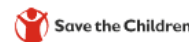




Menstrual Health and Hygiene Online Learning Exchange

Social Media as a tool to advance menstrual health and hygiene

8th June 2023









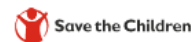




Menstrual Health and Hygiene Online Learning Exchange

Social Media as a tool to advance menstrual health and hygiene

8th June 2023



The WinS Network

www.winsnetwork.org

Who we are?

Global inter-agency network
winsnetwork@giz.de

Objectives:

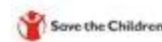
- ✓ To harmonize efforts in WinS
- ✓ To support ministries of Education to improve WinS services by aligning efforts among development partners and NGOs

Working streams:

- Advocacy, policy, and system strengthening
- Monitoring and reporting
- Research and evidence-building
- Gender including MHH
- WinS programming
- Knowledge management, capacity development, learning and exchange

Our core group members: UNICEF, GIZ, Save the Children, WaterAid, the WHO/UNICEF Joint Monitoring Programme (JMP), London School of Hygiene and Tropical Medicine, Emory University, UNESCO

Join as an individual or an organisation. See website for details!



Belinda Abraham

An international development specialist with over 20 years experience in the WASH and education sectors in Sub-saharan Africa and Southeast Asia. Worked with UNICEF, GIZ, and a number of international NGOs in seven countries

- American national
- MSc. International Development Planning, University of Guelph, Canada
- BA (International Development) and BSc.(Biology), Dalhousie University, Canada

Presently:

- *Supporting the global WinS (WASH in Schools) Secretariat*
- *Working with German-based NGO Viva Con Agua Sankt Pauli on Institutional Fundraising.*
- *Consulting with M4E German based consultancy firm undertake Global Three Star Approach Study*

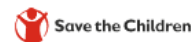




Menstrual Health and Hygiene Online Learning Exchange

Social Media as a tool to
advance menstrual health
and hygiene

8th June 2023



Agenda

- Opening Remarks
- Presentations
 - Social media as an advocacy tool
 - #LetsTalkPeriod Philippines
 - Nepal's Menstrual Movement
- Reactions
- Open forum
- Synthesis
- Closing Remarks

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Where are you joining us from?

① Start presenting to display the poll results on this slide.

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**Which sectors do you work? NGO,
Government, Entertainment, Business,
Communication, self-employed, Education,
Health, Academia, etc..**

① Start presenting to display the poll results on this slide.

Opening Remarks

Dr. Juan Alfonso Leonardia

*Principal Advisor, Advancing
Girls' Rights through
Improved Menstrual Health
and Hygiene Project
GLZ Philippines*





Advancing Girls' Rights through Improved Menstrual Health and Hygiene



MHM within WASH in Schools

FIT supports Ministries of Education in implementing MHM-related activities as part of WASH in Schools to ensure that menstruation will not be a barrier to education

MHM embedded within WASH in Schools (WinS) provides opportunity to:

- Transform schools into places where facilities comply with girls' needs;
- Provide access to information about menstruation in order to address taboos and misconceptions in a culturally sensitive manner and without direct parental interference; and
- Contribute to increased public awareness and appropriate action



Session objectives

- to showcase the role of social media and influencers in advancing MHH;
- to present the strengths, impact, and challenges of using social media; and
- to provide a platform to discuss its use in other countries

Presenters

**Social media as
an advocacy tool**



Chikondi Kanyenda
KETASE Malawi

#LetsTalkPeriod Philippines



Liza Maraña
GIZ Philippines



Kathleen Paton
Ms. Eco International 2022
and GIZ MHH Ambassador

**Nepal's Menstrual
Movement**



Sami Pande
GIZ Nepal

Reactors



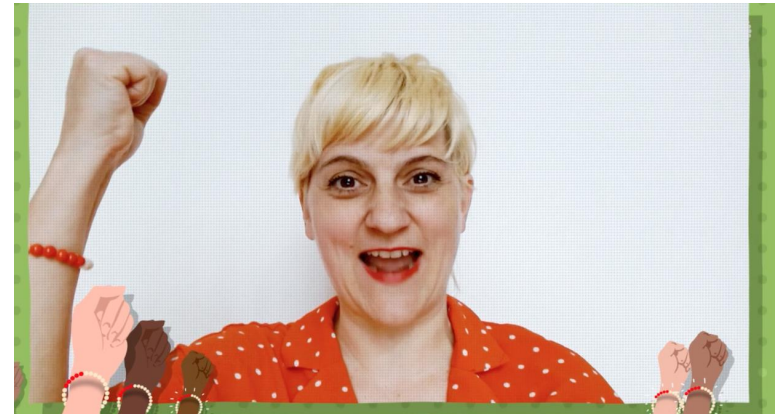
Grace Mwanza
GIZ Zambia



Suffix
Influencer/rapper
Malawi



Silvia Fernandez Castro
Munich Graduate School
of Economics



Ina Jurga
WASH United

Chikondi Kanyenda

Chiko is a trained Economist who works as the Project and Finance Director of KETASE. She has expertise in leading cross-functional teams and managing complex initiatives across regional projects in the INGO sector. Chiko's work with her team NyalixKETASE centers around youth advocacy, arts, education, child protection, and Diversity and Inclusion projects and campaigns from planning to implementation.





Universal Languages for Behaviour Change (UL4BC)



UL4BC uses Art, Comics, Music, Sports and Games to engage people for WASH behaviour change.

Joy and fun elicit positive emotions and connections that can encourage the retention of messages and behaviour change.

People engage when things are fun!!!!



• WHAT WE DO

WATERPROOF :

DANCE4WASH is a YOUTH CENTRED awareness & sensitisation DANCE campaign for increased pandemic resilience in Africa



1.0 Project Objective:

To reach school children ages 8-18 years via in person activities and social media on WASH and pandemic resilience messages.

2.0 Location:

Capital and urban centres of Malawi, Rwanda, South Africa, Tanzania, Uganda and Zambia

3.0 Timeframe

From October 2022 until September 2023

4.0 Results:

- Content creation: two comic animations videos
- Art murals in Malawi and Uganda
- Six co-creation and planning workshops, one in each country.
- Dance competitions in each country.
- Social media plan for each country with information on youth demographics, communication channels, and collaboration with popular artists, and influencers.
- Monitor social media reach within six countries

Strategies:

- Mobilise VcA's networks
- Digitize content for social media
- Expand UL4BC programme outreach
- Engage education stakeholders for school-based promotion



Shake it, Break it, WASH it & Make

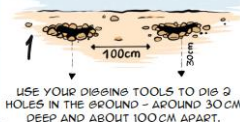


HOW TO BUILD A TIPPIY TAP

WHAT YOU NEED:

- 2 LONG STICKS WITH A Y-SHAPE
- 1 SMALL STRAIGHT STICK
- 1 LONG STRAIGHT STICK
- 2 LONG PIECES OF STRING
- A SHARP OBJECT TO PIERCE A SMALL HOLE
- SCREW + SCREWDRIVER + NAIL
- DIGGING TOOLS + GRAVEL
- JERRY CAN + PIECE OF SOAP
- TOOLS FOR FIRE: LIGHTER OR MATCHES

CAUTION!
LET AN ADULT HELP
YOU FOR SAFETY
REASONS!



USE YOUR DIGGING TOOLS TO DIG 2 HOLES IN THE GROUND - AROUND 30 CM DEEP AND ABOUT 100 CM APART.



PLACE THE 2 Y-SHAPED STICKS INTO THE HOLES AND MAKE SURE THEY STAND UP STRAIGHT. USE GRAVEL AND SOIL TO FIRMLY SECURE THE STICKS IN THE GROUND.



USE A SHARP TOOL TO PIERCE 2 HOLES INTO THE JERRY CAN - ONE AT THE TOP INTO THE HANDLE AND ONE AT THE FRONT. HEAT UP THE TOOLS TO HELP MELT THE PLASTIC OF THE JERRY CAN. PIERCE A HOLE INTO THE SOAP TO ATTACH A STRING. FILL THE JERRY CAN WITH WATER AND CLOSE IT WITH A CAP.



