
Menstrual Hygiene Management



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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





28 May
**MENSTRUAL
HYGIENE DAY**

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 \neq Stop

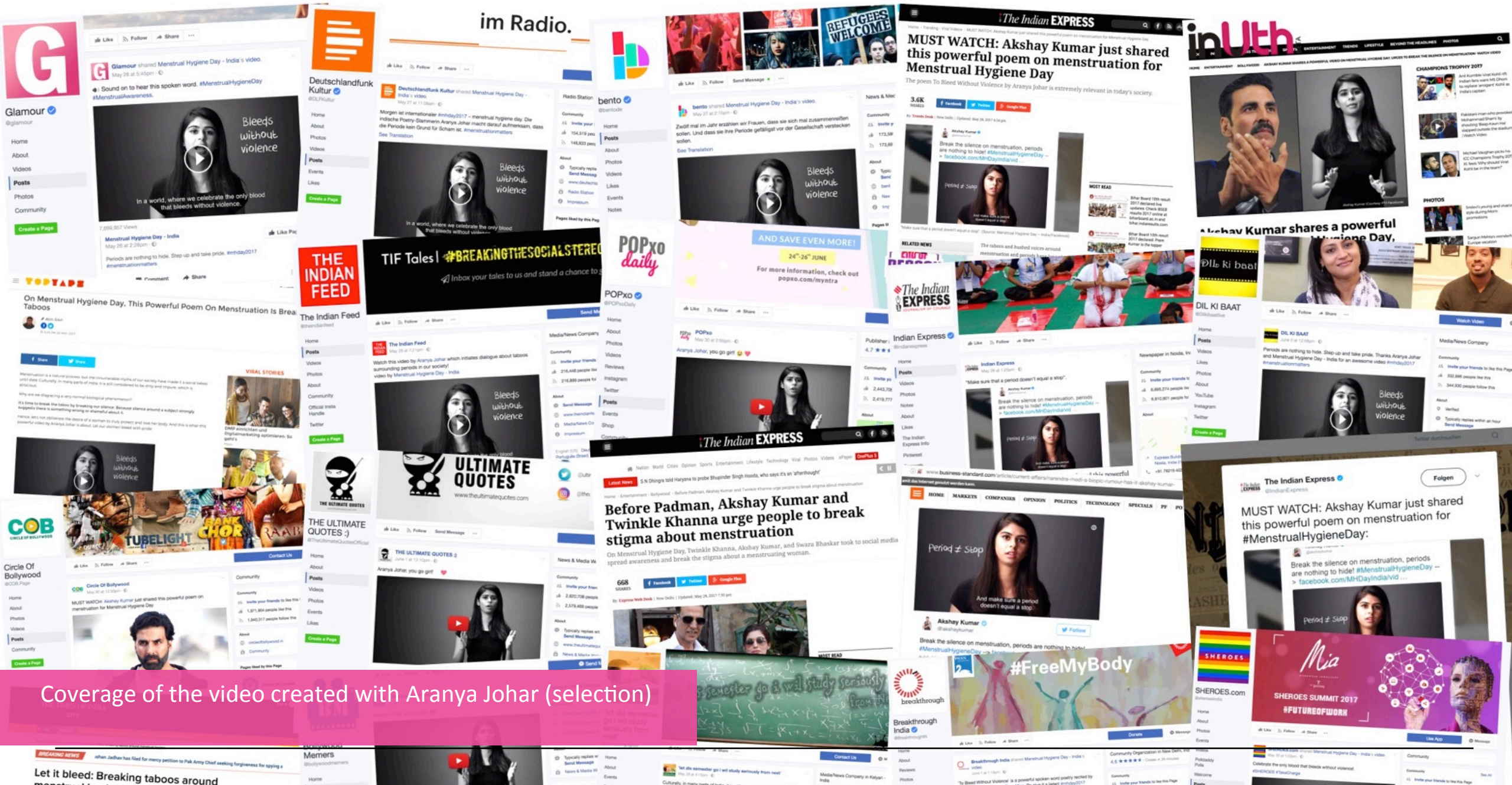
And make sure a period
doesn't equal a stop.

