

Simultaneous Translation | Traduction simultanée



- 1 Connect to the WiFi network
- 2 In the Google Chrome web browser, enter the URL "**interpret.world**"
- 3 Plug-in your headphones, enter the event token
- 4 Choose your language
- 5 Then select 'Go to my Session' and enjoy!



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- 3 Branchez vos écouteurs et saisissez le code (token) de l'événement
- 4 Cliquez sur "To My Session!"
- 5 Sélectionnez votre langue

Event Token /
L'identifiant de
l'événement :
canwach20



CanWaCH
Canadian Partnership for
Women and Children's Health

CanSFE
Partenariat canadien pour
la santé des femmes et des enfants

Canada

CanWaCH

Canadian Partnership for
Women and Children's Health



CanSFE

Partenariat canadien pour
la santé des femmes et des enfants

Mobilizing for Menstrual Hygiene Day

Se mobiliser pour la journée mondiale de l'hygiène menstruelle



United Way
Lower Mainland



femme
INTERNATIONAL



period
promise

le 6 mai | May, 6 2020

Canada

CanWaCH.ca | CanSFE.ca

Simultaneous Translation



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Zoom Features | Caractéristiques Zoom

- **Chat:** under the 'more' section there is a chat function, please use this if you have any technical difficulties and we will be happy to assist you. Tina LaRoche (Technical Support) is available to help.
- **Q&A:** you can also submit anonymous questions during the presentation using the Q&A button in the bottom middle bar on Zoom.
- **Clavardage :** dans la barre du bas, il y a une fonction de clavardage (chat). Veuillez l'utiliser si vous éprouvez des difficultés techniques et nous nous ferons un plaisir de vous aider. Tina LaRoche (assistance technique) est là pour vous aider.
- **Période de questions :** vous pouvez envoyer une question de façon anonyme pendant la présentation en utilisant l'icône Q&A dans la barre du bas sur Zoom.



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Agenda | Programme

1. **Ina Jurga** - WASH United, MH Day 2020
2. **Florence Akara** and **Jennifer Rubli** - Femme International, MH Day 2020
3. **Nikki Hill** and **Neal Adolph** - United Way's Period Promise Campaign, Mobilization for the Menstrual Movement
4. Q&A

1. **Ina Jurga** - WASH United, Journée de l'hygiène menstruelle 2020
2. **Florence Akara** et **Jennifer Rubli** - Femme International, Journée de l'hygiène menstruelle 2020
3. **Nikki Hill** et **Neal Adolph** - United Way's Period Promise Campaign,
4. Période de questions



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le 6 mai | May, 6 2020

Ina Jurga

International Coordinator Menstrual
Hygiene Day, Head of Behaviour
Change Communication, WASH
United



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le 6 mai | May, 6 2020

PERIODS DON'T STOP FOR PANDEMICS. NEITHER WILL WE.

**MH DAY 2020 IS
HAPPENING. PERIOD.**



WHAT has been achieved in 2019 => see previous webinar

ADJUSTMENTS

HOW you can participate

MATERIALS

Theme of 2020:
#ItsTimeForAction
(#PeriodsInPandemics)



How the Coronavirus Pandemic made us adjust the plans

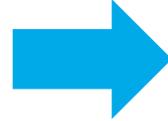
Almost no on-the-ground events



Let's be creative and campaign online like crazy

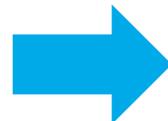
#ItsTimeForAction

Asking governments, donors and partners to share their actions and commitments



- Engage governments on a easily level through the Menstruation Bracelet (Video /livestremshow) and follow up with them later
- No new commiments for 2020 under the Action 4 MH Education

Media & Government attention will be on corona/ Covid-19



Corona as a “troyan horse” to engage Illustrations/infographic



THE MENSTRUATION BRACELET

This year, we want to establish the Menstruation Bracelet as a simple yet powerful symbol for menstruation and MH Day.

The Menstruation Bracelet consists of 28 beads 5 of which are red (28 = average duration of the cycle; 5 = average days of bleeding).



Girl from Nepal



Young activists from Ghana



Women Deliver CEO Katja Iversen

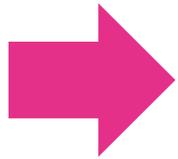


Canadian Minister of Foreign Affairs François-Philippe Champagne with WASH United CEO Thorsten Kiefer

- ✓ By wearing the Menstruation Bracelet, you set a sign.
- ✓ By wearing the bracelet, you show that periods are nothing to hide.
- ✓ By wearing the bracelet, you help to end period stigma.
- ✓ On MH Day and every day.



