IT’S TIME FOR ACTION!

2019 Action Guide

www.menstrualhygieneday.org
It’s time for action on menstrual hygiene!

This document will help you take part in Menstrual Hygiene Day 2019 on 28th May. It sets out the ABCs of the 2019 campaign to give you guidance and inspiration for your activities.

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A – ACTION.
Menstrual Hygiene Day 2019 is all about ACTION!

This year we want to inspire commitment and accountability on MH Day and beyond, so together we can increase our efforts and take action to end stigma, educate all girls, ensure access to menstrual products and end period poverty.

Everyone can take action, and even small actions can create a big impact!
Read on to find out how you can take action for menstrual hygiene.
The Bracelet Action

B – Bracelet
Declare your ACTION!

The MH Day bracelet has 28 beads in total, and 5 of them are red or magenta to symbolise the menstrual cycle.

- Wearing the bracelet is a small action that anyone can do to pledge themselves to menstrual hygiene, or to start a conversation and spread the word about MH Day

- Give a bracelet to someone to say ‘thank you’ for their action on menstrual hygiene, or to inspire someone to take action in the future

- Weave it. Sew it. Bead it. Use your imagination! Take a picture wearing your bracelet and declare what action you will take for menstrual hygiene

- Send the picture to us, or share it on social media to inspire others to do the same. Don’t forget to use the MH Day hashtags so we can see it!

#MHDay2019  #ItsTimeForAction
C – Crowdsourced Video
Show us your ACTION!

In collaboration with MH Day partners, we’re asking people around the globe what needs to change to create a world in which women and girls are no longer limited because of their periods.

CREATE AND SEND US YOUR VIDEO!
Ahead of MH Day we will release a highlight video using footage from partners around the world, and you can feature in it!

WHAT TO INCLUDE
Film women, girls, boys and men responding to the following question:

What do you think is needed to create a world in which women and girls are no longer limited because of their periods?

Participants should name just one priority! Responses could include: “Period education for all girls,” “End the period stigma,” “Men need to treat periods as normal”, “Bins in all school toilets”, “Pads must be affordable for all girls.”

HOW TO SAY IT
They can say one word or a short sentence (10 words max!) to give their answer – no speeches! Participants can paint it, write it on a banner or placard, speak it alone or in a group. They should be loud and clear! Shout it, scream it, sing it, dance it – or use their bodies!

MAKE IT FUN AND MEANINGFUL!

#MHDay2019
#ItsTimeForAction
The Crowdsourced Video

HOW TO FILM IT

- The video must be shot in High Definition (HD) – it can be shot on a smartphone, camera, tablet, or any other device, but it must be HD quality
- The video must be in horizontal format
- Only submit single shots – edited videos will not be included in the final film
- Reduce background sounds as much as possible
- Do not mix dialogue (speech) with music
- The video must not be longer than one minute! Longer videos will not be included in the final film

IMPORTANT:
- The video can be in a language other than English, but please write a clear description of what has been said. This will be used to subtitle the video, so it must be exactly what is said, not what was intended
- Tell us which country the video was shot in
- Please indicate who the person in the video is. If they are a decision maker or a celebrity, please let us know and share their Facebook, Twitter and/or Instagram handles with us
- If you wish to submit multiple videos, upload each video separately. Do not edit them together into one video

SHARE WITH US
- Email or send a WeTransfer or Google Drive link to info@menstrualhygieneday.org
- Upload on YouTube send us the link to info@menstrualhygieneday.org
- Please do not share via Instagram or Facebook because the quality is compressed and therefore cannot be used

SOME INSPIRATION:

#MHDay2019 #ItsTimeForAction
D – Digital Campaigning
Take ACTION online!

Taking action on social media has never been easier!

The 2019 campaign materials are available for download here:

Make your own MH Day designs using your own messages!
Download our short design guide to see how easy it is to use the MH Day branding to build your own materials:
https://menstrualhygieneday.org/materials/mh-day-logo/

Share posts from the official MH Day channels, or create your own posts by sharing your bracelet action pictures, videos of events, or use your imagination! Whatever your action – big or small – upload it, tag us and we’ll see it!

Ready-to-use social media assets are included in the MH Day 2019 campaign materials, and sample posts are included in the appendix of this document. Post them on your channels with the correct hashtags to be sure your efforts are included in the campaign.
E – Events
Take ACTION together!

Hold an event and tell us about it! You can organise a rally, a fundraising event, an educational forum, a screening of the Oscar-winning documentary ‘Period. End of Sentence’ or even an art exhibition or performance – simply build it around action and declaring commitments to menstrual hygiene.

