

Menstruation matters *to everyone, everywhere*

MENSTRUAL HYGIENE DAY 2016 *Planning Guide*

Compiled by the International Secretariat
info@menstrualhygieneday.org

Welcome!

This document will help you plan for Menstrual Hygiene Day 2016. It is meant to give you guidance and inspiration for all your activities.

If you have a great tip or suggestion to share with the Secretariat, please email to: info@menstrualhygieneday.org

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Image: WASHPlus Zambia

About

**MENSTRUAL
HYGIENE DAY**

28 May



Image: Uganda MHM Coalition



Image: AGAHIE



28 May
**MENSTRUAL
HYGIENE DAY**

Menstrual Hygiene Day is celebrated every year on 28 May.

Menstrual Hygiene Day is an open and global platform for partners across all sectors to engage in awareness, advocacy and knowledge-sharing around the importance of menstrual hygiene management.

Vision

To create a world in which every woman and girl can manage her menstruation in a hygienic way – wherever she is – in privacy, safety and with dignity.

Mission

Menstrual Hygiene Day will help to break the silence and build awareness about the fundamental role that good menstrual hygiene management (MHM) plays in enabling women and girls to reach their full potential.

 www.menstrualhygieneday.org/about

Partner Alliance

Menstrual Hygiene Day (MH Day) is currently supported by > 380 partner organisations worldwide (Status April 2016), bringing together non-profits, government agencies, the private sector, the media and individuals.

The partner network is constantly growing and expanding to more and more countries. A current overview can be found [here](#).

How can I become partner?

Our partners all have one thing in common: they are working on the issue of menstruation and support the global vision and mission of Menstrual Hygiene Day (MH Day).

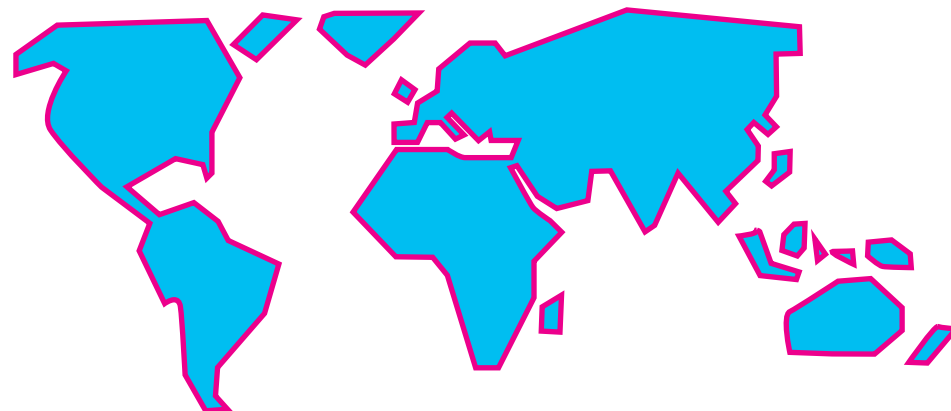
As a partner on MH Day, we welcome you to contribute your time, energy and ideas to make this day a real, big deal. There is no financial obligation in getting involved.

Contact us and send us your logo as a symbol of support.

What if I am an individual?

Menstrual Hygiene Day can be celebrated by everyone everywhere! While you cannot become an official partner, you can of course use all the materials available on the website, and mobilize your friends and colleagues for the cause.

Simply subscribe to the newsletter and follow us on social media for the latest updates.



International Secretariat

WASH United is the initiator of Menstrual Hygiene Day and acts as its International Secretariat. As the International Secretariat, WASH United coordinates MH Day and manages the MH Day Alliance of more than 380 partner organisations. This includes:

- Developing the global strategic direction of MH Day, as well as key campaign and advocacy materials;
- Managing communication between MH Day Alliance partners;
- Managing external communication, including the MH Day website, social media and serving as a focal point for media;
- Issuing the regular MHM newsletter (“Keep the flow going”);
- Supporting partners in the planning and implementation of MH Day activities;
- Promoting collaborations between partners globally and at country level;
- Reporting on MH Day activities.

