



## PRISA PRISM AWARDS 2017

CAMPAIGN : Mimi Women Shock Box  
CATEGORY : Corporate Responsibility  
CLIENT : Mimi Women  
CONSULTANCY : PR Worx  
CONTACT : Karen Cooper  
[karen@prworx.co.za](mailto:karen@prworx.co.za)  
(011) 896 1818  
[www.prworx.co.za](http://www.prworx.co.za)

---

### 1. OPENING STATEMENT

Mimi Women required a 16 Days of Activism campaign to raise awareness:

- that it's SA's only black female owned sanitary towel company;
- but more importantly, highlighting the lack of affordable sanitary pads.
- This leads to discrimination, bullying and sexual exploitation of young, underprivileged schoolgirls between the ages of 11 – 18.

To create an impactful 16 Days of Activism campaign, PR Worx devised a “Mimi Shock Box”, to “shock” the media and various stakeholders into action.

However, we never expected the results and heart felt sentiment expressed by seasoned journalists, corporates and members of the public throughout the campaign.

All that for R34,000!

[Words: 102]

### 2. STATEMENT OF PROBLEM AND OPPORTUNITY

Founded in 2013, Mimi donates pads to disadvantaged schools through corporate support because:

- ▶ Underprivileged girls feel isolated and shamed for having a period because they cannot afford sanitary pads;
- ▶ Girls lose on average 60 days of schools per year;

- ▶ Because of a lack of sanitary pads, they use makeshift pads, which often leak and lead to embarrassment.
  - This exposes them to exploitation by 'blessers', bullying by peers or pregnancy in a desperate attempt to stop them from menstruating.

## 2.2 OPPORTUNITY: RAISE STAKEHOLDER AWARENESS THROUGH SHOCK BOXES:

- Simulating gifts, deliver brown boxes tied with red ribbons and a personalised swing tag to media and corporates, to draw immediate attention.
- It contained:

- blood stained (mercurochrome and red paint as 'blood')
  - panties,
  - facecloths,
  - socks filled with sand for absorbency,
  - dishcloths,
  - newspapers (i.e. stained Beeld newspaper sent to Beeld)
- a personalised letter from an anonymous girl telling her story
- printed and electronic photo of the author
- Mimi press release
- a single sanitary pad with bold messages in red writing i.e.
  - I don't need a 'blesser', I need pads
- a pack of Mimi pads with a swing tag: "This is all I need to stay in school."



- 2.3 The Shock Box aside, the heart of the campaign was a partnership with Pageants SA's 250 Junior Miss SA brand ambassadors to juxtapose their poise and privileged backgrounds against the harshness of the conditions school girls were facing in their everyday lives.

The campaign was implemented nationally.

[Words: 252]

## 3. RESEARCH

- a. **Qualitative research** was used to explore and record the attitudes, perceptions and cultural issues among the urban poor and rural areas around menstrual hygiene management.

A sample consisted of adolescents and their life orientation teachers. This was done through surveys, which were all closed ended questionnaires.

The study featured three high schools and five primary schools;

- 56.25% were between the ages of 10 and 13
- 43.25% above the age of 13 but below the age of 20

b. **Media monitoring**

What is being reported by new and traditional media.

c. **Desktop research**

Researched competitor initiatives and what we could communicate differently to Corporate SA to get funding and support.

d. **Social media**

Researched the perception of the public and whether the subject is being addressed and talked about.

[Words: 131]

#### 4. PLANNING

3.1 OBJECTIVES	3.2 MESASURABLE CRITERIA FOR SUCCESS	3.3 EVALUATION
1. Educate the public and media that gender discrimination can take many forms.	Create and deliver 12 Shock Boxes to top tier media in Gauteng	<p>38 Shock Boxes delivered (Addendum B)</p> <ul style="list-style-type: none"> <li>• 16 Newspapers</li> <li>• 12 Radio Stations</li> <li>• 10 TV</li> </ul> <p>25 Media interviews secured from the Shock Box deliveries:</p> <ul style="list-style-type: none"> <li>• 24 Print</li> <li>• 3 Online</li> <li>• 5 Radio</li> <li>• 4 TV</li> </ul> <p>R6,7 million 1:1 AVE generated</p> <p>Eyewitness News' online article was shared on Facebook over 1,100 times reaching thousands of social media consumers</p>
2. Get Corporates to partner with Mimi	Create and deliver 12 Shock Boxes to top corporates in Gauteng	<p>Mimi received over 60 emails and 150 phone calls in two days from people and corporates wanting to partner with them</p> <p>Mimi also received their biggest donation to date from a corporate who heeded the call to action:</p>

