



SANITATION
FOR MILLIONS



Service Offer

Menstrual Hygiene Management –
Awareness Raising and Knowledge Sharing
in Public Institutions

This service offer contributes to the achievement of multiple Sustainable Development Goals (SDGs), particularly SDG 6.2 (equitable sanitation), SDG 3 (good health), SDG 4 (quality education), and SDG 5 (gender equality).

It focuses on Menstrual Hygiene Management (MHM) at the community level, especially in public institutions. It provides essential background information, critical minimum standards, and the necessary steps for implementation. The content is informed by the practical experience of the 'Sanitation for Millions' programme. It is part of a series of service offers developed by the programme as part of a commission from the Federal Ministry for Economic Cooperation and Development (BMZ) in 2022. Another service offer includes MHM activities on policy level, such as advocacy and cooperation with the private sector. For more information, please refer to the service offer MHM on Policy Level.

Key features

- **Knowledge and Access:** Provides precise information, safe materials, and facilities to enhance practical MHM skills, fostering menstrual self-efficacy and reducing shame, distress, and stigma.
- **Gender Equality and Empowerment:** Proper menstrual health resources enable women and girls to participate fully in educational, social, and economic activities, improving mental health and overall well-being.
- **Educational Impact:** Improved MHM increases school attendance and learning achievements for girls.
- **Community Capacity Building:** Strengthens community support for women's health and education, promoting cultural change to end period poverty.
- **Supportive Networks:** Establishes networks to ensure long-term sustainability of MHM improvements, benefiting social, economic, and ecological aspects of communities.

Addressing menstrual health comprehensively leads to a more equitable and empowered society where women and girls can thrive.

Our Services

This service offer consists of three work packages:

- **Work Package 1** describes activities to spread knowledge and raise awareness about Menstrual Health and Hygiene (MHH), as many women and girls, but also men and boys, lack crucial knowledge about this topic.
- **Work Package 2** refers to the Training of Trainers (ToTs): To guarantee the quality of the trainings throughout the whole process and to enable a standardization of the trainings, ToTs adapted to the individual institutions are provided.
- **Work Package 3** covers the provision of MHM materials (and procurement, if applicable): In addition to awareness raising and ToTs, the initial provision of menstrual hygiene products to women and girls is a key component of MHM activities. Provision of MHM materials in institutions facilitates access to them and helps to reduce barriers and stigma.

Target Groups

- **In schools:**
 - **Trainers:** teachers (male and female, exceptions might apply in specific country contexts)
 - **Recipients:** schoolgirls and boys (exceptions might apply in specific country contexts), MHM Clubs and WASH Clubs, PTSMCs (including mothers), non-teaching staff
- **In faith-based institutions:**
 - **Trainers:** Religious leaders or other religious actors (if applicable, differentiate between Islamic and Christian perspective)
 - **Recipients:** broader community, esp. Women of the community and girls in faith-based institutions
- **In healthcare facilities:**
 - **Trainers:** medical staff (both male and female), lady health workers, lady health visitors
 - **Recipients:** patients and caretakers (both male and female), non-technical staff, community

Prerequisites for Implementation

To provide the service successfully, the internal and external conditions listed below are met.

- **Consent and ownership of the concerned authorities:** Political support is provided by the concerned authorities and there are no objections of any political, societal, or religious agency.
- **Technical expertise:** A cooperative co-working with the several partner countries and their capacities are crucial for a successful implementation of the planned activities.
- **Strategy:** A successful implementation strategy includes ideas and remarks of the target group, both human and financial resources, and a suitable methodology.
- **Constant involvement of counterparts:** The counterparts are involved in the elaboration of an implementation framework and the clarification of several roles and responsibilities on different levels of engagement.
- **Financial resources:** Financial resources from both the project and the counterparts are crucial to implement trainings and awareness activities.
- **Internal knowledge management:** Regular experience exchanges are conducted to learn from each other and to transfer best practices among regions and countries.

Monitoring

Each work package (directly implemented awareness activities, Trainings of Trainers, and provision of MHM materials) can be monitored on the output, outcome, and impact level as described below. Pre-, post-, and evaluation assessment forms developed and used by Sanitation for Millions can be found in the annex.

- **MHM awareness activities** directly implemented by the programme or partners/consultants
 - **Output level:** Number of participants (male/female, children/adults)
 - **Outcome level:** Pre- and post-assessments of the participants' awareness and knowledge on MHH prior to the training (pre-assessment) and immediately after the training (post-assessment)
 - **Impact level:** After an initially agreed time span (e.g., half a year, one school term, or similar) follow-up and evaluation of a sufficient sample size of participants in terms of created awareness and (in the case of female participants) MHH practices adopted in their daily lives.

- **Trainings of Trainers**
 - **Output level:** Number of trained multipliers (male/female), number of beneficiaries within the multipliers’ communities that were reached through the multipliers
 - **Outcome level:** Pre- and post-assessments of the trainers’ awareness and knowledge on MHH prior to the training (pre-assessment) and immediately after the training (post-assessment)
 - **Impact level:** After an initially agreed time span (e.g., half a year, one school term, or similar) follow-up and evaluation of a sufficient sample size of trained trainers in terms of adopted and transferred knowledge on MHH and hygiene practices, number of conducted trainings and reached participants within their respective institutions and/or communities (male/female, children/adults)
- **Provision of MHM materials**
 - **Output level:** Number of MHM kits or related products distributed, number of receiving institutions.
 - **Outcome level:** Assessment of institution’s ownership for budgeting and refilling the MHM kits
 - **Impact level:** Assessment of the availability and accessibility of MHM emergency kits and IEC materials at the institution as part of an overall evaluation of the “WASH system” that is conducted one year after completion of activities.