ASSEMBLE THE TIPPIY TAP AS SHOWN IN THE PICTURE. ATTACH ONE END OF THE STRING TO THE CAP OF THE JERRY CAN AND THE OTHER END TO AN ~50 CM LONG STICK. **AND THAT'S IT!**

KNOW YOUR ENEMIES

THIS IS THE KEY TO UNDERSTANDING THE TESTS



- 1 CORONA VIRUS**
 - DESCRIPTION** - Corona virus is a common cold virus that causes the common cold.
 - SYMPTOMS** - Coughing, sneezing, runny nose, sore throat, fever, fatigue, loss of taste and smell.
 - PREVENTION** - Wash your hands frequently with soap and water for at least 20 seconds. Avoid close contact with people who are sick. Wear a mask if you are sick.
- 2 EBOLA-TEXT UND -ILLU**
 - DESCRIPTION** - Ebola virus is a rare but deadly disease that causes severe bleeding and internal and external hemorrhages.
 - SYMPTOMS** - Fever, fatigue, muscle pain, headache, sore throat, rash, red eyes, swollen lymph nodes, bleeding gums, nose, or skin.
 - PREVENTION** - Avoid contact with people who are sick. Wear protective clothing if you are working with people who are sick. Wash your hands frequently with soap and water for at least 20 seconds.
- 3 CHOLERA**
 - DESCRIPTION** - Cholera is an infectious bacterial disease that causes severe watery diarrhea.
 - SYMPTOMS** - Watery diarrhea, vomiting, dehydration, muscle cramps, weakness, dizziness, rapid heartbeat, low blood pressure.
 - PREVENTION** - Drink clean water. Eat food that has been properly cooked. Wash your hands frequently with soap and water for at least 20 seconds.
- 4 CHIKUNGUNYA**
 - DESCRIPTION** - Chikungunya is a viral disease that causes fever, joint pain, and rash.
 - SYMPTOMS** - Fever, joint pain, muscle pain, headache, sore throat, rash, red eyes, swollen lymph nodes, bleeding gums, nose, or skin.
 - PREVENTION** - Avoid contact with people who are sick. Wear protective clothing if you are working with people who are sick. Wash your hands frequently with soap and water for at least 20 seconds.
- 5 BACTERIOPHAGE**
 - DESCRIPTION** - Bacteriophage is a virus that infects bacteria.
 - SYMPTOMS** - Fever, fatigue, muscle pain, headache, sore throat, rash, red eyes, swollen lymph nodes, bleeding gums, nose, or skin.
 - PREVENTION** - Avoid contact with people who are sick. Wear protective clothing if you are working with people who are sick. Wash your hands frequently with soap and water for at least 20 seconds.

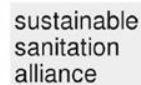




TRANSFORMING WASH THROUGH

DANCE+SOCIAL MEDIA

DANCE4WASH | NYALIXKETASE





WHAT IS DANCE4WASH?

Mission:

Teaching children (ages 8-18) WASH (Water, Sanitation, and Hygiene) habits through dance

Target audience:

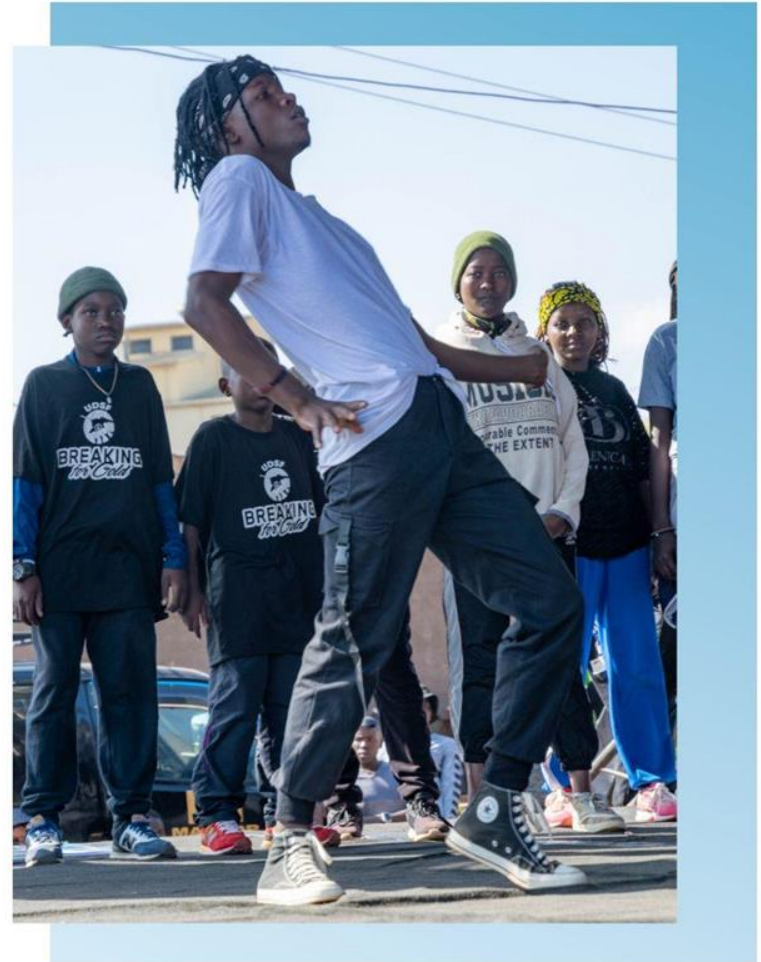
Children across East and Southern Africa

Impact:

Improving hygiene practices, empowering young minds, and fostering creativity through Music , Dance and Art

Key message:

Dance4WASH - SHAKE IT!, MAKE IT! WASH IT!
BREAK IT!



WHO IS NYALIMUZIHXKETASE:

NyalixKETASE: Is a collaboration of 2 creative agencies, Nyali Muzik and KETASE, that specialize in project implementation across arts and culture with a specific interest in youth-led initiatives. They are the regional social media team on the Dance4WASH Project that is teaching kids between ages 8-18 WASH habits using dance and incorporating artists and influencers. We have used the following strategies on this project:

A SOCIAL MEDIA STRATEGY

Raising Awareness

Through social media strategies with targeted messaging and campaigns on WASH.

Compelling Content

Creating and collecting content from across the region that capture the attention of the target audience

Influencers + Artists

Leveraging influencers with large followings and activist mindsets to amplify the campaign's reach and impact and using an age-appropriate campaign ambassador.



WHY SOCIAL MEDIA?

Social media has become a powerful tool where digital communities can join forces, spark conversations, and create a wave of positive change that spreads far and wide.

Wider Reach

Social media has allowed to connect vast audiences across africa and reach 976,000 young people in 3 months.



Posts on social media get real-time engagement and feedback that teaches us what our target audience responds to and likes.

Real-Time Engagement

Amplifying the Message

The use of social media, influencers and artists has helped us to inspire and motivate others to join the cause.



WHY INFLUENCERS MATTER:



You can engage influencers with a passion for your social causes, who already have an existing audience with the same sentiments.

**COMMON
GOALS**



Influencers can collaborate on posts with you and share content to audiences and funnel traffic to your page.

**COLLABORATIVE
CONTENT**



Influencers help amplify your message by sharing posts and encouraging others to engage with the content and spread the message.

**INCREASED
ENGAGEMENT**

SOCIAL MEDIA PROS:



*QUICK
DISSEMINATION OF
INFORMATION*

*HIGH ENGAGEMENT
LEVELS*

*CREATIVE
STORYTELLING;*

*ENHANCED
CAMPAIGN
VISIBILITY*

SOCIAL MEDIA CONS:



*MANAGING ONLINE
TROLLS AND NEGATIVE
COMMENTS*

*BALANCING
CREATIVITY WITH
INFORMATIVE CONTENT*

*NAVIGATING
PLATFORM
ALGORITHM
CHANGES AND
STAYING RELEVANT*

*KEEPING THE
CAMPAIGN
RELEVANT AFTER
IT ENDS.*

OUR IMPACT IN 3 MONTHS:

976K



Total Reach

1.1M



Impressions

252



Incoming
Messages

959K



Influencer
Audience

10



Number of
Partners

FOR MORE ON OUR WORK:



E-mail: info@ketasegroup.com

Phone: +265985375552

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**Can social media be used to tackle
social pressures and stigma?**

① Start presenting to display the poll results on this slide.