There’s a handy checklist for creating events in the appendix of this document.

Please note that the MH Day International Secretariat does not provide financial support for events and activities. However, you may fundraise for your event of course, or pool resources with other MH Day partners.

If you don’t have the resources to create your own MH Day event, why not seek out events in your area? Check our map to see what’s happening near you:
Organising your own MH Day event? Anyone can take action!
Whether you’re an individual, a school, or an organisation, check out these previous events for inspiration.

**Take action in the classroom or community centre by educating women and girls about menstrual hygiene.**
*Choitram College, India*

**Take action by educating men and boys about menstrual hygiene.**
*VSO, Nepal*

**Take action by exhibiting a selection of menstrual products.**
*Regelrecht, Germany*

**Take action by holding a march or a rally, and alert local media to maximise impact!**
*Hope in Action Network, Kenya*

**Take action by making reusable pads.**
*Village Health Works, Burundi*

**Take action with a movie screening or host a panel discussion.**
*UNICEF, India*

**Take action to the streets! Spread the word about MH Day.**
*PadaGiri, Nigeria*

**Take action by making public pledges. Declare the action you’re taking for menstrual health, and ask others to do the same!**
*Gwalior, India*
Your event can take any form – simply build it around the theme of action and making commitments to menstrual hygiene. Here are some more ideas:

> Drama and dance performances
> Host a party with friends and colleagues
> Host a health counselling session
> Engage older women, men and boys
> Host a fundraiser
Further Actions

Donations
Fundraising is a great example of an action anyone can take! MH Day donations can be made to the following links:

Please contact us to find out how to donate funds:
info@menstrualhygieneday.org

Advocacy
Action for Menstrual Hygiene Education, a sector survey carried out by WASH United in the run up to MH Day 2019 involved more than 530 organisations working on the issue of MHM education. It asked these organisations to submit the number of girls they educated in the topic of MHM in 2018, and collected this data to build a sector-wide baseline that we can all use to catalyse accountability, investment, and action.

Use the Action for Menstrual Hygiene Education data to mobilise more funding and action from your government and local organisations:
https://menstrualhygieneday.org/action-for-mh-education/
About Menstrual Hygiene Day
Menstrual Hygiene (MH) Day is a global advocacy platform that brings together the voices and actions of non-profits, government agencies, private sector organisations, individuals and the media to promote good menstrual hygiene management (MHM) for all women and girls. In 2018 it was marked by more than 500 events in 71 countries, and more than 130 million people were reached with MH Day messaging online.

Our Vision
To create a world in which every woman and girl can manage her menstruation in a hygienic way – wherever she is – in privacy, safety and with dignity.

Our Mission
Menstrual Hygiene Day breaks the silence, builds awareness and inspires action on the topic of MHM, focusing on the fundamental role that good menstrual hygiene plays in enabling women and girls to reach their full potential.

Factsheets and Infographics
Information is a fantastic advocacy tool. Arm yourself with the information we have gathered in the following infographics and factsheets:

-The MHM Basics:
http://menstrualhygieneday.org/project/infographic-mhm-basics/

-Why Menstruation Matters:
http://menstrualhygieneday.org/materials/menstruationmatters/

-Period-Friendly Toilets Infographic:

-Education About Menstruation Infographic:
http://menstrualhygieneday.org/project/infographic-education-menstruation/

-MHM and the SDGs Infographic:
http://menstrualhygieneday.org/project/infographic-mhm-and-sdgs/

More sources of information on MHM are available here in multiple languages:
http://menstrualhygieneday.org/resources-mhm/
You know your community best, so organise your event according to your resources, goals, and what you know you can achieve. The following checklist can be used to help you in the organisation process:

- Set out your goals and what you want to achieve with your event
- Decide on your action (speeches, educational talks, rally, exhibition or performance, meet local government representatives and influential people, fundraise)
- Invite local partners and supporters to collaborate
- Invite influential people (local celebrities, politicians, government representatives)
- Alert local media (send out a press release to local newspapers, radio and television, hold a press conference, write an article for a local newspaper or magazine)
- Add your event to the MH Day map: https://menstrualhygieneday.org/events-3/submit-an-event/
- Select a venue and time
- Gather and/or create materials: https://menstrualhygieneday.org/materials/mh-day-logo/
- Promote and market your event with posters, press announcements, social media and more
- Take lots of pictures and videos of the event to share on social media and with WASH United
- After event: tell WASH United what action was taken at the event and share photos and videos where possible
- Thank your volunteers, partners and sponsors
The following is a press release template you can use to alert local media to your MH Day action. Use the paragraphs as needed, or simply add the details of your event where indicated and send it out.

