



28 May
**MENSTRUAL
HYGIENE DAY**

Social Media Toolkit

Starting the conversation about menstruation – online!



#MenstruationMatters

Content:

1. Background information
2. Content for Facebook, Google +, YouTube
3. Instagram, Pinterest, Tumblr
4. Twitter



1. Background information

Why a 'Menstrual Hygiene Day'?

Menstrual Hygiene Day was created to publicly recognize the right of women to hygienically manage their menstruation wherever they are. By acknowledging that menstruation is a normal human process and a sign of good health, Menstrual Hygiene Day confronts the stigmas attached to menstruation with collective advocacy, education and action.

What does 'Menstrual Hygiene Day' want to achieve?

Menstrual Hygiene Day aims to help break the silence and raise awareness about the importance of menstrual hygiene management. The long-term goal is to have Menstrual Hygiene Day become an official UN Day by year 2020.

Who supports 'Menstrual Hygiene Day'?

MH Day has brought together over 80 partners from social businesses, NGOs, advocates, academia and other influential sectors.

When is 'Menstrual Hygiene Day'?

Menstrual Hygiene Day is on **May 28th** and will be celebrated in 2014 for the first time. The number 28 refers to the average days of the menstrual cycle, and 5 refers to the average amount of days a woman or girl experiences menstruation in a month.

What will happen on 'Menstrual Hygiene Day'?

From small villages to big cities, Menstrual Hygiene Day will be celebrated in places such as Berlin, Delhi, Kathmandu, Nairobi and more, with exhibitions, meetings and trainings.

Want to know more?

Visit www.menstrualhygieneday.org

The slogan for 2014 is

“Let’s start the conversation about menstruation“

Let’s raise awareness and create a buzz around MENSTRUATION and MENSTRUAL HYGIENE DAY using social media!



2. Content for Facebook, Google +, YouTube

Articles / Blogs:

- Rose George on Mosaic: "Blood Speaks": <http://mosaicscience.com/story/blood-speaks>
- Natasha Khan and Ketaki Gokhale in Bloomberg: "No menstrual hygiene for Indian women holds economy back": <http://www.bloomberg.com/news/2013-07-24/no-menstrual-hygiene-for-indian-women-holds-economy-back.html>
- Leonie Taylor in Think Africa Press: "No Pads, No School: Girls' Education Going Down the Toilet" <http://thinkafricapress.com/health/girls-education-threatened-lack-sanitary-facilities>
- Caroline Marohasy, Menstrual sanitation is not just a 'lady issue' <http://newint.org/blog/2013/07/25/menstrual-sanitation-development-education/#sthash.lj8PaO0z.dpuf>

Videos

- Nancy Muller of PATH on the importance of safe, low-cost sanitary pads TED Talk: <https://www.youtube.com/watch?v=12ii9sPaX1w&utm>
- Diana Fabianova, Director of "The Moon Inside You" & "Monthlies" TED Talk (make sure to set it to English subtitles): <https://www.youtube.com/watch?v=jH1sh7aU-mk>
- UNICEF, "Hygiene is very important during menstruation" (in Hindi): <http://www.healthphone.org/ammaji/menstrual-hygiene.htm>
- Menstrupedia "The Beauty of Red": <https://www.youtube.com/watch?v=qf4TulXdNXY>
- Menstrual Man's invention: <http://vimeo.com/51889563>
- "Puberty is Not a Problem to Be Solved: Empowering Girls to Succeed at School", Always Global Puberty Education Program <http://buff.ly/1eJKCNo>
- "Join She28", SHEnterprises: <https://www.youtube.com/watch?v=EKmt7PwYPCY>
- "The Goalkeeper", Plan Australia <http://vimeo.com/72879659>

Resources / Books:

- "Menstrual Hygiene Matters", WaterAid, 2012 <http://www.wateraid.org/what-we-do/our-approach/research-and-publications/view-publication?id=02309d73-8e41-4d04-b2ef-6641f6616a4f>
- "Puberty Education and Menstrual Hygiene Management", UNESCO, 2014 <http://unesdoc.unesco.org/images/0022/002267/226792e.pdf>
- Anita Diamant, "The Red Tent" <http://www.amazon.com/The-Red-Tent-A-Novel/dp/0312427298>
- "Flow - The Cultural History of Menstruation" <http://buff.ly/ZBShpw>
- Chris Bobel, "New Blood: Third Wave Feminism and the Politics of Menstruation" <http://buff.ly/1kILwNw>
- Museum of Menstruation and Women's Health (virtual): <http://www.mum.org>