Liza Maraña

Liza Marana has been working as a Social Media Advisor for the GIZ Menstrual Health and Hygiene Program (MHH) since 2022. She earned her bachelor's degree in development communication from the University of the Philippines Los Baños and has several years of experience in the fields of social media marketing and behavior change communication.



Kathleen Paton

Kathleen Paton is a pageant queen, actress, and a model from Malay, Aklan, Philippines. She was crowned as Ms. Eco Philippines in 2021 and later on represented the country at Ms Eco International 2022 and won. Aside from being a Goodwill Ambassador for Menstrual Health and Hygiene, she is also very active in her other advocacies such as water sustainability and mental health.










JUNE 2023

Role of Social Media in Raising Awareness on Menstrual Health and Hygiene



Snapshot of policies, strategies and guidelines with attention to menstrual health across South East Asia

	 Information and education	 Services and materials	 Menstrual health care	 Supportive social environment	 Non-discrimination and participation
Cambodia	<input checked="" type="checkbox"/> National Action Plan on Rural Water Supply, Sanitation and Hygiene 2019–2023 National School Health Policy (2019)	<input checked="" type="checkbox"/> Minimum Requirement Guidelines on Water, Sanitation and Hygiene in Schools (2016) National School Health Policy (2019) National Guidelines for Water, Sanitation and Hygiene in Health Care Facilities (2018)	<input checked="" type="checkbox"/> Not included	<input checked="" type="checkbox"/> Not included	<input checked="" type="checkbox"/> Not included
Indonesia	<input checked="" type="checkbox"/> National School Health Strategy (2014) Menstrual Hygiene Management Guideline for Teachers and Parents (2017) Guidelines on Sexual Reproductive Health (2021)	<input checked="" type="checkbox"/> Standard Regulation for Designing Disposable Sanitary Pads in Indonesia (2015) Water, Sanitation and Hygiene Services (WASH in Schools) Roadmap (2017) and National WASH in Schools Guideline (2018)	<input checked="" type="checkbox"/> National School Health Strategy (2014)	<input checked="" type="checkbox"/> National School Health Strategy (2014) Menstrual Hygiene Management Guideline for Teachers and Parents (2017) Menstrual Hygiene Management Communication Strategy (2018)	<input checked="" type="checkbox"/> Article 18 of Law No.13/2003 on Labour (2003)
Lao PDR	<input checked="" type="checkbox"/> Education and Sports Sector Development Plan 2021–2025 Comprehensive Sexuality Education	<input checked="" type="checkbox"/> Decision on Water, Sanitation and Hygiene Standards for Early Childhood Education and General Education (2019)	<input checked="" type="checkbox"/> National Strategy and Action Plan for Integrated Services on Reproductive, Maternal, Newborn and Child Health 2016–2025	<input checked="" type="checkbox"/> Not included	<input checked="" type="checkbox"/> Not included
Philippines	<input checked="" type="checkbox"/> Policy and Guidelines for the Comprehensive Water, Sanitation and Hygiene in Schools (WASH in Schools) Programme (2016) Policy Guidelines on Implementing Comprehensive Sexuality Education (2018)	<input checked="" type="checkbox"/> Basic Education Development Plan 2030 (2020); Policy and Guidelines for the Comprehensive Water, Sanitation and Hygiene in Schools (WASH in Schools) programme (2016) Gender Responsive Basic Education Policy (2017)	<input checked="" type="checkbox"/> Adolescent Health and Development: Manual of Operation (2017)	<input checked="" type="checkbox"/> Not included	<input checked="" type="checkbox"/> Not included

MHH SOCIAL MEDIA CAMPAIGN

- Address common myths around menstruation
- Provide facts about menstruation in fun and engaging ways
- Provide surprising angles for girls, boys, and school personnel on how to talk about menstruation and tackle it in school settings

WOMEN'S MONTH CONCERT



Women's Month Concert

Use the event as a platform to spread the message of normalizing conversations about menstruation.



Women's Month Concert

Menstrual health and hygiene as part of a wider advocacy on women's rights, gender equality, and social justice.



Women's Month Concert Promotion

Published series of promotional posts for the Women's Month concert.



65K
REACH

6.8K
ENGAGEMENT

10.4%
ENGAGEMENT
RATE



13K
REACH

885
ENGAGEMENT

6.7%
ENGAGEMENT
RATE

Women's Month Concert Event Highlights

The content generated from the event such as pictures, videos, and advocacy messages were posted after the event.



108K
REACH

1.5K
ENGAGEMENT



1.3K
REACH

306
ENGAGEMENT

#LetsTalkPERIOD Campaign



#LetsTalk
PERIOD

#LetsTalkPERIOD Campaign

A campaign that aims to normalize conversation and break the taboo around menstruation to promote gender equality.



#LetsTalk PERIOD

KEKI ADHIKARI
Actress, Producer,
Goodwill Ambassador

MHH CAMPAIGN IN NEPAL



**#LetsTalk
PERIOD**



MHH CAMPAIGN IN ALBANIA



FATMA HAXHIALIU
TV Host, Journalist
Goodwill Ambassador



KATHLEEN PATON

Ms. Eco International 2022
MHH Goodwill Ambassador



72.8K
followers



22.1K
followers



KIRK BONDAD

Mr. World Philippines 2022
MHH Goodwill Ambassador



140K
followers



**#LetsTalk
PERIOD**

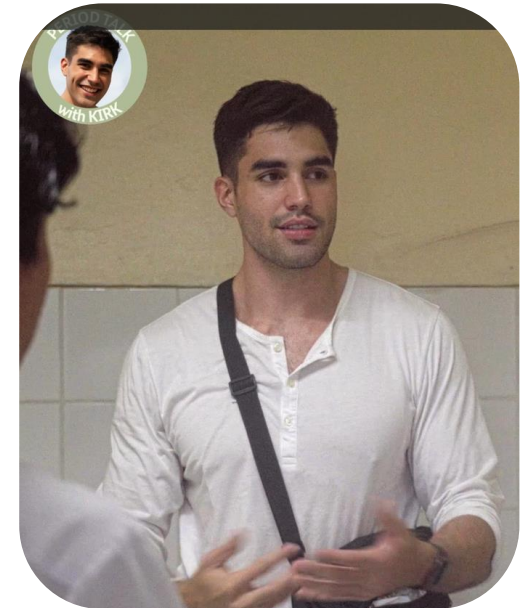
#LetsTalkPERIOD Campaign



Launched Kathleen and Kirk as MHH Goodwill Ambassadors in celebration of Women's Month.



Period talk with students to normalize conversations about menstruation and end period stigma.

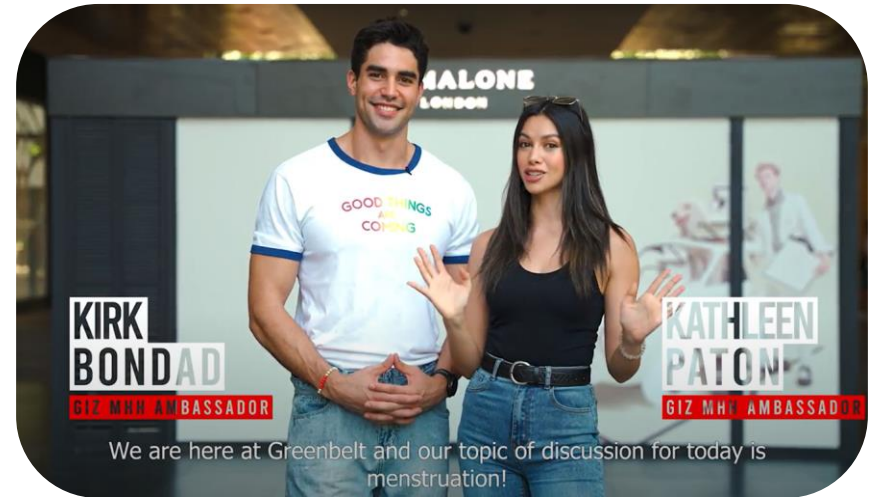


Emphasize the role of men in normalizing conversations about menstruation.

