFRC regional office.
- It is cheaper to procure MHM Kits A or B or C from the regional office than from Uganda. This is mostly due to the high cost of disposable pads in Uganda.
- It is more economical to purchase MHM Kit A and C in Somalia than in the regional office, however it is preferable and cheaper to procure Kit B in the region as it is slightly cheaper than its value in Somalia.
- In terms of availability, it is recommended that Bio-degradable plastic bags (8-10L and 1-2L) are procured from the regional office as they are not available in Uganda, Madagascar or Somalia.
- A more detailed and thorough market survey is needed to better capture the availability and range of prices of MHM kit items in Madagascar, Uganda and Somalia as well as other Eastern Africa countries.

5. Limitations

- The items were sourced from specific supermarkets in the case of Uganda and Somalia. This was not fully representative of what was available in the market.
- The recommendations in this report do not take into account the transport and delivery cost for items procured in Nairobi (region).

6. Conclusions

This Market Survey carried out in three different Eastern African Countries (i.e. Madagascar, Uganda and Somalia) revealed the potential for locally procuring and pre-positioning menstrual hygiene and management (MHM) Kits.

Pre-positioning of these MHM kits would significantly reduce the time taken to respond to emergencies as the MHM items are not only available in stock when needed, but there are also pre-identified suppliers within the country that would facilitate the ease in provision of these items at the right price and when the need arises. This will not only lead to improvement of menstrual hygiene management and promote dignity among adolescent girls and women in emergency situations, but would also reduce lead time by eliminating the arduous regional tendering process and inform procurement activities for longer term development or risk reduction projects.

It is expected that the specifications and evidence gathered as part of this project can be used by agencies within the WASH sector (as well as Red Cross and Red Crescent National Societies) to improve their responses in providing MHM kits in specific local (national) settings and consequently improving the health and dignity of women and adolescent girls in emergency contexts.

Given the complex and multi-faceted nature of MHM in the East Africa Region, there is need to further scale up the market survey in other countries supported by the IFRC EAIOI regional office so as to improve its timely response to emergencies.

7. ANNEXES

ANNEX 1 – Market survey template sent to National Societies

MARKET SURVEY – Menstrual Hygiene Items

Part of IFRC MHM in Emergencies Project: 2014

Instructions

1. Print this form out
2. Visit your local market. Bring a pen. If you have a camera – take pictures of each item.
3. Fill in the questions below with as much detail as you can. For each item – tick if it is available in the market. Then, note the price and other information required for the top 3 brands. If only 1 or 2 brands/types exist – then just complete for these.

Note: In Somalia, Uganda, and Madagascar – this form must be completed at each project location and also in the capital.


4. Scan this form and email back to vinay.sadavarte@ifrc.org before **12th November 2014**.





Survey questions to complete





a) Location

Country	
City / Town	
Name of market/ shopping area	

b) Availability and price of MHM related items

	Item	Is it <u>available</u> ?	Price: top 3 brands	Other information (if applicable)
		Yes or tick <input checked="" type="checkbox"/>	(local currency)	
1	Pack of disposable sanitary pads (regular absorbency) 		Write name of brand	How many pads in a pack?
			Write price	Sticky on the bottom?
			Write name of brand	How many pads in a pack?
			Write price	Sticky on the bottom?
			Write name of brand	How many pads in a pack?
			Write price	Sticky on the bottom?
2	Underwear – style without 'short-legs', cotton, elastic waistband (colour and size not important)			

					
3	<p>Underwear – style with ‘short-legs’, cotton, elastic waistband (colour and size not important)</p> 				
4	<p>Washable cloth for reusable sanitary pads Can be towelling, kanga, loose cloth, or purposefully sewn cloth - whatever is used locally</p>				
5	<p>Plastic bucket with lid, approx. 7 Litre capacity, not see through in colour</p> 				
6	<p>Personal bathing soap, bar</p> 			How many grams?	
				How many grams?	
				How many grams?	
7	<p>Bar laundry soap (soap for washing clothes)</p>			How many grams?	

				How many grams?
				How many grams?
8	Rope (for clothes line), plastic coated or similar 			Length in metres?
				Length in metres?
				Length in metres?
9	Plastic pegs (for fastening pads onto drying line) 			Number of pegs in pack?
				Number of pegs in pack?
				Number of pegs in pack?
10	Small plastic bags, 1 - 2 L capacity, with handles, non-black colour			
11	Storage bag with zip to close and handle, small/medium size			
12	Tampons 			

Annex 2: Detailed list of items in MHM Kits

Type of MHM Kit	Items
Kit A (Disposable)	Disposable sanitary pads, normal, pack of 8
	Plastic bucket, 6 Litres, with lid
	Bio-degradable plastic bags, 8 - 10 Litre size, non-opaque, black
	220 grams personal bathing soap
	Underwear, 100% cotton, not white, Medium size
	Underwear, 100% cotton, not white, Large size
	Use, care and disposal instructions (Kit 1 - disposable)
	Polyethylene storage bag, with drawstring
Kit B (Washable)	Kit of reusable/washable sanitary pads (AFRI pads)
	Plastic bucket, 6 Litres, with lid
	4 metre length plastic coated rope
	Plastic pegs, pack of 8
	350 grams laundry soap
	220 grams personal bathing soap
	Underwear, 100% cotton, not white, Medium size
	Underwear, 100% cotton, not white, Large size
	Use, care and disposal instructions (Kit 2 - reusable)
	Polyethylene storage bag, with drawstring
Kit C (Disposable and Washable)	Plastic bucket, 7 Litre capacity, with lid, solid colour
	Disposable sanitary pads, regular absorbency, pack of 10
	Small plastic bags (bio-degradable), 1 - 2 L capacity, thin with handles, non-opaque, black
	Pack of reusable/washable sanitary pads (AFRI pads)
	Plastic coated rope, 4 metre length
	Plastic pegs, pack of 8
	350 grams laundry soap, bar
	220 grams personal bathing soap, bar
	Underwear, 100% cotton, not white, Medium size, with elastic waistband
	Underwear, 100% cotton, not white, Large size, with elastic waistband
	Use, care and disposal instructions (Both type A Disposable and type B Reusable/Washable)