Supermodel Natalia Vodianova



Help break the silence by wearing the MH Day bracelet and sharing your picture on social media on MH Day

Get key government decision makers and other opinion makers to stand up for MHM and do the same!

Build the Double Gifs Publish your post on 28 May on your social media channels using #ItsTimeForAction #MHDAY2020



The Menstruation Bracelet made out of beads



Super-low cost but beautiful: bracelet made from paper



Made from fabric



Painted



The most solution if you need large numbers: a piece of red or pink string (That won't have 28 beads obviously, but it's okay)



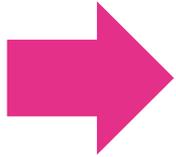
<https://menstrualhygieneday.org/materials/braceletguide/>



BE PART OF THE GLOBAL CAMPAIGN VIDEO!



In the video, MH Day partners will be appearing next to high level decision makers and everyone will be wearing the Menstruation Bracelet and set a sign to create a world where menstruation is just a normal fact of life by 2030.



Step 1:
Make a Menstruation Bracelet.

Step 2:
Record a short video. The video should show you and/or a group of people wearing the Menstruation Bracelet and saying a short message.

Your short message should be about the change you want to see for ALL women and girls, everywhere.

And it should not be longer than 1 sentence!

End your video message by holding up the Menstruation Bracelet saying “It’s time for action!”.

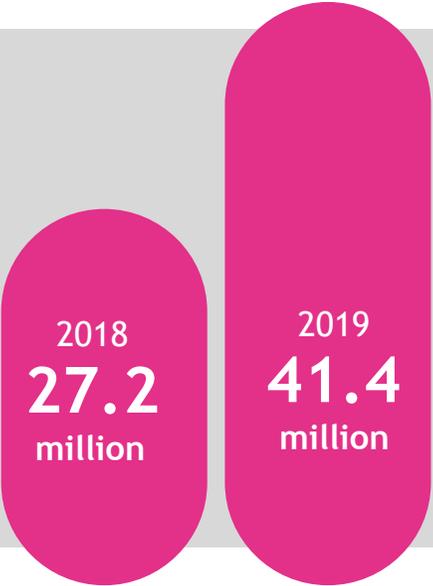
Step 3: Send us your video by 14 May.



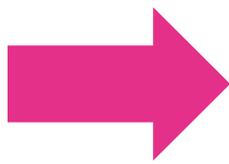
<https://menstrualhygieneday.org/materials/2020crowdsourcedvideo/>



MH Day initiated the #Action4MHEducation initiative to promote accountability, enable advocacy and catalyse action on education on menstruation.



In 2018, the 310 participating organisations educated 27.2 million girls on MHM. For 2019, they committed to educating 41.4 million girls - an increase of 52%.