		<ul style="list-style-type: none"> <li>• R180 000 to keep 1,000 girls in school for a year</li> <li>• = 12,000 packs of pads in total</li> </ul>
3. Grow Mimi's share of voice as the <b>local operator</b> among international competitive sanitary towel companies	Secure <b>10 ambassadors</b> to help spread the word that Mimi can help underprivileged communities	<p>Due to the partnership PR Worx secured with Pageants SA, we had;</p> <ul style="list-style-type: none"> <li>– <b>250 brand ambassadors</b> across SA: <ul style="list-style-type: none"> <li>○ Generating media interest and coverage</li> <li>○ Visiting schools</li> <li>○ Doing public appearances</li> <li>○ Hosting fund raisers</li> <li>○ Awareness videos</li> <li>○ Posting on social media daily <ul style="list-style-type: none"> <li>▪ Posts: 4,376</li> <li>▪ Likes: 15,696</li> <li>▪ Comments: 1,431</li> <li>▪ Shares: 844</li> <li>▪ Video views: 18,960</li> <li>▪ Post interactions: 125,271</li> </ul> </li> </ul> </li> <li>– SA Pageants have reported a total of <b>9 million+ people</b> have been reached through social media alone</li> </ul> <p>Due to Junior Miss SA, <b>35,000 packs of pads</b> have been purchased and donated</p>
4. Educate South Africans on the affordability of sanitary towels	Compile Social Media plan	<p>November Facebook statistics;</p> <ul style="list-style-type: none"> <li>• Reach: 1,139,369</li> <li>• Reactions: 17,368</li> <li>• Comments: 4,486</li> <li>• Shares: 2,101</li> </ul>

[Words: 294]

#### 4.1 TARGET AUDIENCES AND THEIR DESIRED ACTIONS

a. Public

- Understand that abuse can take many forms including poverty

b. Media

- Create awareness about Mimi's campaign
- c. Corporate SA
  - Partner with Mimi and donate
- d. Pageants SA
  - Create awareness, educate the youth and secure corporate sponsors

## 4.2 MESSAGE FORMULATION

- ▶ 2 million schoolgirls can't afford sanitary towels
- ▶ Not having access to sanitary towels is a form of abuse
- ▶ Girls use socks, rags, socks, newspapers, etc. as pads
- ▶ Girls are exposed to a variety of abuse including exploitation by 'blessers', infections, bullying by peers, or pregnancy to stop them from menstruating

## 4.3 COMMUNICATION CHANNELS

- ▶ Print, online and broadcast media
- ▶ Social Media
- ▶ School visits
- ▶ Public appearances
- ▶ Speaking opportunities

## 4.4 MESSAGE VEHICLES

- ▶ Shock Box
  - New and traditional media
  - Corporates
- ▶ Social Media
- ▶ Pageants SA
  - Appearances
  - Community and regional media
  - Social Media

[Words: 145]

## 5. EXECUTION

- 5.1 Create the Shock Box (See content 2.2 above)
  - PR Worx delivered 38 Shock Boxes to key media and 12 to corporates
  - Junior Miss SA contestants delivered 120 Shock Boxes to their community media
  - Follow-up with all stakeholders
  - Set up media interviews, generate coverage, measure publicity



- 5.2 Develop a Social Media plan
- Building up to 16 Days of Activism included research posts, perceptions, and teasers of what's to come.
  - During the campaign messages related back to the Shock Box facts i.e. blessers, makeshift pads, abuse, embarrassment, school absenteeism, long term negative economic effects, etc.
- 5.3 Partnership with Pageants SA (Addendum D)
- Secure partnership and buy in from all 250 contestants
  - Create a 'How To' document explaining how to deal with the media, reproduce their own Shock Box, fund raise, do school talks, a template release for each contestant tailored to their specific region with a personalised message.
  - Assist contestants with media channels within their region and residential area

[Words: 167]

## 6. EVALUATION

See 3.3

[Words: 2]

## 7. CONCLUSION

Further to achieving Mimi's brief and exceeding their expectation, together with the Shock Box and the Pageants SA partnership, South Africans are now aware and more educated about the harsh conditions underprivileged girls face daily.

Additionally, due to the widespread coverage, pressure was put on government to start implementing campaigns where free sanitary pads are given to school girls. The KZN Education Department is now distributing free sanitary pads to 2,992 schools in the province.

We believe that this honest, heartfelt, in-your-face, WOW campaign and extraordinary work showcased, is worthy of a Gold PRISM Award.

[Words: 95]

**PRISA NOTES: TOTAL WORD COUNT:**

102 WORDS – 1. OPENING STATEMENT

252 WORDS – 2. STATEMENT OF PROBLEM / OPPORTUNITY

131 WORDS – 3. RESEARCH

439 WORDS – 4. PLANNING: OBJECTIVES, MEASURABLE CRITERIA AND EVALUATION  
TARGET AUDIENCE; MESSAGE FORMULATION; COMMUNICATION  
CHANNELS; MESSAGE VEHICLES

167 WORDS – EXECUTION

2 WORDS - EVALUATION

95 WORDS – CONCLUSION

1,188 WORDS

Addendum A  
Letter of Endorsement from client



To whom it may concern:

Mimi hereby acknowledges and gives full rights to PR Worx, our contracted Public Relations company, to enter the Mimi Shock Box PR campaign into the 2017 PRISA PRISM Awards.

