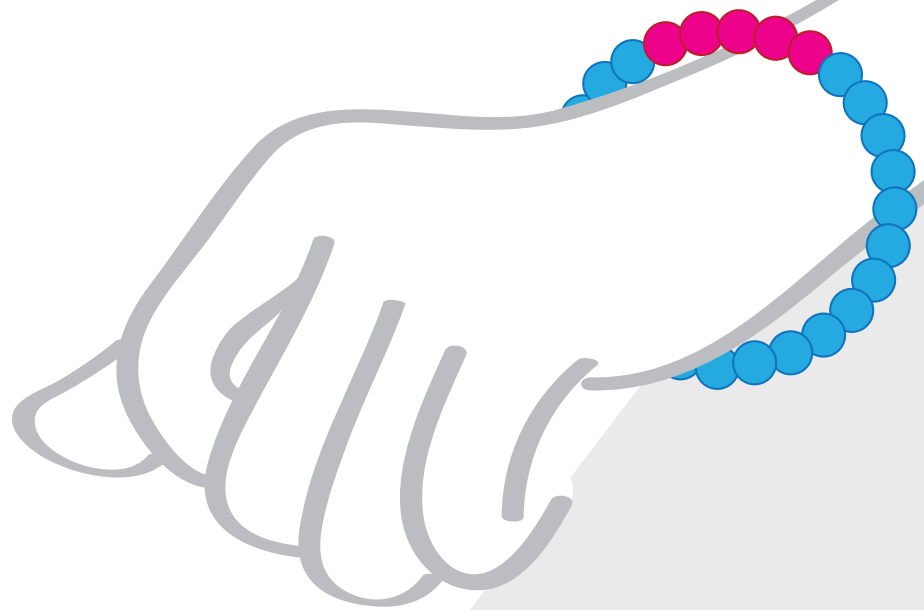




28 May
**MENSTRUAL
HYGIENE DAY**

Menstrual Hygiene Day 2019: **The MH Day Action Bracelet**



Background

The MH Day Action Bracelet: A symbol to catalyze action on MHM

The theme for MH Day 2019 is "It's time for action!" To catalyze action on MHM, we have created the MH Day Action Bracelet as a symbol that everyone around the world can easily replicate and use.

MH Day takes place on 28 May because the average duration of the menstrual cycle is 28 days and, on average, women and girls bleed for 5 days per month.

Accordingly, the MH Day Action Bracelet consists of 28 beads, 5 of which are red. Feel free to find other options to create the bracelet. Weave it, braid it – whatever works for you!



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How to use the MH Day Action Bracelet if you are an MH Day partner organization:

You can use the MH Day Action Bracelet in two ways: to express your organization's commitment to action, or to motivate decision makers to increase action for MHM.

Expressing your own organization's commitment to action on MHM:

Take a picture of the leadership of your organization (CEO, MD, President, or anyone who is allowed to make such a commitment on behalf of the organization) showing the MH Day Action Bracelet. Post the picture on your organization's official social media channel with a text explaining your organization's commitment and the key MH Day hashtags.

Examples of commitments, depending on your area of work:

- > We commit to reach X of girls with MHM education in 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019
- > We commit to reach X of people with awareness-raising activities to change social norms and practices in 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019
- > We commit to reach X of women and girls with affordable menstrual hygiene products in 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019
- > We commit to reach X of girls with period-friendly toilets in 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019

Using the MH Day Action Bracelet to motivate decision makers to commit to action on MHM:

If you engage with decision makers, let them know that decision makers around the world will be making commitments to take action on MHM using the symbol of the MH Day Action Bracelet and they can be part of it. If they are willing to make a relevant commitment, you will give them an MH Day Action Bracelet as a symbol of their commitment, take their picture and share their commitment with the world. If you use the hashtags, we at MH Day HQ will then pick it up and share it at the global level. This means that decision makers will get a lot of visibility, but together we will also hold them to account.

Examples of what a commitment from a decision maker could look like:

- > We commit to increasing investment in menstrual hygiene interventions by X% in 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019
- > We commit to reaching X girls with MHM education in 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019
- > We commit to reaching X girls with period friendly toilets in 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019
- > We commit to scrapping/reducing taxes on menstrual hygiene products by the end of 2019. #ItsTimeForAction #NoMoreLimits #MHDDay2019



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B How to use the MH Day Action Bracelet if you are an individual who wants to take action on MHM:

Take a picture of yourself showing the MH Day Action Bracelet. Post the picture on your social media channel with a text explaining your organization's commitment and the MH Day key hashtags.



Examples of what your commitments could look like:

- > I commit to help making periods normal by talking about menstruation openly and without shame. #ItsTimeForAction #NoMoreLimits #MHDay2019
- > I will stand up for women and girls when I see them being excluded and stigmatized because of their periods. #ItsTimeForAction #NoMoreLimits #MHDay2019
- > I hereby demand [@government agency] to increase action and funding for MHM for all women and girls! #ItsTimeForAction #NoMoreLimits #MHDay2019