

Homelessness and Feminine Hygiene

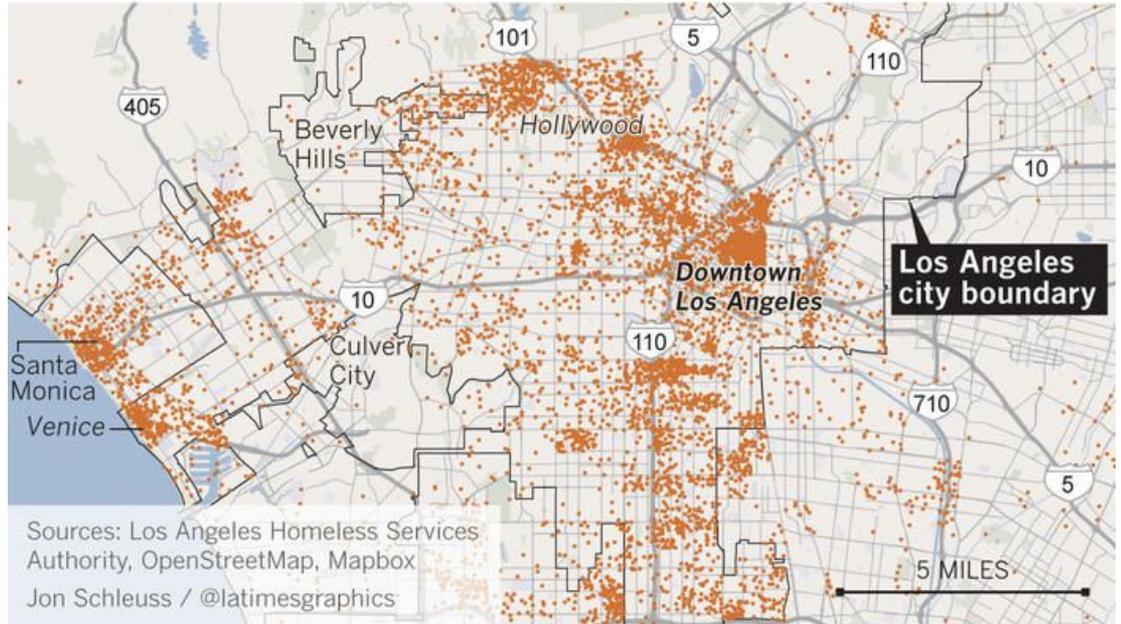


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Population

According to the Los Angeles Homeless Services Authority (2016), homelessness in Los Angeles County has continued to rise with a total of 46,874 in 2016.

Homeless Count Totals			
	2015	2016	% Change
County of LA	44,359	46,874	+5.7%

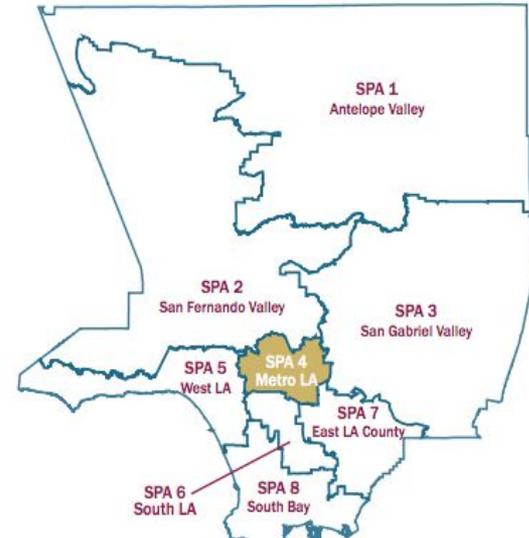


Target Population: SPA 4

SPA 4 also known as Metro LA, encompasses many communities, but most importantly, **Downtown Los Angeles (including Skid Row)**. SPA 4 is our target population because it has the largest homeless population in comparison to other parts of Los Angeles.

