

GRADUATE WOMEN INTERNATIONAL TOOLKIT

Menstrual Hygiene Day 2020

28 MAY 2020



Empowering women and girls through lifelong education for leadership, decision-making and peace. GWI, formerly IFUW, is in special consultative status with ECOSOC since 1947 and is an NGO maintaining official relations with UNESCO and ILO.

Graduate Women International

48, Chemin du Grand-Montfleury, CH-1290, Versoix, Geneva, Switzerland

E-mail: gwi@graduatewomen.org Website: www.graduatewomen.org

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28 May 2020

MENSTRUAL HYGIENE DAY

JOINING FORCES AGAINST MENSTRUAL HYGIENE INSECURITY: TOGETHER LET'S ELIMINATE ALL BARRIERS TO WOMEN'S AND GIRLS' EDUCATION

Menstruation is an issue of human rights and dignity. Nevertheless, considerable barriers curtailing the equal and safe access to hygiene and education for women and girls across the world persist to thisday, among which is the issue of Menstrual Hygiene Insecurity (MHI).

Graduate Women International (GWI) is once again collaborating with the Menstrual Hygiene Day (MHDaY) organisation in their efforts to raise awareness about MHI. The 2020 theme is "Periods don't stop for pandemics. Neither do we". The current pandemic highlights and further exacerbates the menstruation-related challenges many women and girls face around the world. An initiative by MHDaY, this year's global campaign catalyzes advocacy, accountability and action to raise awareness of the crucial importance of adequate Menstrual Hygiene Management (MHM) and menstrual hygiene education, so that no girl or woman is left behind because of her period during and beyond the current pandemic..

Menstruation matters worldwide. The specific challenges that women and girls experience differ widely, depending on social norms, customs, education and socio-economic factors. It is, however, fair to state that managing menstruation with normalcy and in dignity remains a challenge for too many women and girls across the world. **To increase global awareness and to mobilize the community and political will required to prevent MHI, GWI joins Menstrual Hygiene Day in calling for a concerted focus on menstrual hygiene education.**



Menstrual Hygiene Management (MHM) is critical to achieving the SDGs

Menstruation is an issue of human rights and dignity. Nevertheless, considerable barriers curtailing the equal and safe access to hygiene and education for women and girls across the world persist to this day, among which is the issue of MHI.

In order to leave no woman or girl behind, overarching goals, commitments and monitoring tools interconnected with the Sustainable Development Goals (SDGs), must be created and promoted worldwide as a means to harmonize communities, governments, nongovernmental organizations and other stakeholders into action.

For further information about the intrinsic interrelation between adequate MHM and the realization of several of the SDGs, we invite you to read and share this noteworthy [Menstrual Hygiene Day infographic](#).



Join GWI in raising awareness about the importance of MHM on Menstrual Hygiene Day! It's Time for Action!

GWI encourages all members, partners and friends to celebrate Menstrual Hygiene Day on 28 May. FOLLOW, PARTICIPATE and SHARE the GWI social media campaign that will offer three daily posts for Facebook, Twitter and LinkedIn each aimed to eliminate taboos, educate, galvanize support, prevent MHI and advance the status of women and adolescent girls.

As a means to these goals, GWI offers this comprehensive and impactful toolkit in partnership with Menstrual Hygiene Day. We encourage the download and global sharing, on all platforms, of these ready-to-use social media graphics.





TIME FOR ACTION!

GW 2020 READY-TO-USE ADVOCACY MATERIALS



GW 2020 MHDAY Infographic



GW 2020 MHDAY Infographic
GW 2020 MHDAY Infographic

Menstrual Hygiene Day
28 May 2020

Menstrual Hygiene Day (MHDAY), celebrated every 28 May, became an international day of observance in 2014 as a result of initiatives promoting menstrual hygiene management (MHM) by WASH United. The day highlights the need to alter negative social norms and make menstrual hygiene a priority. MHDAY promotes empowering women to manage menstruation hygienically and safely while reducing shame and stigmatization associated with menstruation. In order to empower women, there needs to be a change in social norms. As an MHDAY partner since 2018, GWI works to eliminate Menstrual Hygiene Insecurity (MHI), which acts as a necessary and complex barrier to women's education and empowerment.

Did You Know?

At any given time, **800 million** women and girls are menstruating. (WHO)

Yet, it is estimated that **1 out of every 10 women in the world** has been unable to afford sanitary products at some point in her lifetime. (International Federation of Gynecology and Obstetrics)

A major global issue is around access to education about menstruation

In countries such as Iran, India and Afghanistan, some girls believe that menstruation is a disease.