Organisation to share their education achievements for 2019

<https://menstrualhygieneday.org/events-3/action4mheducation2020/>

CAMPAIGN MATERIALS

Campaign materials

Most exciting set of campaign materials yet

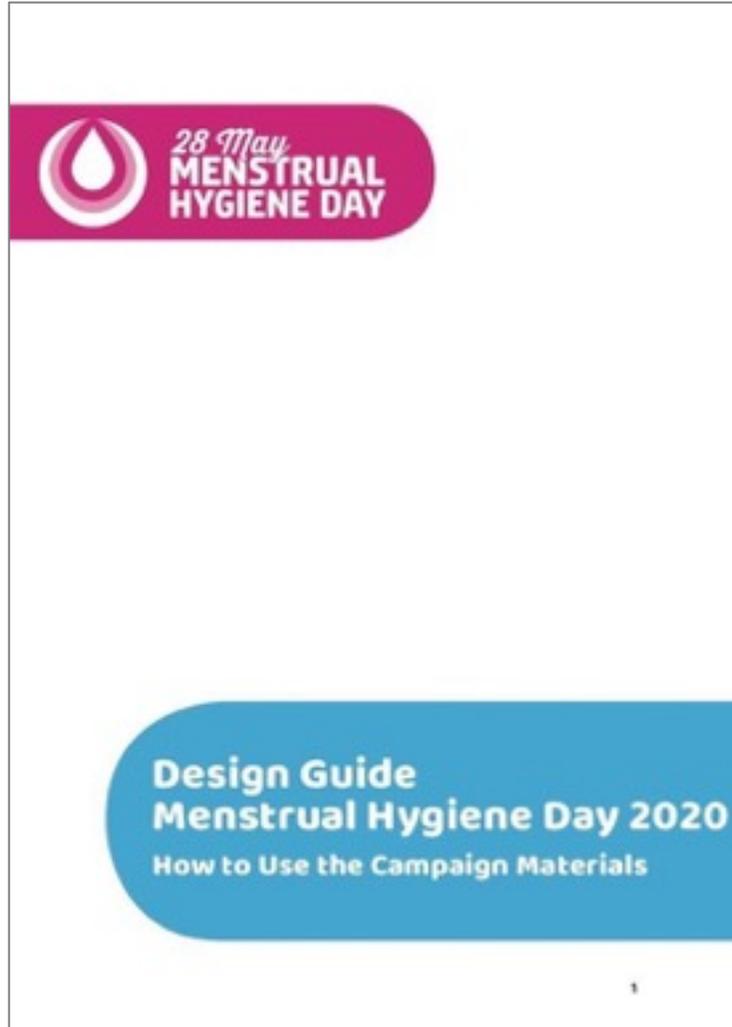
We work with a team of **3 female artists** who will create the most powerful and diverse set of MH Day campaign materials yet. All materials will be available in English, French, Spanish and Arabic. As last year, you will be able to co-brand materials and create your own headlines using templates.

**Illustration/ Infosniplets
Corona & MHH**



Ready next week!

Design System

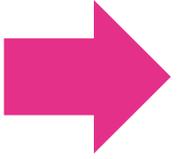


And of course if you want to create your own MH Day materials, you can use the MH Day design system to do so!



<https://menstrualhygieneday.org/materials/mh-day-logo/>

Our ask



Let's make an even bigger splash on social media!

Alignment and consistency of hashtag use is critical to maximise campaign pressure and reach.

- Always use the campaign hashtags **#ItsTimeforAction #MHDDay2020**
- Use the design system for creating own content

28 May - Global online live stream show



Presentations
Talks
Videos

Our ask

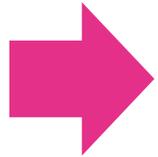


**Let us know if you want to be part of the show!
You can also bring your government partner into the global show!**

What we look for is great content & stories from the country & your commitments!



Your Campaigns & Events & Activities



Let us know your campaign plans.

<https://menstrualhygieneday.org/events-3/submit-an-event/>

We will share and also try to amplify as much as possible.

Menstrual Hygiene Month
01 May 2020

 The Global Shapers Community – New Delhi has a project called 'Let's Talk, Period' that focuses on creating awareness and action around sustainable menstruation. A part of the project we are organizing events all through May to create conversation around the aspect of sustainability around periods and why there is a need to start [...]

- **Organisation:** Global Shapers Community - New Delhi Hub
- **Event link:** <https://www.facebook.com/globalshapersnewdelhi/>

Menstruation and Our Lives
24 May 2020 16:00

 Webinar Series on Menstruation & different aspects of our lives. Menstrual Hygiene Month gives us an opportunity every year, to set aside some days to deep-dive into Menstruation, to unlearn myths & engage with evidence-based information & interventions. Sunday, 24th May, 2020. 4:00 pm to 7:30 pm • PCOS Nutrition • Healthy Menstrual Cycles • [...]

- **Organisation:** TheaCare: Women's Health Companion

<https://menstrualhygieneday.org/events-3/2020-events/>

MH Day 2020 in a nutshell:

Periods don't stop for pandemics. Neither will we! Together, we'll make the most of MH Day 2020 to keep up the momentum for MHM.

What we aim to achieve in 2020?

- Establish the MH Day bracelet as a global symbol for the day and the issue - just like the HIV/AIDS ribbon

What we offer:

- Most exciting and diverse set of campaign materials ever, including a global crowd-sourced campaign video
- Simple guides on how to use the bracelet
- Showcase MH Day online events / campaigns by partners
- Global MH Day live streaming event on MH Day



Questions & Ideas



Subscribe to our newsletter

<http://menstrualhygieneday.org/newsletter/>

Follow on social media

[FB: Menstrualhygieneday](#)

[Twitter: MHDday28May](#)

