

**#WeAre  
Committed**

**Guide to the  
Menstrual Hygiene Day  
Action Cycle**





## **Executive summary:**

The overarching goal of the Menstrual Hygiene Day movement is to create a world where no woman or girl is held back because she menstruates by 2030.

In 2022, MH Day is introducing a new mechanism to catalyse action and investment in menstrual health & hygiene (MHH): the **MH Day Action Cycle** (the “Action Cycle”). The Action Cycle is a collective, annually recurring commitment and accountability mechanism for all MHH actors, including both implementing organisations and funders.

The core idea behind the Action Cycle is simple: participating organisations commit to annual goals for their work in MHH, which they publicly share on or around MH Day. On the following MH Day, organisations share whether they achieved their goals for the previous year and announce new goals for the current year.

Many MH Day partners already do outstanding work, and the Action Cycle will help to increase visibility and recognition for their efforts. The more MH Day partners participate in the Action Cycle, the more pressure we create on others to join the Action Cycle, too.

The Action Cycle is open to everyone: from governments to UN agencies and foundations, from corporate partners to international NGOs, from national coalitions to local grassroots organisations.



## **Participating in the Action Cycle is super easy!**

All you need to do is:

- 1.** Define your organisation's MHH goal(s) for the calendar year 2022.  
Already done that? Perfect! You're all set to take the next step.
- 2.** Between mid-May and mid-June: Submit the MHH goal(s) you have committed to from Jan – Dec 2022 via [www.menstrualhygieneday.org/actioncycle](http://www.menstrualhygieneday.org/actioncycle)
- 3.** In the lead up to MH Day 2023, share whether you achieved your goals for 2022.

## **The MH Day International Secretariat will do the following:**

- Collate all commitments received in an annual Global Action Report.
  - Highlight key commitments on MH Day social media and the website and share progress updates throughout the year.
  - Follow up with you in 2023 to find out whether you achieved your goal for 2022.
  - Use the commitments made as part of the Action Cycle to push key actors in the field of MHH to participate and to step up action and investment in MHH.
- >>> Read on to learn more about why we initiated the Action Cycle, how it works (and how exactly you can participate).



## About the Action Cycle

The challenge: Increased awareness and relevance, but funding for MHH remains insufficient

Over the past seven years, the Menstrual Hygiene Day movement collectively boosted societal awareness and significantly increased the political relevance of MHH. Yet despite these gains and many calls for increased action, funding to address the menstruation-related challenges continues to be insufficient. This keeps millions of girls and women from achieving their full potential.

A key underlying problem is that MHH is not explicitly included in the Sustainable Development Goals (SDGs) and there are no agreed international goals for MHH. As a result, to date few countries have defined national goals for MHH, earmarked budgets to achieve these goals and rigorously monitor progress.

Where organisations have defined goals for MHH, these typically are internal goals which are not made public and thus provide no basis for accountability.

To catalyse action and investment in MHH, we need to shift the way the MHH sector works towards measurable, time-bound goals which are shared publicly, thereby providing a basis for accountability. To enable this shift, MH Day introduces the **MH Day Action Cycle**: a collective, annually recurring commitment and accountability mechanism for all MHH actors, including both implementing organisations and funders.



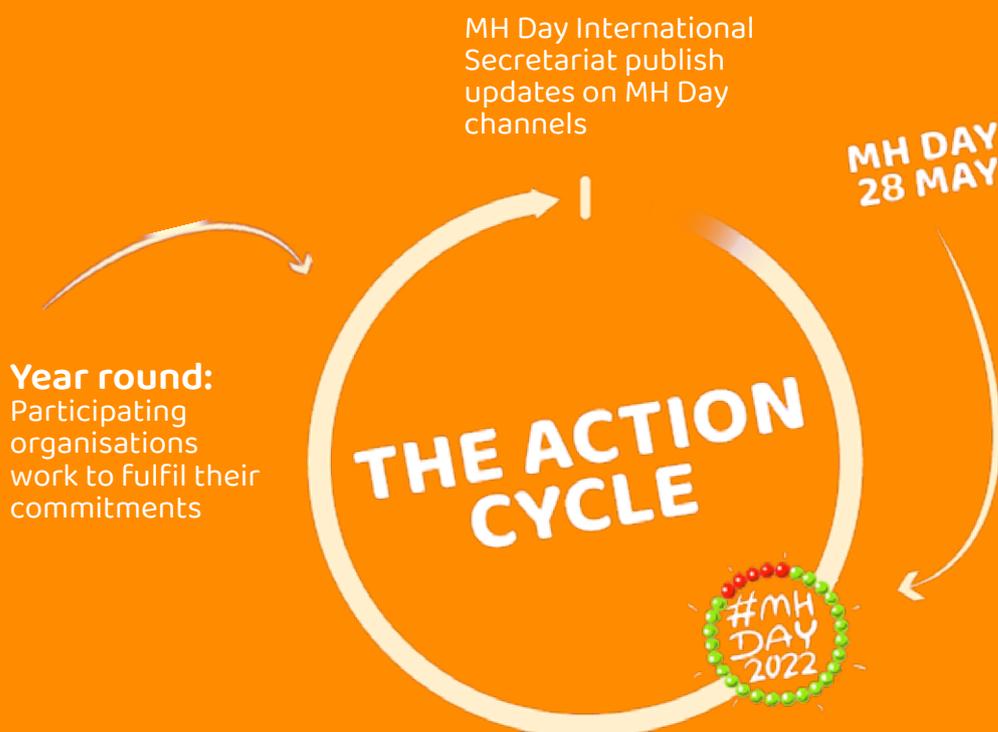
## **The MH Day Action Cycle – A collective mechanism to catalyse change**