#LetsTalkPERIOD Campaign



Partnered with the German Embassy
Manila for a video campaign
highlighting the importance of Sexual
and Reproductive Health Education in
the Philippines.



Conducted street interviews to find
out what people think and know about
menstruation.



CAMPAIGN ANALYTICS

8

NO. OF POSTS

34.3K

AVERAGE REACH

3.1K

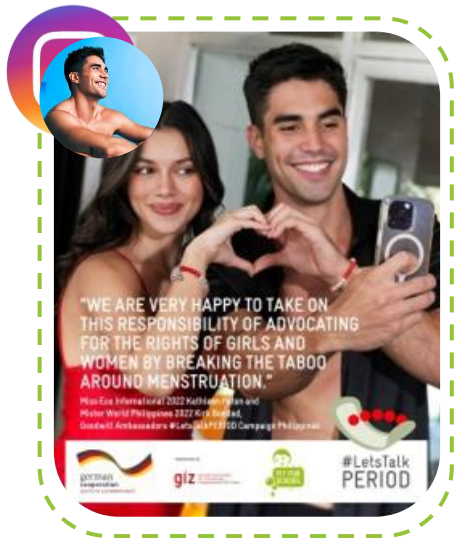
AVERAGE
ENGAGEMENT

8.7%

AVERAGE
ENGAGEMENT RATE



CAMPAIGN ANALYTICS



52.7K

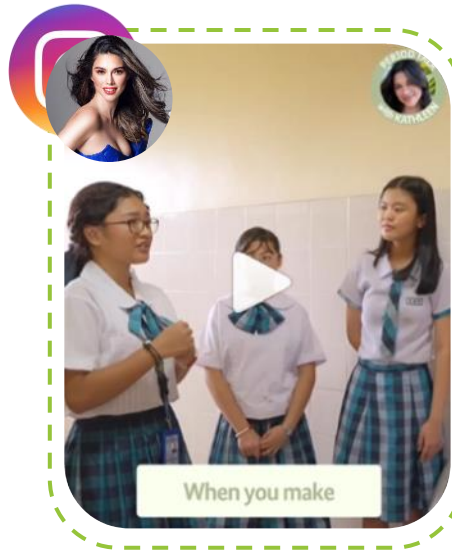
REACH

3.5K

ENGAGEMENT

6.6%

ENGAGEMENT
RATE



38.7K

REACH

652

ENGAGEMENT

1.7%

ENGAGEMENT
RATE



25.8K

REACH

3K

ENGAGEMENT

11.5%

ENGAGEMENT
RATE

Challenges

- Lack of dedicated page specifically for the campaign
- Lack of presence across different social media platforms
- Limitations of social analytics tools to track mentions and use of hashtags

Lessons Learned and Recommendations

- Be clear with who you want to target and which platform to use
- When involving influencers, get to know their audience as well
- Continuously monitor your campaign and be flexible with changes based on your observations
- Keep up with the latest trends and changes in different social media platforms
- Remember to always involve the influencers you are working with in campaign development



www.fitforschool.international



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What elements are in a good social media campaign?

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What are the possible impacts, benefits,
or positive side of working with social
media?

① Start presenting to display the poll results on this slide.

Sami Pande

Sami Pande works as a Technical Advisor for GIZ-Support to the Health Sector Strategy since 2019. She has done Masters of Public Health from The University of Adelaide and has several years of experience working in Public Health field in Nepal especially in Adolescent Sexual reproductive Health, Comprehensive Sexuality Education, WASH in School and Menstrual Health and Hygiene areas.





How the #LetsTalkPERIOD Approach evolved from the #NepalsMenstrualMovement Social Media Campaign – A Journey –

Sami Pande

Support to the Health Sector Strategy

GIZ Nepal, 06.08.2023



Implemented by:



In Cooperation with:



As Partner of::

sustainable
sanitation
alliance



CLICKTIVISM as a
tool to tackle taboos
around menstruation
and to empower
young women
around the globe.

THE CHALLENGE:

In many countries the wider public lacks awareness of MHH issues.

OUR SOLUTION:

Engage locally respected, social media-savvy celebrities as Goodwill Ambassadors who will front social media campaigns for awareness raising and behaviour change.



#Nepals Menstrual Movement

महिनावरी सम्बन्धि नेपालको अभियान

SOCIAL MEDIA CAMPAIGN
NEPAL 2021/2022



50 000
REACTIONS



3 000
COMMENTS
& SHARES



1 MILLION
VIEWS



KEKI ADHIKARI

ACTRESS, PRODUCER,
GOODWILL AMBASSADOR,
INFLUENCER
WITH 1.5 FOLLOWERS



Implemented by:



In Cooperation with:



As Partner of:

sustainable
sanitation
alliance



MORE
INFORMATION:
<https://bit.ly/3SMIMKI>

SHORT FILMS



वर्जित मान्यतासँग सामना
<https://bit.ly/312kl2f>



छनोट तपाईंको हो
<https://bit.ly/3AoNPJ6>

SHORT CLIPS



गँड्यौलाहरूको क्षमता
<https://bit.ly/30s3h8s>



प्याड कसरी बनाउने?
<https://bit.ly/3y158Kj>



#CHOICEISYOURS
<https://bit.ly/30Nhor4>

INTERVIEW



WITH GERMAN AMBASSADOR TO NEPAL
<https://bit.ly/3y2Uty0>

TEASERS



TACKLING TABOOS
<https://bit.ly/3HWI1hT>



#WORLDTOILETDAY 2021
<https://bit.ly/3bvor6W>

AND MORE...

#Nepals
Menstrual
Movement
महिनावरी सम्बन्धि
नेपालको अभियान

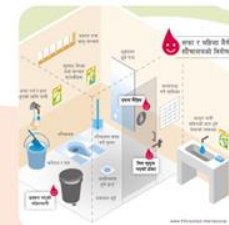
SOCIAL MEDIA CAMPAIGN
NEPAL 2021/22



ARTICLES/ GRAPHICS



KEKI ADHIKARI, THE GOOD-WILL
AMBASSADOR FOR MENSTRUAL HEALTH
<https://bit.ly/3noR6x3>



FEATURES OF A FEMALE
FRIENDLY TOILET
<https://bit.ly/3QW09Ge>



YOUNG FEMALE INFLUENCERS ENERGISE
THE CAMPAIGN AGAINST MENSTRUAL TABOOS
<https://bit.ly/3yA2JYL>

Province level Goodwill Ambassador

- Supported by Finish WASH Project
- Folk Singer appointed as Good-will Ambassador for MHM in Sudur Paschim Province of Nepal
- Led musical campaign in 8 rural municipalities in the Far-west part of Nepal





Momentum continued by the MHM Partner's Alliance Nepal

- Collaboration between Keki Adhikari and Prakash Saput – a **popular male singer**
- Music video on Women Empowerment and Menstruation (2 parts)
- Supported by MHM Partners Alliance, UNICEF Nepal, Plan International and Beyond Beijing Committee Nepal
- 3 Million views (06/2023)



Para - Para Chhu - Prakash Saput • Keki Adhikari • Tulsi Bohara • Sebita Adhika...

Prakash Saput

1.7M views • 2 months ago



#LetsTalk
PERIOD



NEPAL





Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) G...

505,965 followers

1w •

#Menstruation: one of the most normal things in the world and yet often still a taboo subject. Including in some remote areas of Nepal. During their period, girls there are not allowed to touch anyone. Besides the taboo, they cannot go to school because there are no menstrual products and no female-friendly school toilets.