Stay in contact

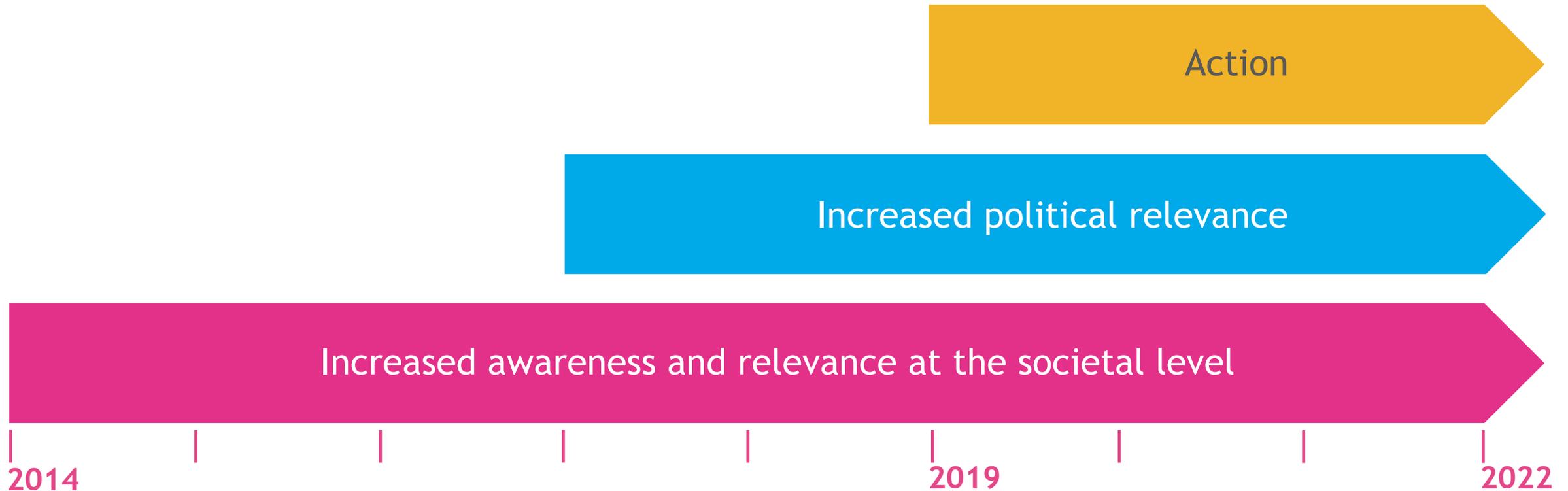
info@menstrualhygieneday.org

[g](#)

Ina.jurga@wash-united.org

From Societal Awareness -to Political Relevance - to Action

.



Together, we made MH Day more impactful than ever

	2018	2019	% Increase
On-the-ground events	503	724	44%
Contributions on social media	45,000	114,000	154%
Features in digital media	650	2,240	245%
People reached with positive messaging about menstruation	130 million	317 million	144%

I. Increased awareness and relevance at the societal level

- By the end of 2022, 1,000 on-the-ground events to raise awareness and advocate for action in 90 countries
- >250,000 contributions on social media
- >3,500 pieces of media coverage
- total reach of more than 500 million primarily young people

II. Increased political relevance

- By the end of 2022, to get at least 150 high-level decision makers (at least one per country in which MH Day events take place) to wear the bracelet, have their picture taken and publicly show their support for MHM.
- In the same time, get at least 200 social media influencers and celebrities to join and amplify the campaign.

III. Increasing Action and Investment in MHM

- MHM education: by 2022, organisations participating in the #Action4MHEducation initiative will collectively reach >70 million girls with MHM education annually;

Partnership

Since 2014, MH Day has grown into a global movement with more than 550 partner organisations most of which are from the global South. 31% of MH Day partners are from Sub-Saharan Africa and 28% from Asia. Key global MH Day partners include:





