



PROJECT
100 years, 100 actions for México



Mexico City, October 2019

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PROJECT COORDINATOR
100 X 100 MÉXICO
P R E S E N T E S

MR. ROGER SIMS
PROJECT COORDINATOR
100 X 100 HEART TO HEART

● APPLICANT INFORMATION

Name: Club Rotaract Plaza de la República

Address: Hotel Stanza, Avenue Álvaro Obregón No. 13, Cologne Roma Norte, Municipality Cuauhtémoc. ZP. 06700, Mexico City, Mexico.

District and Number Club: District 4170. Number Club: 217080.

Sponsoring Club: Plaza de la República, CDMX. ID: 88667

Project name: "Cups for them, wellness for everyone"

Overall Objective:

Raise awareness among the inmates of the "Women's Social Reintegration Center, Tepepan" on the reduction of solid waste and environmental impact. Through the promotion and use of menstrual cups; contributing to the prevention of cancer diseases and vaginal infections.

Specific Objective:

- Provide menstrual cups to the inmates of the Tepepan women's social reintegration center.
- Create an atmosphere of sorority in the inmates, by redeeming the idea of disgust and dirt caused by menstruation and changing it for acceptance, value, love and recognition of their body.
- Empower their femininity through menstrual health workshops so they can speak freely about their health needs, about their dignity and their human rights.
- Reduce the expenses incurred by the "Women's Social Reintegration Center, Tepepan"
- Offer a cheaper method of intimate hygiene for inmates.
- Support the economic growth of the country by strengthening SMEs (small and medium enterprises) with the purchase destined for this project.

PROJECT DESCRIPTION, DISAGGREGATED BY LONG-TERM AND SHORT-TERM

The project is focused on generating a positive change in the inmates of the "Women's Social Reintegration Center, Tepepan" (CEFRESO) by eradicating unhealthiness, poor hygiene, the multiplication of waste and the lack of knowledge they face before their bodies.

Our concern was originated when we met the facilities and part of the inmates, because we realize that the conditions in which they live are not the most appropriate. Although we cannot help them in each of their needs, we want to support them in one of the primary ones: feminine hygiene items, since they are required month by month for their menstrual period and many times they are not protected these days due to lack of resources. That's why we also want to provide them with the best and the most ecological article of feminine hygiene that exists today.

To know which one is the best, we've carried out the following study:

The tampon is a feminine hygiene item that serves to absorb the flow of menstruation. It is composed of materials that contains dioxin, which in large quantities can generate small cuts and



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ulcerations in the vaginal walls, exposing the user to diseases such as cervical cancer and endometriosis and proliferation fields of bacteria such as *Staphylococcus aureus* that is formed inside the uterus due to its frequent use. With regard to the sanitary napkins, they are an absorbent used during the menstrual period. They are made of super absorbent gel that is stored inside, causing infections in the cervix generate irritating gases, as reported, causes an increase in temperature in the area and makes it the perfect environment for the development of diseases.

The time that a tampon degrades is 6 months, while that of the pads are 500 to 800 years, which makes us reflect on the damage it causes in the environment.

Against these 2 articles of feminine hygiene there is one that lately has given much to talk about, thanks to the fact that it has presented a benefit in every user who comes to use it: the menstrual cup. It lasts between 5 and 10 years. Once the menstrual cup has reached its useful life, it can be cut into small pieces and buried underground to decompose more easily; as it has no toxic components, it does not contaminate and therefore does not harm the environment. Being made of hypoallergenic materials, and not of toxic chemicals, it does not generate bacteria, fungi, or fatal diseases.

Although their prices tend to be high but over time it is a great saving compared to the expense that is generated when buying compresses or tampons. For this reason, the menstrual cup was chosen as the best feminine hygiene article for inmates to live their menstruation in a healthy way.

The short term Project:

The first activity will be conducting a census and a talk to describe the operation, advantage and disadvantage about use of menstrual cups. The census will obtain data necessary of every inmate with the purpose of give them the most proper cup in accordance with her characteristics like age, number of children, size of vaginal canal and intensity of menstrual flow.