In Afghanistan and Malawi, some girls are unaware of menstruation before their first period. (Plan International UK)

Globally, **girls miss up to 20% of school time** due to inadequate menstrual hygiene supplies and information. (WaterAid)

70% of girls in Malawi miss one to three school days a month due to menstruation, more than they do from Malaria. (Plan International UK)

Graduate Women International (GWI)
Empowering women and girls through lifelong education since 1919

Join a GWI affiliate today at www.graduatwomen.org

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Menstrual Hygiene Day #ItsTimeForAction #GWI2020MHDAY

Call for Action

Too many women around the world face shame during menstruation. Despite being a universal phenomenon for women, menstruation is still too often stigmatised and treated as a taboo, which is linked to high rates of MHI. Unnecessarily, MHI can lead to lower performance, increased absenteeism and a higher drop-out rate on the part of girls and women worldwide.

GW 2020 calls on States to recognise the right to adequate menstrual hygiene management as a human right and to enable girls to stay in school by ensuring access to hygienic menstrual products, adequate toilets, water and disposal options. GWI stresses the need to ensure access to free sanitary products and adequate toilet facilities in every school as a means to improve girls' and female teachers' school attendance.

GW 2020 Resolutions

Every three years at Graduate Women International's General Assembly meeting, new resolutions are passed that are implemented through action plans for our NFAs to promote women's and girls' rights and empowerment. The following resolutions are implemented to empower women and girls to achieve higher levels of education and access adequate MHM resources and facilities.

No. 4, 1992: Girls' Self Esteem	No. 3, 2001: Education for Establishing a Society of Gender Equality
No. 1, 1995: Adolescents	No. 10, 2004: Protection of Water
No. 5, 1995: Health Education	No. 3, 2019: Sexual and Reproductive Health Education as a Human Right for All
No. 1, 1998: Right to Education	

Sustainable Development Goals (SDGs)

4 Quality Education: Improving menstrual hygiene will improve girls' attendance in schools.	6 Clean Water and Sanitation: With clean water and sanitation for all, women can more easily practice safe MHM.
5 Gender Equality: Improving MHM can increase school attendance, leading to empowerment through opportunity.	3 Good Health and Well-being: Improving sanitation and hygiene (including MHM) will improve health and wellbeing.

"Menstruation isn't a problem, poor menstrual hygiene is."
- Anurag Chauhan, founder of HumansForHumanity.org

"Almost half the world's population menstruates for an average of 40 years, so both girls and boys should be taught that periods are normal. Like so many things, the answer is education."
- 2014 Nobel Peace Prize Laureate Malala Yousafzai, Malala Fund.

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Contribution by GWI Intern, Anousheh Somoni
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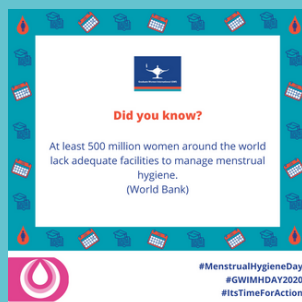
Click HERE to download the full GW 2020 MHDAY Infographic





GWJ 2020 MHDaj Social Media Graphics

To download posts individually, click on the post of your choice



Click HERE to download the full GWI MHDaj Social Media Graphics pack





GWIM 2020 MHDAY Social Media messages

Simply copy and paste the message(s) of your choice to all social media platforms and join GWI in taking action against MHI!

52% of women and girls, or 26% of the world's population, are of reproductive age. (UNICEF) #ItsTimeForAction#MenstrualHygieneDay #GWIMHDAY2020

At all times, over 800 million women are menstruating. (WHO) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Menstruation occurs roughly on a monthly basis for 1.8 billion girls women, transgender men and nonbinary persons that are of reproductive age. (UNICEF) #ItsTimeForAction#MenstrualHygieneDay #GWIMHDAY2020

2.3 billion people worldwide lack basic sanitation services. (UNICEF) #ItsTimeForAction #MenstrualHygieneDay#GWIMHDAY2020

Only 27 percent of people in Least Developed Countries have in-home hand washing facilities with water and soap. (UNICEF) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Globally, over 500 million women and girls lack adequate facilities for menstrual hygiene management (MHM). (World Bank) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Over 30% of schools in the developing world lack access to clean water. (WaterAid) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Lack of privacy for menstrual hygiene management (MHM) poses a threat to dignity as well as proper hygiene management. For example, in Nigeria, 25% of women do not have access to adequate privacy for defecation or MHM. (World Bank) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Lack of private toilets can harm dignity during menstruation. In India, for example, 38.1% of schools do not have separate toilets for girls. (WaterAid) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

It is estimated that 1 out of every 10 women in the world has been unable to afford sanitary products at some point in her lifetime. (International Federation of Gynecology and Obstetrics) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Girls miss up to 20% of school time due to inadequate menstrual hygiene supplies and information. (WaterAid) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020



1 in 10 girls in Africa miss school due to no private toilets or sanitary products. (ActionAid) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Affording sanitary products is a financial burden on many women. For example, 12% of women of reproductive age in India cannot afford products to manage menstruation. (ActionAid) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

