



THE MENSTRUATION BRACELET

A GLOBAL SYMBOL FOR MENSTRUATION



The rainbow flag for LGBT rights. The red ribbon for the fight against HIV/AIDS. Mandela's raised fist. Visual symbols have the power to rally people and to catalyse social change.

This year, we want to establish the Menstruation Bracelet as a simple yet powerful symbol for menstruation and MH Day. The Menstruation Bracelet consists of 28 beads, 5 of which are red (28 = average duration of the cycle; 5 = average days of bleeding. 28.5. is the date of MH Day).

- ➔ **By wearing the Menstruation Bracelet, you'll show your support.**
- ➔ **By wearing the bracelet, you'll show that periods are nothing to hide.**
- ➔ **By wearing the bracelet, you'll help to end period stigma.**
- ➔ **On MH Day and every day.**

HOW TO PARTICIPATE

1. We want you to show your support!

Take a picture/video of yourself wearing a Menstruation Bracelet or use one of the ready-to-use digital motifs (illustrations/GIFs) we have created. Post your picture or one of the digital motifs on Instagram, Facebook and Twitter using the hashtags **#ItsTimeForAction** and **#MHDAY2020**.

2. Use the Menstruation Bracelet to engage decision makers and celebrities

The Menstruation Bracelet is a fantastic way to engage decision makers and celebrities and to ask them to add their voice to our cause. You can use the bracelet to engage anyone, from local government officials to national ministers, from movie stars to social media influencers.

Present a bracelet to them and ask them to share their picture on social media using our hashtags **#ItsTimeForAction** and **#MHDAY2020**. If you don't have a real-life bracelet for them, invite them to join the campaign by using the digital motifs.



Model Natalia Vodionova



Canadian Minister of Foreign Affairs
François-Philippe Champagne with
Thorsten Kiefer, WASH United



Katja Iversen, CEO of Women Deliver
and Puleng Letsie, UNFPA

HOW TO GET MENSTRUATION BRACELETS



There are two ways to get a Menstruation Bracelet.

You can either be creative and make real-life bracelets yourself.

Or you can simply use the digital motifs (illustrations/GIFs) we have created for social media.

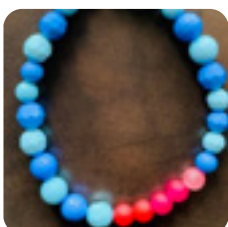
Bracelet making in Kenya

1. Making a real-life Menstruation Bracelet

The Menstruation Bracelet consists of 28 beads, 5 of which are red. You can replace the beads with anything you like. Be creative and use the materials that are available to you locally.

Here are some ideas:

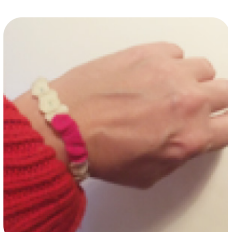
The Menstruation Bracelet made from beads



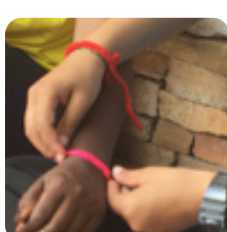
Super-low cost but beautiful: bracelet made from paper



Made from fabric



The simplest solution if you need bracelets in large numbers: use a piece of red or pink string



(They won't have 28 beads obviously, but it's okay)

Or simply paint the bracelet on your wrist! For this example we used toothpaste and red lipstick



2. Using the digital motifs of the Menstruation Bracelet

MH Day is providing a range of ready-to-use digital motifs of the bracelets (illustrations/GIFs) to make it as easy as possible for everyone to participate on social media.

GIFs for Instagram Stories

We have created GIFs of the Menstruation Bracelet that you can use in Instagram stories. Create an image using the GIFs, add text – including the hashtags **#ItsTimeForAction** and **#MHDAY2020** – and publish the image to your story.

- ➔ Select “**GIF search**” and type “**MHDAY**” to find the Menstruation Bracelet GIFs.



Illustrations of the Menstruation Bracelet

MH Day teamed up with two artists to create beautiful illustrations of the bracelet. Select your favourite illustration, add text - including the hashtags **#ItsTimeForAction** and **#MHDAY2020** - and post it on Facebook, Instagram or Twitter.

- ➔ Illustrations available on the MH Day website around 7/8 May

Share online

Publish your post on 28 May on your social media channels using the hashtags **#ItsTimeForAction** **#MHDAY2020**

Please tag MH Day, so we can find your post easily.



@menstrualhygieneday



@menstrualhygieneday



@mhd28may

ABOUT MH DAY

It's 2020 and women and girls around the world continue to be held back because of their menstruation. #ItsTimeForAction to change that. Initiated by WASH United, Menstrual Hygiene Day (MH Day) on 28th May is a global day of action to do just that. MH Day is driven by a movement of more than 550 organisations.