

# LPPKN And Kotex® Form Strategic Partnership To Execute Kit Seri Programme In Bid To Address Period Poverty In Malaysia

Kuala Lumpur, 7 June 2022 – The National Population and Family Development Board (LPPKN) and Kotex® announced its partnership on the KIT SERI programme as a proactive measure in dealing with period poverty in Malaysia. The partnership will encompass two core components namely, menstrual hygiene education amongst teenage girls and the supply of sanitary pads to 130,000 girls from the B40 community that has been identified for the programme.

Period poverty refers to the inadequate access to feminine hygiene products as well as lack of education on period management and menstrual waste management.

According to **Abdul Shukur Abdullah, Director General of National Population and Family Development Board (LPPKN)**, “Period poverty is often simply referred to as the lack of access to feminine hygiene products when the reality and implications are far greater. Period poverty can inadvertently result in girls missing school, compromised mental health caused by unwanted stigma and taboos surrounding menstruation and more. Therefore, the allocation of RM10 million in Budget 2022 by the Malaysian Government to provide free monthly supply of pads to 130,000 girls from B40 households must run in parallel with increased education and awareness on menstrual hygiene and management especially amongst teen girls.”

As part of the partnership, Kotex and LPPKN will be working with teachers from 1,124 schools nationwide to deliver talks on period management, menstrual hygiene as well as reproductive health. More than 500 teachers have participated in the training session to-date.

**Abdul Shukur** further added, “With the right understanding of puberty, usage and disposal of period management products, we can normalise period for Malaysian girls so they can pursue a lifestyle where they are confident and do not feel small just because they are menstruating. Besides, a strong support system consisting of teachers, friends and family will also help reduce the risk of mental stress amongst teenage girls due to period.”

Meanwhile, **Rahul Asthana, Managing Director of Kimberly-Clark Malaysia** said, “We are extremely encouraged to see Malaysia’s policy makers making structural changes in a bid to eradicate period poverty in the country and to be able to work with LPPKN on this KIT SERI programme to tackle this issue. Kotex has always championed women’s progress across the globe to fight against period stigmas and barriers. Over the past 20 years in Malaysia, Kotex has successfully empowered some 1 million girls and women through our menstrual education and product donation programmes which we run in partnership with schools, universities, and NGOs. Hence, this journey that we are now embarking on with LPPKN and the teachers is even more meaningful as this will enable us to impact even more girls in Malaysia and set them up for even greater progress.”

To overcome the challenges posed by Covid-19 and appeal to a digital-first generation, the feminine hygiene brand launched the Kotex #SheCan Project in 2021 to allow teenage girls to learn about menstrual hygiene, mental health and body positivity in a fun, interactive and gamified format online. The modules are approved by

the Ministry of Education (MoE) and is free for all.

Additionally, over the past six months, Kotex has donated more than 100,000 packs of sanitary products to help women and girls in need across the country. Kotex also assisted Pertubuhan Pembangunan Kendiri Wanita dan Gadis (WOMEN:girls), Women's Aid Organisation (WAO), World Vision and others with the flood relief efforts last December.

To try your hands at the free menstrual hygiene education game, visit Kotex #SheCan Project, at <https://www.kotexshecanproject.com/> and check out Kotex®'s [Facebook](#) and [Instagram](#) for more information.

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Sweetie, Softex, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit [kimberly-clark.com](http://kimberly-clark.com).

### **About Kotex**

Our Kotex, U by Kotex and Intimus brands aim to ensure a period never gets in the way of any woman's progress. Kimberly-Clark created the feminine care category with the launch of the Kotex brand 100 years ago, and today, its products are trusted by millions of women in more than 100 countries to provide outstanding protection and inspire confidence that period or not, she can.

### **About LPPKN**

The National Population and Family Development Board, LPPKN, was established under the Population and Family Development Act 1966 [Act 352] and placed under the Prime Minister's Department. At the initial stage of its establishment, the main focus of LPPKN was to implement family planning programs and activities in the country. LPPKN's vision to create a strong family towards producing a caring society, quality population and a progressive Malaysian nation is quite challenging and requires a strong commitment from all parties. LPPKN through various initiatives has introduced dynamic and effective methods and approaches to achieve this vision. The focus is also on research, program development, training and cooperation within and outside the country.

---

Additional assets available online:

**Photos** <sup>(1)</sup>

<https://www.news.kimberly-clark.com/2022-06-07-LPPKN-And-Kotex-R-Form-Strategic-Partnership-to-Execute-Kit-Seri-Programme-in-Bid-to-Address-Period-Poverty-In-Malaysia>