

Being a girl shouldn't hurt.

Menstrual health, pelvic pain and endometriosis

01

The problem

**Every day,
thousands of girls feel pain.
And every day, they hear it's normal.**

What girls hear:

"It will pass."

"Every woman feels it."

"It's normal."

What they should hear:

"Your body matters."

"This deserves an investigation."

"You are entitled to care."

The reality for girls in Brazil and around the world.

37,1%

skips school at least once a month because of menstrual pain.

75%

of adolescent girls with persistent pain have confirmed endometriosis

65%

suffer from debilitating menstrual pain

**12
years**

that's the average time it takes to get an endometriosis diagnosis.

Pain doesn't affect all girls in the same way.

Menstrual violence is exacerbated where poverty, racism, and state negligence combine.

100%

58,8%

of girls without a bathroom at home are black or brown (≈418 thousand)

0%

Normalized pain causes loss of rights

When pain is normalized, it ceases to be treated as a health problem and becomes accepted as fate. This is called menstrual violence.

- School evasion
- Sports abandonment
- Emotional suffering
- Social isolation
- Vulnerability to other forms of violence
- Shortened childhoods

**Menarche should not be a
marker of childhood's end.**

02

How we operate in practice

Context

01

Latediagnosis

Endometriosis diagnosis takes in average 7-10 years. The delay is not technical: it is structural.

02

Underfunding

Underfunding of women's health generates an estimated global loss of up to US\$1 trillion until 2040.

03

Invisibility

Limited awareness among the general public and healthcare professionals. The pain of girls is rarely investigated.

04

Economic and social impact

Women with symptoms lose an average of 10.8 hours of work per week.

Menstrual Health Program

GAPS

We want to address these 5 aspects of pelvic pain, menstrual health, and endometriosis:

- Identify the causes of pelvic pain and endometriosis;
- Reduce diagnosis time;
- Identify new forms of treatment;
- Improve the quality of life for girls and women with pain;
- Identify the social impact of menstrual pain and endometriosis.

We are investing **U\$50 million until 2040** to ensure menstrual health will receive more visibility, scientific research and effective public policies to provide comprehensive care for girls and women.

What we want to build

That **every girl** has access to a comprehensive, humane, and accessible care structure, aimed at guaranteeing the right to menstruate without pain, with support and the necessary care.

Taking care of menstrual health means taking care of girls' school attendance, mental health, protection against violence, and their future.

Action pillars

Care Policies and Services

To expand and improve access to healthcare, ensuring comprehensive and universal care for children and adolescents.

Research, Technology and Innovation

To contribute to scientific advancement in the development of evidence in menstrual health: basic research, clinical research, quality of life, and social impact.

Knowledge and Visibility

To raise awareness and inform different strategic audiences, expanding the reach of evidence and narratives about menstrual health.

Strategies

01

Advocacy

We do advocacy work grounded in government relations, strategic litigation, and global affairs.

02

Philanthropy

"We do philanthropy that strengthens organizations in the field, builds networks and impact."

03

Communication

We do strategic communications focused on awareness and changing behavior in society.

04

Entertainment

We do impactful entertainment through a film production company

03

About us

Children first

The **Alana** is a non-profit civil society organization whose mission is to honor children, ensuring that their rights are protected with absolute priority.

Our story begins 30 years ago, in 1994, with supporting work for the population of São Paulo's far east suburb, Jardim Pantanal.

We champion causes globally, influencing laws, producing series and films, promoting holistic, inclusive, and anti-racist education, and placing childhood at the climate crisis' debate center.

Girls should be an absolute priority and get comprehensive care.

Menstruation is not the end of girlhood.



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