Throughout this process, PR Worx displayed, dedication, a willingness to work hard and go the extra mile.

We are beyond satisfied with the results they have achieved during this period.

Accordingly, we firmly maintain that they should be endorsed for any industry award that they choose to enter.

We believe that the sterling work they have completed for Mimi's 16 Days of Activism Campaign is worthy of a Gold PRISM Award.

**Yours sincerely**

Ramona Kasavan  
Founder and CEO  
Mimi

## Addendum B

### Media Shock Box delivery list and time schedule

#### Karen Delivery Schedule

##### SHOCK BOX DELIVERY SCHEDULE

	Media House	Address	Telephone	Time
1.	SABC Broadcast Centre	SABC TV Centre, Cnr. of Artillery and Henley Rd, Auckland Park	011 714 9111	06:30
	Morning Live			
	SABC 1 News			
	SABC 2 News			
	SABC 3 News			
2.	SABC Radio Park	SABC Radio Park, Henley Road, Auckland Park	011 714 4442	07:00
	5FM			
	Channel Africa			
	Metro FM			
	Radio 2000			
	RSG			
	SAFM			
3.	Media 24	69 Kingsway Avenue, Auckland Park	011 713 9039	08:00
	Beeld			
	City Press			
	Daily Sun			
	Rapport			
4.	Independent Newspapers	47 Sauer Street, Johannesburg	011 633 9111	09:00
	Saturday Star			
	Star			
	Sunday Independent			
5.	Carte Blanche	60 Moorose Street, Wadeville	011 824 1920	10:00

#### Candice Delivery Schedule

##### SHOCK BOX DELIVERY SCHEDULE

	Media House	Address	Telephone	Time
1.	Power FM	79 Central Street Houghton Estate, 2198	011 014 9000/086 198 7000	06:30
2.	Primedia Place	5 Gwen Lane, Sandown, Sandton	011 506 3200	07:15
	702			
	947			
	Eyewitness News			
3.	CNBC Africa	8 Stella Street, Sandton	011 384 0300	07:45
4.	Times Media	4 Bierman Avenue, Rosebank	011 280 3000	08:15
	Sunday Times			
	The Times			
	Sowetan			
	Sunday World			
	BDFM			

## Nomsa Delivery Schedule

### SHOCK BOX DELIVERY SCHEDULE

	Media House	Address	Telephone	Time
1.	YFM	Dunkeld Crescent, 4 Albury Rd, Hyde Park, Johannesburg	011 772 0992	06:00
2.	ENCA	5 Summit Road, Randburg, Johannesburg, 2196	011 537 9300	07:00
	eNCA News			
	eTV Sunrise			
	Maggs on Media			
	Sistahood			
3.	Caxton	368 Jan Smuts Avenue, Craighall, Randburg	011 889 0600	08:00

## Noma Delivery Schedule

### SHOCK BOX DELIVERY SCHEDULE

	Media House	Address	Telephone	Time
1.	Jacaranda FM	89 14th Road, Erands Gardens, Midrand		06:30
2.	ANN7	Corporate Park, 52 Lechwe St & Old Pretoria Road, Midrand	011 542 1222	07:15
3.	The New Age	Corporate Park, 52 Lechwe St & Old Pretoria Road, Midrand	011 542 1222	08:00
4.	The Citizen	9 Wright St, Industria West, Johannesburg, 2042	010 492 5281	09:00

Addendum C  
Eyewitness News Article

The screenshot shows a news article on the Eyewitness News website. At the top, there is a navigation bar with the 'W N' logo and 'EYEWITNESS NEWS'. A blue banner for 'carzar' offers a 'Free Car Inspection' in 30 minutes. Below the navigation, the article title 'WHY YOU SHOULD CARE ABOUT THIS PICTURE' is displayed in large red letters. The main text reads: 'You may initially be shocked by what you see, but this is a message you should pay attention to.' The central image shows a package of sanitary pads with a red stain and a handwritten note that says 'R180 will keep me in school for a year #MIMI16Days'. To the right of the article are sections for 'TIMELINE' (with a video thumbnail), 'ON AIR' (with a location dropdown for Gauteng), and 'TRENDING ON EWN' (with a video thumbnail). A 'carzar' advertisement is also visible on the right side.

**WHY YOU SHOULD CARE ABOUT THIS PICTURE**

You may initially be shocked by what you see, but this is a message you should pay attention to.