FOR IMMEDIATE RELEASE

CELEBRATE MENSTRUAL HYGIENE DAY 2019 AT [LOCATION OF EVENT]  
It’s Time for Action!

Date: 28.5.19  
Time: [TIME OF EVENT]  
Location: [LOCATION OF EVENT]

[CITY], [STATE], MAY 2019.  
[BEGIN WITH A FEW SENTENCES THAT DESCRIBES YOUR EVENT]

Now in its sixth year, Menstrual Hygiene (MH) Day is a global advocacy platform that brings together the voices and actions of non-profits, government agencies, private sector organisations, individuals and the media to promote good menstrual hygiene management (MHM) for all women and girls.

Menstruation and menstrual hygiene continue to be met with silence and neglect all around the world. This has a negative impact on the dignity and wellbeing of individual women and girls, and also far-reaching social and economic implications at national levels. Although the topic of menstrual hygiene is achieving recognition, investment and action is needed.

In 2018 MH Day was celebrated in over 500 events in 71 countries, and more than 130 million people were reached with MH Day messaging online. This broke all records for MH Day. By singing as a choir, contributors and participants created a massive global campaign that will see a repeat performance in 2019.

The theme for 2019 is ACTION. It’s time to take action to end stigma, educate all girls, ensure access to menstrual products and end period poverty. Together we will create a world in which no girl is left behind because of her period.

TAKE ACTION FOR MENSTRUAL HYGIENE!
Sample Social Media Posts

The MH Day materials include ready-to-use social media assets for Facebook, Instagram and Twitter, including sample posting texts. They are available for download here: https://menstrualhygieneday.org/2019-campaign-materials/

Some sample social media texts are included in the table to the left. They can be used as inspiration for your own texts or posted as is with your own content.

<table>
<thead>
<tr>
<th>Post</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
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<tbody>
<tr>
<td><strong>Bracelet Action</strong></td>
<td>It’s time for action! With these bracelets we declare our commitment to menstrual hygiene. What’s your action for @MenstrualHygieneDay? #MHDay2019 #NoMoreLimits #LeaveNoGirlBehind #MenstruationMatters</td>
<td>It’s time for action! With these bracelets we declare our commitment to menstrualhygiene. What’s your action for @menstrualhygieneday? #MHDay2019 #NoMoreLimits #menstrualhygieneday #LeaveNoGirlBehind #MenstruationMatters</td>
<td>It’s time for action! We’re declaring our commitment to menstrualhygiene on @MHDay28May. Join us! #MHDay2019 #NoMoreLimits #LeaveNoGirlBehind #MenstruationMatters</td>
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<tr>
<td><strong>Final Crowdsourced Video</strong></td>
<td>Action for @MenstrualHygieneDay takes many forms, but it has one goal: that no girl is left behind because of her period. Check out the actions from around the world in this video. #MHDay2019 #NoMoreLimits #LeaveNoGirlBehind #MenstruationMatters</td>
<td>Action for @menstrualhygieneday around the world is beautiful and diverse, but it has one common goal: that no girl is left behind because of her period. #MHDay2019 #NoMoreLimits #menstrualhygieneday #LeaveNoGirlBehind #MenstruationMatters</td>
<td>Action for @MHDay28May takes many forms, but it has one goal: that no girl is left behind because of her period. #MHDay2019 #NoMoreLimits #LeaveNoGirlBehind #MenstruationMatters</td>
</tr>
<tr>
<td><strong>Local Event Wrap-up Photos/Video</strong></td>
<td>Thank you to everyone who joined in and helped our @MenstrualHygieneDay event happen! Take a look at our action below. #MHDay2019 #NoMoreLimits #LeaveNoGirlBehind #MenstruationMatters</td>
<td>Thank you to everyone who joined in and helped our @menstrualhygieneday event happen! Together we can #takeaction for #menstrualhygiene. #MHDay2019 #NoMoreLimits #menstrualhygieneday #LeaveNoGirlBehind #MenstruationMatters</td>
<td>Thank you to everyone who joined in and helped our @MHDay28May event happen! Together we can #takeaction for #menstrualhygiene. #MHDay2019 #NoMoreLimits #LeaveNoGirlBehind #MenstruationMatters</td>
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YES! TOGETHER WE CAN END PERIOD STIGMA.