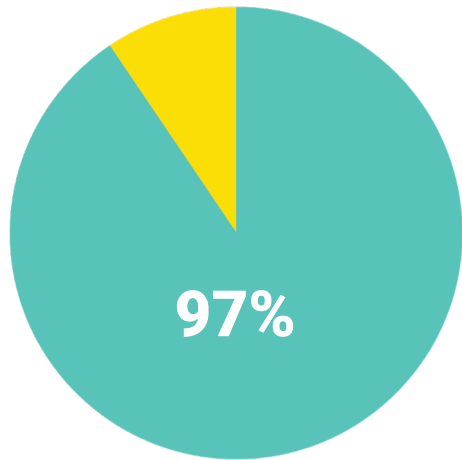


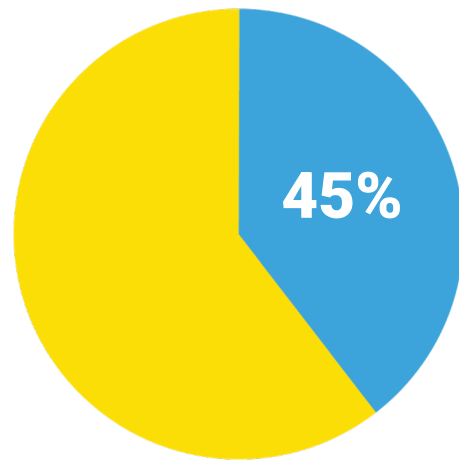


Period Tracker App for Girls

Girls lack menstruation information



Lao PDR



Indonesia

Girls with little or no knowledge prior to menarche

Menstruation is an **outdated yet prevalent taboo**. Girls globally lack information and are still shamed and penalized for having periods.

97% of girls in Lao PDR have **little or no knowledge** about menstruation before their first period. 45% in Indonesia felt **unprepared** for menarche.

75% of girls in Vanuatu, and 45% in Cambodia report **missing school** due to menstruation.

In the Philippines, a 2012 study by UNICEF and DepED also found that girls' knowledge on menstruation is limited and filled with myths and misconceptions.



Menstruation education programmes

Menstrual health and hygiene programmes exist but are mostly **paper-based** with **top-down information**, or delivered by teachers and adults who often have little or no training, resources, or time.

DepED's #MeronAko project with UNICEF is testing learning delivery tools that would make MHH lessons more interactive, learner-centered and empowering.

Digital solutions can complement and deliver **girl-centered menstruation education** and individualized **period tracking** directly into the hands of girls, in the way they want.

Designing MHH solution with girls for girls



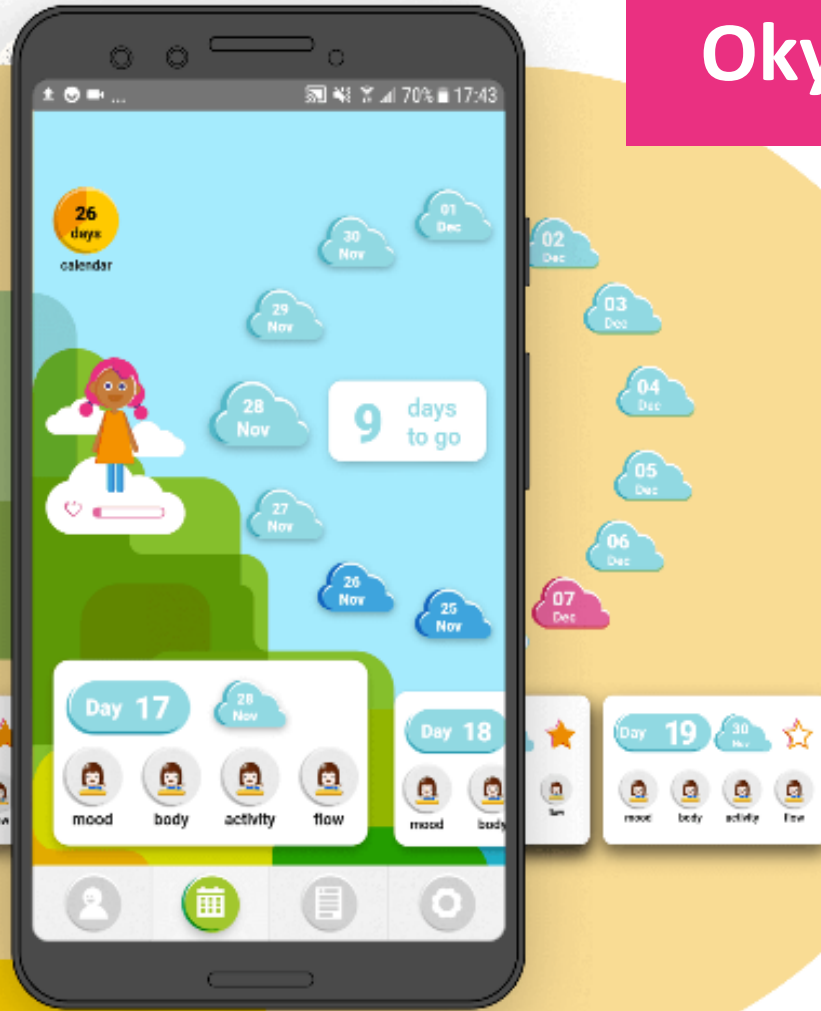
Girls determined **'look and feel'** and **name** of the app, and **desired features** to meet their wants and needs.



