

# Menstrual Health and Hygiene and Gender: Collective Advocacy for Investment in MHH for a Gender Equal Future

FRESH Webinar

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## Outline

1. Global Menstrual Collective
2. Making the Case for more investment in MHH
3. Defining menstrual health for policy, practice and research
4. MH Day 2021 – plans, key messages and resources
5. Q&A: Discussion

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## Our Vision

A world where all people who menstruate are equally able to attain the highest possible level of menstrual health, and manage menstrual hygiene safely, and sustainably with dignity and without stigma.

## Our Mission

The GMC will build and use its collective strength to drive and guide investment in menstrual health and hygiene based on evidence.

## Our Main Goal

Increased and sustained investments and expenditure from governments, donors, multilateral organisations, business and civil society towards menstrual health and hygiene (MHH).

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Increased and sustained investments in MHH – **will accelerate when a multi-stakeholder coalition of like-minded advocates from different sectors coordinate and focus their advocacy** and apply persistent pressure on those with international and national decision-making power and influence over the integration of MHH concerns into policies, programmes, services and budgets.

The GMC will organise its **collective strength to push for both incremental steps and leaps that take advantage of windows of opportunity**

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- **Collective & coordinated advocacy** to incorporate MHH into global and national policies, strategies, standards and programmes.
- **Collate & communicate available evidence** to policy-makers and decision-takers; bridge relationships so that gaps in evidence that feed policy-making and investment decisions are identified and filled.
- **Package & communicate narratives around MHH** – evidence, key messages, asks, case studies and stories
- **Convene & create platforms for common action**, learning and exchange

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# Making the Case for Investment in MHH



## MAKING THE CASE FOR INVESTING IN MENSTRUAL HEALTH & HYGIENE

JANUARY 2021

The investment case aims to provide a framework setting out *why* and *how* to fund/invest in MHH.

This encompasses :

- Progress and gaps in funding and programming
- Linking investments between global, national country, community-level as well as between different sectors

