Highlight Report for MH Day 2017
Summary

MH Day 2017 was extremely successful, significantly surpassing the previous years:

- 350 events in 54 countries (up from 180 events in 34 countries in 2016), including educational events in schools, community rallies, concerts to raise awareness, advocacy workshops with governments, product donations and more. With 67 events, India was the most active country this year.

- Significant online media coverage, including key international (Huffington Post, Guardian, El Pais, Metro, Glamour, etc.) and Indian (Times of India, NDTV online, Hindustan Times, DNA, etc.) media, with a reach of 158 million people.

- Significant growth of our digital campaigning: before MH Day 2017 we had a total of 19,000 followers across channels. Now we have 186,000.

- Digital content developed by MH Day was widely used and shared and generated massive user interactions. The “To bleed without violence” video we created was viewed almost 8 Mio times and shared more than 81,000 times.
MH Day 2017 Annual Theme:

“Education about menstruation changes everything”

**FACT**

- In India, only 1 out of 2 girls have knowledge about menstruation before their first period.
- In Tanzania and Ethiopia, only 1 out of 4 girls know about it before their first period.
- In Ethiopia, 2 out of 3 girls do not receive education about menstruation at school.
- In India, for 1 out of 2 girls, mothers are the most important source of information about menstruation, followed by friends.
- In Uganda, 1 out of 2 girls report missing one to three days of school per month due to menstruation.

**ASK**

- Provide education on menstrual hygiene, so that women and girls feel confident and are empowered to make informed decisions about how they manage their menstruation.
- Integrate menstrual hygiene education into national school curricula, policies and programmes for adolescents.
- Promote education for boys, men, mothers, teachers, health workers and other professionals, so they can help break negative social norms and provide accurate information and support.
- Enable girls to stay in school by ensuring access to hygienic menstrual products, adequate toilets, water and disposal options.
MH Day events

• 350 events in 54 countries (up from 180 events in 34 countries in 2016), including educational events in schools, community rallies, concerts to raise awareness, advocacy workshops with governments, product donations and more. With 67 events, India was the most active country this year.

• Significantly increased level of engagement of the development sector, including UNICEF, Plan International, WaterAid, ONE, Global Citizen, UNWomen, UNWater, World Bank, WSSCC, US Department of State, USAID.

• National governments supported events in Bangladesh, DR Congo, Ethiopia, Ghana, India, Kenya, Pakistan, Senegal, Tanzania, Uganda.

• All registered events here: http://menstrualhygieneday.org/events-3/browse-2017-events/
MH Day events (selection)
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USA - MHM Coalition NYC
UK - Binti
Denmark - Real Relief
France - Dans Ma Culotte
Canada - University of Waterloo
Australia - Share the Dignity
MH Day events with government presence (selection)

Uganda

Zambia

Pakistan

Bangladesh

Ghana

Philippines
MH Day events

Substantial increase in MH Day events

Top 10 countries with most events:

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>67</td>
</tr>
<tr>
<td>Nigeria</td>
<td>34</td>
</tr>
<tr>
<td>Kenya</td>
<td>27</td>
</tr>
<tr>
<td>Nepal</td>
<td>24</td>
</tr>
<tr>
<td>USA</td>
<td>18</td>
</tr>
<tr>
<td>Uganda</td>
<td>17</td>
</tr>
<tr>
<td>Ghana</td>
<td>13</td>
</tr>
<tr>
<td>Australia</td>
<td>12</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>8</td>
</tr>
<tr>
<td>UK</td>
<td>8</td>
</tr>
</tbody>
</table>

Events by regions:

- Africa: 143
- Asia: 123
- Europe: 7
- Latin America & Caribbean: 22
- North America: 7
- Oceania: 19
- On-the-ground events in unspecified locations: 15
- Online events: 14

Number of events and number of countries from 2014 to 2017:

- 2014:
  - Number of events: 24
  - Number of countries: 8
- 2015:
  - Number of events: 33
  - Number of countries: 8
- 2016:
  - Number of events: 34
  - Number of countries: 13
- 2017:
  - Number of events: 54
  - Number of countries: 17

Legend:
- Red: Number of events
- Purple: Number of countries
MH Day media coverage

• Significant online media coverage, including key international (Huffington Post, Guardian, El Pais, Metro, Glamour, etc.) and Indian (Times of India, NDTV online, Hindustan Times, DNA, etc.) media, with a reach of 158 million people.

• Online campaigns by partner organisations such as Global Citizen, Plan International (#periodemoji), Unicef (U-reporters).

• Digital content developed by MH Day was widely used and shared and generated massive user interactions. The “To bleed without violence” video we created was viewed almost 8 Mio times and shared more than 81,000 times from MH Day India Facebook page alone.

• Evidence of significant coverage on TV, radio and print media. Unfortunately, it was impossible to track these due to complexity and cost.

• Significant growth of our digital campaigning: before MH Day 2017 we had a total of 19,000 followers across channels. Now we have 186,000.

