

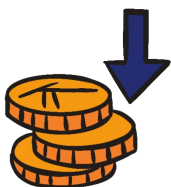


# What factors influence women's decision to consider vaginal insertable products for Menstrual Health?

In Kenya, women's attitudes toward vaginal insertable menstrual products reflect a complex set of needs and concerns:

- 1 **Trust in information sources varies with age**, shaping how women learn about and perceive these products.
- 2 **Environmental and cultural factors**, such as access to private spaces and community attitudes, also affect willingness to adopt insertables.

## CRITICAL CONSIDERATIONS FOR VAGINAL INSERTABLE PRODUCT ADOPTION FOR MENSTRUAL HEALTH



**Affordability:** High costs are managed by careful budgeting or extending product use.



**Hygiene:** Availability of private, comfortable spaces for insertion, removal, storage, and disposal



**Efficacy:** When trying a new product, backup methods are often used until product confidence is built.



**Administration:** Women prioritize products with clear and discreet insertion and use processes

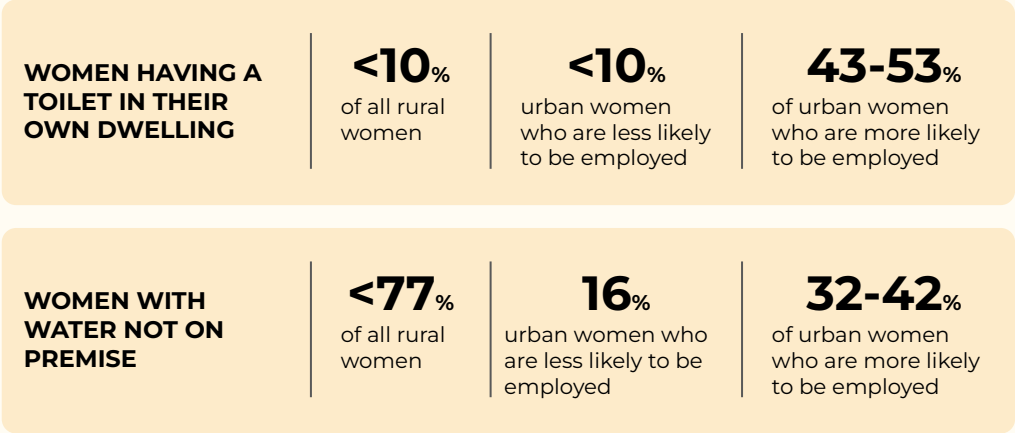
# Barriers to Adoption of Vaginal Insertable Products for Menstrual Health

## 1. Insertion Context and Hygiene:

Limited access to private, clean spaces for insertion, removal, and maintenance creates challenges for women across all segments. Water scarcity and inadequate sanitation facilities further complicate hygiene management, especially for women without improved toilet facilities. This is also concern for women who leave their homes for work that state public toilets are not suitable for reusable menstrual health products such as the cup.



Scarcity of water leads to reliance on stored/collected water in buckets for daily use.



**2. Cost and Availability:** Many women perceive insertable products as expensive and difficult to obtain. Availability is often limited to supermarkets, which may be inaccessible or unaffordable, while smaller local shops and kiosks rarely stock these products.



*"I have never tried because, first you looked at the economy. It is expensive but there was a time I really wanted to use it. but when you hear about the price you just leave it. I think it was 300 and something at Naivas the last time I checked. So, you leave it alone."*

- Imelda, U2.2 K

**3. Disposal and Storage:** Women face practical challenges around how to store insertable products safely between uses and dispose of them hygienically, particularly in environments lacking proper facilities.



Outdoor toilet facilities lacking hygiene and disposal mechanisms needed for safe use of products