



28 May  
**MENSTRUAL  
HYGIENE DAY**

## #DrivingMH

A COLLECTION DRIVE FOR MENSTRUAL HYGIENE PRODUCTS

Supporting Women & Girls in your Community May 21-28th

In Collaboration with MENSTRUAL HYGIENE DAY MAY 28, 2017

### ABOUT

[Menstrual Hygiene Day \(MHD\)](#) is a global platform that brings together non-profits, government agencies, the private sector, the media and individuals to promote Menstrual Hygiene Management (MHM). MHD raises awareness of the challenges women and girls worldwide face due to the lack of support surrounding menstruation and highlights actionable solutions that combat these challenges. [WASH United](#) is the founding force behind MHD, first celebrated May 28, 2014, and continues to manage the MHD Alliance of more than 410 partner organizations worldwide.

### MISSION

To create a world in which every woman and girl can manage her menstruation in a hygienic, private, safe and dignified way. MHD helps to break the period taboo and build awareness about the fundamental role that enhanced menstrual hygiene management (MHM) plays in enabling women and girls to reach their full potential.

### THE ISSUE

Access to menstrual hygiene products impacts 40 million women in the USA living in poverty. A year's supply of tampons and pads costs upwards of \$70 and are not covered by SNAP (formerly known as Food Stamps) and WIC (Women, Infants and Children nutrition program) - making periods an unmanageable burden for these women. What's worse, tampons and pads are taxed as luxury items in 38 out of 50 states and, as every woman knows, these products are a necessity, not luxury.

Globally, millions of women and girls lack access to menstrual hygiene products. In East Africa alone, 4 in 5 women and girls lack access to sanitary pads, causing 1 million girls to miss up to 6 weeks of school per year, or drop out altogether. In India, 23% of girls drop out of school when they reach puberty.

Though many groups organize food drives, most donors and organizers simply do not think about asking for menstrual hygiene products because of the taboo surrounding menstruation. It is the most natural thing in the world. It is the reason we are all on this earth, and *there is no simpler way* to create awareness to this problem, to meet a crucial need for girls and women in your community, and to break the period taboo than by joining other period positive warriors across the nation to collect menstrual hygiene products the week prior to MHD!

# Which brings us to #DrivingMH...

Please help women in need have access to menstrual hygiene products in a dignified manner to have a healthy period - a human right every woman deserves. **Period.**

## Step 1: Establish support within your organization

- Obtain approval by the board
- Assemble a committee
- Assign an overall coordinator/chair

## Step 2: Select an agency in your community and contact directly to determine their needs

- Support services for youth at risk
- Food pantries
- Homeless shelters and outreach programs
- Transitional services
- Domestic violence shelters
- Refugee programs

- ✓ Ask the agency contact about tampons, since many teens and women do not use them, and reusable products such as washable sanitary pads and menstrual cups.

## Step 3: Determine how to collect donations

- Single-site drop off: Donations dropped off at one location during set times/dates.
- Extended drive: Donations dropped off at multiple collection points during set times/dates.
- Event-related drive: Organize a supply drive social event at a retail store, spa, yoga studio
- Informal drive: Encourage individuals in your community to collect products from friends, family, book clubs and sports teams.

## Step 4: Collection Bins

- Suggestions include large colored laundry baskets, large cardboard boxes, and plastic totes.
- Using the **template provided**, create posters to decorate the bins
- Make the bins unique to your community by highlighting your organization's and the agency's logos. Use the same branded bins at multiple locations to increase recognition and awareness
- Obtain permission for placement of the collection bins in highly visible locations. Discuss logistics such as emptying the bins and storing products before pick up by volunteers.

## Step 5: Develop public relations campaign

- The key to a successful collection drive is to get the word out! Promote! Promote! Promote!
- Using the **press release template provided** send to local media outlets
- Design an email blast for members, friends, family, other organizations
- Post the collection drive under EVENTS at [www.menstrualhygieneday.org](http://www.menstrualhygieneday.org)
- Use hashtag **#DrivingMH** on social media
- Write a letter to the editor

## Week of May 21<sup>st</sup> - Menstrual Hygiene Day May 28<sup>th</sup>

- Purchase large garbage bags to store products
- Provide ongoing updates to all media
- Take lots of photos!
- Social media shout outs with photos of donations **#DrivingMH**
- At end of collection drive take time to look through the products to discard unsealed individual pads/tampons.
- Arrange with agency delivery or pickup of donated products.
- If personal care items were donated, ask the agency if they will accept the products
- Celebrate the collection drive's success!
  - Share your success and give thanks!
  - Share photos, stories, and videos
  - Use social media and other avenues to let people know about your group's achievements.
- **CRUCIAL:** Count the number of packages/and or the number of individual pads/tampons collected and complete the **DONATION FORM** Return by June 10th to

**If you have any questions, please contact Ann Germanow at 866-231-7050 or [scensiblesbags@gmail.com](mailto:scensiblesbags@gmail.com)**