Florence Akara

Managing Director, Femme International

Jennifer Rubli

Research and M&E Coordinator , Femme International



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MH Day 2020

Journée de l'Hygiène Menstruelle 2020

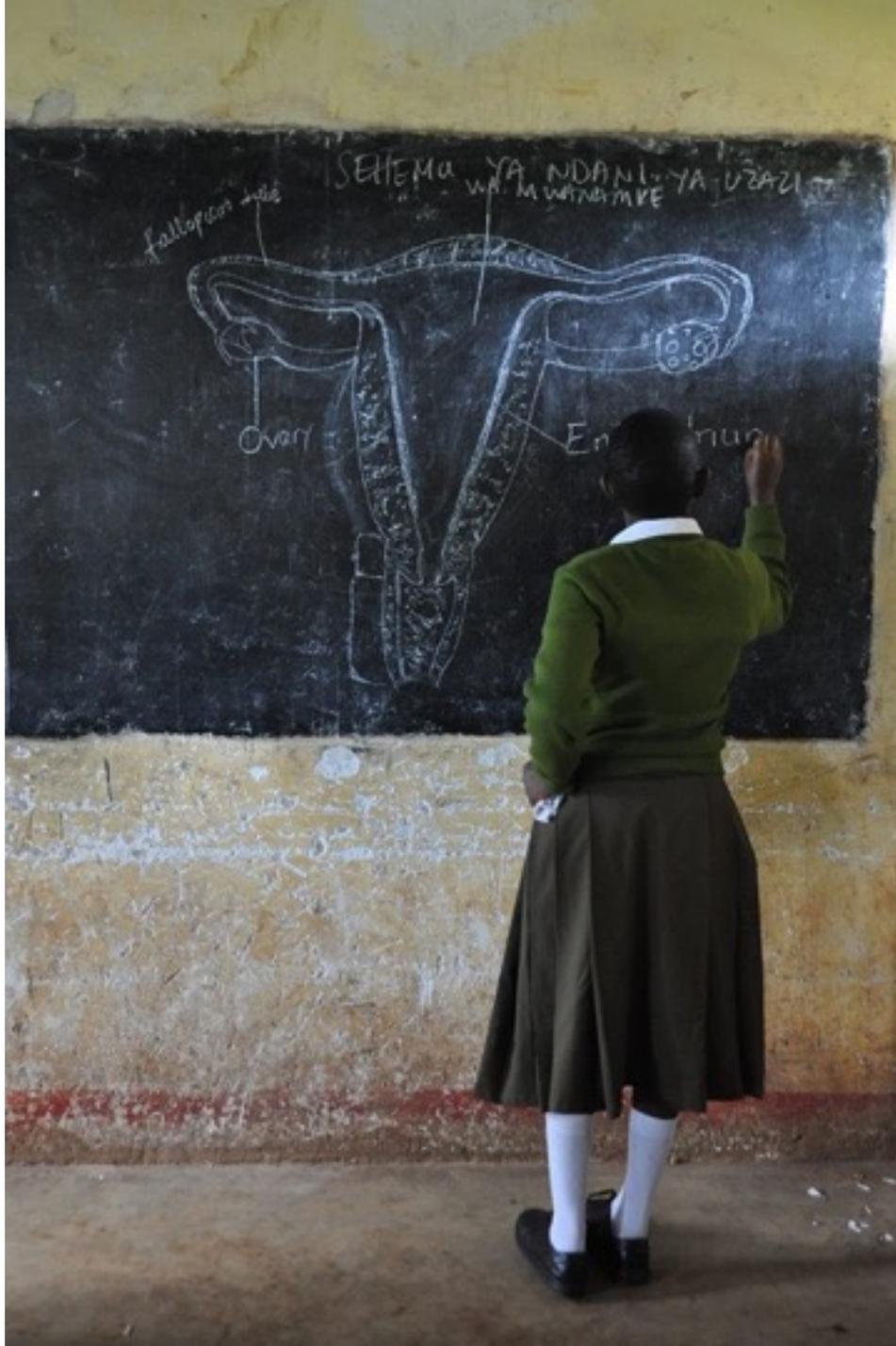
#periodsdontpauseforpandemics

Who We Are Qui Nous Sommes

- Menstrual health NGO/ONG santé menstruelle
- Kenya, Tanzania
- Education, conversation, distribution, research/
Éducation, conversation, distribution, recherche

**It's not rocket science. It's a
period.**

**Ce n'est pas sorcier, ce sont les
règles. Point.**



The Twaweza Programme

Le Programme Twaweza

- Education/Éducation
 - Fun, comprehensive workshops/ateliers d'éducation amusants et complets
 - Anatomy (internal and external), puberty, menstruation (what it is, the cycle, tracking, practices, products), PMS, pain management, SRH/Anatomie (interne et externe), puberté, menstruation (le cycle, le suivi, les pratiques, les produits), SPM (syndrome pré-menstruel), gestion de la douleur, SSR (Santé Sexuelle et Reproductrice)
- Conversation
 - Community-based/basé sur la communauté
 - Normalisation/normalisation
- Distribution
 - Femme Kit/Trousse Femme
 - Contains reusable menstrual product of choice/choix d'un produit menstruel réutilisable