User-centered design and **co-creation** with 400 girls and their close social circles in pilot countries **Indonesia** and **Mongolia**.

Oky Philippines: a Filipino girl-centered mobile period tracker

Oky: a girl-centered mobile period tracker



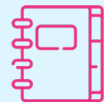
Fun, games, colorful, positive & personalized



Calendar



Individual cycle tracker



Diary



Data summary



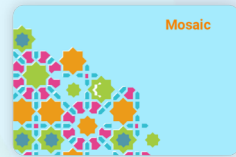
Accurate, trustworthy info



Quizzes, Reminders, Avatar messages



Village



Mosaic



Hills



Desert

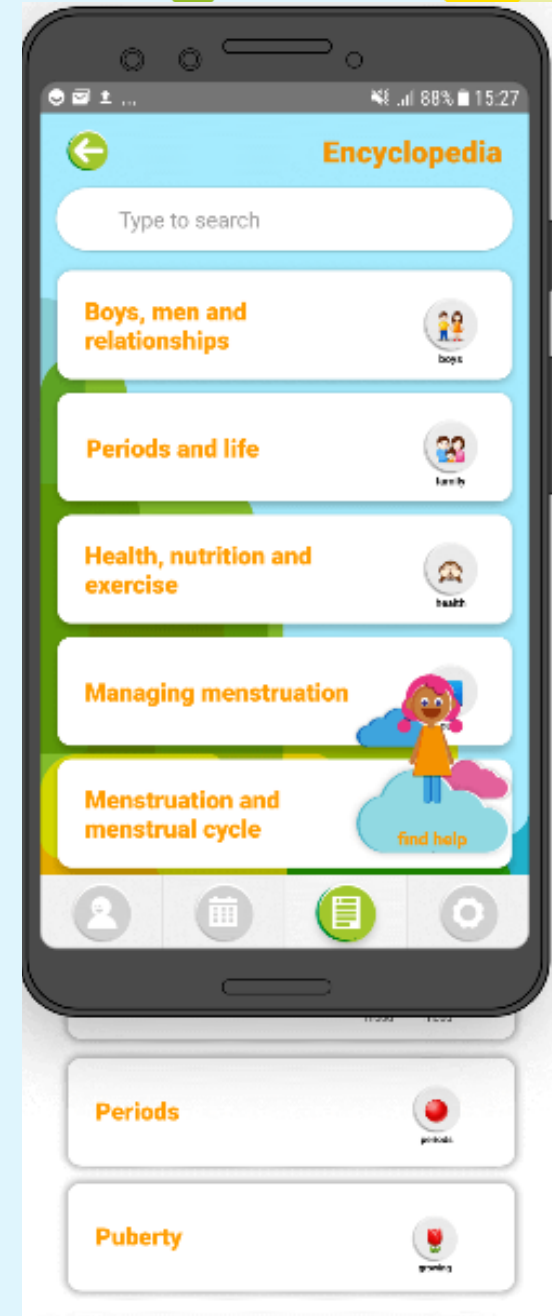
Evidence-based, girl-friendly information

Oky provides evidence-based information about menstruation, puberty, and reproductive health in girl-friendly language.

Menstruation information delivered in different formats:

- factual content (Encyclopedia)
- gamified content (Quizzes, Reminders, Pop-ups).

There is also referral information directing girls to online and offline SRH advice or services.



A young girl with long brown hair, wearing a white pearl headband and a blue school uniform, is looking at a Samsung smartphone. The phone screen displays a colorful cycle tracking app interface with a circular progress indicator and various icons. The background is a wooden floor and a dark doorway.

Individualized cycle tracker

Oky provides **individualized cycle tracking** with period predictions, reminders, and notifications.

Oky applies **algorithms and machine learning** to improve accuracy.

