

Being a girl shouldn't hurt



Menstrual health, endometriosis and child protection

Every day, thousands of girls feel pain. And every day, they hear it is normal. "It will pass." "Every woman feels it."

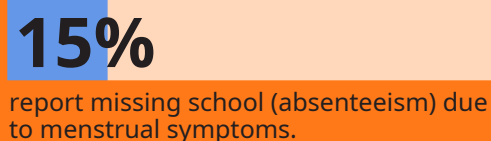
What they rarely hear is: "Your body matters." "This deserves to be investigated."

Disabling menstrual pain is still normalized. Endometriosis remains underdiagnosed. Suffering continues to be invisible. For Alana, this is not normal. It is a structural failure in child protection.

Our challenges



12 years. This is how long diagnosis can take.



Women with symptoms lose, on average,

10.8 hours

of work per week.

The underfunding of women's health generates an estimated global loss of up to

US\$ 1 trillion/year

The result is a generation that learns early to silence its own pain.

Our objective

Every girl should have access to comprehensive, humanized and accessible care, ensuring the right to menstruate in adequate conditions, in a healthy way, without pain, and with the support and care they need. We seek to:

Improve menstrual quality of life for girls and women, from their first period.

Reduce the intensity, number and frequency of pain cases.

Ensure that girls are heard by the medical community and by society as a whole.

Expand knowledge about menstrual health as an issue in itself.

Accelerate the diagnosis of endometriosis and diseases related to menstrual health.

How we work

- We foster knowledge production, contributing to scientific and technological progress in Brazil to develop evidence in health, focusing on basic research, clinical research, quality of life, social impact and structuring action in science, promoting citizen science and inclusive research.
- We fund and accelerate basic and clinical research to reduce diagnosis time, expand evidence and improve menstrual quality of life for girls and women.
- We advocate for menstrual health and endometriosis to be integrated into public policies focused on childhood, ensuring early diagnosis and comprehensive care in public health systems.
- We work to consolidate girls' right to health as an absolute priority.
- We transform narratives through campaigns, films and content that help break taboos, counter disbelief and amplify girls' voices.

- We support purpose-driven technologies and initiatives that expand access to care and diagnosis.
- We integrate science, public policy, culture and social mobilization to produce structural change - especially in the Global South, where neglect is even more pronounced. The first period (menarche) should not be a marker of the end of childhood, nor of risk for girls.

Our principles

Diagnosis and listening

Collective health perspective

Long-term sustainability

Citizen science and inclusive research

Network coordination and ecosystem strengthening

*Sources: [1] McKenna, K. A.; Fogleman, C. D. Dysmenorrhea. *American Family Physician*, v. 104, n. 2, p. 164-170, Aug. 1, 2021. PMID: 34383437
[2] WORLD HEALTH ORGANIZATION (WHO). Endometriosis - Fact sheet. Geneva: WHO, 2025. Available at: <https://www.who.int/news-room/fact-sheets/detail/endometriosis>. Accessed: Feb. 26, 2026. [3] NNOAHAM, K. E. et al. Impact of endometriosis on quality of life and work productivity: a multicenter study across ten countries. *Fertility and Sterility*, 2011. Available at: <https://pubmed.ncbi.nlm.nih.gov/21718982/>. Accessed: Feb. 26, 2026.

Who we are

Alana is a socio-environmental impact ecosystem that works to transform the living conditions of children and adolescents in Brazil and around the world. It operates across multiple fronts - education, science, health, entertainment and advocacy - to guarantee children's rights and influence public and cultural policies that affect their lives in the present and in the future.

Made up of Instituto Alana, Alana Foundation and Maria Farinha Filmes, the ecosystem develops initiatives ranging from scientific knowledge production to the creation of campaigns and cultural content, as well as policy coordination and legal action. All its organizations work in an interconnected and convergent way, focused on building a more just, sustainable and inclusive society for childhoods and adolescences, especially for girls.

alana 

How to stay informed?


Follow Alana's social media and the portal www.lunetas.com.br



To access complementary materials and Alana's initiatives focused on child protection, visit: alana.org.br

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