▶ ————— -0:13 ⚙️ 🗄️ 🔊

👍 Like 💬 Comment ➦ Share

178K Reactions 5.7K Comments 7.7M Views

MH Day Online coverage

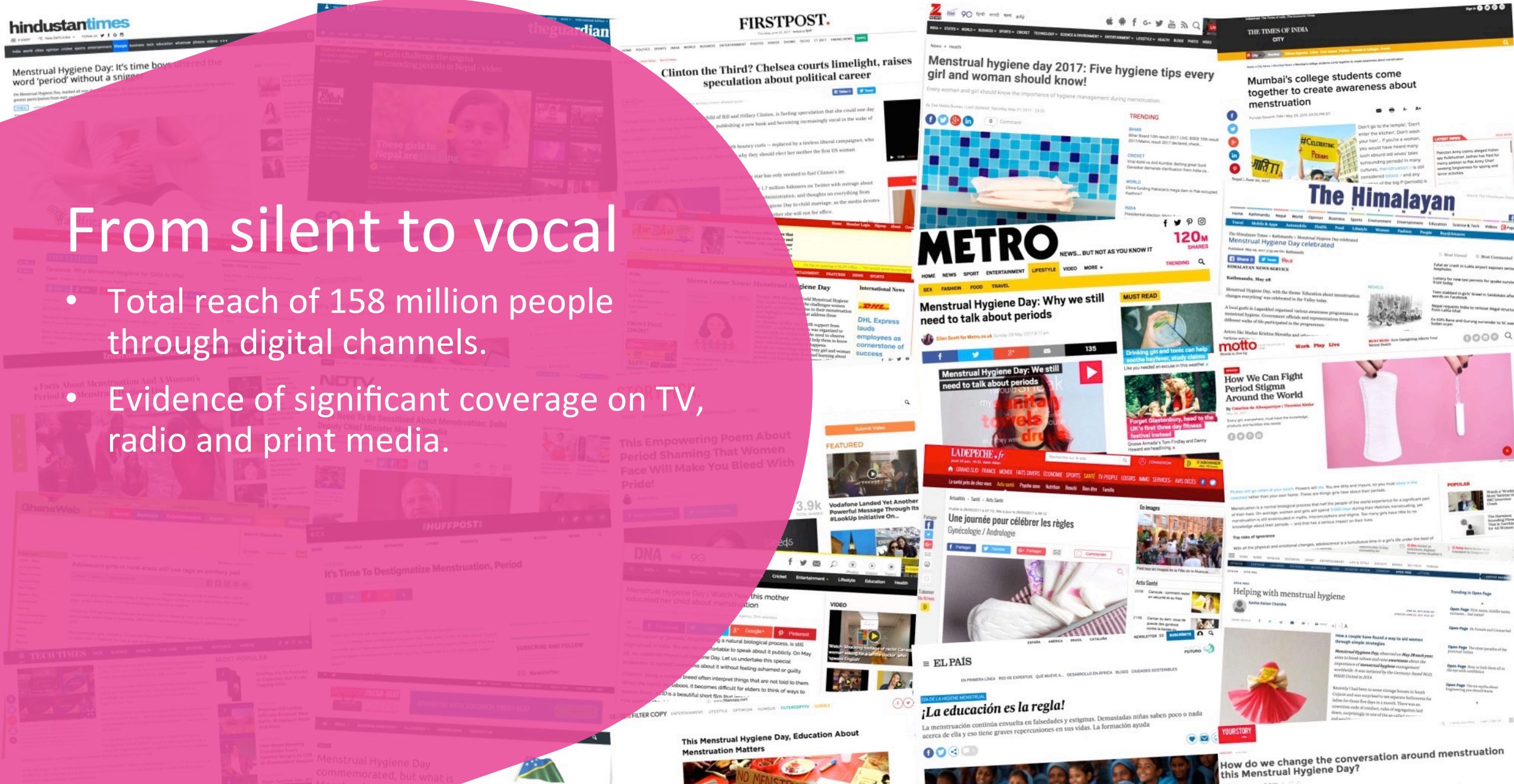


Coverage of the video created with Aranya Johar (selection)

Let it bleed: Breaking taboos around menstruation

From silent to vocal

- Total reach of 158 million people through digital channels.
- Evidence of significant coverage on TV, radio and print media.