About

**MENSTRUAL
HYGIENE
MANAGEMENT**

MENSTRUAL HYGIENE MANAGEMENT

Definition

The United Nations Children's Fund (UNICEF) and the World Health Organization (WHO) define **Menstrual Hygiene Management (MHM)** as

- the articulation, awareness, information and confidence to manage menstruation with safety and dignity using safe hygienic materials, together with
- adequate water and agents and spaces for washing and bathing and
- disposal with privacy and dignity.¹

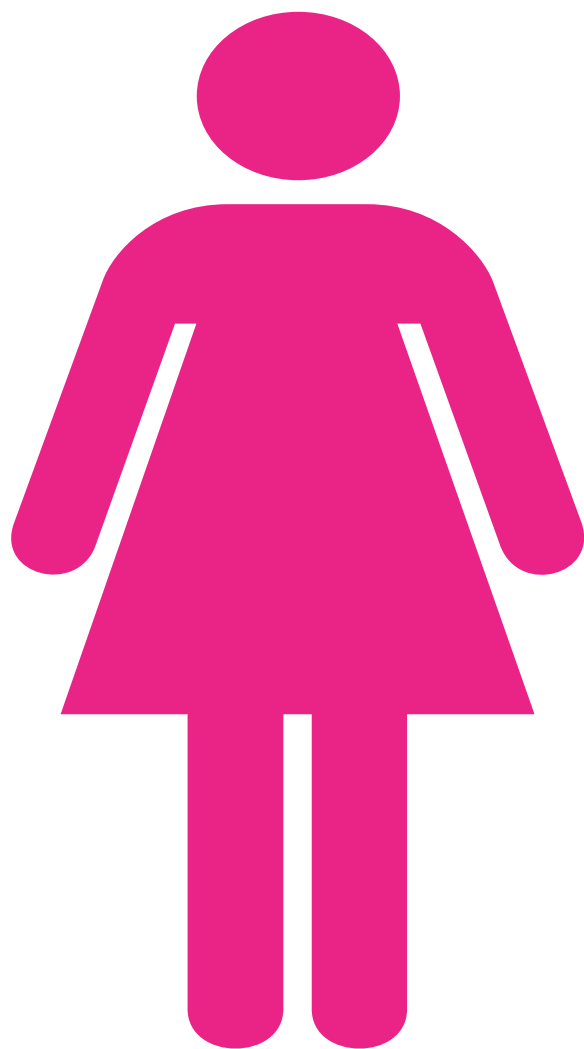
The United Nations Educational, Scientific and Cultural Organization (UNESCO) includes additional systemic factors:²

- Informed and comfortable professionals
- Referral and access to health services
- Positive social norms
- Advocacy and policy

1 http://www.wssinfo.org/fileadmin/user_upload/resources/MENSTRUAL-HYGIENE-MANAGEMENT-Paper-for-END-group-1.pdf
2 <http://unesdoc.unesco.org/images/0022/002267/226792e.pdf>



MENSTRUAL HYGIENE MANAGEMENT



Facts Facts Facts

It is always good to have facts to make the case for why menstruation matters. To make it easier, we have for you:

Infographic

Specific factsheets

- For education
- For the environment
- For business
- For human rights
- For boys and men

We have these factsheets also in French, Spanish, Portuguese, Swahili, Wolof, and Acholi.

Country specific factsheets are available for Kenya, Uganda and India. [Download here.](#)

Resources

If you want to learn more about MHM, these are – in our opinion - the TOP 3 resources:

- House, S., Mahon, T., Cavill, S. (2012). Menstrual hygiene matters - A resource for improving menstrual hygiene around the world. WaterAid ([link](#))
- UNESCO (2014). Puberty Education & Menstrual Hygiene Management. ([link](#))
- Sumpter C., Torondel B. (2013). A Systematic Review of the Health and Social Effects of Menstrual Hygiene Management. ([link](#))

[This overview](#) is a bit more comprehensive. And much more you can find on the website.

