Teamwork makes the dream work

>> everyone used the same campaign hashtags, key messages and "ready to use" materials. By singing as a choir, we created one massive global campaign
>> extremely relevant contributions to MH Day (World Bank, BMZ, Melinda Gates, IFRC and more)
>> massive campaign pressure, more than 130,000,000 people reached with positive messaging
>> 503 MH Day events and other activities in 71 countries, more than ever before

= MH Day 2018 broke the records we set in 2017. Together, we managed to create even more visibility, relevance and action for MHM!
WASH United`s role as the International Secretariat of MH Day
WASH United’s role as the MH Day International Secretariat:

**Strategy & planning**
- Overall campaign strategy and content planning in consultation with MH Day partners and supporters
- Consultations with MH Day partners and supporters to define the annual theme “empowering girls and women” and the campaign hashtag #NoMoreLimits
- Monitoring, evaluation and reporting

**Content development & partner support**
- Support of MH Day partners with ready-to-use content for social media campaigning and events (different languages, white-space to integrate partner logos)
- Design system that makes it easy for partners to create own content based on MH Day visual language
- Partner activation and content dissemination: webinars, newsletters, MH Day website, incl. events and campaign database

**Campaigning**
- Global media engagement
- Management of global MH Day social media channels
- Amplification of partner stories/content on global MH Day channels
- Dedicated social media campaign in India, including video with rap-star Dee MC, partnerships with influencers and media-houses
- Social listening and community management for global and Indian social media channels

**Networking & strategic partnerships**
- Networking on behalf of MH Day at key sector events, including European Development Days, World Water Week, and UNC
- Strategic partnerships, including partnerships with key development partners, corporates, media and funders
- Working with partners (German WASH Network, Global Citizen) to catalyse government action on MHM
What WASH United does for MH Day

Examples of content/materials developed for MH Day partners:

Posters for events

The ready-to-use materials include the hashtag and bold messages/headlines.

All templates have a blank area where you can position your own content.

Posters for events

#NoMoreLimits
to a girl’s dreams

#NoMoreLimits

Photo backdrop for events

All templates have a white box where you can integrate your organisation’s logo.

Social media sets (images + text)

The social media sets include images and text. Combine them to get a powerful post.

Banners for events

Speech-bubbles for events

MH Day Design System

#NoMoreLimits

#PlusDeLimites

MH Day Design System

#NoMoreLimits

#PlusDeLimites

#NoMoreLimits

Empowering women & girls through good menstrual hygiene!

Additional copy text ...

#MHDAY2018

#ownpartnerhashtag

#MHDAY2018

#ownpartnerhashtag

#NoMoreLimits

Empowering women & girls through good menstrual hygiene!

The MHDay logo (normal version and short version) is always positioned on a background segment. The positive (colored) version of the MHDay logo will be positioned on a white background segment, the negative version on a red background segment. Please refer to the chapters “How to design print materials” (page xx) and “How to design social media content” (page xx) for more details on how to use the background segments.

MHDay red:

3c 87m 0y 0k

sRGB r224 g66 b142

#e0428e

MHDay blue:

71c 0m 0y 0k

sRGB r28 g187 b236

#1cbbec

MHDay black:

80k

sRGB r88 g89 b91

#58595b

#NoMoreLimits is a key element of the 2018 campaign. The campaign #hashtag is referring to the annual theme “empowerment” and could be combined with the headline explaining the annual theme (see examples on this page) or any other headline. Please refer to page xx for more details about the campaign #hashtag.

Additional design elements:

#MHDay2018

The font type which will be used for the 2018 campaign is the google font “Baloo”. You can download the font here:

https://fonts.google.com/specimen/Baloo

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrstuvwxyzžआईऊऋॠऌॡऐऔऎअंअँकखगघङचछजझञटठडढणतथदधनपफबभयरवळशषसहĂÂÊÔƠƯăâêôơư

1234567890०१२३४५६७८९?’”“(%)#[]{}@/&<->®©$€£¥¢:;,.*₹

The MHDay design will give you enough space to integrate your logo into all types of communication materials (print, social media). The MHDay design will also give you enough flexibility to add your logo accordingly to the design standards of your organisation (e.g. your logo is always positioned top right). Please refer to the chapters “How to design print materials” (page xx) and “How to design social media content” (page xx) for more details on how to integrate your logo.