The Twende Initiative

- Income-generating initiative to make menstruation more affordable and accessible/
Initiative produisant un revenu pour que les menstruations soient abordables et accessibles
- Networks of women/Réseaux de femmes
- Reusable menstrual products/produits menstruels réutilisables
- Payment plans/plans de paiement



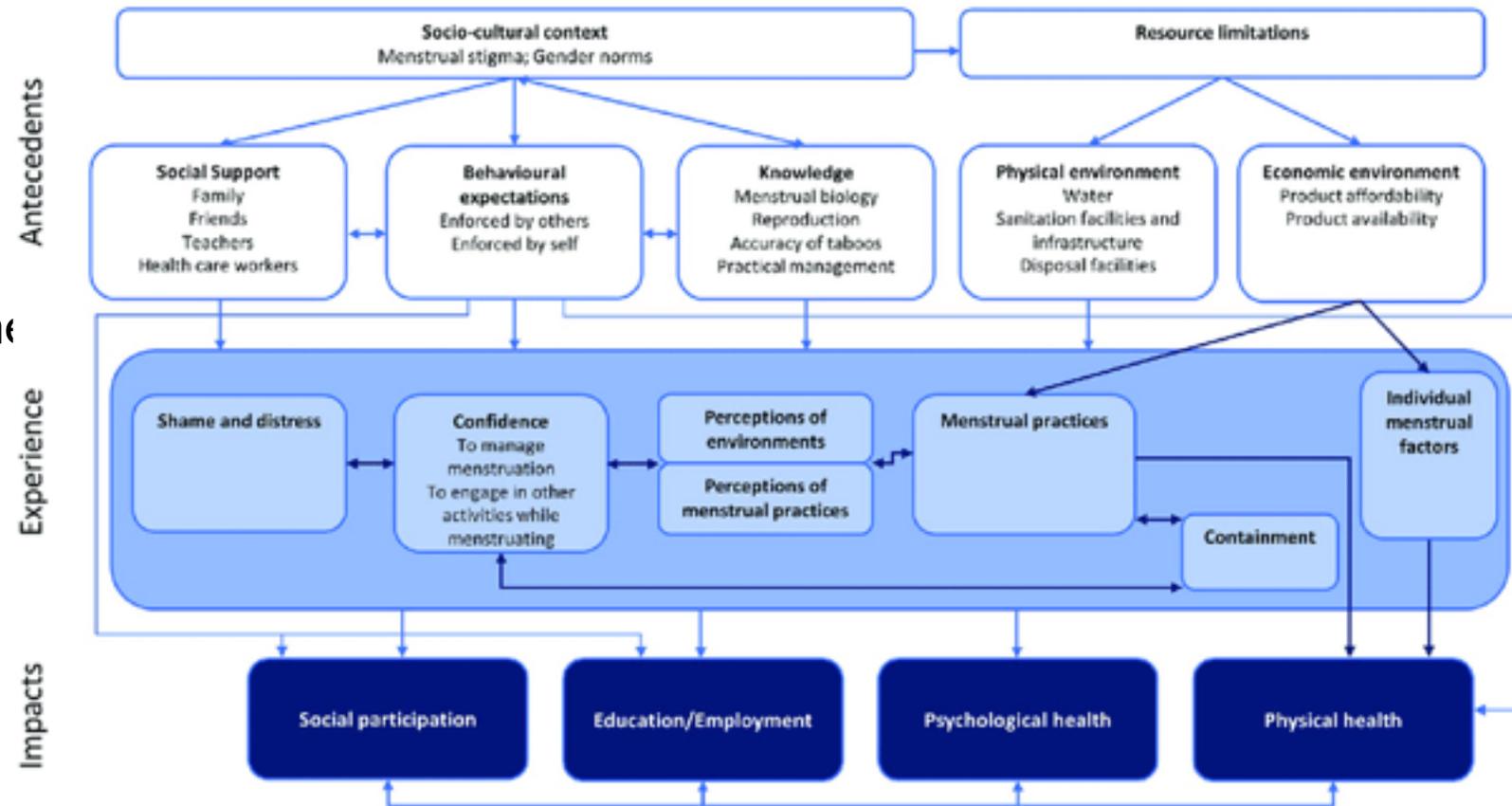
ClimateLaunchpad

Duke | unicef 
INNOVATION ACCELERATOR

 World Health
Organization
REGIONAL OFFICE FOR Africa

Research and M&E/ Recherche et Suivi et Évaluation

- Baseline data collection/
récolte de données pour
point de comparaison
- Programme impact
information/information
sur l'impact du programme
- M&E: theory of change,
logic model/Suivi &
Évaluation: théorie de
changement, modèle
logique
- Eastern and Southern
African Menstrual Health
Research Network



Integrated Model of Menstrual Experience/Modèle Intégré de l'Expérience Menstruelle (Hennegan et.al, 2019.)