The core idea behind the MH Day Action Cycle is simple:

- On or around MH Day on 28 May, organisations working on MHH – governments, donors, private sector partners, local and international civil society organisations – share their MHH-related goals for the calendar year with the MH Day International Secretariat via the form – and with the wider public on their social media channels.
- The MH Day International Secretariat then collates all commitments and publishes them in an annual MH Day Action Report, thereby ensuring transparency and creating a basis for accountability. The Int'l Secretariat then highlights key commitments and provides progress updates on MH Day social media throughout the year.
- On/around the subsequent MH Day, participating organisations report to the International Secretariat whether they achieved their commitment for the previous calendar year and announce new commitments for the new calendar year. The Int'l Secretariat collates the reported results and publishes them alongside the new commitments in the new MH Day Action Report.



# **This cycle is repeated every year until 2030.**



Repeated every year until 2030!

## **Around and on MH Day:**

Partners submit their new commitment for the current year and report whether they achieved their commitment for the previous year.

## **July: Action Report**

MH Day International Secretariat publishes global a Action Report that collates all new commitments received and results from the previous year.



## **Why you should join**

- Get recognition and visibility for your organisation's efforts to advance MHH!
- If you lead by example, you inspire other organisations working in your country, region or thematic area, including government and funders, to join and step up action and investment.

**Together, we create the positive peer pressure needed to advance action on MHH.**



# How to participate in the MH Day Action Cycle for the year 2022

The MH Day Action Cycle starts in 2022. We're calling on implementing organisations, national coalitions, governments, and funders working on MHH to participate!



## Step 1: Define your commitment for 2022

Commitments are always for the full calendar year, e.g. for the period from 1 January to 31 December 2022. Results achieved between 1 January and 28 May already count towards the goal for the calendar year. If your organisation already has defined measurable annual goals for MHH for 2022 – perfect, then you can simply share those! There is no need to create additional goals.

### Commitments can be made in one or several of the following categories:

- >> tackling taboos and stigma
- >> promoting access to menstrual products
- >> advancing education about menstruation
- >> promoting access to period-friendly sanitation infrastructure
- >> promoting policy change
- >> other

### Linked to the categories, please share your goals in terms of

- >> number of beneficiaries
- >> USD invested (if available)
- >> other (any other measurable goal)



## Step 2:

**Submit your commitment using the submission form**

We have created a simple online form that enables you to submit your organisation's commitment in just a few minutes.

Access the form at [www.menstrualhygieneday.org/ActionCycle](http://www.menstrualhygieneday.org/ActionCycle)

**Important:** The deadline for submitting commitments for 2022 is **15 June 2022**.

If you have questions related to the form, please write to [info@menstrualhygieneday.org](mailto:info@menstrualhygieneday.org)



## Step 3: share your results

In the lead up to MH Day 2023, share whether you achieved your goals for 2022. The MH Day Int'l Secretariat will provide a simple reporting form.

**The MH Day Int'l Secretariat will do the following:**

- >> Collate all commitments received in an annual Global Action Report.
- >> Highlight key commitments on MH Day social media and the website and share progress updates throughout the year.
- >> Follow up with you in 2023 to learn whether you achieved your goal for 2022 by means of a simple report.
- >> Use the commitments made as part of the Action Cycle to push key actors in the field of MHH to participate and to step up action and investment in MHH.



## Optional: Communicate your commitment on social media

On or around MH Day, announce your commitment on social media using the hashtags #MHDay2022 and #WeAreCommitted.

Please also tag the official MH Day accounts

**Twitter:** <https://twitter.com/MHDay28May>

**Facebook:** [www.facebook.com/MenstrualHygieneDay/](http://www.facebook.com/MenstrualHygieneDay/)

**Instagram:** [www.instagram.com/menstrualhygieneday/](http://www.instagram.com/menstrualhygieneday/)

### Examples of social media posts

[@MinistryofFinance](#) #WeAreCommitted to removing VAT on period products by the end of this year. #MHDay2022 #EndPeriodpoverty

[@GirlsMHMED](#) #WeAreCommitted to educating 2,000 girls about menstruation in 2022 #educationmatters #MHDay2022

[@Company](#) #WeAreCommitted to donate 200,000 period products to people in need by the end of this year. #MHDay2022 #EndPeriod-poverty

To make your post more attractive consider using an image or a short video. If you share an update about the implementation of your commitment in the second half of the year or early 2023, we may be able to give you a shout-out on MH Day social media channels!