In 2017, 137,000 girls in the UK reported missing school because they could not afford period products. (Independent) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Lack of menstrual hygiene management education and information is a barrier to practicing MHM. For example, in Bangladesh, only 6% of schools offer MHM education. (World Bank) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

There is not enough information that is easily accessible to teach girls to manage menstruation in a safe and hygienic manner. In Sri Lanka, for example, 66% of girls do not receive any information before menstruating. (WaterAid) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

For too many women, sanitary products are an impossible financial burden. In February 2020, Scotland's

Parliament passed a bill through the first stage that would make Scotland the first country to provide free menstrual products to those who need them. (CNN) #ItsTimeForAction #MenstrualHygieneDay #GWIMHDAY2020

Advocacy Idea: Women and girls living in poverty cannot afford to buy sanitary products to manage their menstruation with normalcy and dignity. On Menstrual Hygiene Day, join the fights against Menstrual Hygiene Insecurity and donate sanitary products to women and girls in need. #MHDAY2020 #ItsTimeForAction

Advocacy Idea: The persistent and widespread taboo surrounding menstruation results in girls in many countries entering puberty with knowledge gaps and misconceptions about menstruation. Call on your government to integrate menstrual hygiene education into national school curricula, policies and programmes for adolescents #MHDAY2020 #ItsTimeForAction

Advocacy Idea: In need of feminine hygiene products? Consider purchasing such products from social enterprises in order to help support efforts in other countries. Many of those social enterprises use the "buy one, give one" model and provide girls in need with essential feminine hygiene products. #MHDAY2020 #ItsTimeForAction



GWJ 2020 MHDav Social Media banners

To download each of the ready-to-use social media posts individually, click on the post of your choice below

[Click HERE to download the full GWJ MHDav Social Media Banners pack](#)



Girls miss up to 20% of school time due to inadequate menstrual hygiene supplies and information (WaterAid). It's time to eliminate Menstrual Hygiene Insecurity worldwide!

Globally, over 500 million women and girls lack adequate facilities for menstrual hygiene management (MHM). It is time to put an end to Menstrual Hygiene Insecurity worldwide!



Menstruation is a universal monthly occurrence for all women of reproductive age, which is 26% of the world's population, and it is time to reduce negative stigma.

Together let's eliminate Menstrual Hygiene Insecurity and all other needless barriers to women's and girls' education worldwide!

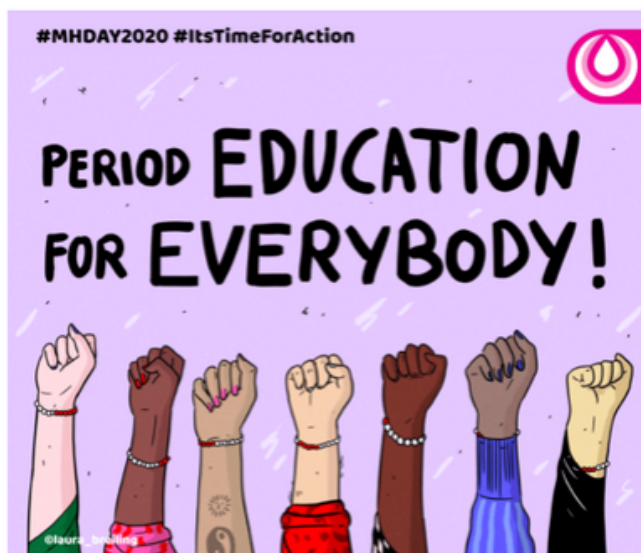


MHDAY CAMPAIGN MATERIALS

The Menstrual Hygiene Day materials are simpler and easier to use than ever. There are ready-to-use materials for on-the-ground activities and digital campaigning.

This year, the materials are available in English, French, Hindi, Spanish and Arabic.

Click [HERE](#) or on the graphics below to view and download all the available Menstrual Hygiene Day campaigning materials.





About GWI

Graduate Women International (GWI) is a membership-based international Non-Governmental Organisation (NGO) located in Geneva, Switzerland, with presence in some 60 countries with our National Federation and Associations (NFAs) and Independent Members. Founded in 1919, GWI is the leading girls' and women's global organisation advocating for women's rights, equality and empowerment through access to quality education and training up to the highest levels. GWI is in special consultative status with ECOSOC since 1947 and maintains official relations with United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Labour Organisation (ILO).

GWI operates with a small yet dedicated staff consisting of an Executive Director, a Junior Office Administrator, and a host of committed interns and volunteers. Additionally, our work is possible with the support of our tireless Board of Directors.



Stacy Dry Lara
Executive Director



Clémence Mathiaud
Programme Officer

2020 Spring Interns: Anna Indermaur, Annalise Simons, Morgan Cassidy

Media contact: sdl@graduatewomen.org
Programmes: info@graduatewomen.org
Advocacy partners: cm@graduatewomen.org
Membership: membership@graduatewomen.org



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