Periods and Pandemics



- Pandemics exacerbate existing inequalities/ les pandémies aggravent les inégalités existantes
- Struggles will be amplified/ les épreuves sont amplifiées
- How to modify community-based programming/ comment modifier les programmes basés sur la communauté

#periodsdontpauseforpandemics

Translating Online Advocacy to Implementation



SUPPORT/
SOUTIEN



DONATIONS /
DONS



ADVOCACY AND
MOVEMENT-
BUILDING/
PROMOTION ET
DÉVELOPPEMEN
T DU
MOUVEMENT



LANGUAGE
MATTERS/
LE VOCABULAIRE
EST IMPORTANT





www.femmeinternational.org
info@femmeinternational.org



Nikki Hill

Principal, Earnscliffe Strategy Group
& Co-Chair of the United Way Period
Promise campaign



Neal Adolph

Director, CLC Labour
Participation, United Way of
the Lower Mainland



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period. promise

A United Way campaign.
Taking action, providing product.



United Way
Lower Mainland

PERIODS
ARE A FACT OF LIFE.



United Way of the Lower Mainland serves the needs of our local community and ignites the desire in everyone to improve this place we call home.

mobilize - collaborate - give

period.
promise



PERIODS ARE A FACT OF LIFE.



**period.
promise**



PERIODS
ARE A FACT OF LIFE.



We're building a movement.

period.
promise





Here's what we're doing

Collection drives to get product to agencies that serve vulnerable populations around the Lower Mainland and Fraser Valley.

Conducting research into the shape of period poverty across the province with funding from the Government of BC.

Working with unions, businesses, and government bodies of all sorts to change policy with our Policy Agreement.

Building a nimble Government Relations strategy that will produce wide-scale policy changes that support our vision.

PERIODS ARE A FACT OF LIFE.



bcfs

PERIOD.
THE MENSTRUAL MOVEMENT
at University of British Columbia

aisle

Vancity



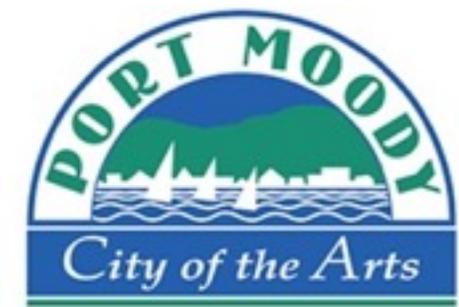
PERIODS ARE A FACT OF LIFE.



period.
promise



PERIODS ARE A FACT OF LIFE.



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ARE A FACT OF LIFE.



**period.
promise. C**
a

#PeriodPromis



e
Period
Promise



@uwlm



PERIODS
ARE A FACT OF LIFE.



Contact us.

Neal Adolph

Director, CLC Labour Participation
United Way of the Lower Mainland
neala@uwlm.ca

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Questions? / Des questions?



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Canada

le 29 avril | April 29, 2020

Connect with us!

Ina Jurga - ina.jurga@wash-uk.org

Florence Akara -
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Jennifer Rubli -
jennifer@femmeinternational.org

Nikki Hill - nikk@earnscliffe.ca

Neal Adolph - neala@uwlm.ca

Megan Aikens - maikens@canwach.ca

Contactez-nous!

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Stay tuned

Next Webinar Wednesday:

Keeping the Engine Running: Challenges in Non-Profit Operations during COVID-19

Wednesday, May 13, 2020

1:00 - 2:00 PM EDT

Restez à l'affût

Le prochain webinaire du mercredi :

Laisser le moteur en marche: les défis opérationnels des organisations à but non lucratif pendant la COVID-19

Mercredi 13 mai 2020

13 h – 14 h, HAE



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Thank you for joining us!
Merci de vous être joint(e) à nous!

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