



Media release

## **World Vision Viet Nam and Whisper to Deliver more than 326,000 Whisper Sanitary Packets to over 16,000 Adolescent Girls in Need in Central Viet Nam**

**Viet Nam, 12<sup>th</sup> October 2020** – To celebrate the Vietnamese Women’s Day (20 October), World Vision Viet Nam joined hands with P&G’s feminine care brand, Whisper to launch a “Buy One – Donate One” campaign, which aims to ensure menstrual hygiene for **over 16,000** disadvantaged adolescent girls in Quảng Trị, Quảng Nam, and Quảng Ngãi provinces, where World Vision Viet Nam is supporting 8 Area Programs.

Accordingly, consumers can contribute to making this day more memorable to underprivileged girls by purchasing Whisper products (starting from VND 20,000) in Saigon Co.opmart and Lotte supermarket system; Each Whisper packet sold from 20 October to 31 December 2020 will be converted to the corresponding amount of sanitary pads to support underprivileged adolescent girls in World Vision Viet Nam’s project areas.

**More than 326,000** packets of Whisper sanitary pads are expected to be donated and the total value of this in-kind donation from P&G is estimated at over **USD280,000**.

World Vision Viet Nam’s Operations Director Thân Thị Hà stated: *“World Vision Viet Nam believes that encouraging young girls to properly use sanitary pads is not simply a solution for a sanitation matter. It is an essential step for young girls to preserve their dignity and body integrity, ensure consistent school attendance, thus embrace their life’s full potential.”*

Maintaining menstrual hygiene is still a challenge for women and girls in many parts of the world. According to The World Bank (2018), at least 500 million women and girls globally lack adequate facilities for menstrual hygiene management; studies also show that girls’ inability to properly manage their menstrual hygiene results in school absenteeism and low sense of self-worth, which in turn, has severe impacts on their lives.

World Vision Viet Nam’s working areas also see a similar issue. Up to 30% of women and girls can’t take basic hygiene measures during their menstruation because they can’t afford to use more than 1-2 sanitation pads per day. 10% have to rely on makeshift pads made from mosquito nets due to their family’s extreme economic challenges.

Ms. Loganathan, Kanimozhi – Brand Director, P&G APAC Fem Care – stated: *“As the brand championing girls’ confidence, this women’s day, Whisper wants to celebrate in a special way to empower women to help other women in times of need. We have partnered up together with World Vision Viet Nam to provide access to sanitary products to girls who need them. Through this cooperation, consumers can now directly join hands to help thousands of underprivileged girls in Viet Nam to be more confident to pursue their full potential in life”.*



Along with the distribution of sanitary pads, Whisper and World Vision Viet Nam takes this occasion to re-emphasize menstrual education and the importance of keeping hygiene practices for adolescent girls. Girls will be equipped with accurate knowledge about menstruation and menstrual health and hygiene, including skills to manage their menstruation safely with proper diet, moderate exercise, and appropriate use of materials and facilities as part of on-going Area Program activities.

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### **About World Vision Viet Nam:**

World Vision is a Christian relief and development humanitarian organization, working to improve the quality of life of people, especially children, who are marginalized and living in poverty. World Vision helps all who are in need regardless of their religion, race, ethnicity or gender. World Vision started working in Viet Nam in 1988. Since then, World Vision has implemented many relief and development programs, partnering with the Vietnamese government, other NGOs, and communities. World Vision's long-term development programs are currently operated in 18 cities and provinces throughout Viet Nam.

### **About Whisper:**

Whisper has been championing girls' and women's confidence for more than 35 years through puberty & confidence education, providing access to period products and driving societal change #LikeAGirl. Now, You can help us to do more to support women. For more information, please visit <https://always.com/en-us/about-us> for our latest social impact pillars.

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