Blogs:

SMCR's Re:cycling <http://menstruationresearch.org/blog/>

Menstrupedia <http://menstrupedia.com/blog/>



3. Content for Instagram, Pinterest, Tumblr

FOLLOW: <http://instagram.com/washunited>
<http://www.pinterest.com/washunited/menstruationmatters-mhm/>
<http://wash-united-may-menstravaganza.tumblr.com>

USE TAGS: **#MenstruationMatters #MHDay**

Images:

- Please see our #MenstruationMatters Pinterest board and feel free to share the images you find there: <http://www.pinterest.com/washunited/menstruationmatters-mhm/>

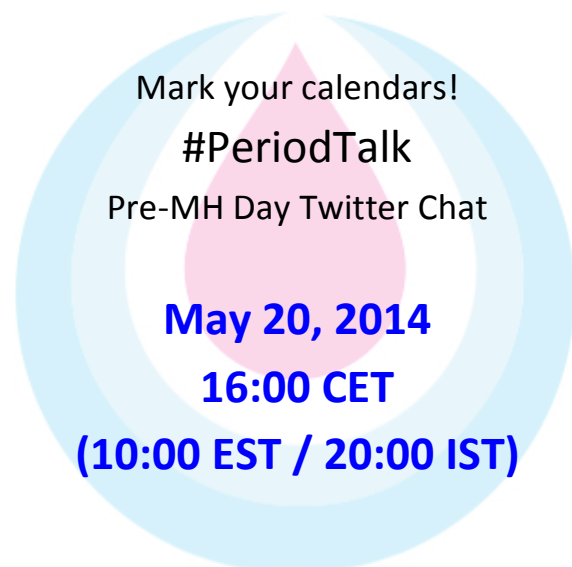


4. Content for Twitter

Hashtags to use in your Tweets:

#MenstruationMatters

- #MHDay
- #MHM
- #MenstrualHygiene
- #WomenAndGirls
- #PeriodTalk





Suggested Tweets to post from May 1 – May 28:

1. #MenstruationMatters b/c it is a part of every #WomenandGirls life. Join us & help #EndTheSilence for #MenstrualHygiene Day on May 28!
2. #MenstruationMatters b/c it is a vital sign of the reproductive process & should not be something to be ashamed about www.menstrualhygieneday.org
3. #MenstruationMatters b/c it lets every girl and woman know that they are healthy & capable of reproducing. Why the #MenstrualTaboo then?
4. The 1st-ever #MenstrualHygiene Day is on May 28. #MenstruationMatters b/c the average female will menstruate for 3,000 days in her life!
5. The 1st-ever #MenstrualHygiene Day is on May 28. How will you celebrate? www.menstrualhygieneday.org #MenstruationMatters
6. #MenstruationMatters in so many ways. Why does menstruation and #MenstrualHygiene matter to you?
7. Menstruation should not be shameful. It is a sign of a beautiful, healthy woman! Celebrate #MHDay on May 28! #MenstruationMatters
8. Girls experience stress, shame, confusion & fear due to a lack of knowledge & inability to manage their periods. #MenstruationMatters
9. Many girls know nothing about menstruation or menstrual hygiene until it starts. Let's advocate & educate that "#MenstruationMatters"!
10. A sanitary towel is a basic yet unaffordable need for a rural girl. #MenstrualHygiene Day, set for May 28, recognizes these basic needs.
11. Worldwide, poor performance & school dropouts among rural girls can be due to a lack of sanitary towels #MenstruationMatters #MHM #MHDay
12. NGOs & social businesses are making enormous progress on delivering #MenstrualHygiene education. www.menstrualhygieneday.org/partner #MenstruationMatters
13. What do #WomenAndGirls use when they do not have access to affordable, hygienic & safe sanitary materials? #MenstruationMatters #MHM
14. There's a #MenstrualHygiene Day #PeriodTalk #Twitterchat on May 20, 10AM EST / 16:00 CET / 20:00 IST to discuss why #MenstruationMatters!
15. Join the global #Twitterchat on #MenstrualHygiene / #MenstruationMatters on May 20, (10AM EST / 16:00 CET / 20:00 IST) following #PeriodTalk