→ menstrualhygieneday.org/about/resources-mhm/

THEME FOR 2016

MENSTRUATION MATTERS
to everyone, everywhere

Menstruation matters *to everyone, everywhere*

About the theme

The theme for 2016 “menstruationmatters to everyone, everywhere” was jointly developed by the partners of the MH Day Alliance.

Here is why and how menstruation matters in relation to different aspects. For your own campaign you can chose all aspects or focus on a particular one.

Download the infographic & get the factsheets here:

www.menstrualhygieneday.org/materials

MENSTRUAL HYGIENE IS FUNDAMENTAL TO...



EDUCATION

UNESCO estimates that 1 in 10 African adolescent girls miss school during menses and eventually drop out.



ECONOMY

In Bangladesh, garment workers miss work for an average of 6 unpaid days per month due to vaginal infections.



HEALTH

Poor menstrual hygiene not only affects physical health, but also social and mental well-being.



ENVIRONMENT

The average North American woman will use and throw away about 13,000 tampons and pads in her lifetime.



HUMAN RIGHTS

A lack of adequate MHM denies women and girls their right to education, right to health, and right to work in favourable conditions.

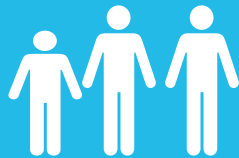
Menstruation matters WORLDWIDE

Women and girls around the world need to manage their menstruation during their reproductive age. The specific challenges that women and girls experience differ widely, depending on, for example, social norms, customs, education, geography and socio-economic factors. Yet it is fair to say that managing menstruation with normalcy and in dignity remains a challenge everywhere.



Menstruation matters to BOYS & MEN

Taboos and negative social norms around menstruation are perpetuated by society as a whole, including men. Including men and boys in conversations about menstruation is therefore critical to creating normalcy and fostering a supportive environment for women and girls.



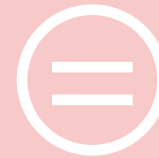
Menstruation matters in ALL AREAS OF LIFE

Women and girls need to be able to manage their menstruation in all areas of life – at home, in school, at work, when travelling, etc. To ensure women and girls can manage their menstruation with normalcy and in dignity, their needs need to be taken into account in all areas of life.



Menstruation is a matter of EQUALITY

Women and girls miss out on education, work and other opportunities in life when they cannot manage their menstruation with normalcy and in dignity. Taboos and myths related to menstruation often portray women and girls as inferior to men and boys. This undermines gender equality and often constitutes discrimination.



Menstruation is an issue of INCLUSION

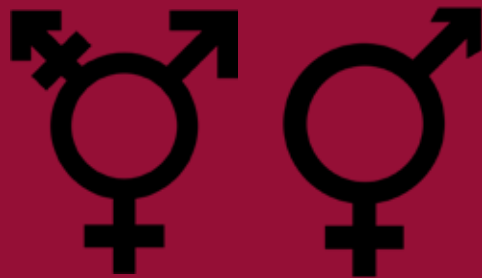
Every woman and girl should be able to manage her menstruation with normalcy and in dignity. The requirements of women and girls with disabilities need to be taken into account in all areas of life.



Menstruation matters

TO TRANSGENDER PEOPLE

Not only women and girls menstruate. Transgender and intersex people may also menstruate if they were born biologically female. They often face specific challenges in managing their menstruation with normalcy and in dignity, especially with regard to the use of facilities and access to health services.



Gender neutral terms

If you want to use gender neutral terms, here are suggestions provided by our partner Period Positive:

Instead of...

Becoming a woman
Feminine hygiene products
Femcare
Women's health
Mothers and daughters
Women and girls
...who menstruate

Replace it with...

Starting puberty
Menstrual products
Menstruation management
Reproductive health
Parents and children
People and adolescents
Menstruator
People with periods

Menstruation matters to achieving the SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) have been adopted in 2015. While there is no specific goal or indicator related to MHM, menstruation matters to several SDGs.

