



nothingwillstop.me



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Nothing will stop US!

A round-up of our menstrual hygiene campaign and celebrations



In April we launched our biggest campaign ever to empower women, girls and communities in Kenya. **Nothing Will Stop ME** aims to remove myths about menstruation, confront taboos and raise awareness of the importance of good menstrual hygiene.

Supported by the Yetu Initiative and working alongside the global menstrual hygiene campaign developed by WASH United, we wanted to create as much noise as possible in the build-up to menstrual hygiene month and our own day of celebration in May.

THANKS to your support through donations and sharing our message, we ran events for more than 3,000 people in Kenya and reached almost half a million people on social media. To date we have raised almost 800,000 KES to continue our work with communities and this will be match funded by Yetu Organisation.

Asante.

Find out more >

Social Sharing



Throughout April we asked our online supporters to join our Thunderclap, which would send out a single message on 1st May to launch menstrual hygiene month. The aim? To make as much noise as possible, reach new people and kick start an exciting month of fundraising and action.

- 127 supporters signed up
- The message reached 430,000 people across Facebook & Twitter
- It was shared in 32 cities across 12 countries

Following the launch we saw a big increase in support and followers on our Facebook page. During May more than 32,000 people viewed our campaign posts and we gained 220 new followers.

Celebration Day

As well as making a lot of noise in public, behind the scenes the team was working hard to organise our biggest ever awareness raising day on 26 May 2018. More than 2,000 people attended our event at Kipsirichet Secondary School in Kericho County. Thanks to your support and donations, we were able to engage primary and secondary school students in workshops and activities, including:

- Reproductive health discussions for boys and girls using games, stories and activities
- Engagement in Global Goals, where students explored the contribution menstrual hygiene management makes in the areas of health, gender equality, quality education, sanitation and economic development
- Sustainable solutions to menstrual hygiene management, learning about reusable sanitary kits, and how to generate income through projects and savings schemes
- Open discussion about the challenges of menstruation, for individuals, families and communities
- Games and sports to engage students in a fun way and help them talk openly about taboos and myths



The Brighter Communities Anthem

To top off a brilliant month of campaigning and action, we were proud to launch our campaign song created by Suzanne Gachukia-Opembe, an established music artist and producer in Kenya and also the wife of the Kenyan ambassador to Ireland, Mr Richard A Opembe.

The song is a clear message to women and girls, that nothing should stop them achieving their dreams. The song supports the aims of the menstrual hygiene campaign, but also the values and beliefs of Brighter Communities Worldwide and our work here in Kenya. To empower communities to achieve a brighter future.

Suzanne herself wrote the lyrics and brought together a mix of artists from Kenya to create the perfect pop song and video. The artists then went a step further and travelled to Londiani to launch the song at our celebration day. Brighter Communities Worldwide co-founder and volunteer, Maria Kidney said:



“The day was amazing and I want to say a hug thank you to Suzanne and Sub-Sahara Entertainment for bringing this song to us. The words inspired us to believe in our dreams, and to believe that we can be all that we can be. This song has the potential to empower communities across Kenya and beyond.”

Hear the song and see the artists in their fantastic video:
<https://www.youtube.com/watch?v=XdqrmtzTFaU>

