

Evaluation of Happy Periods



CONTEXT

Stigmas related to menstruation and barriers to accessing menstrual products and information affect millions of girls and their social inclusion.

PROGRAM

The non-governmental organization Sanitation First has been implementing the Happy Periods Program in Tamil Nadu, India, since 2019, to improve menstruation knowledge, attitudes, and practices among both boys and girls. Main elements include information provision and free reusable sanitary pad distribution.

EVALUATION

For this evaluation, AIR compared menstruation measures in Happy Periods treatment schools and comparison schools over time.

Data were collected at the beginning and end of 2025 in schools across 9 blocks in Thiruvallur.

During each of the two survey rounds (baseline and endline), the sample included approximately:



Evaluation Sample
105 SCHOOLS



105 SCHOOL REPRESENTATIVE
(E.G. PRINCIPAL)



1000 FEMALE STUDENTS
(IN GRADE 8-9)



350 MALE STUDENTS (IN
GRADE 8-9)



STUDENT CONTEXT

18%
Students' mothers have
completed Grade 12 or higher



26%
Students live in semi-pucca
or kachha housing

OPERATIONAL PERFORMANCE

Among school administrators:

95% said that the program was age-appropriate and relevant for students

98% said that it improved students' understanding of menstruation

86% said that none of the teachers disapproved of the program

86% said that none of the parents disapproved

69% said that the program did not lead to embarrassment among girls

"I think every school should do this kind of awareness."

-Teacher,
Treatment School



Schools confirm benefiting from the program.

At endline, more representatives of treatment schools confirm recently receiving Happy Periods as well as reusable menstrual products for their students from non-government sources.

● Comparison ● Treatment

Received Happy Periods Program
(last 6 months)



Comparison

9.7%

Treatment

97.7%



Nearly all treatment schools report recently receiving the Happy Periods program.

NEAR UNIVERSAL DELIVERY

Received free reusable menstrual products from non-government sources (last 6 months)



Comparison

0%

Treatment

39.5%



Unlike students in treatment schools, students in comparison schools do not have access to reusable sanitary products through their schools.

This evaluation was conducted by the American Institutes for Research (AIR). Please contact Averil Chakrabarti (achakrabarti@air.org) for more information.

THE HAPPY PERIODS PROGRAM

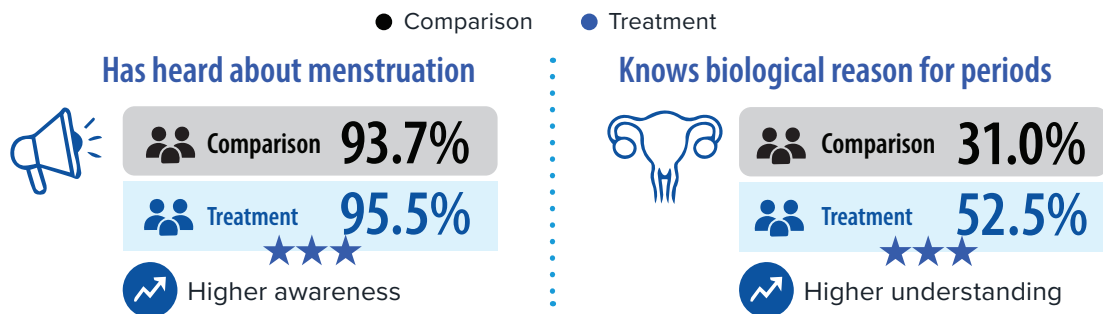


Impacts of Happy Periods

Happy Periods increases student awareness and knowledge about menstruation.



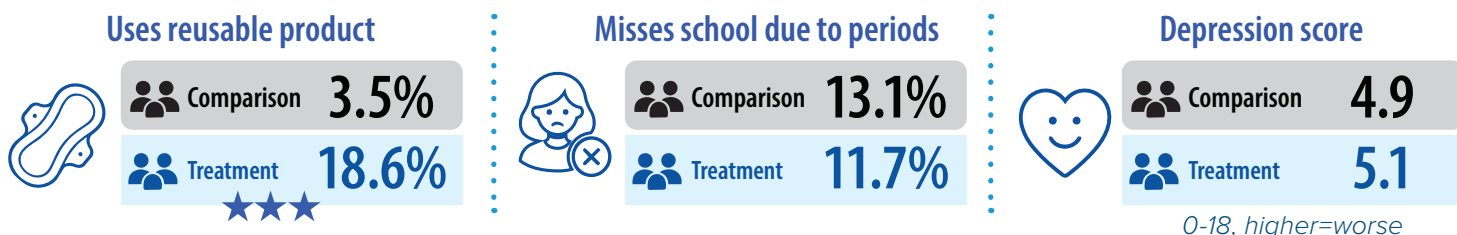
More students are aware of menstruation and understand the biological reason behind periods.



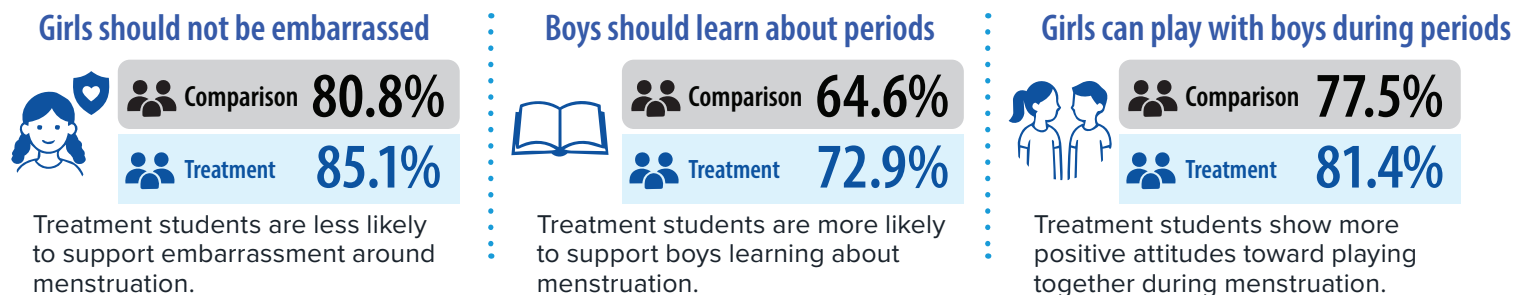
“I would be comfortable... if we need something, we should ask and buy it. There is no shyness in asking for what we need.”

-Girl, Treatment School

Happy Periods increases girls' use of reusable menstrual products but does not change girls' school attendance and subjective well-being.



Happy Periods reduces stigmas and taboos surrounding menstruation.



*** improvements in an overall menstruation attitudes index

“I feel uncomfortable talking about periods with men. I feel hesitant.”

-Girl, Comparison School

The statistics here are raw endline comparisons but statistically significant estimates (of program impacts from difference-in-differences models using panel data) are noted with ***s



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