You can always add #hashtags like #MHDAY2018 or your own #hashtags in addition to #NoMoreLimits, in print materials these #hashtags could be positioned next to the MHDay logo (see examples on this page), for social media these #hashtags could be integrated in a post-text or tweet. Please refer to the chapters “How to design print materials” (page xx) and “How to design social media content” (page xx) for more details on how to include additional #hashtags.

The two colors from the MHDay logo act as the main colors of the MHDay color system and will also be used for the background segment (MHDay red) and whenever text will be positioned on white background (#hashtag in MHDay red, Headline in MHDay blue). White and MHDay black are used as secondary colors for the background segment (white) and copy text (MHDay black) or additional #hashtags.
MH Day 2018 results
Massive campaign pressure (social media, media coverage, reach and engagement):

130,000,000 people reached

45,000 contributions on social media

>700,000 interactions on social media

>650 articles in online media and TV features
One global campaign
Use of the same MH Day hashtags, key messages and materials by partners around the world turns all the hundreds of MH Day activities into one massive global campaign
The World Bank teamed up with MH Day to raise awareness and increase the priority of MHM, externally and within the Bank.

Melinda Gates added her voice with this powerful tweet:

"Periods are a fact of life. Women and girls shouldn’t be sidelined by them—in sports, school, or their careers. It’s time to trade hushed whispers for open conversations about hygiene and health. #NoMoreLimits #MHDay"

Tanzanian civil society pushed the government on MH Day to drop VAT on menstrual products. Less than a month later, the government acted.

The German Ministry for Economic Cooperation and Development helped raise awareness for MHM through a press release, social media and a special MHM section on their website. This was the first time the Ministry participated in MH Day. DFID also participated in MH Day for the first time.

National MH Day campaign in Bhutan with Prime Minister Tshering Tobgay and Bhutan’s most popular football star acting as champions for MHM.
In India, the MH Day hashtag was trending on Twitter for 6 hours. Our dedicated hashtag-campaign in India is nominated for the Shorty Award, one of the most important social impact awards worldwide.
The World Bank teamed up with MH Day to raise awareness and increase the priority of MHM, externally and within the Bank.

Example for media coverage: CNN aired a 4 ½-minute MH Day special about menstruation and menstrual hygiene.
Substantial increase in MH Day events/on-the-ground activities:

Overall number of events:

Events by regions:

Most active countries:
MH Day 2018 results – selected event examples

- Nigeria, PadaGiri
- South Africa, UNFPA
- Rwanda, SHE
- Ghana, Ghana Education Service + partners
- Iraq, UNICEF
MH Day 2018 results – selected event examples

India, Miss World & Aakar

Pakistan, HER

India, Gramalaya

Nepal, NFCC

Philippines, Red Cross
MH Day 2018 results – events dedicated to education and access to products

MH Day partners carried out dozens of activities to educate girls about menstruation and MHM around the world. Many MH Day partners used MH Day for product donations/collection drives to provide disadvantaged women and girls with hygiene products.

MH Day supporter Procter & Gamble donated an additional one million period products to confront period poverty across the United States.
This year’s MH day saw one of the most respected journalists in Ghana give us his platform to talk about it on radio and people share their experiences. It also got the Government issuing statements to that effect. The creation of the MH Day has enabled us to get opinion leaders, Queen mothers and Muslim leaders to come out in their numbers to support.

Nana Ama Adutwumwaa - Touching the Life of Girls Foundation, Ghana

MH Day for us has been of tremendous importance in helping us meet our goals of engaging communities, schools and policy makers to build communities in which no girl is left out of school for something as natural as having a menstrual cycle. Through MH Day, we have been able to raise awareness and break the taboo surrounding menstruation, but most importantly use menstrual hygiene education to talk about other issues affecting girls and women such as poverty, gender based violence etc.

Delphine Konde - Girls Excel, Cameroon

Since its inception, MH Day has enabled us to advocate for girls and women across an international platform, and join in solidarity with women and girls across the globe. It has enabled us to join in discussions and access resources and share our learnings with other like-minded organisations. As a small organisation, we now have a global voice on MHM, and through MH Day have impacted girls and women globally. Asante Sana to all involved. We look forward to a continued partnership together!

