#ItsTimeForAction

2019 Impact Report
To achieve lasting change, every social cause must cross a tipping point where it enters the mainstream and becomes a broader movement for change.

We believe that on MH Day 2019, menstrual hygiene crossed this tipping point.
More Local Action Than Ever Before
MH Day partners organised a record-breaking 724 MH Day events to raise awareness, educate girls and catalyse action on MHM in 74 countries.
Campaigning highlights - events

- Nepal – Nepal Health Corps
- Senegal – UNFPA
- South Korea – KWEN
- Myanmar – Unicef
- Kenya – Village Pillar Empowerment Project
Decision Makers Stepped Up Like Never Before

**World Bank:** six VPs and World Bank CEO Kristalina Georgieva called for action on MHM.

**USA:** congresswoman Grace Meng introduced the Equity For All Act (2019) and resolution H.Res.406 asking Congress to support the goals and ideals of Menstrual Hygiene Day.

**France:** Secretaries of State from four ministries attended a high-level meeting in Paris to discuss action on MHM.
India: The local government of Dibrugarh, Assam declares that #ItsTimeForAction on MHM.

Campaigning highlights - political relevance

- **Ghana**: Minister of Education Dr. Opoku Prempeh stood up for girls on MH Day.
- **India**: The local government of Dibrugarh, Assam declares that #ItsTimeForAction on MHM.
- **Namibia**: Minister of Education Executive Director Sanet Steenkamp called on Namibians to break down cultural taboos around menstruation.
- **Netherlands**: SDG6 Ambassador Corrie van Brenk engages party leaders to catalyse action and investment on MHM.
- **UK**: Minister for Women & Equalities Penny Mordaunt launched a new taskforce to help end period poverty in the UK by 2030.
- **Tanzania**: As the guest of honour at the national MH Day event in Tanzania, Minister of Health Ummy Mwalimu called for action to break the taboo around menstruation.
- **UK**: Minister for Women & Equalities Penny Mordaunt launched a new taskforce to help end period poverty in the UK by 2030.
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MH Day: A Global Movement For Change

The MH Day partnership now comprises more than 530 partner organisations across a wide range of sectors, including:
Campaigning highlights – social media

114,000 Social Media Contributions Spread The Message Far And Wide
Influencer Support Hit An All-Time High
Celebrities supported MH Day by raising their voices on social media and attending local MH Day events.

Kourtney Kardashian posted about Menstrual Hygiene Day to her 80+ million followers. Media outlets picked it up and turned it into a global story.
Campaigning highlights - influencers

India: Bollywood star Akshay Kumar, together with his mother, wife and daughters, wished all Indian women and girls a “Happy Menstrual Hygiene Day”, reaching out to 100 million followers.

Kenya: media personality and MHM advocate Janet Mbugua petitioned the Kenyan government to take action on MHM.

South Africa: singer and actor Sho Madjozi raised her voice for MHM at an event in Soweto.

India: “If you’ve got the gear there’s nothing to fear” – an empowering message from Miss World 2017 Manushi Chhillar to her 5.7 million followers on Instagram.

Kenya: rapper King Kaka used MH Day to engage with hundreds of school girls on the issue.
MH Day Hit Headlines Like Never Before
Media coverage totalled over 2,240 features, more than tripling the number in 2018.

Campaigning highlights - media coverage

- Tabuthema Menstruation: Die Rote Revolution
- Breaking the Wheel of Poor Menstrual Hygiene, Project Baala Reaches to Rural Areas To Provide Reusable Pads For Free
- FOLHA DE S.PAULO Menstruação
- Ghana: Menstrual Awareness Education Targets Boys As World Marks Menstrual Hygiene Day Today
- The Fight To End Period Poverty Just Stepped Up A Gear
- Teens reveal shocking verbal abuse they’ve experienced around their periods – from being called ‘dirty’ to being branded a ‘Femi-Nazi man hater’ for discussing the tampon tax
- World Menstrual Hygiene Day 2019: Alternative Sanitary Products, From Period Pants To Mooncups
- Girl Scouts fight to install menstrual hygiene locker in their school bathrooms.
- Minim Pengetahuan, Menstruasi Masih Jadi Bahan Bully
- Les protections hygiéniques gratuites? Le gouvernement y réfléchit
- Oggi è la Giornata Internazionale dell'igiene Menstruale: ecco perché ci serve
- All the Best Bits From our Menstrual Hygiene Day Celebration With Stayfree at Lofentse Girls High School
More Attention For MHM Than Ever Before

Before MH Day started, the topic of MHM was shrouded in silence.

