MH Day Impact Model
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>Advocacy Activities</th>
<th>Campaigning Activities</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>
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</tbody>
</table>
How MH Day generates social impact at scale

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
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

How MH Day generates social impact at scale
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.
How MH Day generates social impact at scale

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

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

Engages global media.

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

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
To join or support MH Day, contact Ina Jurga, International Coordinator MH Day
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