Maria Kidney - Brighter Communities, Kenya

Radha Paudel Foundation organized many activities at various levels. MH Day created a forum for solidarity, knowledge sharing and building confidence. For the first time in history, the Nepalese government organized a mega event for marking dignified menstruation. The Ministry of Water and Sanitation was leading and other Ministries for health, education and women were collaborating with all stakeholders.

Radha Paudel - Radha Paudel Foundation, Nepal
How MH Day generates social impact at scale
How MH Day generates social impact at scale

The MH Day model: working through partnerships to leverage resources and create impact at scale

MH Day partner organisations invested their own resources to carry out 503 on-the-ground MH Day events, digital campaigns, etc. Value of investments by partners:

> $7,500,000

Massive global campaign breaking the silence and taboos around menstruation and MHM reaching more than 130 million people. Total campaign value leveraged:

> $17,500,000

> 650 content pieces in online media and TV (not including print and radio) covering MH Day and MHM. Value of media coverage:

> $10,000,000

Provided >500 MH Day partners with high-quality MH Day content for on-the-ground activities and digital campaigning

Supporters invested in WASH United/MH Day secretariat to make MH Day possible

Engages global media
MH Day is a platform for advocacy and action across all four areas of MHM
The breadth and diversity of the MH Day partnership enables MH Day to catalyse progress across all four areas of MHM.

<table>
<thead>
<tr>
<th>Area</th>
<th>Action</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness creation/social norms change</td>
<td>Advocacy for more campaigning to raise awareness and change social norms</td>
<td>Campaigning around MH Day to raise awareness and address taboos, stigma and other negative social norms and practices that limit women and girls</td>
</tr>
<tr>
<td>Access to information/MHM education</td>
<td>Advocacy for universal access to MHM education (global and national level)</td>
<td>Concrete action on MHM education around MH Day (e.g. trainings in schools)</td>
</tr>
<tr>
<td>Access to sanitary products</td>
<td>Advocacy for universal access to hygienic menstrual products (global and national level)</td>
<td>Concrete action on access to products (action on taxes, product donations, etc)</td>
</tr>
<tr>
<td>MHM-responsive WASH facilities including disposal</td>
<td>Advocacy for universal access to MHM-responsive WASH facilities</td>
<td></td>
</tr>
</tbody>
</table>
A virtuous circle between global and local level impact

Effects on global level:
Activities at local level contribute to the overall global visibility of MH Day and MHM
Local on-the-ground activities provide interesting stories that are picked up by global media
Evidence of progress at local level increases the overall relevance of MH Day

Effects on local level:
Global-level relevance of MH Day helps local partners to engage and activate local decision-makers and media on MHM
Campaign materials and additional support make it easy for partners to participate and organize local MH Day activities
Inspiring/motivating to be part of a larger global movement
A massive „thank you“ to all MH Day partners who made MH Day 2018 such a fantastic success! Together, we will make MH Day 2019 even bigger and better!
We would like to thank all present and former supporters for helping make MH Day possible!
Way forward/next steps
Moving forward, we will complement the annual highlight event MH Day with increased day-to-day communication and several thematic micro-campaigns on specific aspects of MHM throughout the year.

**MH Day**
- Very broad theme, overarching campaign hashtag, strong brand and visual language (MH Day logo)
- Enables >500 MH Day partners to participate and benefit from MH Day

**Day-to-day communication** to create constant "ambient noise" on MHM

**Micro-campaigns:**
- Thematic deep-dive on more narrow issues such as MHM education, MHM-responsive facilities, access to products
- Only relevant for partners working on specific issue

Day-to-day communication + micro-campaigns ensure increased level of attention for MHM throughout the year. This in turn will help to make MH Day bigger and bigger.
The addition of micro-campaigns and day-to-day communication will enable us to achieve increased attention for MHM and increased relevance of MHM all year round.

More details to follow later this year.
To join or support MH Day, contact Ina Jurga, International Coordinator MH Day:

ina.jurga@wash-united.org