The 'bloody' package sent to highlight the plight of many South African girls who are unable to afford sanitary pads. Picture: EWN.

[Queenin Masuabi](#) | 4 months ago

JOHANNESBURG - In the Eyewitness News newsroom we are very used to people receiving packages. Sometimes it's a bunch of flowers or chocolates, or even the results of an online shopping spree, but on Tuesday it was something unexpected - and for some, unnecessary.

Two boxes were delivered by an organisation which not only wanted to get a reaction from us, but also had an important message to spread.

When we opened the packages we were shocked to see underwear, cloths and newspapers with what appeared to be blood stains. I was not ready for this. To be honest, nobody was.

But as much as we may have wanted to look away from the items (which were only soaked with red paint), the fact is that this is the unfortunate reality for many young girls in South Africa.

Because of their socio-economic circumstances, they can simply not afford sanitary pads, and are each month forced to use all sorts of items as alternatives to sanitary pads, placing their health and dignity at risk.

Mimi, the only black- owned South African sanitary pad company, sent out these packages to urge corporates to step in and make donations towards its initiative to distribute these items during its 16 days of activism campaign.

The company says it wants to highlights the importance of young girls having a source of sanitary pads, saying that the absence of such an important resource could lead to exploitation.

"Some girls will go as far as to exchange sex for money or pads in order to avoid the public humiliation that can come with their menstrual cycle," says Mimi CEO Ramona Kasavan.

"We can't address poverty in its entirety but we can address one of the root causes of the 'blesser' phenomenon - girls being ostracised and excluded due to their periods."

*If you wish to find out more or make a difference send a message to [hello@mimiwomen.com](mailto:hello@mimiwomen.com)*

## Addendum D

### Example of Pageants SA 'How to' document



Dear Regional Finalist

How exhilarating has our journey been so far? We are so excited to be taking a stand for young girls across South Africa and we thank you for being a part of this. You are a voice for the voiceless.

With 16 Days of Activism taking place from the 25<sup>th</sup> of November to the 10<sup>th</sup> of December it is the perfect opportunity to make some noise for these girls who plight for dignity and respect, who knew a sanitary pad could do so much.

Although we have made giant strides in progress we can do more. "16 Days" is the perfect platform to shed light on the abuse that many of these girls face on a daily basis and a visual example always seems to have the biggest impact. We have created such an example, which we will be sending out to media on Tuesday the 29<sup>th</sup> of November. We would like you to create a box of your own and deliver it to the editor of your local Caxton Newspaper either on the 29<sup>th</sup>, 30<sup>th</sup> of November or the 1<sup>st</sup> of December.



We call it the **"Shock Box"**. The fact of the matter is, what these girls have to do in order to avoid the humiliation of having their period without access to affordable sanitary pads is shocking!

As you can see the box paints the harsh reality of what many disadvantaged girls face across South Africa every month, one that we are likely never to experience.



**The box consists of the following;**

- 1 x Stained Panty (Light Colour)
- 1 x Stained and Folded Rag (Diaper Towel)
- 1 x Stained and Folded Dish Cloth (Light Colour)
- 1 x Stained and Folded Face Cloth (Light Colour)
- 1 x Stained and Folded Sock (White)
- 1 x Stained and Folded Newspaper (The media house or Newspaper you will be delivering to)
- 2 x Pads with quote written on (Quote Provided)
- 1 x Image and handwritten letter (Provided)
- 1 x 16 Days Press Release (Provided)
- 1 x Personal Note to Editor (Provided)
- 1 x Label For the Editor (Provided)

**What you will need to complete your box and make the stains;**

- 1 x Brown Box 310x310x90 (Box It TP4004; +/-R16.00)
- 1 x Stained Panty (Pep; +/-R20.00)
- 1 x Stained and Folded Rag (Pep; +/-R19.00)
- 1 x Stained and Folded Dish Cloth (Pep; +/-R13.00)
- 1 x Stained and Folded Face Cloth (Ackermans; +/-R14.00)
- 1 x Stained and Folded Sock (Pep; +/-R12.00)
- 1 x Bottle of Mercurochrome (Pharmacy; +/-R12.00)
- 1 x Small Tub of Red Fabric Paint (CNA; +/-R13.00)
- 1 x Pair Latex Gloves (Pharmacy; +/-R02.00)
- 1 x Red Permanent Marker (CNA; +/-R16.00)
- 1 x Red Ribbon (CAN; +/-R13.00)
- 1 x Stained and Folded Newspaper (Free every week)
- 2 x Pads
- Tea Bags
- Total; +/-R137.00
- As stated all documentation is provided you just need to print it out ©



**Making the stains & compiling your Shock Box;**

This process is quick and easy. Place rag, dish cloth, sock and face towel in some water with some tea bags so that the colour from the tea absorbs into the fabric and stains it a brown colour, after that drain the water and tea out and allow the items to dry with the stains on them.