**Target:** existing and tentative funders and investors  
(+ relevant stakeholders for coordinated programming)

# Making the Case for Investment in MHH

WHY TO INVEST

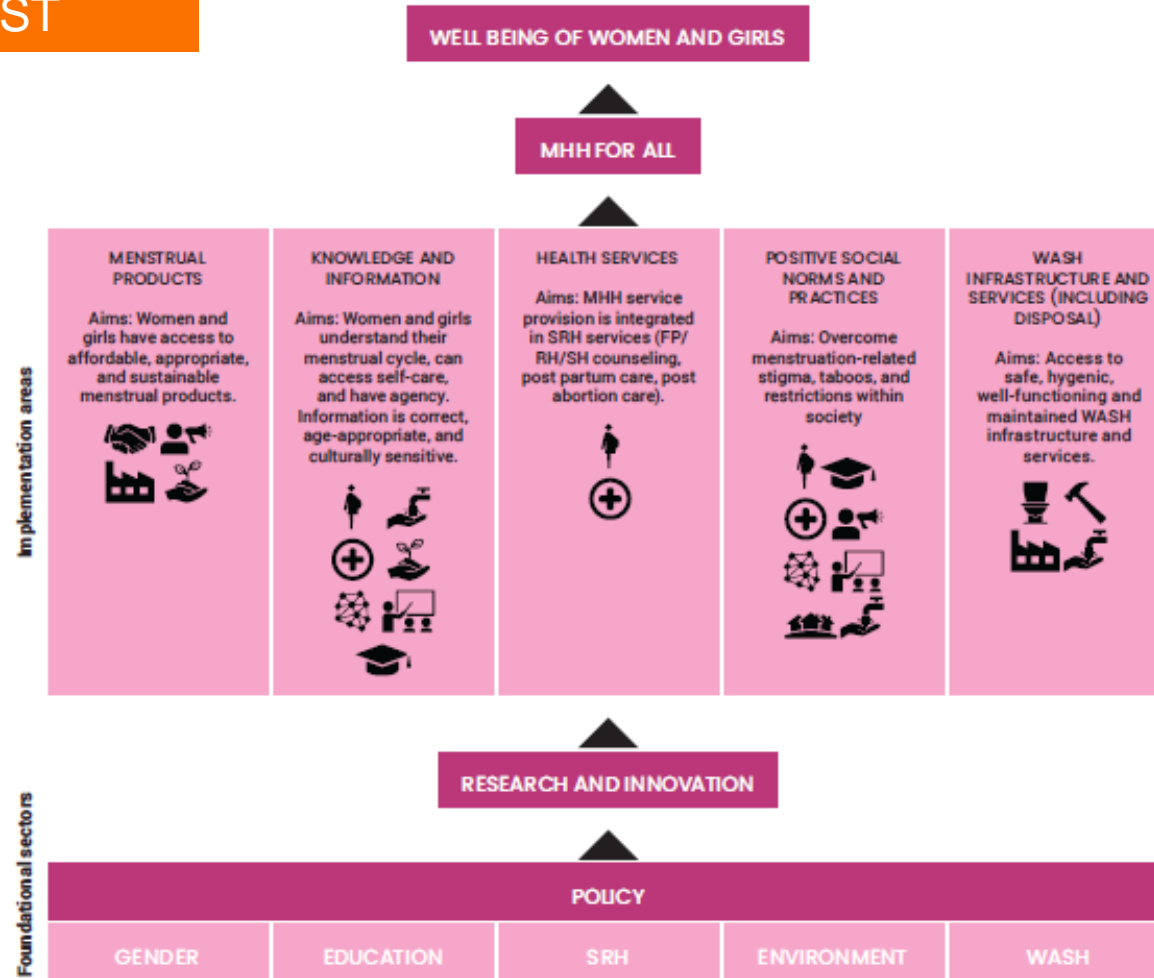
CURRENT STATE OF INVESTMENT

WHY DONORS INVEST  
(OR NOT)

- Direct funding for MHH remain marginal
- Small number of donors interested in investing in MHH
- Funding is often part of larger investments in existing related sectors, e.g. WASH and health
- The focus of investment has been in silos, mostly focusing on products, WASH and education
- Difficult to track MHH funding streams and hold funders accountable

# Making the Case for Investment in MHH

## HOW TO INVEST



- Cross-/ Multi-sectoral
- Leave no one behind
- Rights-based approach
- Evidence-based
- Context-specific

Legend:



# Making the Case for Investment in MHH

## Recommendations

1. MHH as opportunity. Increasing evidence is needed.
  - Use common and clearly defined metrics, indicators and quality standards
  - ....
2. MHH as cross-sectoral issue.
  - Use the investment framework to make context specific analysis to enable informed decisions and strategies
  - ...
  - ...
3. MHH requires coordination.
  - promote funding, track funding and progress and to be held accountable as a community is key for success.
  - International and national coordination mechanisms



English, French, Spanish  
<https://bit.ly/3eu0GeC>

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# Menstrual Health: A definition for policy, practice and research



The term “menstrual health” has seen increased use across advocacy, programming, policy, and research, but has lacked a consistent, self-contained definition. A comprehensive definition is needed to

- (1) ensure menstrual health is prioritised as a unified objective in global health, development, national policy, and funding frameworks,
- (2) elucidate the breadth of menstrual health, even where different needs may be prioritised in different sectors, and
- (3) facilitate a shared vocabulary through which stakeholders can communicate across silos to share learning.



# Menstrual Health: A definition for policy, practice and research



*Menstrual health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity, in relation to the menstrual cycle.*

**Citation:** Hennegan, J., Winkler, I.T., Bobel, C., Keiser, D., Hampton, J., Larsson, G., Chandra-Mouli, V., Plesons, M., & Mahon, T. (2021) **Menstrual Health: A Definition for Policy, Practice, and Research.** *Sexual and Reproductive Health Matters.* <https://doi.org/10.1080/26410397.2021.1911618>



In collaboration with  
Global Menstrual Collective

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## Menstrual Health: A definition for policy, practice and research



Achieving menstrual health implies that women, girls, and all other people who experience a menstrual cycle, throughout their life-course, are able to:

- Access **information** about the menstrual cycle, self-care and hygiene practices
- Access and use **materials, facilities, and services** to care for the body such that their preferences, hygiene, comfort, privacy, and safety are supported
- Access **diagnosis, care and treatment** for discomforts and disorders
- Experience a **positive and respectful environment** in relation to the menstrual cycle, **free from stigma and psychological distress**
- Freedom to **participate in all spheres of life** - free from menstrual-related exclusion, restriction, discrimination, coercion, and/or violence.



