

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.

**Awareness creation/
social norms change**



Advocacy for more campaigning to raise awareness and change social norms



Campaigning around MH Day to raise awareness and address taboos, stigma and other negative social norms and practices that limit women and girls

**Access to information/
MHM education**



Advocacy for universal access to MHM education (global and national level)



Concrete action on MHM education around MH Day (e.g. trainings in schools)

Access to sanitary products



Advocacy for universal access to hygienic menstrual products (global and national level)



Concrete action on access to products (action on taxes, product donations, etc)

**MHM-responsive
WASH facilities
including disposal**



Advocacy for universal access to MHM-responsive WASH facilities

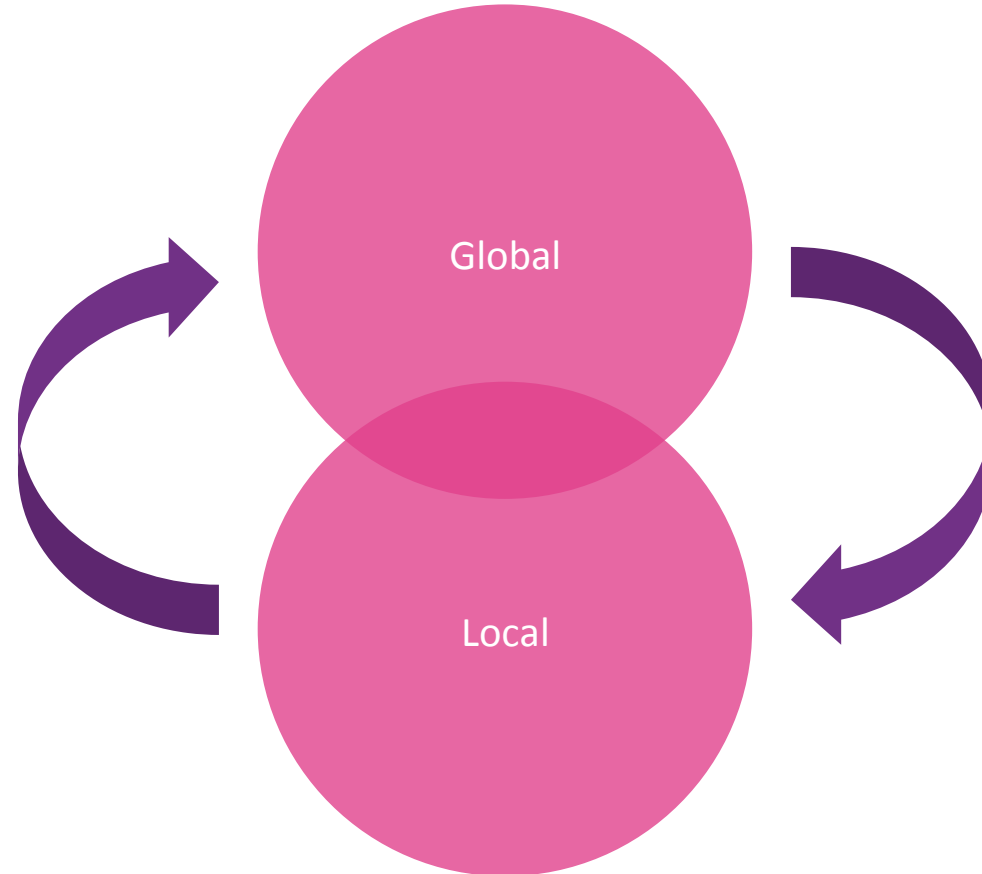
A virtuous circle between global and local level impact

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:

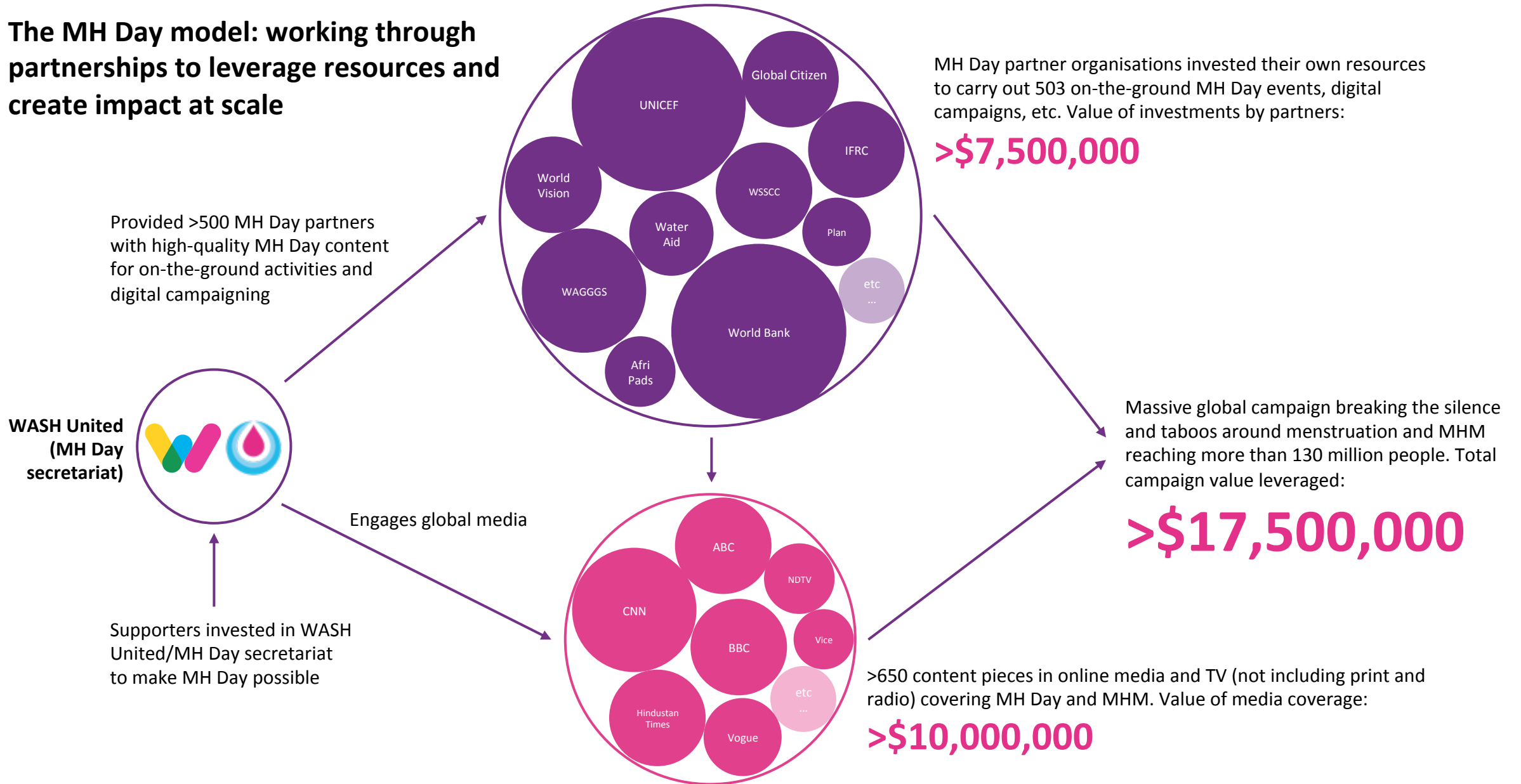


One global campaign

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





28 May
**MENSTRUAL
HYGIENE DAY**

To join or support MH Day, contact Ina Jurga, International Coordinator MH Day
ina.jurga@wash-united.org