Once dried simply fold the rag, dish cloth and face towel up into the length of a pad. Next, with your latex gloves, take a small amount of mercurochrome and spread it across the centre of each items to make it look like a blood stain, add some red paint on top of it and leave to dry.



Then, take the underwear and lay it down openly, with your latex gloves, take a small amount of mercurochrome and spread it across the centre of the underwear and leave to dry. Fold the sock in half and with your latex gloves, take a small amount of mercurochrome and spread it across the foot of the sock, top it off with some red paint and leave to dry.





Now for the newspaper, take three sheets from the newspaper and fold them in accordance to the photographs below.



Next with your latex gloves, take a small amount of mercurochrome and spread it across the centre of the newspaper to make it look like a blood stain, add some red paint on top of it and leave to dry.



While you wait for the newspaper to dry you can prepare your pads with two of the following quotes:

- I DON'T WANT A BABY, I NEED PADS! #Mimi16Days
- R180 WILL KEEP ME IN SCHOOL FOR A YEAR! #Mimi16Days
- I DON'T WANT A BLESSER I NEED PADS #Mimi16Days



- WHY SHOULD I SELL MY BODY FOR PADS #Mimi16Days
- HAVING A PERIOD ISNT MY CHOICE #Mimi16Days
- WITH MIMI YOU CAN RESTORE MY DIGNITY #Mimi16Days



Lastly print out the documents provided to you. Staple the press release together. Thereafter take the image provided and the letter from anonymous and using a paperclip bind the two together. You should now have three documents, the press release, the letter from anonymous and your personal letter to the editor as shown below.

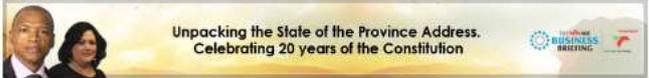


Finally place all the items in your box, wrap the ribbon around the box as showcased in the images below, and attach your personal note to the editor.



## Addendum E Media Coverage





HOME
NATIONAL
WORLD
SPORTS
TECHKNOWAGE
CAREERS
FINANCIAL LIBERATION
CONTACT US
MORE

### 2 million schoolgirls miss school when menstruating

December 1, 2016

Share on Facebook
Tweet on Twitter
Like on LinkedIn



2 million schoolgirls miss school when menstruating Picture: Gallo Images

ABOUT 2 million schoolgirls miss 60 days of school each year because they cannot afford sanitary pads.

Some turn to having sex with older men to buy these essential products. South Africa is not alone. Unicef estimates 10% of girls in Africa miss school because of menstruation.

**Latest News**

- Consumer guard promo
- Child 'beaten' by Principal for 'stealing R150' dies
- SSA not involved in Chief Justice office burglary
- Teacher murdered in front of pupils at KZN school
- JMPD cops arrested for corruption after being caught on video
- Protesters burn tyres at Nehawu strike
- Zille turns on DA?
- Nehawu workers strike



## 2 million schoolgirls miss school when menstruating

ABOUT 2 million schoolgirls miss 60 days of school each year because they cannot afford sanitary pads. Some turn to having sex with older men to buy these essential products.

South Africa is not alone. Unicef estimates 10% of girls in Africa miss school because of menstruation.

A 17-year-old from Limpopo said she resorted to a sugar daddy for sanitary towels.

"I was brought up by my grandmother and we have little money. We could not afford to buy sanitary pads. I used rags and tried to wash them but with homework and looking I could not do every day," she said.

"One of the men from the township who comes to my area to look for young girls offered me some money if I could have a drink with him. At first it was occasional drinks but soon he wanted to have sex in the back of his car. It was horrible and disgusting but he said he would look after me and that he would take pressure. I thought this was better than getting an infection so I agreed," she said.

The teenager said the married man bought her clothes, made up and sanitary pads but she soon fell pregnant.

"When I told him about the pregnancy, he disappeared. The embarrassment of having to tell everyone I was pregnant was worse than the humiliation of not having pads," she said.

She said she had been helped by a company that provides sanitary towels and since then her life had changed.

"I would like to play with other girls not to fall into the same trap I fell in. Organisations like these are needed because they change our lives," she said.

South African sanitary pad company Huggies said 2 million school girls cannot afford sanitary towels and this expense causes exploitation by lawyers.

CEO Estienne Kramers said girls are forced to use face cloths, rags, rolled-up socks and even newspapers.

Other organisations Dignity Dresses and Fita Pads and Fusion believe the best solution is to provide washable and reusable sanitary pads.

Dignity Dresses provides its reusable sanitary pads at a cost of R200, which can last up to three years.