Goal 3: Ensure healthy lives and promote well-being for all at all ages

Target 3.7: By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Target 4.1: By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

Target 4.3: By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

Target 4.5: By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

Goal 5: Achieve gender equality and empower all women and girls

Target 5.1: End all forms of discrimination against all women and girls everywhere.

Target 5.3: Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.

Target 5.6: Ensure universal access to sexual and reproductive health and reproductive rights.

Goal 6: Ensure availability and sustainable management of water and sanitation for all

Target 6.1: By 2030, achieve universal and equitable access to safe and affordable drinking water for all.

Target 6.2: By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Target 8.8: Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Goal 12: Ensure sustainable consumption and production patterns.

Menstruation is a matter of HUMAN RIGHTS

Menstruation is an issue of human rights and dignity. Many human rights are important to ensure that women and girls can manage their menstruation adequately and with dignity. This includes the right to water, the right to sanitation, the right to health and access to health-related education, including on sexual and reproductive health. When women and girls cannot manage their menstruation adequately and with dignity, it impacts on their human rights, including on the right to education, the right to work, the right to health and on gender equality and dignity more broadly.



MENSTRUAL HYGIENE DAY

2016

Tips & Resources

HOW YOU CAN SUPPORT!

Whether you do something as amazing as your own MH Day campaign, or as simple as sharing our templates and message amongst your networks, every action counts. There are many ways for you or your organisation to get involved. We've listed some ideas below.



Use and share our materials widely



Show your support on social media



Create an MH Day event and add it on the map



Reach out and involve media



Engage politicians, religious leaders, stars, ...



Use and share our materials widely

On the website we have uploaded all materials for print and online use.

➔ www.menstrualhygieneday.org/materials

You can of course create your own materials, but we would appreciate if you include at least the MH Day logo and the slogan for this year!

Creative Commons

The licence under creative commons is "[Attribution-NonCommercial 4.0 International](https://creativecommons.org/licenses/by-nc/4.0/)".



Help to translate materials!

We want all the Menstrual Hygiene Day resources to be accessible to as many people as possible globally. We generally develop materials in English. Partners of the MH Day Alliance help to translate them into their language.

Please help us to translate the materials into other languages! If you send us your translation, we will add it to the materials section.

Please contact us at info@menstrualhygieneday.org,

What materials is available?

Brand new Materials for 2016 are:

- Poster with illustrations of peoples perspectives
- Poster with the slogan
- Poster with icons
- Banner with the annual theme
- Logo

And in addition we have the MHD Day Planner 2016, Social Media sheet, and a press release.

Of course, you can use all materials from last years, too! such as the infographic, factsheets, Exhibition Toolkit, 28 conversations, etc...

Why is there a different slogan?

"EVERY DAY can be a GOOD DAY"

The annual theme is the lead theme for the campaign.

For campaign materials to work in different media, it requires a "story". Based on the lead theme, the headline slogan of the campaign "Every day can be a good day" was derived from it. #menstruationmatters for everyone, everywhere and every day!



EVERY DAY *can be a* GOOD DAY

The story of this year’s campaign is that “**every day can be a good day**”, including the days of the period. In the campaign, different people explain what makes days on the period normal and good.

The different perspectives- Illustrations:

The girls



Available as Asian, Arab and African girls

The mother



Available as Asian, Arab and African mother

The father



Available as Asian and African father

The brother



Available as African brother

Do you want to add different text?
Let us know and we might be able to create more sets for you!
We also provided for templates so you can enter your own text.
See next page!

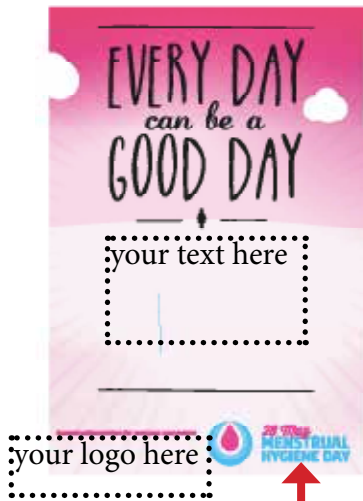


EVERY DAY *can be a* GOOD DAY

How you can use this year's materials !