Keki Adhikari wants this to change. The Nepali actress, producer and activist is passionate about normalising menstruation. How did it come about? And what can we all do to break this taboo? She answered these and more questions exclusively in the video. 📺

Find out how the Nepalese project **#NepalsMenstrualMovement** became a global success at **#GIZakzente**: <https://lnkd.in/e6hmRd59>

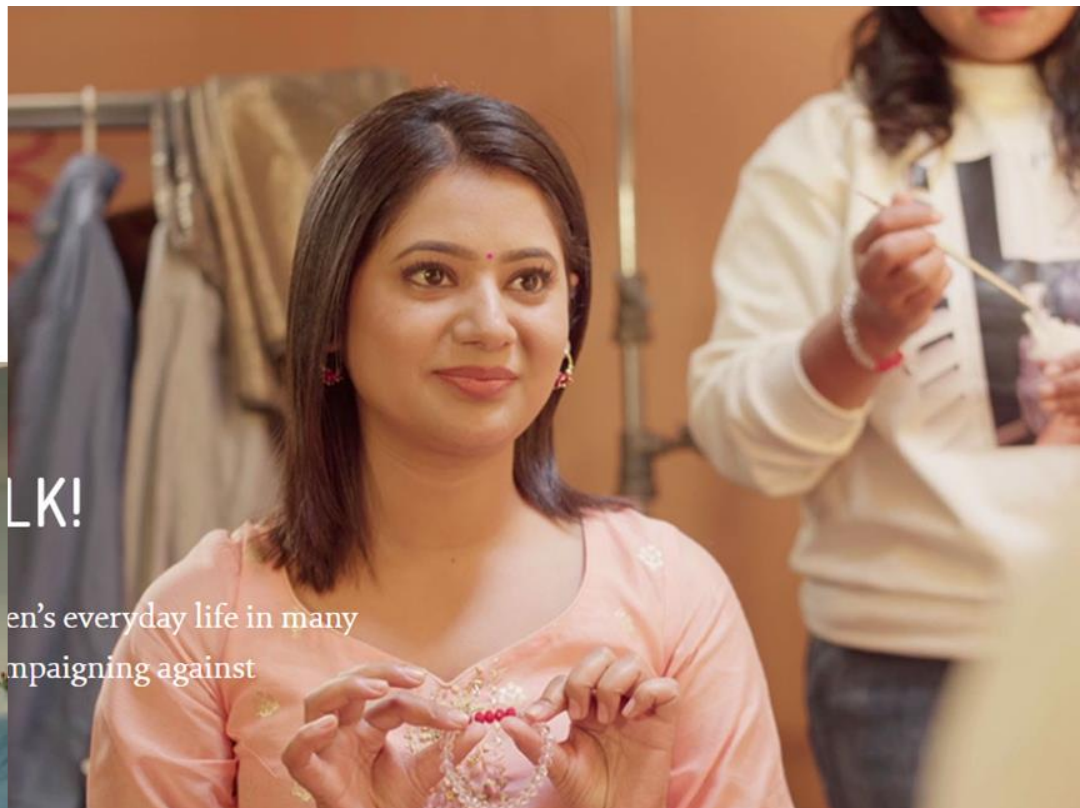
#LetstalkPERIOD #MHD2023 #menstrualhygiene #WeAreCommitted MHMPA Nepal Sustainable Sanitation Alliance (SuSanA) Global Menstrual Collective



Menstruation: let's talk!

You and 142 others

7 comments · 15 reposts



Let's

talk!
men's everyday life in many
campaigning against

Key Takeaways

- Letting a media personality with many followers front awareness-raising and behaviour change campaigns as Goodwill Ambassador can significantly boost campaigns' reach.
- Choosing the right personality matters! Passionate Influencers can figure out creative ways to aware public
- Sensitization to the influencer is important through different means
- Solidarity is important for the social campaign

Thank You

Sami Pande

Support to the
Health Sector
Strategy,
GIZ Nepal

sami.pande@giz.de



Jan Schlenk

WaPo-RE,
GIZ Germany

jan.schlenk@giz.de



Implemented by:



In Cooperation with:



As Partner of:

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slido **#2425 110**



What are the challenges, negative, or downside of working with social media?

① Start presenting to display the poll results on this slide.

Join at
slido.com

slido **#2425 110**



Is there a trade-off between getting a high reach in terms of audience versus getting the message correct?

① Start presenting to display the poll results on this slide.

Reactions

Grace Mwanza

Grace has an Environmental Health background and has been working in Water and Sanitation for the past 10 years. She worked in both rural and urban local authorities and had a short stint lecturing Environmental Health with a focus on WASH, Food Safety and Infection Prevention (IPC) at a private university in Zambia. After this, she joined GIZ in 2021 under the Reform of the Water Sector Programme Phase II (RWS II). She serves as the gender focal point of the programme.

Her interests are in the water security, climate resilience and adaptation, gender transformative approaches and any form of sanitation planning.



Suffix

Suffix is a Hip-Hop musician and activist with an economics background who champions many social justice causes through his music and social media following . He is one of the artists and influencers in Malawi that the Dance4WASH team have been working with to spread awareness of WASH Habits. He has worked with KBG on a Dance4WASH song to teach kids how to WASH it, Make it, Break it and Shake it!



Sylvia Fernandez Castro

Sylvia is a 4th-year Ph.D. student in Economics at the University of Munich (Germany). Her research uses field experiments in firms to study the role of speaking up in different contexts. She has conducted studies on this topic in Bangladesh, India, Uganda, Ukraine and Germany. Specifically, she is working on exploring how speaking up can tackle stigma, or promote psychological safety within organizations and social groups.



Social media ☐ addresses **silence**
and taboos at **large scale**

Why do we need to address this
silence around menstruation?

+50% women do not access
pads

Availability

✓ 79 % of women report
existence of store nearby

Cost

✓ WTP for products high

Access

✗ 85% of women indicate discomfort
in purchase due to presence of
men in the store



Evidence on the effect of *breaking the silence*

1-hour group discussions where women shared personal experiences on menstruation

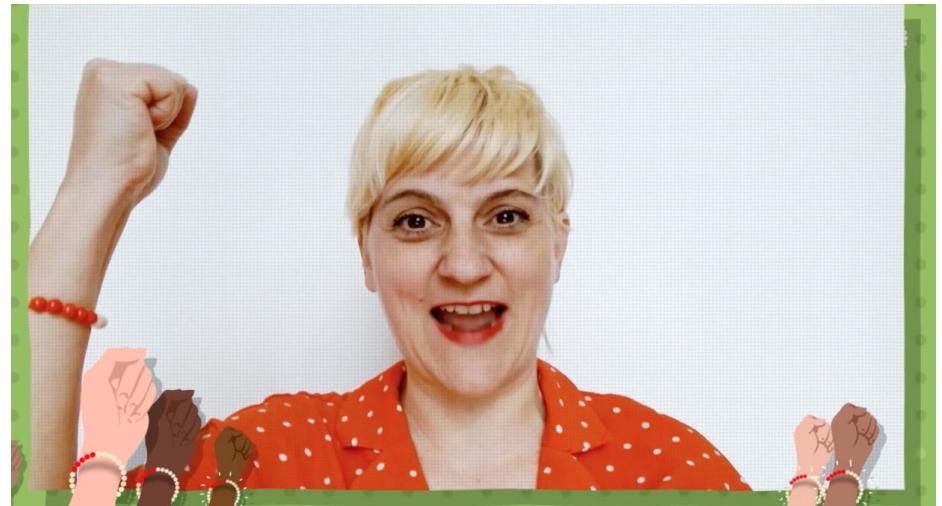
Reduction of stigma and taboos: direct effect of 51% and indirect of 29%

Increase on access to menstrual product by 20% (reusable menstrual underwear)

Social media campaigns → large scale reduction of constraints to access, particularly those arising from social concerns (including whole society, also men!)

Ina Jurga

Ina Jurga is the co-initiator and International Coordinator for Menstrual Hygiene Day, celebrated on Sunday, 28 May. She coordinates the partnership of close to 1000 organisations, including NGOs, social businesses, researchers, UN organisations. Her passion is knowledge management and collaboration around WASH and gender issues.