SABC NEWS

11:40

2-MILLION SA GIRLS WITHOUT SANITARY PADS

@SABCNEWSROOM

## Schoolgirl pregnancy rate is an abuse: Mimi announces Call to Arms during 16 Days of Activism

Dear sir/madam,

I'm 17-years old, I have a beautiful 22-month-old baby girl, innocent, and I'm still at high school in Limpopo. I believe that everyone should be entitled to a second chance, especially when one is still at school. Don't you?

I fell into a trap, which many girls in my circumstances fall into. I am brought up by my grandmother alone, and we have very little money. We could not afford to buy me sanitary pads. Like many other girls I know, I used rags and tried to wash them, but with homework and cooking I could not do so every day. Some of my friends got a bad infection and I was terrified of the same thing happening to me.

My grandmother works long hours and was not there to help me. One of the men who lives in a nearby town, and who is married but comes to my area to look for young girls, offered me some money if I would have a drink with him. At first it was just an occasional drink in a nearby shebeen, but soon he was wanting to have sex with me on the back seat of his car. It was horrible and degrading, but he said he would look after me and that he would take 'precautions'. I thought this was better than getting an infection and maybe dying, so I agreed. Many other men are much worse.

He bought me clothes and makeup – and sanitary pads! – but the next thing I was pregnant. At first, I hid the fact from him, and my grandmother and friends and school teachers. But when I wasn't interested in having sex as often with my 'blesser' any more, he said he wanted to break up. When I told him I was pregnant, he disappeared forever.

Then the embarrassment of telling everyone I was pregnant was worse than the humiliation of not having pads. Since then, I have received help from a sanitary pad company, Mimi, which has changed my life. They have supplied me with free sanitary pads for the past year, enabling me to concentrate on my studies for matric, and to be more hygienic, and also helped me feel more confident about myself. I would not be able to write a letter like this without having had their assistance.

Yet every day I see other girls, including my own sister, faced with the same choice I was. I would like them not to make the same mistake I did. I appeal to you to donate to Mimi so that all the girls in my area, and all the girls in South Africa, could find their childhood a simpler and more innocent time.

For just R250 a year, you can change someone's life for the better. You could have changed mine – but I no longer want a sugar-daddy. I would like to help my friends.

Yours sincerely,  
Anonymous

© 2011 Mimi

www.Mimi.org



## Lack of sanitary pads turn girls into easy prey

By **SIBONELO ZWANE**

ACCORDING to Ramona Kasavan, not having access to sanitary pads leads to some girls getting pregnant!

The CEO of a pad company called Mimi told *Daily Sun* the discomfort of having to use socks, wash rags or newspaper when it was their time of the month drove girls into the arms of bladders.

She said many girls ended up leaving school because the embarrassment of being made fun of when they had blood stains on their clothes was too much for

them.

"We cannot turn a blind eye to the reality that poverty is leading our girls straight into the arms of married men. Some girls exchange sex for money to buy pads to avoid the embarrassment their monthly cycle causes," said Ramona.

She told the SunTeam the problem was massive and in some cases girls were told to get pregnant to avoid having their period by their own mothers!

"This advice leads to them seeking

out older men who seduce them with gifts or use violence and alcohol to sexually assault the girls."

Ramona said the sad truth for many underage girls, especially those in rural areas, was that finding a bladder and falling pregnant was a way to relieve the daily battle of poverty.

"This problem is much deeper than girls just losing school days. The underlying cause of oppressive poverty makes these girls the prey of wealthy, older men."

## Addendum F

Coverage Generated by Pageants SA

# Kraaifontein teen raises awareness

Raising awareness for the plight of lesser privileged girls during menstruation is key on the agenda of Bronwyn Stassen, a provincial finalist in the 2017 Miss & Mr Junior SA beauty pageant.

She says: "I have the power to create a better future; let's treat girls well."

The Kraaifontein teen says she is fortunate to be a finalist of the competition and is looking forward to helping underprivileged girls and keeping them in school by providing them with sanitary products.

This is a partnership project by Pageants SA and Mimi Women and the involvement of this year's contestants will be more hands-on than just a "meet and greet in a pretty sash", says Bronwyn's mom, Sandra.



Bronwyn Stassen

"She [Bronwyn] will be asked to sell at least 50 packs of sanitary pads at R12 per pack (of 10) to be eligible to compete for the title of Miss or Mr Charity in addition to the overall title of Miss & Mr Junior SA."

Sandra adds Bronwyn will be allocated a unique community and tasked to visit at least one school each month to educate girls on menstruation.

Sandra says the participants will also be tasked with raising awareness of the need for affordable pads and they will be asked to get at least one corporate sponsor to donate sanitary towels to an underprivileged school or grade, while participating in the 16 Days of Activism for No Violence Against Women and Children campaign.

This material has been copied under a DALRO licence and is not for resale or retransmission.