Once raised the data, we will proceed to buy and deliver in form direct and in donation to everyone inmate who was susceptible for use of the menstrual cup.

It will include a decrease in expenses in both sanitary napkins and tampons, which will result in: savings for the CEFERESO and for the relatives of inmates; as the numbers of women who use these feminine hygiene methods will decrease, also the overcrowding of garbage that this generates, which will also have an impact on the environment.

It is expected that, through the talks that will be given thanks to our “Flores Rojas” allies, the distributor with whom we will partner to buy the menstrual cups. The talks will also include the best methods to care for, wash and maintain their menstrual cup inside the prison, with this the reduction of cases of infections and vaginal diseases of the inmates is expected.

The long term Project :

It is planned that, every 6 months together with the advisors of “Flores Rojas” we will attend the CEFERESO to learn how inmates have become familiar with this new method of feminine hygiene; the pros and cons that they have had with the cup and what moods and physicals changes they have noticed since they started using it.

This visit will have a double implication, because it will also serve to be aware of the inmates who are entering, in order to provide them with their own menstrual cup and give them proper advice for their use. Mobility will be given to this project to be able to take it to more places and generate a greater impact on both women and the environment.



SUSTAINABILITY

Pollution in Mexico is one of the main problems that affects the entire population at different scales. According to studies carried out by the Government of Mexico, a person generates almost a kilo of solid waste per day; In addition to this, women in menstruation period whose duration ranges from 3 to 5 days and on average use 5 towels per day, increases the generation of urban solid waste. This means that in one year each woman is 60 days old and in 34 years, 2400 days, that is, throughout her life she will use 10,200 sanitary towels. One of the substitute products that help to mitigate this situation is the menstrual cup as it has a life cycle of 10 years, which significantly reduces the waste mentioned above.

Among the benefits that are found when using menstrual cups are:

- The menstrual cup compensates its price in a matter of 6 to 8 months, but it can be used for approximately 10 years, which is its period of life.
- Unlike tampons and towels, which must be changed every few hours, menstrual cups only need to be removed, emptied and rinsed every 12 hours approximately, although that recommendation varies between manufacturers.
- As it is reusable, in addition to not generating garbage that contains plastic, it saves on waste such as wrappers, boxes and applicators.

Finally, it should be noted that when using and promoting the use of the menstrual cup, the different ecosystems that are affected by the poor management and final disposal of waste, as well as the fauna and flora that currently suffer the ravages of modern and consumerist society that prevails in the world, are positively impacted.

DIRECT AND INDIRECT BENEFICIARIES BREAKDOWN IN THEIR VULNERABLE SITUATION ATTACH IMAGES

Direct beneficiaries:

150 women of the “Women's Social Reintegration Center, Tepepan”.

This prison houses women who are in the fertile period (Menstruation), and since they do not receive visits they have insufficient personal hygiene items, since they get them, since they get them through donations, which causes them to not have access to many sanitary napkins and use them for several hours causing infections and vaginal diseases.



For security reasons, they only allow photographs outside the “Women's Social Reintegration Center, Tepepan”.

Indirect beneficiaries:

- Marine and terrestrial ecosystems of Mexico, Relatives and acquaintances of inmates and Medium and small Mexican companies.

PROJECT LOCATION

Women's Social Reintegration Center, Tepepan, Tepepan, Street La joya unnumbered, Cologne Valle Escondido. Xochimilco, Mexico City, Mexico.



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FURMEX
Fondo Unido Rotario de México, A C

● AREAS OF INTEREST:

- Health, welfare and treatments ✓
- Water, treatment and hygiene ✓
- Health maternity-child ✓
- Community economic development ✓
- Other (specify please) Environmental care.

PROJECT BUDGET

The project budget is \$3,500.00 USD, aprox, \$70,000.00 MXN, broken down as follow way:

Contributions	Amount (USD)
From applicant club	\$350.00
Support proposed from H2H	\$3,150.00
Total	\$3,500.00

INVESTMENT TO BE MADE IN THE PROJECT

Concept	Amount	Total (USD)
Cups S, and M	140 items	\$2,275.00
Cups L	70 items	\$1,225.00
Total		\$3,500.00

SIGNATURES

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