In 2019, the only two places in the world that remained silent were Greenland and Antarctica.
The World Has Never Talked More And More Positively About MHM Than On 28 May 2019

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>% Increase</th>
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</thead>
<tbody>
<tr>
<td>On-the-ground events</td>
<td>503</td>
<td>724</td>
<td>44%</td>
</tr>
<tr>
<td>Contributions on social media</td>
<td>45,000</td>
<td>114,000</td>
<td>154%</td>
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<tr>
<td>Features in digital media</td>
<td>650</td>
<td>2,240</td>
<td>245%</td>
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<tr>
<td>Total number of people reached</td>
<td>130 million</td>
<td>317 million</td>
<td>144%</td>
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<tr>
<td>Total campaign value created</td>
<td>USD 17.5 million</td>
<td>USD 32.7 million</td>
<td>87%</td>
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How MH Day Leveraged The Power Of Partnerships

Campaigning results at a glance - the mechanism

- **Over 114,000 contributions on social media.**
- **724 events in 74 countries**
- **Global campaign with a reach of Over 317 million people**
- **Approximate campaign value of USD 32.7 million**

WASH United – MH Day global HQ

Activates and supports over 530 MH Day partner organisations to participate in MH Day

Engages global media

Over 2,240 features in digital media

Local and global media amplify the campaign
MH Day 2019 – commitments

MH Day 2019 Inspired More Commitments Than Ever

#ItsTimeForAction shifted the focus onto tangible commitments to act on and invest in MHM.
Starting the conversation
After we had created sufficient relevance, the next step was to start the conversation to break the silence surrounding MHM.

#MenstruationMatters
The first campaign hashtag focused on increasing awareness and the relevance of the topic of MHM.

#NoMoreLimits
The next step was to prepare individuals and organisations to take action.

2014

2019

#ItsTimeForAction
With #ItsTimeForAction, MH Day completed the shift from building awareness to catalysing action on menstrual hygiene.
#ItsTimeForAction

Putting ACTION at the centre of the MH Day 2019 campaign worked extremely well.

While we will always continue to raise awareness, moving forward the focus of MH Day will be on catalysing concrete action and investment towards a world in which no woman or girl is limited by her period.

This includes action and investment to raise awareness and change social norms and practices, action to educate women and girls about MHM, as well as action to ensure access to menstrual products and period-friendly sanitation infrastructure.
#Action4MHEducation

MH Day conducted the #Action4MHEducation initiative to promote accountability, enable advocacy and catalyse action on MHM education.

We asked our network of MH Day partners two questions:

(1) How many girls did you educate on MHM in 2018?
(2) How many girls are you committing to educate in 2019?

310 organisations working on MHM education in 134 countries replied.

In 2018, participating organisations educated 27.2 million girls on MHM. For 2019, they committed to educating 41.4 million girls - an increase of 52%.

MH Day will monitor compliance with the commitments and repeat the process in 2020, where we expect more partners and even higher commitments.
Governments, Foundations And Private Sector Partners Committed To Act On And Invest In MHM

**Germany:** the German Ministry for Economic Cooperation and Development (BMZ) committed to mainstreaming MHM into WASH, health and education programmes.

**France:** the French Ministry of Foreign Affairs announced a multi-million EUR development impact bond to promote MHM in Ethiopia and Niger.

**India:** Procter & Gamble’s Whisper brand committed to educating 50 million girls about menstruation by the end of 2022.

**India:** the Government of Maharashtra launched a new MHM fund to promote access to affordable menstrual products.

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**India:** Procter & Gamble’s Whisper brand committed to educating 50 million girls about menstruation by the end of 2022.
Germany: NGOs, corporates and foundations announced seven new commitments at the MH Day event in Berlin, including a commitment from the Merck Family Foundation to support MHM advocacy and education in Sub-Saharan Africa.

UK: the Scottish Government announced a GBP 100,000 grant to support MHM in Rwanda. In addition, Scottish Water announced that they will provide free menstrual products for staff.

USA: starting in autumn 2019, the City of Boston is launching a pilot programme to bring free menstrual products to students from grades 6 to 12.

Canada: the City of Toronto committed to invest CAD 220,000 to provide free menstrual products in shelters.
For MH Day 2019, we introduced the MH Day Action Bracelet. Consisting of 28 beads (5 of which are red), the bracelet is a global symbol of MH Day that will help to catalyse awareness and action. Make your own bracelets and use them to strengthen your MHM advocacy – on MH Day and beyond!
MH Day 2019 – roles and responsibilities

The Role of WASH United
As MH Day Global HQ
Roles and responsibilities - WASH United as MH Day global HQ

- Campaign strategy and planning, development of campaign materials (both on-the-ground and digital) in multiple languages.
- Coordination and support of the MH Day partnership of more than 530 partner organisations.
- Strategic global-level partnerships, global media engagement and campaigning on MH Day global channels.
- Monitoring and reporting on campaign traction, external representation and fundraising.
Below are some examples of the materials WASH United created and distributed to partner organisations around the world for the 2019 campaign.

**Campaign materials:** ready-to-use digital assets and print materials for events in five languages made it easy for partner organisations around the world to be part of the campaign.

**Collective campaign video:** we invited partners to go on camera and tell us what they think is needed to ensure women and girls are not limited by their periods. From this footage we made a film that shows just how global and united MH Day is!

**Communications:** a combination of regular newsletters, webinars and direct communication helped to keep all partners updated and rally participation in initiatives such as the video and the Action for MH Education.
Yes!
Together we can create a world in which women and girls are no longer held back because of their periods by 2030.
Together we can end period stigma and poverty by 2030.

Looking at where we came from and what we collectively achieved in terms of awareness, political relevance and action this year, we believe that it now really is possible to create a world in which women and girls are no longer held back because of their periods by 2030.

We have the momentum, the technical solutions and organisations ready to scale their programming.

If not us - who?
If not now - when?
Thank you

Congratulations and thank you to all MH Day partners who helped make MH Day 2019 such a massive success!

You are the best!
A special ‘thank you’ goes to the organisations who supported MH Day financially. You made the collective impact of MH Day 2019 possible!