Menstrual Hygiene Management

Ina Jurga
Head of Behaviour Change Communication
International Coordinator MH Day
# MENSTRUATION MATTERS

But:

... Silence and taboos

... Lack of education on menstruation

... Challenges regarding access to sanitary products, sanitation, water, disposal.

... Low political and funding priority

Negative impact on women and girls:

- Stigmatisation and exclusion
- Reduced confidence and shame
- Missed school or work
- Increased health risks
MH Day catalyzes
• Awareness
• Education
• Political advocacy
through media work, events and campaigns.

Open platform for everyone to engage.

Foster partnerships and collaboration at global, regional and national level.

“A wave that lifts all the boats”
MH DAY 2017

Theme: Education

Campaign storytelling: "Changes"

Shame -> Normal
Silent -> Vocal
Shame -> Understanding
Impure -> Healthy
Period ≠ Stop

And make sure a period doesn’t equal a stop.
Coverage of the video created with Aranya Johar (selection)
From silent to vocal

- Total reach of 158 million people through digital channels.
- Evidence of significant coverage on TV, radio and print media.
Online campaigning by development partners (selection)
From silent to vocal

Interactions per post:

- Facebook average (10k-100k followers)
- Facebook average (100k-1m followers)
- MH Day (186,588 followers)

Prashansaa Blint: ‘Feel proud of periods’...but why?? Lol...is it an achievement to be proud of? It’s a biological thing which every girl has to go through, whether she likes it or not! It’s damn annoying and I wish it never happened to me...the pain and inconvenience... See More

Like · Reply · 38 · May 27 at 7:39am · Edited

8 Replies

Ananya Johar: Thank you so much!

Like · Reply · 83 · May 27 at 7:39am

8 Replies

Siemy Agarwal: Guys! Check this out... I recalled our menstruation discussion thing that happened in the basement of our school. All girls called downstairs everyone was so secretive! Remember? Smili Shahu Tanya Arora Mansi Pant.

Like · Reply · 2 · July 7 at 4:32am

2 Replies
350 MH Day events worldwide

• 350 events in 54 countries (up from 180 events in 34 countries in 2016).
• Strong engagement of the development sector, including UNICEF, Plan International, WaterAid, Global Citizen, WSSCC, US Department of State, USAID.
• National governments supported events in Bangladesh, Ghana, India, Kenya, Pakistan, Senegal, Tanzania, Uganda, DR Congo.
A global movement in the making

Top 10 countries with most events:

- **India**: 67 events
- **Nigeria**: 34 events
- **Kenya**: 27 events
- **Nepal**: 24 events
- **USA**: 18 events
- **Uganda**: 17 events
- **Ghana**: 13 events
- **Australia**: 12 events
- **Bangladesh**: 8 events
- **UK**: 8 events

Events by regions:

- **Africa**: 143 events
- **Asia**: 14 events
- **Europe**: 14 events
- **Latin America & Caribbean**: 7 events
- **North America**: 15 events
- **Oceania**: 7 events
- **On-the-ground events in unspecified locations**: 19 events
- **Online events**: 22 events
MH Day events (awareness)
MH Day events (Education)

Bangladesh: Water

India: Choitram College

Madagascar: Project Jeune Leader

Somaliland: Dr. Nakruma

Nigeria: Global Health
MH Day events with government

Uganda

Zambia

Pakistan

Bangladesh

Ghana

Philippines
MH Day outlook

• In only four years, MH Day has grown to become the biggest global platform for the promotion of MHM.

• But we can achieve even more together!

HOW YOU CAN GET INVOLVED:

✓ Become an official partner or supporter
✓ Celebrate MH Day!
✓ Share news and resources for the newsletter and resource section

www.menstrualhygieneday.org
Mission
By 2030, the Menstrual Hygiene (MH) Alliance will turn menstruation into a normal fact of life. We will enable every woman and girl to manage her menstruation hygienically, with confidence, in dignity and without stigma.

Vision
All women and girls are empowered to fully and equally participate in society and live a healthy and productive life.
Outcome areas:

- Increased priority for MHM among key actors across different sectors related to MHM
- Increased funding for MHM
- Increased awareness, changed attitudes and improved social norms
- Evidence-based decision making

Work programme 2017/2018:

- High-level advocacy to mainstream MHM into WASH, reproductive health and rights, education and gender sectors
- Advocate for increase funding for MHM, incl around Global Citizen Festival
- The MHM Education Challenge
- Funding landscape study
- Advocacy calendar
HOW YOU CAN GET INVOLVED:

- High-level advocacy on WASH, reproductive health and rights, education and gender
- MHM funding landscape study
- MH Education Challenge

Get in touch!
Contact
Ina.jurga@wash-united.org