MENSTRUAL HYGIENE AMBASSADOR

NATALIA LETUR

AMUKA foundation
SC047985







Who Are You?
My name is Natalia Seini Letur, a proud Rendille girl from Karare Marsabit. I am currently studying Journalism and Mass Communication, and I am passionate about using my voice and platform to create awareness, inspire young people and contribute positively to my community. I have always believed that young people have an important role to play in creating change. For me, being an Ambassador for Amuka Foundation reusable sanitary towel project is more than just a title. It is an opportunity to stand with girls and women and speak about an issue that affects their dignity, confidence, education and everyday lives. I am especially passionate about girls because I believe every girl deserves an opportunity to dream, learn and pursue her goals without being held back by circumstances beyond her control.

Why is menstrual hygiene so important to girls in Karare? Menstruation is a normal part of life, but unfortunately, it can become a major challenge for girls when they do not have access to safe and reliable menstrual products. For some girls, the cost of sanitary products can be difficult for their families to manage. Others may lack access to private spaces, clean or the information they need to manage their periods safely and confidently. This can affect a girl's ability to attend school, participate in activities and feel comfortable in her everyday life. It can also create embarrassment and stigma around something that should never be a source of shame. I believe menstrual hygiene should be treated as a basic need and a matter of dignity. No girl should feel ashamed of her period or must miss an opportunity because she is menstruating.

Why do you support reusable sanitary towels?
I support reusable sanitary towels because they provide an option that can help make menstrual products more accessible and affordable, particularly for girls and women who may struggle with the ongoing cost of disposable products. When properly used, washed and cared for, reusable towels can be used repeatedly, reducing the need to purchase new products every month. They can therefore provide a practical long-term solution while also reducing menstrual waste.But beyond the product itself, I support the project because of what it represents: dignity, empowerment and opportunity. When we provide a girl with the resources she needs to manage her period, we are telling her that her education matters, her dreams matter and she matters.

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What difference does this make to women and girls?
The impact goes far beyond menstrual products. Having reliable menstrual hygiene support can help girls feel more confident and comfortable during their periods. It can help reduce the anxiety that comes with not knowing whether you will have a sanitary product when your period starts.
For school-going girls, having access to appropriate menstrual products can help them remain engaged in their education and daily activities. For women, affordable and reusable menstrual products can also reduce the financial pressure associated with purchasing disposable products every month. Most importantly, projects like this help create conversations. They encourage communities to talk openly about menstruation, challenge stigma and make it easier for girls to ask questions and seek support.

What can people do to help?
There are many ways to support menstrual hygiene beyond simply donating sanitary products.You can support projects that provide menstrual products and education to girls. You can help create awareness in your family and community. Parents can encourage their daughters to speak openly about menstruation without shame. Schools and community organisations can create safe spaces where girls can learn about menstrual health. And if you can contribute financially, donate materials or volunteer your time, your support can help reach even more girls and women. I also believe that listening is a form of support. Sometimes, what a girl needs most is someone who will listen to her, answer her questions and remind her that menstruation does not define her or limit what she can become.

My message to every girl
I want every girl to know that her period should never make her feel less worthy, less capable or less deserving of opportunities. You deserve to go to school. You deserve to dream. You deserve to participate. You deserve to feel confident in your own body. And most importantly, you deserve dignity. As an Ambassador, I am proud to use my voice to support a project that is helping make that dignity possible for girls and women.