• MH Day managed to reach beyond the development sector into the mainstream and engage "normal" people on the issue of MHM, especially women aged 18 to 25.
Media coverage (online only, selection)
Coverage of the video created with Aranya Johar (selection)
Digital content developed in collaboration with youth media in India (Arré, 101India, blush, terribly tiny tales, etc.)
Online campaigning by development partners (selection)
Online campaign buzz (1 May to 15 June 2017)

(MH Day-related content, including content pieces using key #hashtags, e.g. #mhday, #menstruationmatters, comments on content published on MH Day Facebook pages and online news; all data measured using quintly, echobot and ubermetrics)

Overall reach (online only, no TV, radio, print) and people reached through social media:

- Social media (incl. MH Day channels): 158,636,734
- People reached (overall): 153,399,900

People reached through online news and MH Day Facebook pages:

- Online news: 5,236,834
- MH Day Facebook (global + India): 27,022,320

Overall reach and people reached through social media:

- 31,267 mentions related to MH Day 2017
- Twitter: 6,788, 22%
- Facebook posts: 2,942, 9%
- Facebook comments (own channels only): 2,828, 9%
- Online news: 280, 1%
- Instagram + youtube: 18,429, 59%

People reached through online news and MH Day Facebook pages:

- MH Day Online coverage
MH Day Online coverage

Highly relevant content – key metrics for MH Day Facebook pages (global + India)

Overall interactions on MH Day Facebook pages (global + India):

- Comments: 84,572
- Shares: 372,016
- Positive reactions: 6,788

Total interactions: 463,376 on 209 posts

Interaction rate:

- Facebook average (10k-100k followers): 0.21
- Facebook average (100k-1m followers): 0.37
- MH Day (186,588 followers): 1.88

Interactions per post:

- Facebook average (10k-100k followers): 135
- Facebook average (100k-1m followers): 718
- MH Day (186,588 followers): 2,217

Increase of followers of MH Day Facebook pages (global + India):

- 2016: 19,059
- 2017: 186,588

Overall interactions on MH Day Facebook pages (global + India):

- Global: 36,659
- India: 26,716

MH Day Online coverage

Highly relevant content – key metrics for MH Day Facebook pages (global + India)
Key topics, sentiment and mentions over time

MHM-related content on social media (content including keywords like menstrualhygiene, menstruationmatters etc.)

MHM-related content in online news (news including keywords like menstrualhygiene, menstruationmatters etc.)
Massive user interactions through viral video content

Video "Bleed without violence" created with Aranya Johar for MH Day:
- 7.8 million views on the Indian MH Day Facebook page alone
- 179,000 positive reactions on the Indian MH Day Facebook page
- 81,294 shares by users of the Indian MH Day Facebook page
- 3,813 comments by users of the Indian MH Day Facebook page
- 621,649 overall post engagement (including shares)
- In addition to being shared by Bollywood-star Akshay Kumar, the video was featured in more than 300 content pieces, including articles on media platforms like Storypick, Indian Express and Times of India

(Status: 31.7.2017)
MH Day campaign materials

WASH United also developed materials in different languages based on the theme of education about menstruation that were used by partner organisations to hold their events and promote MH Day.

- Posters, infographics, banners, factsheets in different languages
- May menstravaganza global and India, that included
  - Animations
  - Street videos (Voice populi)
  - Change Maker videos
  - Graphics and photos
May Menstravaganza (Selection)

Selection of content created
http://menstrualhygieneday.org/2017-menstravaganza/
Education about menstruation changes everything

**FACT**

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- Enable girls to stay in school by ensuring access to hygienic menstrual products, adequate toilets, water and disposal options.

**Why educating girls matters:**

- When the percentage of women with secondary education increases by 1%, the annual per capita economic growth increases by 0.3%.
- When girls complete secondary school, they marry later and have fewer children. They also have better maternal health and their children are healthier and better educated.
- One additional year in school can increase a woman’s lifetime earnings by 10%-20%.

Campaign materials for partners:
http://menstrualhygieneday.org/materials/2017-campaign-materials/
Feedback by Partner Organisations
“MH Day helped us to get the most visibility we ever had as an organization. Glamour Magazine called us up to feature our work on MHM. That would never have happened without MH Day!”
Megha Desai, President, The Desai Foundation, 2017

“The national Menstrual Hygiene Day events in 2014, 2015 and 2016 were co-organised by the Ministry of Health, county governments and civil society. They really helped to bring together the community, civil society and the Government of Kenya on the issue of MHM and were critical to initiate a joint process of development of a national MHM policy and strategy for Kenya.”
Beverly Mademba, Head of Programmes, WASH United Africa, 2016

“We've truly made a change. We've created evangelists who fought for our cause in the comments section - sensitizing the ignorant. Most importantly, I think we took a giant leap in making periods a common parlance. We're doing a very important thing here, and none of us can do it without each other's support.
MH Day media partner terribly tiny tales (ttt)
Outlook

• In only four years, MH Day to become the biggest global platform for the promotion of menstrual hygiene management (MHM).

• Building on our significantly increased own campaigning platforms (186,000 followers on our social media pages) and the media partnerships we established this year, MH Day is well positioned to achieve even much more in the coming years.

• MH Day is particularly well-positioned to drive progress for MHM in two focus areas: (1) breaking the silence around MHM, and (2) MHM education for all. These areas will be the strategic focus of MH Day activities moving forward.
WASH United initiated MH Day in 2013 and organizes MH Day globally.

This encompasses:

- leading the development of content for MH Day, including MH Day theme, key advocacy messages, campaign materials, website and social media
- coordinating MH Day partners and supporting the planning and implementation of MH Day activities
- building and managing partnerships with supporters/funders and international media
- representing MH Day externally (conferences, etc)
- monitoring and reporting on activities and results

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