Overview

Key release dates 22-28th May

WSSCC’S MESSAGES

1. Education before menarche turns shame and fear around menstruation into pride and dignity for girls.

2. Breaking the silence on menstruation can change women and girls’ lives.

3. Integrating Menstrual Hygiene Management in national policies across sectors ensures that no one is left behind.

4. UN Sustainable Development Goal 6.2 cannot be achieved without safe Menstrual Hygiene Management for all women and girls.

5. Menstruation knowledge for boys and men is crucial to dispelling myths and taboos and providing support to women and girls.

Supporting better health and women’s empowerment through sanitation and hygiene

Please use the following hashtags on social media posts:
#MHDAY2018
#WSSCC
#NOMORELIMITS
#MENSTRUATIONMATTERS

Please share the infographics widely!
Menstruation is a sign of female health and vitality and should no longer be shrouded in fear, shame or embarrassment. Timely information to young girls about menstruation, addressing taboos and misconceptions and empowering them enables girls to take charge of their life-long health, including their sexual and reproductive health.

WSSCC works with governments and partners to address historical gender inequalities, discrimination and social injustice in WASH and beyond using MHM as an entry point. The aim is to strengthen capacity to implement policy and guidelines integrating MHM, age and disability considerations into programming. Using the holistic and rights based three pronged approach, WSSCC supports government (local, regional, national) across sectors to transform policy, link budgets, develop capacity and integrate MHM.

For girls and women, Menstrual Hygiene Management means a healthier and more confident adolescence, better school attendance and learning outcomes, greater mobility and opportunities and eventually delayed marriage and age of first conception, and greater self-determination and well-being.

The WSSCC Menstrual Hygiene Management Programme is comprised of four interlinked elements:

1. **ACTION RESEARCH**
   - Action research to understand the situation, identify information gaps, generate evidence for advocacy and programming and unearth and replace deep-rooted menstrual related myths and taboos with dignity, pride and safe management and disposal options.

2. **CAPACITY BUILDING**
   - Capacity building of duty bearers across Ministries and local governments, with responsibility for implementation. We expect those trained to have a training mandate to cascade the information to women and girls, boys and men, thereby creating champions to take the work forward.

3. **POLICY TRANSFORMATION**
   - Policy support to work with national and local governments to transform existing policy and investment plans to integrate practical life-changing information, facilities and resources in order to ensure that women and girls manage their menstruation with dignity, pride and safety. By extension, they attain their right to sanitation and hygiene, education, health and decent work.

4. **LISTENING AND LEARNING**
   - Listening to the voices of the those we do not usually see or hear, ensuring that we fully respect the heterogeneity of women and girls’ needs with particular focus on the visually and hearing impaired, adolescent girls and boys.
INFOGRAPHIC 1

Social media applications:

Twitter, Facebook, LinkedIn

Suggested text:
It is vital that girls are provided with information on menstruation before the onset of menarche to ensure pride and dignity around menstruation in the place of shame and fear.

Suggested hashtags:
#breakthesilence
#nomorelimits
#MenstruationMatters

INFOGRAPHIC 2

Social media applications:

Twitter, Facebook, LinkedIn

Suggested text:
Talking about menstruation can dissolve stigma and taboo. Take the pledge!

Suggested hashtags:
#MenstruationMatters
#WSSCC
#nomorelimits

APPROXIMATELY 50% OF WOMEN IN SOUTH ASIA RECEIVE NO INFORMATION ABOUT PERIODS PRIOR TO THE ONSET OF MENSTRUATION

UNICEF/WaterAid 2018

Take the pledge:

I will break the silence on menstruation
I will not feel shy, but be proud of it
I will talk about it with my family and the society at large

#MenstruationMatters
#nomorelimits
INFOGRAPHIC 3

Social media applications:

Twitter
Facebook
LinkedIn

Suggested text:
WSSCC supports government to include Menstrual Hygiene Management in their policies and link this to budget allocation and implementation.

Suggested hashtags:
#MenstruationMatters
#WSSCC
#nomorelimits

INFOGRAPHIC 4

Suggested social media applications:

Twitter
Facebook
LinkedIn

Suggested text:
Keep girls in school with menstrual hygiene education and safe, private toilets.

Suggested hashtags:
#MenstruationMatters
#WSSCC
#nomorelimits
Video

Menstrual Hygiene Education in India
https://www.youtube.com/watch?v=hJNRw98ugJI&feature=youtu.be

Social media applications:

Suggested text:
WSSCC is working to break the silence on menstruation leaving no one behind. This short clip shows girls describing their first menstrual experience and taking the pledge to break the silence on menstruation using Indian sign language.

Suggested hashtags for all applications:
#MenstruationMatters
#WSSCC
#LeaveNoOneBehind
#nomorelimits

Suggested text:
WSSCC is working to break the silence on menstruation – watch this video of girls with hearing impairment describing their first menstrual experience.
Photo 1

Social media applications:

Suggested text:
Menstrual Hygiene Management training empowers women and girls.

Suggested hashtags:
#breakthesilence
#MenstruationMatters
#nomorelimits

Photo 2

Social media applications:

Suggested text:
WSSCC has developed MHM materials in braille, tactile, and sign language for training people with visual and hearing disabilities.

Suggested hashtags:
#MenstruationMatters
#LeaveNoOneBehind
#nomorelimits
WASH United

Event materials

WASH United have developed a set of materials for MH Day 2018 both ready-to-use, or with space for your own adaptations and additions which can be used for all of your MH Day activities. Don’t forget to tell us what you are doing so that we can share this more widely.

The materials include posters, speech bubbles, banners, backdrops, games, and even t-shirt prints. Examples of some of which can be seen below. The files can be found in French and English by clicking this download button.

Additionally these materials are available in Hindi, Portuguese and Spanish.
Social media materials

WASH United’s resources also include materials to be used on social media, examples of which including the campaign “every day can be a good day” allowing you to share your messages on MHM with your social media following.

An example of an “every day can be a good day” message from WSSCC’s MHM Technical Expert, Virginia Kamowa

Other materials are ready to be shared in formats for facebook, Instagram and twitter to add imagery to your posts. The files can be found in French and English by clicking this download button.

Additionally these materials are available in Hindi, Portuguese and Spanish.

Suggested hashtag:
#MHDay2018
#WSSCC
#nomorelimits
#MenstruationMatters
“Menstrual hygiene education for girls before onset of the first period can be life changing. The stigma, shame and silence around menstruation means that girls are denied access to vital information to help manage their menstruation with safety and privacy. The time is now to change the menstruation fear, trauma and uncertainties, into pride and dignity for women and girls. Menstruation is a normal and natural biological phenomenon and should present no limits for girls and women to reach their full potential.

Let us work collaboratively across sectors to transform policy, link budgets, capacity and integrate Menstrual Hygiene Management in education, health, gender, environment and other sectors.”

Virginia Kamowa, MHM Technical Expert, WSSCC

#MHDAY2018
#MENSTRUATIONMATTERS
#WSSCC
#NOMORELIMITS