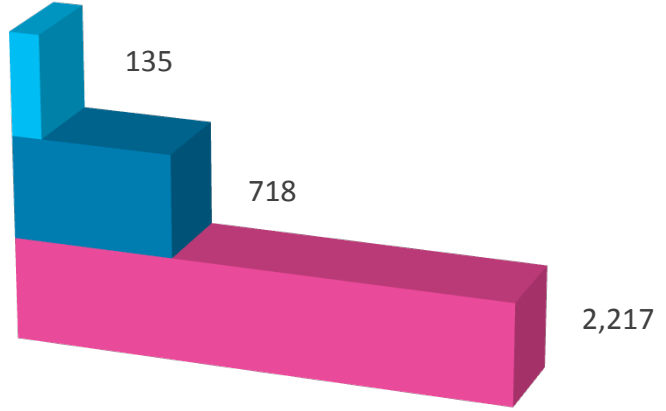
MH Day Online coverage



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 Bisht '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 · 🗨️👍👎 36 · May 27 at 7:59am · Edited
8 Replies

Aranya Johar Thank you so much!
Like · Reply · 🗨️👍👎 63 · May 27 at 7:08am
8 Replies

Somya 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!?! [Shruti Sahoo](#) [Tanya Arora](#) [Mansi Pant](#)
Like · Reply · 🗨️👍👎 2 · July 7 at 4:52am
2 Replies