Menstrual Hygiene Day

Impact, insights and examples

Ina Jurga,
International Coordinator Menstrual Hygiene Day

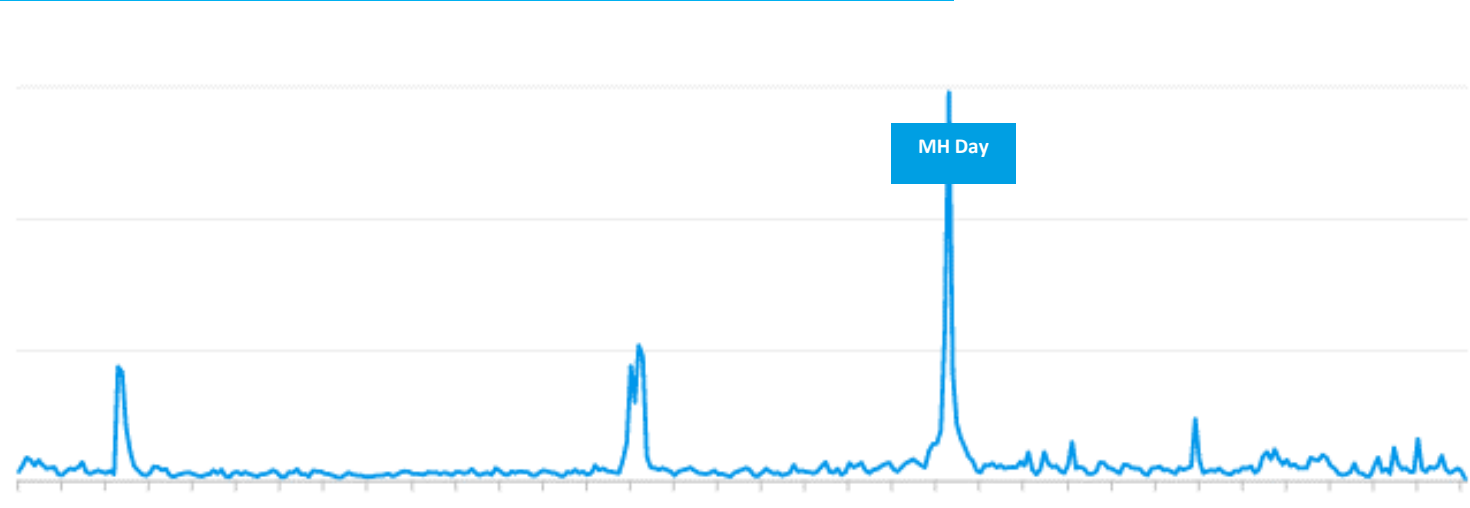




The MH Day effect at global level.

**MH Day is the biggest driver of attention for MHH at the global level.
MH Day pushes back societal taboos and stigma, increases the political
relevance and catalyses action for the issue.**

Global online news media coverage (similar for social media)