Risks

Despite thorough preparation, risks cannot be entirely excluded. Key risks and mitigation strategies include:

- **Stakeholder Support:** The involvement of ministries and partner institutions is essential. Risks from limited financial and human resources are mitigated through initial meetings, resource assessments, identifying focal persons, and defining roles and responsibilities.
- **Sustainable Impact:** Ensuring continuous application of minimum standards in training and awareness activities post-contract is crucial. MHM activities are integrated into national planning and budget plans to ensure sustainability.
- **Social and Political Acceptance:** Capacities in complex institutions are strengthened by creating MHM committees with multidisciplinary teams, and socially and culturally appropriate training materials are developed to ensure the sustainability of awareness activities.
- **External Shocks:** Additional resources should be calculated to be able to handle unexpected events like pandemics or natural disasters.

Work Packages in Detail

Work Package 1: Awareness Activities

Menstruation is a natural and regular occurrence for billions of girls and women, yet many face significant barriers in managing it safely and with dignity due to gender inequality, cultural taboos, poverty, and lack of basic services. These barriers lead to stigma, social exclusion, and negative impacts on health, education, and participation in society.

Sanitation for Millions' awareness activities on Menstrual Hygiene Management (MHM) address these issues by providing comprehensive support in public institutions such as schools, health care facilities, and faith-based institutions.

Key components include:

- **MHM Information:** Delivering precise information about puberty and menstruation to all community members, including girls, boys, teachers, parents, and leaders. This is done through awareness sessions, campaigns, information materials, and context-specific resources.
- **Training:** Building the capacities of staff, teachers, community, and religious leaders to create a supportive environment for MHM.
- **Male Involvement:** Engaging males at all levels to help destigmatize menstruation and support MHM activities.
- **Parental Engagement:** Involving parents in awareness activities to ensure they provide reliable information and support to their children regarding menstruation.
- **MHM Supplies:** Providing MHM materials during training and awareness sessions, with institutions taking responsibility for ongoing provision.
- **Peer Support:** Facilitating platforms for participants to share experiences and support each other, fostering confidence and addressing challenges.

This comprehensive approach aims to ensure that girls and women can manage their menstruation safely and in dignity, leading to improved participation in education and community life.

Work Package 2: Training of Trainers

Training stakeholders, such as public school teachers and health practitioners, is essential for effective MHM awareness. These trainings aim to equip both male and female stakeholders with the knowledge and confidence to act as MHM multipliers and improve menstrual hygiene for women and girls in various settings.

Key components include:

- **Training Content:** Based on the awareness activities outlined in Work Package 1, covering essential aspects of menstrual hygiene.
- **Trainers:** Conducted by external consultants under a financing agreement or direct award, guided by orientation documents that set minimum content delivery standards.
- **Assessment:**
 - **Pre- and Post-Assessments:** Participants complete assessments before and after the training to measure outcome.
 - **Terms of Engagement:** Implementing partners sign terms that outline expected deliverables, target groups, and time frames, ensuring follow-up on measures.
 - **Monthly Follow-Up:** Regular meetings between the project team and implementing partners are held to discuss progress and challenges.
 - **Incentives:** Encouraging participation and ownership through provision of transportation costs, meals, and "MHM champion certificates," among other context-specific incentives.

This comprehensive approach ensures stakeholders are well-prepared to promote MHM effectively and sustain these efforts within their communities.

Work Package 3: Provision of MHM Materials

Providing Menstrual Hygiene Management (MHM) supplies at public institutions, such as schools, is essential to support MHM improvements and boost the self-esteem of women and girls.

Key aspects include:

- **Availability of Supplies:** Schools and other public institutions should have a supply of MHM materials, like sanitary pads and clean uniforms, available for girls when needed, helping to overcome barriers caused by a lack of supplies.
- **Procurement:** This can be handled by the project or in collaboration with implementing partners. Institutions are then responsible for ongoing provision.
- **MHM Kits:** During training and awareness sessions, participants can receive MHM kits to take home, which include essential and nice-to-have items.
 - **Must-Haves:**
 - Reusable and disposable pads, tampons, cups (based on country context)
 - Bag for safe disposal of MHM materials
 - Soap
 - Toilet paper
 - Hand sanitizer
 - Panties
 - Scarf or spare uniforms (to cover stains, depending on context)
 - **Nice-to-Have Items:**
 - Hot water bottle
 - Green tea bags (for pain relief)

This approach ensures that infrastructure and information are complemented with necessary supplies, thereby enhancing MHM practices and supporting the well-being of women and girls.

Material for implementation provided by Sanitation for Millions (Annexes)

- Annex 1 - Guide for Menstrual Hygiene Management activities
- Annex 2 – Orientation document for ToRs (ToTs in schools)
- Annex 3 – Orientation document for ToRs (ToTs in Health Care Facilities)
- Annex 4 – Orientation document for ToRs (ToTs in faith-based institutions)
- Annex 5 – Assessment forms Awareness Activities
- Annex 6 – Assessment forms ToTs
- Annex 7 – Terms of engagement ToTs

Further information:

Guidance on Menstrual Health and Hygiene, UNICEF

Guide to Menstrual Hygiene Materials, UNICEF

Menstrual Health and Hygiene Resource Package, World Bank

A compilation of MHH resources, SuSanA

Fit for school Concept: Menstrual Hygiene Management

WASH United resources and MH Day Campaigns



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