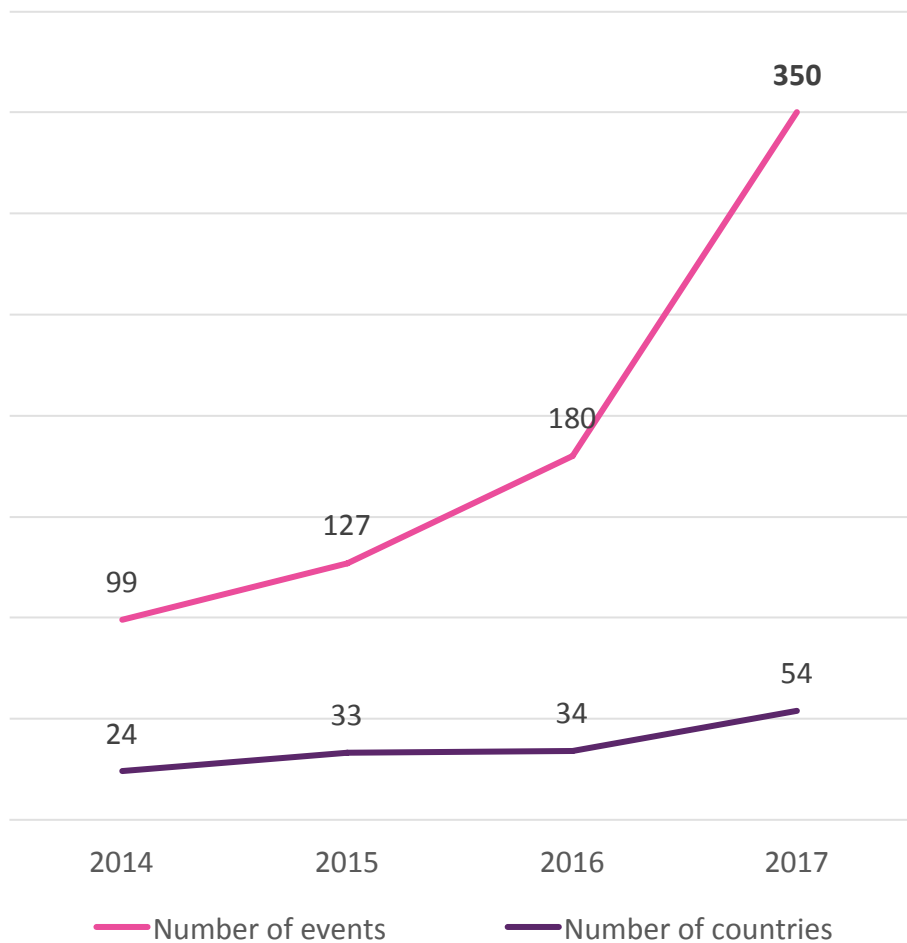


350 MH Day events worldwide

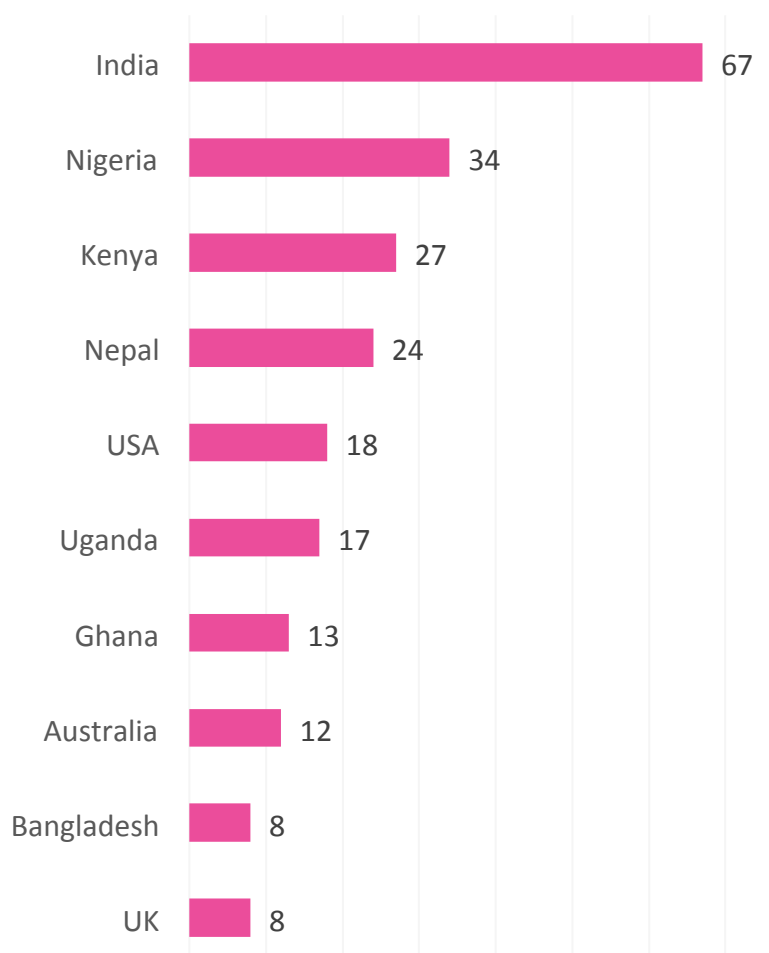
- 350 events in 54 countries (up from 180 events in 34 countries in 2016).
- Strong engagement of the development sector, including UNICEF, Plan International, WaterAid, Global Citizen, WSSCC, US Department of State, USAID.
- National governments supported events in Bangladesh, Ghana, India, Kenya, Pakistan,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



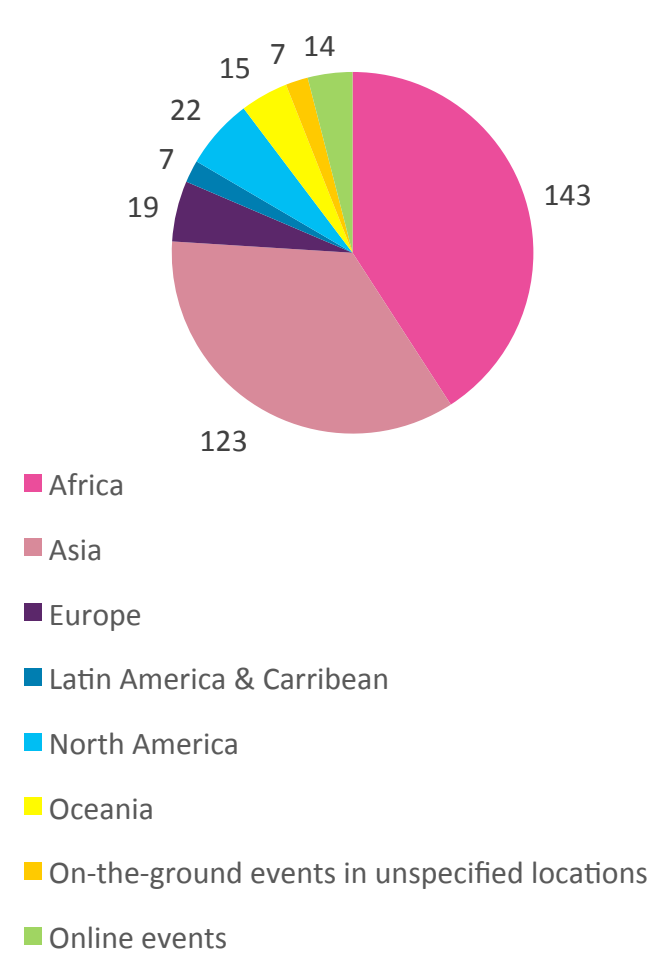
A global movement in the making



Top 10 countries with most events:



Events by regions:



MH Day events (awareness)



Malawi - YouthHub



Nepal- Days for Girls



Sweden-Lingonkollektivet



India-Fansa



South Africa- Kindness like Konfetti



Ghana- National Event, Unicef

MH Day events (Education)



Bangladesh- Waifeed



India_ Choitra_ college



Somaliland- Dr. Nakrma



Nigeria- Global Health



Madagascar- Project Jeune Leader

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!