Option 1:

Enter your text into a word.doc



In word the image is locked in the back. Enter your text. Include your logo. or any other information. such as facts & text.

Option 2:

Your image and text



Use the colour.png to place it next to your image. Enter your text. Include your logo. or any other information. such as facts & text.

Option 3:

Combine the text with your images



Or use the transparent.png and place it over your image. Enter your text. Include your logo. or any other information.



www.menstrualhygieneday.org/materials



Show your support on social media

Check the special social Media Sheet



www.facebook.com/menstrualhygieneday



[@MHday28May](https://twitter.com/MHday28May)

Top Tweets!

[#MenstruationMatters](#) for everyone everywhere! Celebrating [#MenstrualHygieneDay](#) on May 28. <http://bit.ly/23K0Hkq>.
(ADD IMAGE)

Every day can be a [#goodday](#), if girls can attend school during their [#period](#). [#MenstruationMatters](#) [#mhday](#) (ADD IMAGE or <http://bit.ly/23K0Hkq>)

[#MenstruationMatters](#) for the [#SDGs](#): for achieving [#health](#) [#education](#) [#WASH](#) [#genderequality](#) [#work](#) [#sustainability](#).

4 Simple ways to support!



CREATE A BADGE FOR YOUR PROFILE PIC!

Go to:
<http://twibbon.com/support/menstrual-hygiene-day>



SIMPLY SHARE OUR CONTENT & SHARE YOURS WITH US!



PRINT, TEXT & SHARE YOUR STATEMENT!



SHARE YOUR #GOODDAY PERIOD STORY!

Submit your story online or via twitter /facebook / instagram!



Create an event and add it on our map

What activities should I do on MH Day?

You know your location and audience best – and can organize activities according to what you want to achieve, your resources and ideas. The Secretariat does not prescribe what activities partners should do.

- A generic event check-guide can be found on the following pages.
- Get inspiration from previous events ☺
- Come together in pooling ideas and resources

If you have a great tip or suggestion that you would like to share, please email info@menstrualhygieneday.org.

What about funding for my activities?

Please note that the Menstrual Hygiene Day Secretariat does not provide any financial support for your activities. But of course you can fundraise for the event, or by pooling resources with other partners.



Image: IDS Bangladesh



Image: Aaina



Event Planning Steps

1 What is the objective for my activity?
Do I have a call to action ?

- Besides that it is Menstrual Hygiene Day:
- What do you hope to achieve?
 - Who is your target audience?
 - How do you translate the annual theme to your context?

2 Organize your team
Coordinate with partners
Mobilize funds

- Contact local partners and potential supporters.
- Contact Secretariat for partners in your country
- Consider identifying one key person for overall management
- if required, assign individual persons/partners to handle specific activity tasks

3 Select activities

- See next page

4 Detailed planning

- Venue & Time
- Overall budget required & sponsoring
- Materials (including time & budget)
- Speakers/presenters, VIP and partner management
- Publicity/promotion (online & off-line, e.g.)
- Volunteer management

5 Reporting
Sharing

- Share photos, video and stories online and with partners involved
- Fill in our activity report, so your event will be integrated in the global MH Day 2016 report.
- Send thank-you letters to all volunteers, partners and sponsors



Create an event and add it on the map

Some suggestions for events

Community event

Hold an cultural & educational forum. Ask other public officials and faith-based leaders to participate.

Rally

Rally your network and your community via a parade, run, flash mob, submitting a petition to politicians to create awareness around MHM.

Exhibition, art & music event

Using art (exhibition, dance, drawing, movies) and music to create an event that creates a more cultural approach to menstruation. It is great opportunity to involve local artists and young people to express their feelings, experiences, attitudes and dreams.

Stakeholder Meeting & Conference

Bring together political leaders, personalities, specialists or influential people from your community to debate and discuss the importance of menstrual health & hygiene.