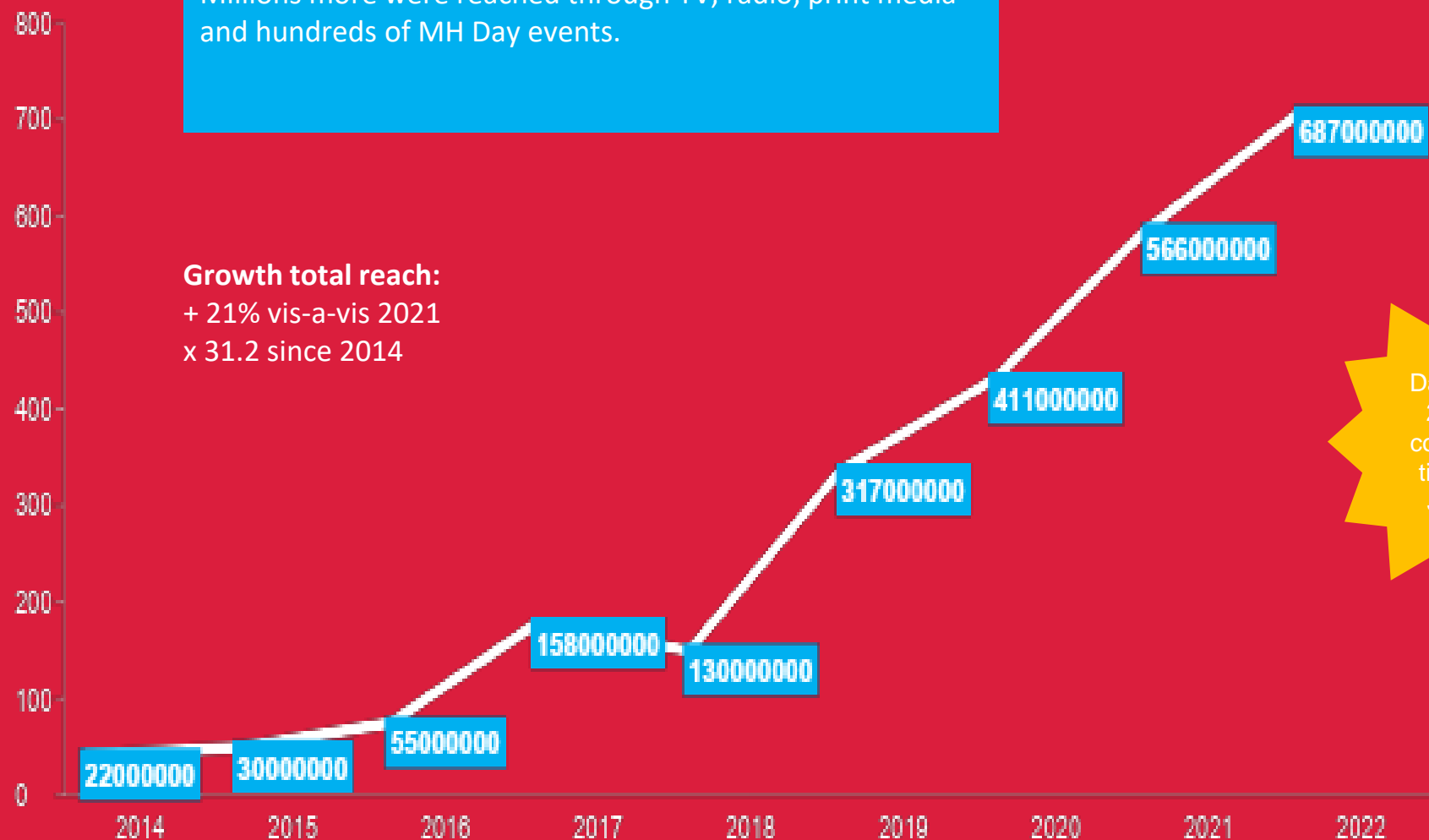
October 2021

MH Day

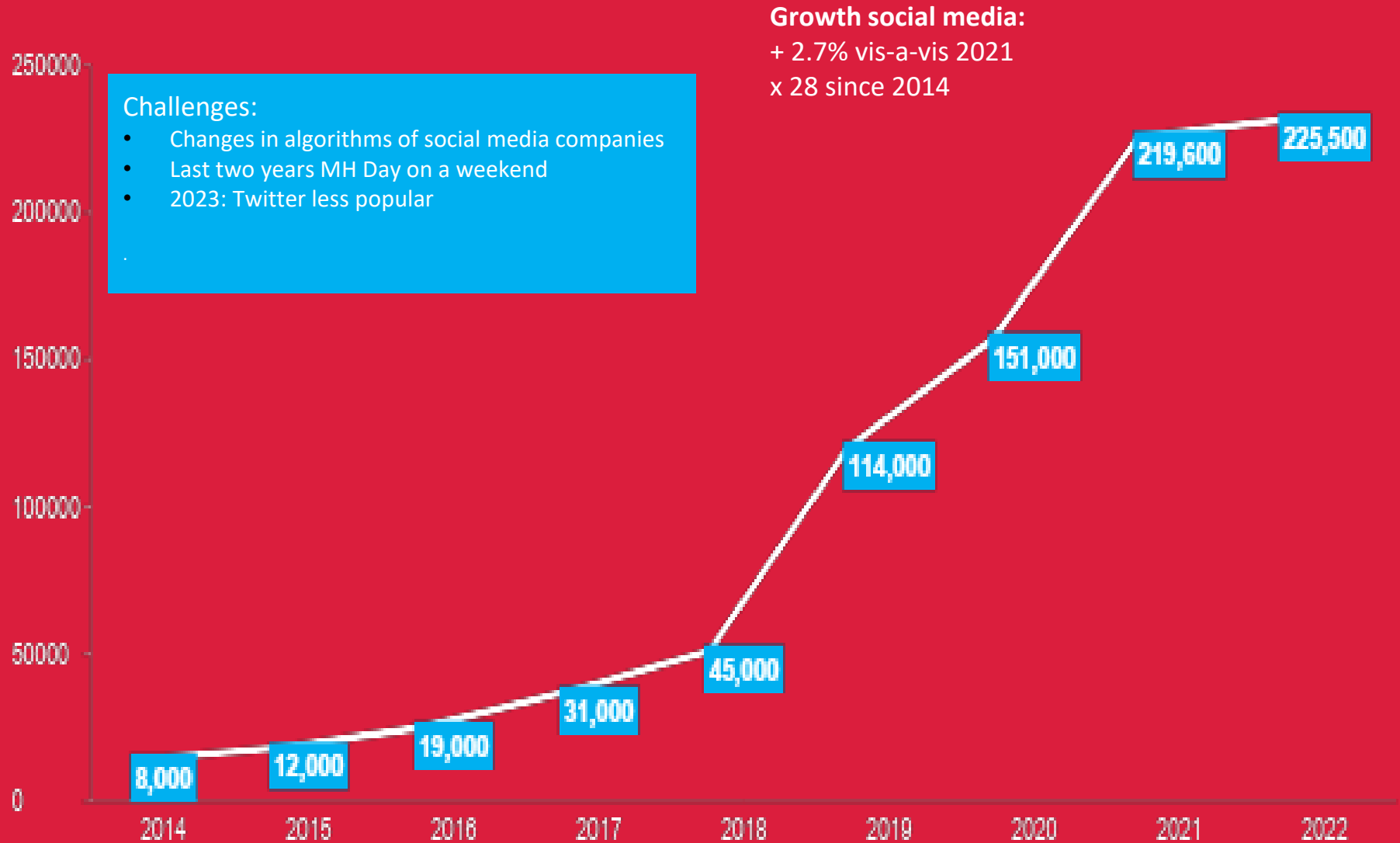
October 2022

Total campaign reach

In the last 4 years, MH day reached close to 2 billion people! Millions more were reached through TV, radio, print media and hundreds of MH Day events.



Social media contributions



Top 30 countries - social media contributions

2022 top 30		% of total	no. of contributions	change vs 2021 in %			% of total	no. Of contributions	change vs 2021 in %
1	India	13.61	30,613	-10%	16	Cameroon	0.86	1,930	+23%
2	United States	11.41	25,667	+/-0%	17	Rwanda	0.84	1,894	n/a*
3	Kenya	10.42	23,437	+3%	18	Switzerland	0.59	1,330	+7%
4	Uganda	9.97	22,443	+86%	19	Australia	0.55	1,237	-25%
5	Nigeria	7.02	15,799	-21%	20	Sri Lanka	0.52	1,174	n/a*
6	United Kingdom	4.72	10,622	-19%	21	Mexico	0.51	1,147	-10%
7	Germany	3.72	8,360	+266%	22	Denmark	0.51	1,145	n/a*
8	Ghana	3.10	6,979	+32%	23	Zambia	0.50	1,121	+22%
9	Canada	3.04	6,850	-14%	24	Spain	0.49	1,113	-45%
10	South Africa	1.49	3,349	-31%	25	Brazil	0.49	1,098	-23%
11	Zimbabwe	1.32	2,971	-13%	26	Gambia	0.40	908	n/a*
12	France	1.24	2,794	-55%	27	Pakistan	0.38	853	-27%
13	Tunisia	1.17	2,642	+60%	28	Nepal	0.37	826	-29%
14	Tanzania	1.17	2,629	-33%	29	Netherlands	0.32	726	-30%
15	Philippines	1.00	2,251	n/a*	30	Japan	0.32	710	-52%
					Top 30 total		82.05	184,619	-6.5%
					Global total			225,000	+2.7%

Africa most active continent!

*We don't have individual country data for countries that were not in the top 30 in the previous year and thus can't measure the change between 2021 and 2022.

Insights

- Global campaign + local partner expertise
 - Professional tracking tool to analyse the big data to see trends and patterns
- > Adapt the MH Day campaign each year
- > Starting 2023 MH Day Academy
(for and with partners)

UNICEF Laos



**MYTH
OR
TRUTH ?**
MENSTRUAL
HYGIENE DAY

**Periods should
not be Spoken
about.**

birdi SRHR Hivos

**MYTH
OR
TRUTH ?**
MENSTRUAL
HYGIENE DAY

**Once a Girl gets
her **Period**, She is
ready to get Married.**

birdi SRHR Hivos

**MYTH
OR
TRUTH ?**
MENSTRUAL
HYGIENE DAY

**Menstruation
is **Dirty**.**

birdi SRHR Hivos

SRHR ALLIANCE

Menstrual Hygiene Day 2023

Twitter Space

THEME
Menstrual Health: An entry point into understanding SRHR.

#MHD2023 | #WeAreCommitted
#HealthyPeriods4Her

DATE: 31/05/2023
TIME: 6PM - 7PM

MODERATOR
OLIVIA KUMUCISHA

KEYNOTE SPEAKER
OLGA DAPHYNNY NAMUKUZA
EC PROGRAM MANAGER
ACA KIAN FOUNDATION, UGANDA

PANELISTS


ESTHER BIRUNGI
FOUNDER
BIRUNGI CHARITIES

DOREEN NAKIBUULE
PROGRAMS OFFICER
TUNAWEEZA FOUNDATION

HAKIM KAYONGA
YCC
SRHR ALLIANCE UGANDA

Better for Kenya / Menstrual Equity Summit



“As influencers, let’s help normalize the  conversation, and let it be real! Together, let’s create an environment where every girl & woman can thrive without being limited by their periods. Empower a woman, and change a girl’s life!” @Femi_One



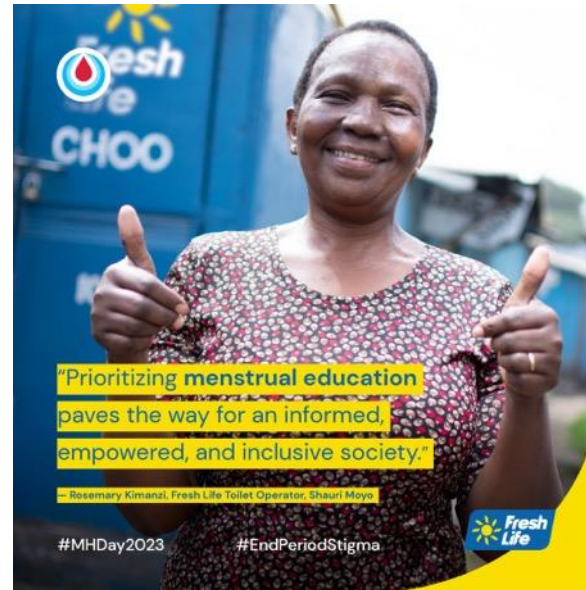
femi_one • Tunaifanyanga

Occupying the stage at the #MHMSummit in Laikipia County repping the @theoneforonefoundation, speaking about the role of influencers in pushing for equitable policies to end #periodpoverty #menstrualequitysummit 🇰🇪

Thank you @better4kenya for the opportunity

Edited · 1 w

Fresh Life Kenya







harnaazsandhu_03

3

Following



harnaazsandhu_03 Today is Menstrual Hygiene Day! Women and girls around the world continue to be excluded, stigmatised and kept from realising their full potential because of their periods. I'm wearing the Menstruation Bracelet - the global symbol for menstruation - to show that periods are normal and nothing to hide. Use the [#WeAreCommitted](#) to end period stigma and period poverty, [#MHD2023](#) and add your voices by posting your picture with the digital bracelet which you can get on [@menstrualhygieneday](#) website!

About this Menstrual bracelet - the Menstruation Bracelet is made in India. Every glass-bead is hand-



166,384 likes

MAY 28



Add a comment...