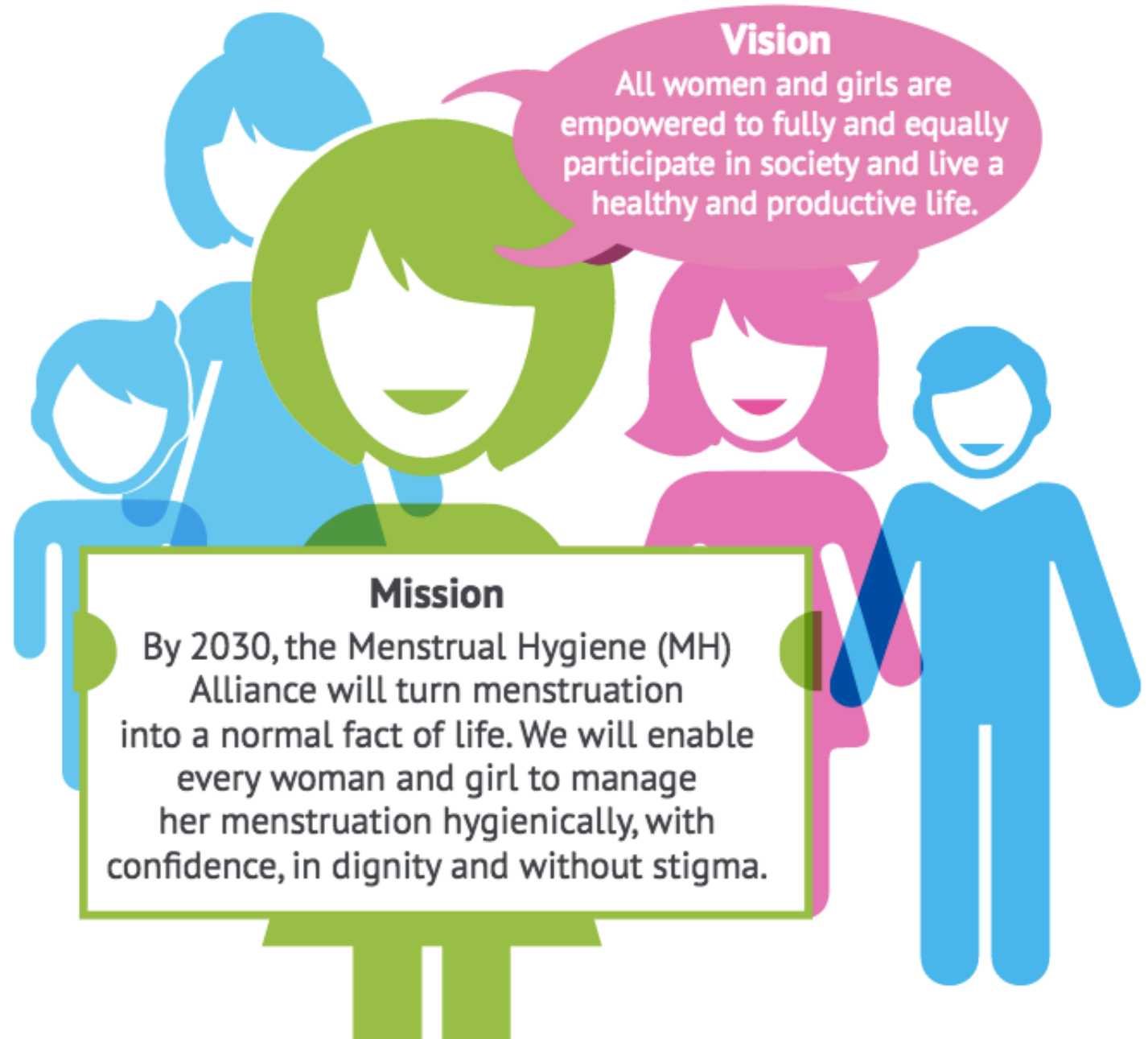
HOW YOU CAN GET INVOLVED:

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

www.menstrualhygieneday.org



MENSTRUAL HYGIENE ALLIANCE



Vision

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

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.



MENSTRUAL HYGIENE ALLIANCE

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

Workprogramme 2017/2018

High-level advocacy
to mainstream MHM
into WASH, reproductive
health and rights,
education and gender
sectors

Advocacy calendar



Advocate for
increase funding for
MHM, incl around
Global Citizen
Festival

Funding landscape
study



The MHM Education
Challenge



MENSTRUAL
HYGIENE
ALLIANCE

HOW YOU CAN GET INVOLVED:

High-level advocacy
WASH, reproductive
health and rights,
education and gender

MHM funding
landscape study

MH Education
Challenge

Get in
touch!

Contact

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