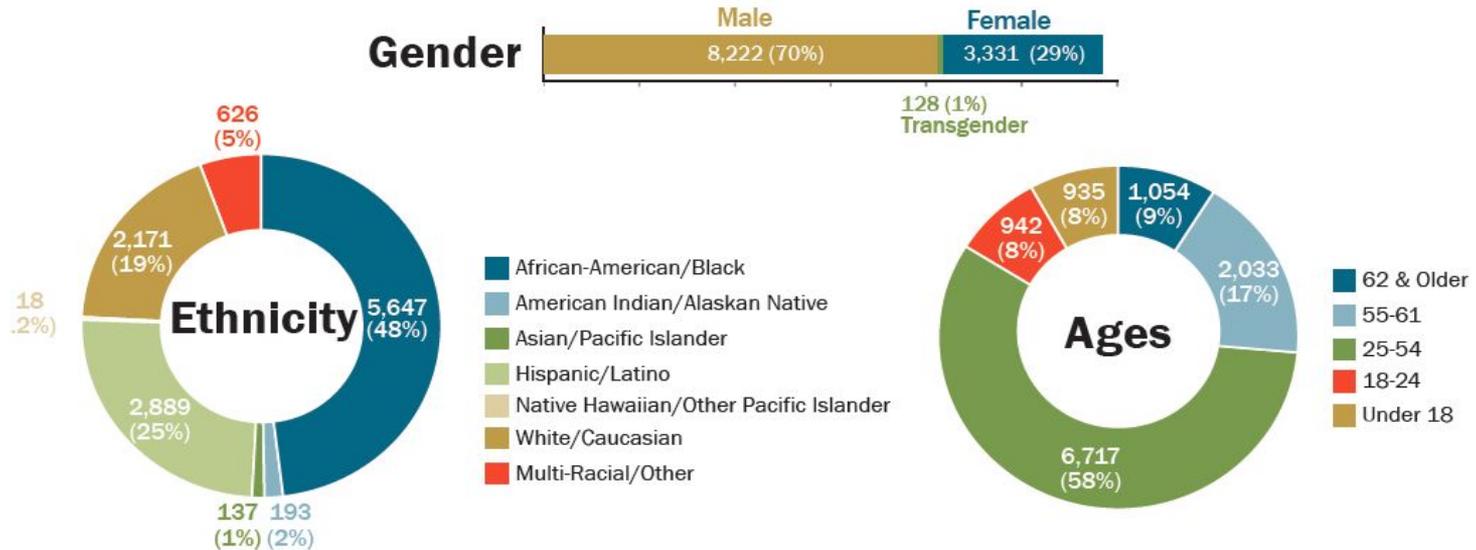
SPA Totals and % Share of the Los Angeles Continuum of Care (CoC)

	2013		2015	
	#	%	#	%
SPA 1	2,113	6%	2,818	7%
SPA 2	4,836	14%	5,216	13%
SPA 3	2,794	8%	3,093	8%
SPA 4	10,472	29%	11,681	28%
SPA 5	3,667	10%	4,276	10%
SPA 6	7,045	20%	7,513	18%
SPA 7	2,429	7%	3,571	9%
SPA 8	2,168	6%	3,006	7%
L.A. CoC	35,524	100%	41,174	100%



SPA 4

Although this area has a large male population, the female population is prevalent and 58% of them are between ages 25-54 and 16% are below the age of 24. This means that 74% of the homeless women in SPA 4 are within menstrual age and utilize feminine hygiene products.



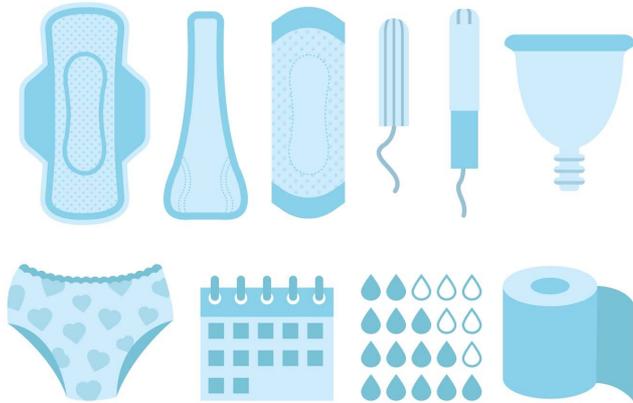
SPA 4: Downtown LA - Skid Row



Homeless women are not considered a sub population and are usually generalized with the rest of the population. Specific data on our target population is limited, but we were able to identify that due to their prevalence and their age, they meet the need of feminine hygiene products during menstruation

Issue

A woman menstruates about 3,000 times in her lifetime.



During menstruation, it is important to have safe and sanitary feminine hygiene. Products needed to absorb blood flow include: underwear, maxi pads, tampons, feminine cleansing wipes, reusable menstrual cups, reusable rags, etc.

When an individual is homeless, these products are not feasibly affordable, hard to find or not easily accessible

Public Health Implications

Poor feminine hygiene includes reusing unsanitary materials, not washing as needed, leaving materials for absorption for too long or simply not using the right hygiene supplies. Unsafe and unhealthy personal hygiene during menstruation can result in:

- Reproductive Tract Infections
- Increase the risk for HPV infection
- Increase risk for cervical cancer
- Irregular vaginal discharge
- Severe pelvic pain
- Bacterial skin infections
- Dysuria
- Toxic Shock Syndrome



Overall, lack of feminine hygiene during menstruation can exacerbate certain health risks, trigger mental health issues, increase their susceptibility to discrimination and can overall put individuals at a higher risk for mortality.