Post



Svenja Schulze

@SvenjaSchulze68

Weltweit werden noch viele Mädchen & Frauen wegen ihrer Menstruation stigmatisiert und ausgegrenzt, mit Folgen für Bildung, Gesundheit & Gleichberechtigung. Um das zu ändern, machen wir uns mit unseren Partnern für das Thema stark. [#MHD2023](#) [#WeAreCommitted](#)

[@venro_eV](#) [@WASHUnited](#)

[Translate Tweet](#)



Healthy DDevelopments and 9 others

Chhattisgarh government, UNICEF, Alliance for Behaviour change





Thank you @TS_SinghDeo Health Minister of Chhattisgarh for the support to #RedDotChallenge #CGForPeriods @UNICEFIndia



Menstruation is Normal
Chhattisgarh is committed to:

Ending period stigma

Having open conversations around periods

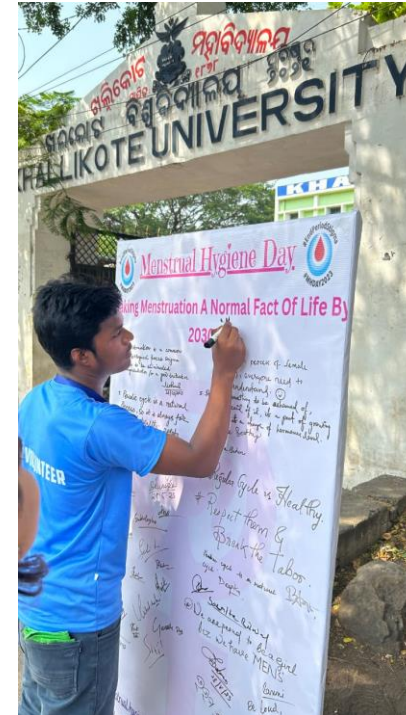
Educating boys & girls about periods

Increasing male support during periods

Providing nutritious diet during periods

unicef for every child
#CGForPeriods

PMNDAY2023



विश्व मासिक धर्म स्वच्छता दिवस पर जागरूकता कार्यक्रम

'पीरियड से जुड़ी भ्रांतियों और मिथकों को दूर करने की आवश्यकता'

पत्रिका न्यूज नेटवर्क
patrika.com

राजगढ़, विश्व मासिक धर्म स्वच्छता दिवस पर किशोरियों और महिलाओं को महावारी के दौरान स्वच्छता का खयाल रखने के प्रति जागरूक किया। विश्व में 28 मई को विश्व मासिक धर्म स्वच्छता दिवस प्रतिवर्ष मनाया जाता है। इस अवसर पर रविवार को अहिंसा वेलफेयर सोसायटी एवं चाइल्डलाइन की टीम द्वारा तत्कालीन क्षेत्र के 5 गांव में किशोरी बालिकाओं के साथ जागरूकता कार्यक्रम किया। जिसमें पीरियड से जुड़ी भ्रांतियों को दूर करने की कोशिश की गई।



अहिंसा के कार्यकर्ता एवं किशोरियों द्वारा हथेली पर लाल निशान लगाकर समाज में संदेश दिया।

किशोरियां कई जरूरी चीजों से अज्ञान

टीम द्वारा किशोरियों को बताया कि आज के इस हाईटेक दौर में भी गांव ही नहीं बल्कि शहरों में भी कई किशोरियां मासिक धर्म से जुड़ी कई जरूरी चीजों से अनजान हैं। जिसकी वजह से उनके द्वारा बरती गई थोड़ी सी लापरवाही भी संक्रमण का कारण बन जाती है। साथ ही मासिक धर्म से जुड़ी समस्याएं, समाधान एवं व्यक्तिगत स्वच्छता पर चर्चा की। टीम द्वारा बताया कि समाज में महावारी यानी पीरियड से जुड़ी भ्रांतियों और मिथकों को हटाकर हम सभी को नए समाज का निर्माण करना है। जहां किशोरियां एवं महिलाएं अपनी इन बातों को खुलकर

कहने में अपनी परेशानी बताने में संकोच ना करें। इसको लेकर सभी को जागरूक और संवेदनशील होने की जरूरत है। साथ ही अहिंसा के कार्यकर्ता एवं किशोरियों द्वारा हथेली पर लाल निशान लगाकर संदेश दिया कि यहां विषय स्वास्थ्य से जुड़ा हुआ है, न कि शर्म से। यहां एक सामान्य शारीरिक प्रक्रिया है। इस पर बात करना और जागरूकता लाना अनिवार्य है। गौरतलब है कि हर महिलाओं को दर्द, तनाव, हिचक और कई भ्रांतियों से गुजरना पड़ता है जबकि उन 5 दिनों में उन्हें आराम और सुख रहने की जरूरत होती है।

Date: 29/05/2023, Edition: Rajgad, Page: 4
Source : <https://epaper.patrika.com/>



प्लास्टिक मुक्त दिवस पर स्वच्छताग्रहियों ने आयोजित की जागरूकता गतिविधि



बलरामपुर। स्वच्छ भारत मिशन ग्रामीण अंतर्गत अंतर्राष्ट्रीय एकल प्लास्टिक मुक्त दिवस के अवसर पर कलेक्टर श्री रिमिजिबुस एक्का के नेतृत्व एवं जिला पंचायत के मुख्य कार्यपालन अधिकारी श्रीमती रेना जमोल के मार्गदर्शन में जिले की

विभिन्न ग्राम पंचायतों में सिंगल यूज प्लास्टिक के प्रतिबंध हेतु जागरूकता गतिविधियों का आयोजन किया गया। ग्रामीणों को सिंगल यूज प्लास्टिक के जीवन पर पड़ने वाले दुष्परिणाम को रैली, रंगोली, नारा, लेखन एवं सिंगल यूज प्लास्टिक की शिक्षा मांगकर स्वच्छताग्रहियों ने ग्रामीण अंचलों में जागरूकता अभियान चलाया। जनपद पंचायत शंकरगढ़ के ग्राम महुआडीह, जनपद पंचायत वाइफनगर के ग्राम पंचायत करमडीहा में स्वच्छताग्रही महिलाओं ने जागरूकता रैली निकाल कर, घर-घर से प्लास्टिक की शिक्षा लेकर लोगों को जागरूक किया। साथ ही ग्राम पंचायत के सरपंच सचिव वार्ड पंचों के साथ ग्रामीणों ने प्लास्टिक मुक्त ग्राम बनाने हेतु ब्लॉक समन्वयक एवं अन्य लोगों ने शपथ ली।

Bharat 24- ... @Bharat24... · May 28

विश्व मासिक धर्म दिवस के अवसर पर थाना प्रभारी रजनी सिंह चौहान ने एन.जी.ओ. ग्रामीण स्वावलंबन समिति के साथ मासिक धर्म स्वच्छता के बारे में महिलाओं बालिकाओं को मासिक धर्म स्वच्छता के बारे में जानकारी दी

#Niwari #Bharat24Digital
@vlogwdakhilesh @PoliceNiwari
[Show this thread](#)



www.menstrualhygieneday.org

Contact: ina@menstrualhygieneday.org



Open forum

Closing Remarks



Ina Jurga

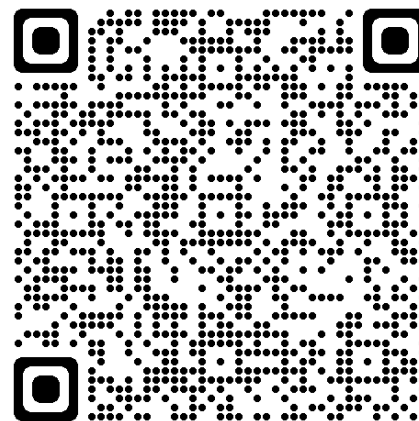
International Coordinator
Menstrual Hygiene Day

WinS Network membership

You are invited to join the WinS Network by filling out the [member registration form](#). You will receive updates on WinS Network activities and can contribute to the Network's activities.



BECOME PART
OF THE WinS NETWORK!



Scan to access the member registration form



Thanks for your attention!

You may contact us at

winsnetwork@giz.de