## **Additional tips for how to make the most of the MH Day Action Cycle**

The MH Day Action Cycle is a perfect opportunity to catalyse progress around MHH in your region or country. Engage government representatives and other organisations working on MHH to make a public commitment, too, for which you can hold them accountable.

Here are some ideas on how you can help spur more action beyond your own commitment:

### **Organise a commitment session**

If you plan to organise or co-organise a multi-stakeholder event around MH Day, be it on the ground or online, you can use this opportunity to motivate other actors to make a commitment. A very effective way to do that is to include a dedicated commitment session into your event's programme where only those organisations that are prepared to make a commitment will get to go on the stage for a short speaking slot. This enables you to motivate and celebrate the commitment makers.

Consider inviting relevant journalists to cover your event. This may act as an incentive to help motivate organisations to participate as their work may get a mention in local media, which is great for recognition and fundraising



## Tips for your commitment session:

### **Ahead of the event:**

- >> Communicate the commitment session to participating organisations sufficiently in advance, so that they have time to formulate their commitments.
- >> Share this advocacy guide with other stakeholders in your country/region.
- >> If possible, invite media to the session.

### **During the event:**

- >> Call each commitment maker up on the (virtual) stage and have them present their goals in 3-4 sentences.
- >> For events: Take photos of all commitment makers in front of an attractive background. You can also provide speech bubbles (available in the campaign materials section on the MH Day website) for each commitment maker, on which they can write their commitment. If they wear the Menstruation Bracelet, that's even better!

### **Right after the event:**

- >> Publish the commitments on your social media channels (ideally with photos). Make sure you tag the respective organisation and @MHDay28May, as well as add the hashtag #MHDay2022 #WeAreCommitted.
- >> Ask the organisations to share their commitment on their own channels, too.
- >> Collate all commitments so you can share them as part of the session summary.
- >> Share the commitments with us via [info@menstrualhygieneday.org](mailto:info@menstrualhygieneday.org) or [ina.jurga@wash-united.org](mailto:ina.jurga@wash-united.org) or via the form [www.menstrualhygieneday.org/ActionCycle](http://www.menstrualhygieneday.org/ActionCycle).
- >> Share the commitments with local/regional media – makes a great story!

### **Over the year**

- >> Stay in touch with all partners who made a commitment throughout the year. Start working on the next round of commitments as of Q4 – actively help your national partners shape their commitments.



## Engage local and national government

Share the annual theme of #WeAreCommitted with the government partner.

This already indicates that for MH Day, we want to see tangible action.

We understand that not every government is ready or in the position to make a commitment, but some governments and government representatives have already indicated their support, and you can push them to think about more tangible commitments. Think about the following:

- >> What can be a first step and achievable within a year for the government? It can also be small steps, such as forming a working group, finalizing a review of existing data, ...
- >> Have there been expressions of support to MHH before, and how can these be made more tangible?
- >> Is there a MHH strategy available and how can it be broken down to an annual goal?

Ideally, you want to invite government representatives to your event!



## FAQ

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### **What if we don't reach the goals we committed to?**

>> We encourage you to define goals that are achievable, but also ambitious. In case you do not fully reach all the goals you committed to, there will be an opportunity to provide a context in the follow-up report. Sharing challenges and setbacks can be an opportunity for learning and growth.

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### **We have a multi-year project. Can we still participate in the Action Cycle?**

>> If possible, break down the project goals for the current year per category. You can let us know in the 'further information' box that your annual commitment is a part of a multi-year project.

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### **We can't break down the goals in % per category. What shall we do?**

>> A rough estimate is sufficient. You can provide more context in the 'further information' box. Or contact us via [info@menstrualhygieneday.org](mailto:info@menstrualhygieneday.org) or [ina.jurga@wash-united.org](mailto:ina.jurga@wash-united.org)

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### **Do we need to share the budget we have allocated to the project?**

>> You don't need to, but it would be great if you can. We will aggregate financial data to get a better understanding of overall funding for MHH. We will not share identifiable data with third parties.

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### **What can we do if our government makes a commitment but then no action follows?**

>> The MH Day Int'l Secretariat and other MH Day partners in your country can help you put pressure on your government if they don't deliver on their commitments, e.g. via our global social media channels. Please get in touch if you need support via [info@menstrualhygieneday.org](mailto:info@menstrualhygieneday.org) or [ina.jurga@wash-united.org](mailto:ina.jurga@wash-united.org)

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### **We made a mistake in the submission form. Is it possible to revise our submission?**

>> Unfortunately, you can't edit the form once it has been submitted. If you do need to make a change, please contact us via email at [info@menstrualhygieneday.org](mailto:info@menstrualhygieneday.org) or [ina.jurga@wash-united.org](mailto:ina.jurga@wash-united.org) and we will make the changes on your behalf.

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