**NETWERK 24 Paarl Post**

NEWS SPORT SAGS STOMME VURWAA ONTSPAN SAGS WELLINGTON

## Helping young girls cope

09 Desember 2016 06:01

HOOFDTREKKE GEWILOSTE

- Paramedici red staffle wat deur slang gepik is
- Goosen tree uit in hoogdrama
- Grace Mugabe in sop oor ring van \$1,4 miljoen
- Seksspeelgoed laat rower haaspad kies
- Maak by alle tye 'n 9 Maatke ofter oomband toe

Kry jou e-koerant van vandag **HIER!**

## Helping young girls cope

For thousands of girls it really is not fun being a girl.

This is because in South Africa, many girls and women cannot afford sanitary products and find themselves in an embarrassing and uncomfortable situation each month. Many girls therefore miss school and even eventually drop out of the schooling system completely.

Every girl deserves access to safe and hygienic sanitary products. This is according to local schoolgirl and Junior Miss South Africa regional finalist, Amber Jacobs (17).

Amber, a Grade 11 learner of New Orleans Secondary School, has thrown in her weight behind a campaign to make sanitary pads freely available to less privileged girls.

"Many impoverished young girls miss school due to this problem.



Miss Junior South Africa regional finalist, Amber Jacobs. Photo: Lise Beyers

"It's scary to think that because of a normal bodily function, a young lady or a school girl could miss that amount of school, so definitely there should be much greater efforts made to help them become more freely available.

"My aim is to be able to restore dignity to the many girls; girls that do not have the necessary access or money to afford sanitary pads."

Junior Miss South Africa is not just about a pretty face. Contestants need to prove that they are committed to uplifting their less fortunate communities.

Each contestant must then become involved in community projects.

Through this project Amber wants to collect sanitary products and funds to give young girls the opportunity to feel good about themselves, no matter what the circumstances are, and to provide girls with sanitary pads.

"I am truly honoured to represent Paarl and having an opportunity to help them with their monthly issues. We as Paarl citizens are truly blessed to have our basic needs at our disposal, while there are other people in desperate need."

To assist Amber in her sanitary pad project you can phone her at 084 558 6504 or 078 061 8840.

Another aim of Amber's project, driven by Mimi's sanitary products, is to create awareness of women and child abuse, which also forms part of the 16 Days of Activism.

## Donate and change a girl's life



**PHOTO: VUSI MTHALANE**

Miss Junior South Africa Regional Finalist, Akira Manawer urges business and the community of South Coast to support the Mimi Foundation's sanitary pack drive.

### **PRECIOUS GUMEDE**

>>[precious.gumede@media24.com](mailto:precious.gumede@media24.com)

NATIONAL finalist for the Miss Junior Teen SA 2017 Akira Manawer from Port Shepstone will take part in the national finals to be held between 4 and 8 April 2017. As part of the pageant's requirements, the teens have to take part in raising funds for a charity and Manawer has chosen Mimi Foundation and Desk Bags. The foundation donates sanitary packs to girls from poor backgrounds.

Manawer said sometimes these girls miss school when they get their period because they have no money to buy sanitary towels.

"Some resort to using old rags and other things they are not supposed to be using," said Manawer.

ShesaidR180iswhatisneededtosupplyone girl with enough sanitary towels to last her an entire year. She asks local business and the community to donate towards this drive.

"Its gives me great honour to assist underprivileged girls to retain their dignity and accept menstruation as a natural part of a woman's life," said Akira.

For information on donating and drop-off points, her mother Vasie Manawer can be contacted on 084 247 2483 or 0785122236

## Addendum G

### Example of the Mimi Social Media Posts

**Mimi women**  
November 28, 2016

Mimi was established in response to research which showed that throughout South Africa as many as two million schoolgirls are missing up to 60 days of school each year because they cannot afford basic sanitary pads. With only a R180, we are able to keep a girl in school for a year. Contact Mimi at [hello@mimivomen.com](mailto:hello@mimivomen.com) if you wish to become a sponsor for a young girl for a year #Mimi16Days

Like Comment Share

459 Chronological\*

**Tumy Smith** that's tru  
Like Reply · November 29, 2016 at 10:51am

**Relebohule Mofoto Utlwang**  
Like Reply · November 29, 2016 at 8:19pm

Write a comment...

**Mimi women**  
November 25, 2016

Did you know, young school girls are being bullied on a daily basis for soiling their dresses because they don't have access to basic needs like sanitary pads. Today is the start of 16 Days of Activism against women and children abuse. Join Mimi and let us raise awareness. #Mimi16Days

Sad Comment Share

You and 10 others

3 shares

Write a comment...

**Mimi women**  
November 22, 2016

As South Africans we need to speak up for those who don't have a voice. Be BOLD and be BRAVE for the more than 2 million school girls who miss school because they don't have the money to purchase basic needs such as sanitary pads. Mimi is asking YOU to write a powerful message on a sanitary pad, take a picture of the message, post it on our wall and share it with your friends. Let us create awareness around this TABOO subject and speak up for these girls.

