

## Our vision:

A world where no woman or girl is held back because she menstruates, where...

- ... everyone can access the menstrual products of their choice.
- ... period stigma is history.
- ... everyone has basic information about menstruation and how to manage it.
- ... everyone has access to period-friendly sanitation facilities.

2030



2021

### At a cross-roads:

Creating a world without period poverty and stigma by 2030 is still possible. But progress is too slow. We can't afford to wait for the pandemic to end or continue with business as usual. To make it happen, we need to step up action and investment in menstrual health & hygiene NOW!

### Progress towards period-friendly water & sanitation infrastructure for all:

Water and sanitation infrastructure projects increasingly pay attention to the menstrual needs of women and girls. Global and national monitoring systems are starting to gather data on period-friendly school infrastructure.

### Progress towards ending period stigma:

Since 2014, collective advocacy and campaigning around Menstrual Hygiene Day (MH Day) has helped to reach more than 1 billion people with positive stigma-busting messaging and turned menstruation into a trending topic on social media in countries around the world. As of 2021, MH Day has grown into a movement of over 700 partner organisations working together to catalyse awareness, advocacy, and action.

### Progress towards ending period poverty:

As of 2020, 36 countries apply a reduced tax rate or tax exemption to menstrual products. More and more countries – including Australia, France, India, Kenya, Nepal, New Zealand, Scotland, South Africa and the UK – are providing free period products in schools and public institutions.

2014

### Progress towards education about menstruation for all:

Since 2014, there has been a steep increase in the number of governments, NGOs, UN agencies, and corporates working on education about menstruation. The 2019 #Action4MHEducation survey alone captured 310 organisations working on MHM education in 134 countries. Organisations working on MHM education are stepping up the action. In 2019, e.g., Indian product brand Whisper committed to provide 50 million girls with education about menstruation within 3 years.



### The Sustainable Development Goals (SDGs):

Good menstrual health & hygiene is critical to achieve a range of SDGs, including SDGs 3, 4, 5, 6, 8, and 12.