The Ladybugs Movement

In order to address this public health issue, The Ladybugs Movement will advocate, educate, organize communities, mobilize volunteers and create a sustainable solution to increase the access of feminine hygiene products.

Mission Statement: The Ladybugs Movement is a non-profit campaign with the mission to empower and improve the lives of homeless women in Los Angeles by increasing access of hygiene products.



The Ladybugs Movement Approach

The Ladybugs Movement is different than other existing organizations with a similar focus:

- We are not recreating the wheel by doing what shelters/missions/non profit organizations are already doing. We are collaborating with them to create uniformed sustainability to feminine hygiene products.
- We are using evidence based practices (strength based) and evaluating outcomes
- Looking at the issue more broad (safe spaces, preventive services, social determinants of health)
- Aiming for policy development



Specific Activities and Strategies



The Ladybugs Movement as the organizer will advocate on the importance of addressing this issue to organizations who help homeless women by phone calls, in person meetings and online discussions

- Organize a campaign to collect funds and supplies
- Collections will be redirected back to the initial organizations partnered with
- Volunteer opportunities for members and community

Specific Activities and Strategies



Grant Funding

- Not enough safe and sanitary spaces for women to utilize for feminine hygiene purposes
- Strategy : Work with community stakeholders, organizations and business within the area to increase the access to safe and sanitary public restrooms
- Create a resource book of safe and sanitary places for women to go to maintain their feminine hygiene





The Ladybugs Movement

The Ladybugs Movement

\$701 of \$1,000 goal

Raised by 9 people in 3 months

Donate Now

Share on Facebook

Created August 9, 2016

CA Crystal Arellano
Charity
LOS ANGELES, CA

Recent Donations



The Ladybugs Movement

ABOUT

WHY IS THIS IMPORTANT?

BLOG

THE LADYBUGS

CONTACT

VOLUNTEERS

The Ladybugs Movement

Instagram

Search



theladybugsmovement

Following

67 posts

141 followers

311 following

The Ladybugs Movement is a non profit campaign with the mission to empower and improve the lives of homeless women by increasing the access of hygiene products. theladybugsmovement.weebly.com

The specific activities TLM has done to involve the community, gain support and create a sustainable supply of donations is **outreach** through flyer distribution, a **website / blog**, social media page via **Instagram** and a **GoFundMe** page for monetary donations

Specific Activities and Strategies

Ladybugs in Action- Feminine Hygiene Kit Making Day



Sustainability

Increasing awareness



- Using social media as a strategy
 - Increased chance that people from different social networks will find your cause and join without being constrained by geography, time, or disability
 - Individuals become involved in collective action through their personal connections

Creating partnerships

- Community Organizing Approach

Challenges

The biggest issue with addressing feminine hygiene is the cultural and social taboo norms around menstruation and reproductive health



Funding for a consistent supply of feminine hygiene products is difficult to sustain



Strengths

- Media / Internet sources have helped spread awareness and gain community support
- Strengthening organizations resources of hygiene products and creating a more sustainable method
- Strength based and evidence based campaign
- Has great potential to gain recognition because it is innovative, health focused, undeniable, local, as well as empowering



Thank you!



Please contact us for more information, donation questions or ways to get involved!

Email: theladybugsmovement@gmail.com

GoFundMe page:

<https://www.gofundme.com/289xxn6g>

Instagram: [theladybugsmovement](https://www.instagram.com/theladybugsmovement)



The Ladybugs Movement



The Ladybugs Movement is a non-profit campaign with the mission to empower lives and improve the health of women.

This campaign will advocate, educate, organize communities, mobilize volunteers and create a sustainable solution to increase the access of feminine hygiene products to homeless women in Los Angeles.



EDUCATION AND ADVOCACY



COMMUNITY ORGANIZING AND MOBILIZING



HYGIENE SUPPLY SUSTAINABILITY

WHY JOIN?



We can often forget how much of an impact hygiene products can have on someone's personal health, happiness and the overall public health.

WISH LIST:

- Feminine cleansing wipes
- Maxi pads
- Tampons
- Panty liners
- Deodorants
- Hand sanitizers
- Body wash
- Shampoo
- Toilet paper
- Tissue packs

or any other travel size hygiene products



Please contact us for more information, donation questions or ways to get involved!

GoFundMe page:
<https://www.gofundme.com/289xxn6g>

Instagram: [theladybugsmovement](https://www.instagram.com/theladybugsmovement)





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