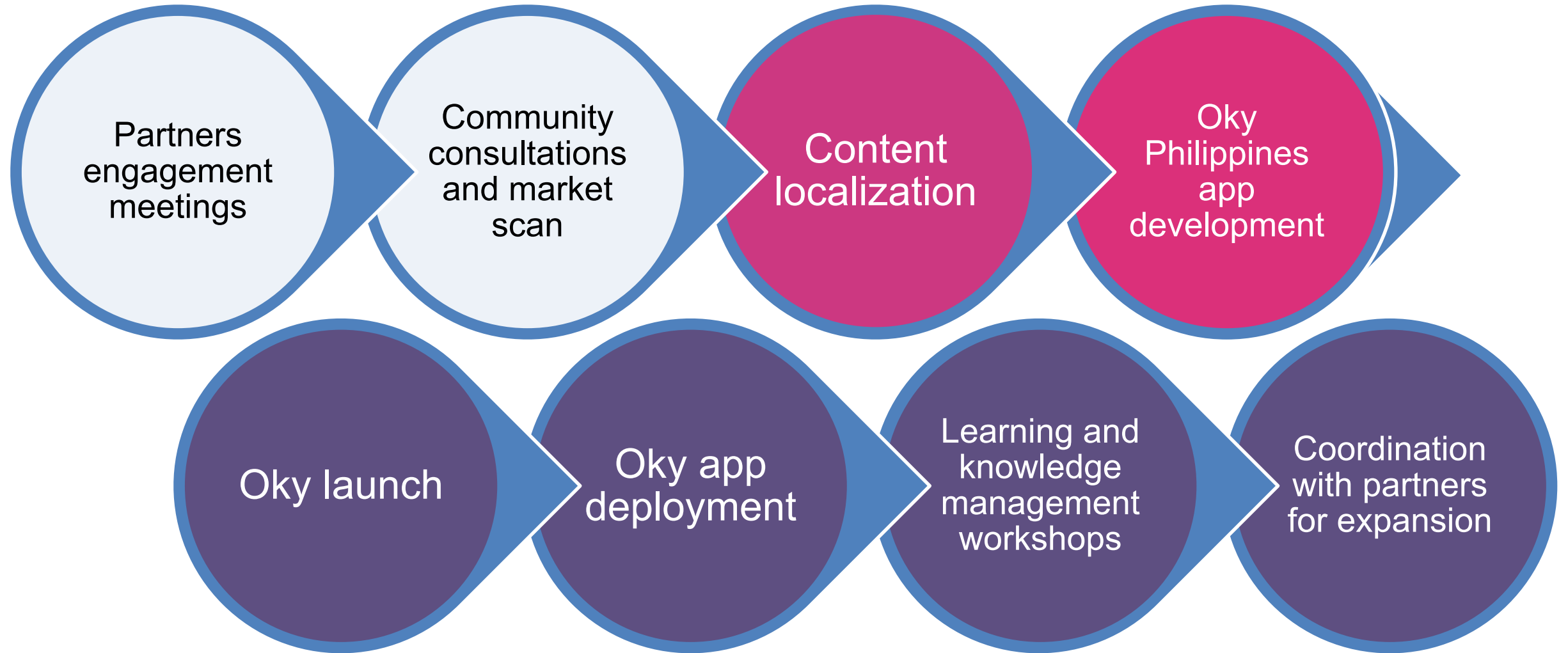
Oky does not overpromise and pauses **predictions** if periods are irregular.

Building to girls' digital realities



- Low end phones** → **Light-weight app**
- Limited connectivity/data costs** → **Offline functionality**
- Low (digital) literacy** → **Text-to-speech; tutorials; easy to navigate by design**
- Phone sharing (family or peers)** → **Multiple user login; password protection**
- No access to google play store** → **Downloadable via link; via QR code**
- Discretion, privacy & security** → **No personal identifiable information; highest data protection**
- Parental permission & support** → **External facing website for parents, teachers, communities**

Localizing Oky



Co-creation with girls and key stakeholders





Using Oky PH



Moving Oky forward

For the next months...

- Conduct roll-out and dissemination activities in the focused areas with partners
 - Series of Training of trainers
 - Community- based rollouts
- Learning conference and Palarong Pambansa; explore big events with other NGA partners
- Gather documentation of Stories of Change
- Continue social media postings, online event talks and sessions

Technical Development Side

- IOS/app store
- Voice over in Oky PH app
- Continue updating of content and feature
- Oky PH phase 2 – maximize youth participation and disability inclusion

Thank you.



The advertisement features a pink background with a blue and yellow sun in the top right corner. On the left, a smartphone displays the OKY app interface, showing a calendar for March with dates 27 and 28, and a 'Day 23' indicator. Below the calendar are icons for 'flow', 'mood', and 'body'. A circular inset shows a smiling woman with dark hair. The OKY logo, consisting of a colorful smiley face and the letters 'OKY', is centered in a white rounded rectangle. Below the logo, the text 'Download for free' is written in white. At the bottom left is a QR code, and at the bottom right is a black button with the Google Play logo and the text 'GET IT ON Google Play'.

days to next period

28 Mar

27 Mar

Day 23

flow

mood

body

OKY

Download for free

GET IT ON
Google Play