Education sessions in schools & other locations

Conduct education sessions with teachers and students (girls and boys). You can also include fun activities such as essay, painting or drama contests.

Other locations can be prisons, health centers, universities, public institutions, etc. to really stress the issue of “everywhere”.

Open day at your organization

Invite members of the community to an open day at your organization to promote your work throughout the year.

Fundraiser event

Be it for your own project, or as a donation drive benefitting other partners projects, a fundraiser event is always a good change. [Here](#) are some key tips to consider.

You can also use a crowdsurfing platform!

Some materials we have for you:

Banner, Poster, Factsheets, Press release, Exhibition Toolkit, Education Tools, ...

Banner, Poster, T-Shirts, ...

Exhibition Toolkit, Videos, Storytelling, Myth& Taboo Map,...

Infographic, Factsheets, ...

Educational Tools, Pad Making Workshop, Exhibition Toolkit, 28 Conversations, ...

Exhibition Toolkit, 28 Conversations, ...

Factsheets, Press release, Exhibition Toolkit, ...



www.menstrualhygieneday.org/Materials



Create an event and add it on the map

How can I promote my event?

Via the MH Day website

We have created a link where you can enter your event details. The information will automatically enter our system and after a quick check from our side, will appear on a map on the MH Day website.

Via the MH Day Facebook site

Use the same link, and we will include also the event on the MH Day Facebook site.

Via your own channels

Promote your event through your newsletter, a press release, an email blast, a FB invite, posters/fliers, or good old word of mouth. If you set up your on event page, share this with us.

Report back on your event!

We would love to hear from you how it went! Particularly because we share highlights and all events later to everyone. Events will also be featured on the website!



www.menstrualhygieneday.org/events



Make your event known!

How can I find an event near me? Can I attend ?

Check the MH Day website or Facebook event page to find an event near you. The contact details of the organizers are often provided.

To attend a specific event, please contact the organizers. Please note, that some events are open to the public and some events might be a closed meeting.



Reach out and involve media

It is always good to invite and involve media. Special programmes for e.g. women, education are usually interested and looking for good content, especially around media opportunities such as Awareness Days.

Promotion and involvement in your event

Invite a range of media to your activities. Having media present is always a good incentive for officials and other dignitaries to attend, and vice versa.

Press conference

Maybe even hold a press conference with elected officials to raise public awareness importance of menstruation.

Newspaper

Write an article or an editorial letter about MHM, your work and include Menstrual Hygiene Day.
If you need more information, simply contact us!

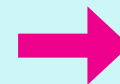
Radio

Conduct radio-talk shows and call-in programmes, encourage radio stations to air public service announcements.

Official press release

We have created a press release and some additional materials for media.

Feel free to use it and adapt for your context.



www.menstrualhygieneday.org/media

Tips on working with media

- Explore which media and journalists, and which specific formats have an interest in women, education, WASH issues
- Make the reporter's job "easy." by preparing background information, case studies and data in advance
- Focus on key messages and get those across
- Identify a spokesperson
- Give the beneficiaries a voice
- The more compelling and interesting your story, the more likely the chance to get featured



Engage politicians, religious leaders, stars, ...

Champions for the cause

Politicians, religious leaders, and stars from sport & culture can be great spokespersons for the cause!

Some of the great champions that partners have mobilized:

- First ladies of county
- Female parliamentarians
- Music stars
- Hollywood actresses (such as Frida Pinto)
- TV anchors

As role models they can strongly support to overcome the silence, get the message through to beneficiaries in a personal way, and usually create media attention.

Men in menstruation

Under the theme menstruation matters for everyone, the importance of boys & men to create the required support is highlighted. Therefore we encourage you to engage male champions for the cause, too! These can be powerful role models. Just think about “Menstrual Man” !

Ambassadors for Mh Day

Feel free to reach potential local Ambassadors. The Secretariat can assist you by providing you with an official letter of support or more information if required.



Image: The Cup

Menstruation matters *for everyone everywhere*



28 May
**MENSTRUAL
HYGIENE DAY**

Happy **Planning!**