Like Comment Share

623 Chronological\*

2 shares

View 5 more comments

**Laurinda Esperanca Muchanga Iyo shemme**  
Like Reply · November 23, 2016 at 5:03pm

**Mimi women**  
November 29, 2016

When a girl does not have access to sanitary pads, some are forced to rather use facecloths, rags, rolled up socks or even newspaper. This exposes them to a variety of abuse including exploitation by 'blessers', planned pregnancy to stop them from menstruating and ultimately dropping out of school. For just R180 a year, you can change someone's life for the better and give them the opportunity to finish their school year. #Mimi16Days

Love Comment Share

You and 20 others Chronological\*

5 shares

## Addendum H

### Example of Social Media posts by Pageants SA contestants

Mimi women shared Akira Mwanuzi #Mimi Women's post  
December 2, 2016 · 🌐

In her campaign to raise awareness she delivered shock boxes to the South Coast Media Houses. Great work Akira 🙌 #Mimi16Days #PageantsSA



Akira Mwanuzi #Mimi Women added 4 new photos — 📷 feeling excited  
November 30, 2016 · 🌐

In my campaign to raise awareness, I delivered shock boxes to the South Coast Media Houses. I thank you, South-Coast Herald and South-coast Power for your support! ...

Mimi women shared Lebogang Sweetmodel Ndlovu's post.  
December 2, 2016 · 🌐



Lebogang Sweetmodel Ndlovu with Imani Akira Bulelwa Ngqokuvana and 6 others.  
November 24, 2016 · 🌐

16 Days of Activism for No Violence Against Women and Children is an awareness-raising campaign.

What is violence against women and children?

Violence takes ma...

See More

Mimi women shared Siphosami Lushaba-Bom to Shine's post.  
December 5, 2016 · 🌐

#Mimi16Days



Siphosami Lushaba-Bom to Shine added 5 new photos.  
December 4, 2016 · 🌐

1Voice can make a difference but million voices changes the world.  
#Mimi16Days  
#PageantsSA  
#Deskbags

Mimi women shared Mbalentle Funani-Miss Petite Teen SA Finalist 2017's video.  
December 9, 2016 · 🌐

#mimi16Days Day 15 of 16 No Violence Against Women and Child Abuse



32 Views

Mbalentle Funani-Miss Petite Teen SA Finalist 2017  
December 7, 2016 · East London · 🌐

To make a life change does not need to have billions. With Mimiwomen everything is possible  
@PageantSA  
@Mimiwomen  
@Deskbags

## Addendum I

Example of the 'anonymous letter' written

Dear Sir / Madam

I am 17 years old, I have a beautiful 18-month-old baby girl, Innocent, and I am still in high school in Limpopo. I believe that everyone should be entitled to a second chance, especially when one is still at school. Don't you?

I fell into a trap, which many girls in my circumstances fall into. I am brought up by my grandmother alone, and we have very little money. We could not afford to buy me sanitary pads. Like many other girls I know, I used rags and tried to wash them, but with homework and cooking I could not do so everyday. Some of my friends got bad infections and I was terrified of the same thing happening to me.

My grandmother works long hours and was not there to help me. One of the men who lives in a nearby town, and who is married but comes to my area to look for young girls, offered me some money if I would have a drink with him. At first it was just an occasional drink in a nearby shebeen, but soon he was wanting to have sex with me on the back seat of his car. It was horrible and degrading, but he said he would look

offer me and that he would take 'precautions'. I thought this was better than getting an injection and maybe dying, so I agreed. Many other men are much worse.

He bought me clothes and makeup - and sanitary pads! - but the next thing I was pregnant. At first, I hid the fact from him, and my grandmother and friends and school teachers. But when I wasn't interested in having sex as often with my 'blesser' anymore, he wanted to break up. When I told him I was pregnant, he disappeared forever.

Then the embarrassment of telling everyone I was pregnant was worse than the humiliation of not having pads. Since then, I have received help from a sanitary pad company, Mimi, which has changed my life. They have supplied me with free sanitary pads for the past year, enabling me to concentrate on my studies for matric, and to be more hygienic, and also helped me feel more confident about myself. I would not be able to write a letter like this without having had their assistance.

Yet everyday I see other girls, including my own sister, faced with the same choice I was. I would like them not to make the same mistake I did. I appeal to you to donate to Mimi so that all the girls in my area, and all the girls in South Africa, could find their childhood a simple and more innocent time. For just R180.00 a year, you can change someone's life for the better. You could have changed mine - but I no longer want a sugar-daddy. I would like to help my friends.

Yours Sincerely  
Anonymous.

(\* iStock Image)

Addendum J

Image used and printed out to go with the 'anonymous letter'

