Menstruation matters to everyone, everywhere

Menstrual Hygiene Day (MH Day) 2016
On 28 May 2016, MH Day was celebrated for the third time. With more than 180 events in 34 countries, it was the biggest MH Day so far.
WASH United’s role in MH Day

- Initiated MH Day in 2013;
- Functions as the Secretariat of MH Day
- This includes
  - coordinating the MH Day partnership,
  - sharing knowledge and information,
  - supporting partners in the planning and implementation of activities
  - representing the partnership at conferences and other events;
- Leads content development, including branding, website, key advocacy messages, campaign materials and social media.
Key organizations participating in MH Day 2016 included:

- UNICEF
- PATH
- WaterAid
- Oxfam
- PLAN International
- Save the Children

MH Day currently has a total of **416** partner organizations from all over the world.
Here’s a selection of what happened on and around MH Day 2016 to promote good menstrual health and hygiene for all women and girls, everywhere.
Educating girls and boys about MHM.
Taking the issue of **MHM** the streets.

Bangladesh  
India  
Tanzania
People taking a stand on social media.
Engaging governments on MHM.
Partners even got one of the biggest Bollywood stars to act as a champion for **MHM**.

"I'd like to see this issue being talked about in the media, on websites, not behind closed doors" Kareena Kapoor

Kareena Kapoor at an event organized by UNICEF & Project Khel
New content for **MH Day 2016**

- New MH Day website
- New infographics on the link between menstruation and the SDGs
New campaign content for MH Day 2016

New „Every day can be a good day campaign“ with materials for different target groups and regions.
The media talking about MHM.

When I have my period I'm not allowed to...': girls in Nepal share their photo diaries - in pictures

To mark menstrual hygiene day on Saturday, WaterAid gave cameras to girls in the Sindhuli district in south-east Nepal to document the restrictions imposed on them during their period. From not being allowed to touch flowers or fruit, to having to eat away from their families and stay elsewhere, here are some of the images they took.
MH Day 2016 was bigger than ever!

- More partner organizations involved;
- More events in more countries;
- More governments involved;
- More media reach.