



## Baby for Me (B4M)

Kilele Foundation  

Kenya



Baby for me is a disposable sanitary pad program which aims to support girls to stay in school and feel confident in their communities. It provides a long term solution to poor families that cannot afford artificial sanitary pads for their girls.

Launched in 2002, Not-for-profit, Menstrual Hygiene Management, Women's Empowerment, East Africa: Kenya



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### Problem Addressed

Many girls growing up in Kenya dread the time of their period. Many must stay at home from school for at least 4 to 5 days and use a piece of cloth to manage their menstruation. This is not only demeaning but also unhygienic, and possibly results in undiagnosed infections among young and school-going girls.

### Innovative Approach

Baby for Me began by soliciting donations so that sanitary pads could be distributed for free to girls in need. However, when those funds were depleted, the Kilele Foundation decided to focus on the long-term sustainability of the program. Community members including parents and teachers were gathered for sensitization about Baby for Me's activities, and the resulting feedback was built into program design.

### Program Solution

B4M is the first innovation and social responsibility program of Kilele Foundation to support school girls and adolescent mothers. B4M disposal sanitary towels will be made using soft socks which will be filled with cotton wool. The pads will then be placed on the panties similar to traditional pads. Once the cotton wool is soaked, it will be removed and disposed while the sock will be washed and reused again. Kilele Foundation has organized farmers to start growing cotton to facilitate a smooth production of the pads. The pads are made by local design student volunteers.

Baby For Me is also developing a program to support adolescent mothers to remain in school. Many girls have become mothers while in school, and B4M Program is developing a day care program to allow them to take classes.