Global  
Menstrual  
Collective

## Questions and discussion

How can we make the case for investment in MHH across sectors to address the breadth of menstrual experiences and related needs?

What advocacy opportunities exist in the education sector to scale up MHH as a key component to achieve the SDGs?





# Menstrual Hygiene Day 2021

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[www.menstrualhygieneday.org](http://www.menstrualhygieneday.org)

Twitter: MHD28May

Facebook: /MenstrualHygieneDay

Instagram: /MenstrualHygieneDay





## **Main Hashtags:**

#MHDay2021

#ItsTimeForAction

## **Main theme:**



**The more we speak with one common voice, the louder and more clearly our message will be heard. !**

You can link the call for “more action and investment in MHH now” to....

- education
  - improve access to menstrual products,
  - tackle period stigma
  - Emergencies,
- or whatever other issue is most relevant in your context.



Free campaign materials created by artists

SNEAK PREVIEW!!!!



Text in English, French, Spanish, German, Hindi, Portuguese and Arabic (successive).



Your logo !

Infographic: roadmap



+ Infographic: emergency



The Menstruation Bracelet is a **global symbol for menstruation** created by MH Day.

It stands for our joint commitment to create a world, by 2030, where no woman or girl is kept from realising her full potential because she menstruates. A world where menstruation is just a normal fact of life.

**By wearing the Menstruation Bracelet and sharing the bracelet picture, you show that periods are nothing to hide and help end period stigma, one picture at a time.**



# The Menstruation Bracelet Action



✓ Enables people to be creative and express themselves - which they love.



- There is no official Menstruation Bracelet--
- Everyone creates and post the bracelet of his/her choice.





✓ Super-easy to participate



How to make a bracelet - video



Template for cut-out paper bracelets



Digital bracelets





You can use the Menstruation Bracelet to:

1

Engage your country office colleagues

2

Engage your CO's leadership

3

Engage your community: social media followers & influencers, and event participants

4

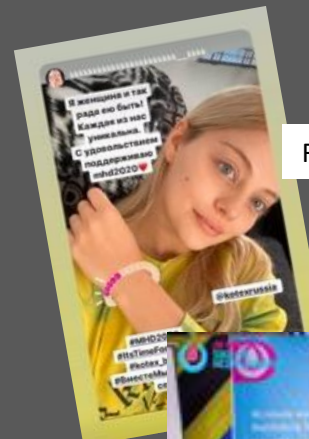
Engage political decision makers

and/or

and/or



Dr. Julitta Onabanjo, Regional director UNFPA



Russia



Tanzania (2019)



Karina Gould, Minister of Int'l Development, Canada



## 18. May - Pandora's Box (free stream fo 24 h)+ panel

**A special screening event for MH Day 2021**

**PANDORA'S BOX**

**May 18th**  
**16:00–18:00 CEST/10:00–12:00 EST**

Join us for a **FREE** screening of the film followed by an expert panel featuring:

-   
**Cristina Ljungberg**  
The Case for Her and Influence Film
-   
**Marni Sommer**  
Columbia University
-   
**Carinne Chambers-Saini**  
Diva International and DivaCares
-   
**Ina Jurga**  
WASH United

Presented by Menstrual Hygiene Day and sponsored by The Case for Her and DivaCares



## 28. May - Studio MH Day



The live stream show highlights what's happening on MH Day featuring MH Day partners from around the world.



**Theme: More action and investment in menstrual health and hygiene now!**

**Hashtag #MHDDay2021 #ItsTimeForAction**

**Menstruation Bracelet: join the action and engage others**

**Campaign materials: free materials, infographic, video,**

**On MH Day: Studio MH Day**

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***Our 5 asks to you:***



- 1. Use the hashtags and campaign logo**
  - 2. Join the Menstruation Bracelet Action.**
  - 3. Let us know your event plans (on & offline)**
  - 4. Profit from free campaign materials**
  - 5. Subscribe to our newsletter**
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