“NO MATTER WHERE YOU ARE BORN, YOUR LIFE WILL BE HARDER IF YOU ARE BORN A GIRL.”

GATES FOUNDATION GOALKEEPERS REPORT 2019
“THERE IS NO TOOL FOR DEVELOPMENT MORE EFFECTIVE THAN THE EDUCATION OF GIRLS. NO OTHER POLICY IS AS LIKELY TO RAISE ECONOMIC PRODUCTIVITY, LOWER INFANT AND MATERNAL MORTALITY, IMPROVE NUTRITION AND PROMOTE HEALTH.”

~ UN SECRETARY GENERAL, KOFI ANNAN (2003)
THE
BIG ISSUE
PERIOD POVERTY
WHAT IS

PERIOD POVERTY?
Period poverty limits opportunities for a better life.

- Period poverty refers to the global issue affecting women and girls who do not have safe access to hygienic sanitary products where it may hinder their educational opportunities.

- It affects those who prolong the use of unsanitary products that leads to long-term health issues.

- Combined with the already existing stigma surrounding menstruation in Africa, period poverty can negatively impact women and girls’ daily lives and education.
Sub-Saharan Africa (SSA) is home to more than 500 million women who account for about half of the continent’s population and 14 percent of the female population worldwide. About 47 percent of them are of reproductive age, defined as between 15 and 49 years (World Bank, 2016).
Women in SSA are more likely to die from communicable diseases (e.g., HIV, tuberculosis, and malaria), maternal and perinatal conditions, and nutritional deficiencies, than women in other regions.
Why addressing period poverty is important:

> Educating girls and women has been demonstrated by international health organizations to improve health outcomes.

> Knowledge that empowers and access to healthcare products and services are critical for them to maintain good sexual and reproductive health, leading to improved work opportunities and better quality of life.

> Young girls can then better define their career path by becoming business owners or working in small and medium scale enterprises.
Why addressing period poverty is important:

Globally, about 468 million women aged 15–49 years (30% of all women) are thought to be anaemic, at least half because of iron deficiency and most of these anaemic women live in Africa (48–57%) (WHO, 2020). In some settings, gender discrimination means girls are less likely to access to vaccines, health services and good nutrition than their male counterparts.
SDGs
Supported by the Initiative
The annual GirlsRun. Run supports the following SDGs:

> No Poverty (SDG1)
> Good Health and Well-Being (SDG 3)
> Quality Education (SDG4)
> Gender Equality (SDG5)
> Decent work and Economic Growth (SDG8)
> Reduced inequality (SDG10)
> Sustainable Cities and Communities (SDG11)
> Responsible consumption and production (SDG12)
> Partnerships to Achieve the Goals (SGD17)
WE AIM TO SHED LIGHT ON THE ISSUE OF PERIOD POVERTY AND BRING ATTENTION AND ACTION TO ERADICATE IT.
This run will be the GirlsRun. Annual signature event staged in different parts of Africa to promote girls’ health, wellbeing, and economic opportunities to end period poverty while also boosting local tourism and economies.
The focus on physical activity, and education will serve as a great catalyst to raise important issues related to girls’ health, wellbeing and future economic opportunities in keeping with the intentions of the SDGs and will have long-lasting effects benefitting communities across Africa.
What the Run can do for local communities

By taking the approach of a ‘rolling marathon’ over five days, this provides the opportunity to spread the messaging and information to communities along the running route, particularly to girls and young women who live there. It also provides a platform to have daily education workshops to highlight the positive initiatives underway in the community, as well as discussing approaches to improve their health, well being and economic opportunities.
How the Run can support tourism at local communities

For the countries and communities along the running routes that support GirlsRun. events, this is an opportunity to showcase the uniqueness of these destinations to an international audience, particularly as the continent begins the long, arduous route to rebuilding their tourism sectors after their decimation by the global pandemic, this run and its intentions represent a positive story of hope and global cooperation. The subsequent positive global media presence will be magnified by the GirlsRun. media channels, as well as those of our sponsors.
How this event will be run

• This year’s “RUN” is virtual because of the pandemic and the uncertainty of travel.
• The race will commence on October 11th, the UN International Year of the Girl Child, where the start will be in Eldoret, Kenya, the home of the world’s greatest runners.
• It will conclude at the Equator in Baringo County on October 16th, the meridian where the two parts of the continent join together.
• We are encouraging international teams composed of all levels of runners to take part and have friendly competitions.
• These Virtual teams will be ambassadors of the “RUN” in different communities in Kenya and around the world.
We are reaching out to all running communities in Africa, Canada, the US and around the world. Universities, colleges and high schools will be given incentives to increase participation without having the financial burden of registrations. Over the 21 day period, the virtual teams will be tracking their miles online to increase the awareness of the initiative and fundraise for the communities along the Run’s route.
THE ROUTE
THE VIRTUAL RUN AND THE IN PERSON 2022
Kenya, which was named Africa’s Leading Destination for 2020 by the World Travel Awards, is the host country. The Run begins in Eldoret, the fabled birthplace of many of the globe’s greatest long-distance runners. It will then proceed through the Baringo County communities along the Great Rift Valley, wrapping up at the centre latitude of the world, the Equator.
GREAT RIFT VALLEY ROUTE - KENYA
The intended outcomes of this RUN are to:

• Elevate the awareness around Period poverty.
• Showcase local communities as destinations with their own unique attractions and experiences.
• Raise the profile of health, wellbeing, education, and access to economic opportunities for girls in Africa, including being active participants in their local communities’ visitor economies.
• Talk about the freedom that access to adequate, affordable and appropriate sanitary products can bring and the effect on improving confidence and mental health.
• Communicate with communities about the impact of traditional beliefs and practices around menstruation and break the taboos.
The intended outcomes of this RUN are to (continued):

• Educate and talk about other forms of sanitary products for athletes such as tampons, diva cups and how they are used.
• Reduce the incidences of girls dropping out of school and increase post secondary access and completion for the girls.
• Increase Leadership opportunities in the communities through role modeling and mentorship opportunities.
• Connect/ buddy/ support groups for girls across the globe in schools and communities to share ideas and experiences with each other.
What our long term vision is:

• To establish a network of GirlsRun communities in Africa that have participated in these virtual and physical rolling marathons to act as exemplars of our organization’s goals and intentions to ensure that the hardness of being born a girl is reduced, and that they are allowed to flourish in good health, wellness and opportunity instead.
JOIN US ON THE JOURNEY!

W girlsrunperiod.org/
E info@girlsrunperiod.org
T @girlsrunperiod
I @girlsrunperiod