A large group of young school children, both boys and girls, are smiling and looking towards the camera. They are wearing white short-sleeved shirts and blue and white striped neckties. The background is slightly blurred, showing more children and some greenery.

Menstrual Hygiene Day, May 28, 2019

USAID COMMUNICATIONS AND SOCIAL MEDIA TOOLKIT



28 May
**MENSTRUAL
HYGIENE DAY**

*This May 28, help us raise awareness for Menstrual Hygiene Day, and share how
#USAIDTransforms, one community at a time, by promoting improved menstrual hygiene
management for all women and girls.*

Why Menstrual Hygiene?

Every May 28, [Menstrual Hygiene Day](#) raises awareness and combats taboos associated with menstrual hygiene with the goal of enabling women and girls to achieve their full potential.

Globally, more than half of women are currently of reproductive age—and menstruation is a monthly reality. Yet all around the world, many women lack access to menstrual hygiene products or sanitation facilities, either due to limited availability or excessive cost. Myths and stigmas surrounding menstruation cause many women and girls to miss school or work or go into isolation. Women and men of all ages must be made aware of the importance of menstrual hygiene through an open dialogue and education at home and in school to foster engagement with this often unspoken issue.

The theme of Menstrual Hygiene Day 2019 – It's Time for Action – not only emphasizes the urgency of this public health issue, but also highlights the transformative power of improved menstrual hygiene to empower the world's women and girls and unlock their economic and educational opportunities.

USAID's Role



USAID's Role

Empowering women and girls and promoting gender equality are core operating principles of the U.S. Government Global Water Strategy and USAID Water and Development Plan. To alleviate a major constraint to women's and girls' participation in education and public life, USAID seeks to integrate menstrual hygiene management (MHM) interventions where practical and improve MHM in key settings, including schools.

USAID's work in this area includes creating educational resources, promoting the availability of MHM-related supplies, and destigmatizing menstrual hygiene. Strengthening MHM in communities also supports women's economic empowerment by decreasing absenteeism at work and in schools.

The provision of adequate and safe sanitation can promote women's and girls empowerment, which, in turn, contributes to the establishment of equality, and the erosion of long-standing discrimination and societal norms that reinforce traditional roles, prejudices, and expectations. USAID activities include promoting and providing supplies for MHM in households

and schools, and working with host governments to draft national MHM strategies.

To learn more about how USAID is going the extra mile to support improved MHM, visit our [Menstrual Hygiene Day 2019 resource collection](#) on Globalwaters.org.

Key Facts

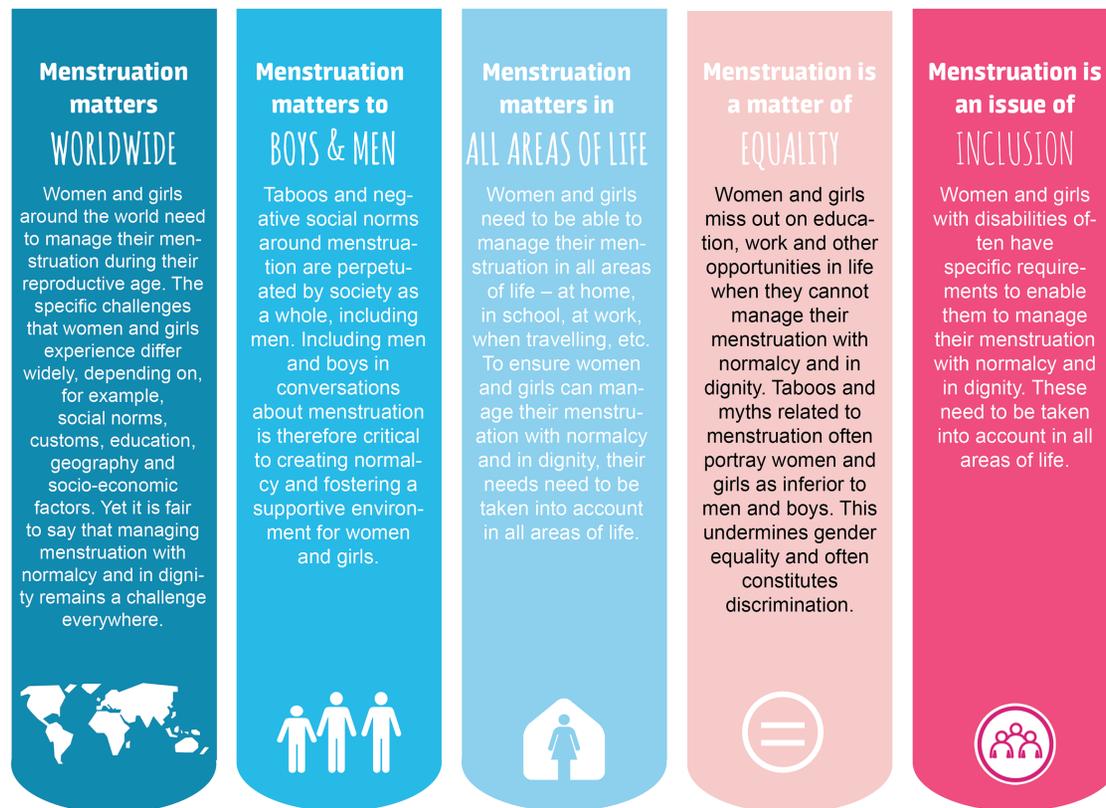


Key Facts

- Globally, about **52 percent** of the female population is of reproductive age. ([WaterAid](#)) However, menstruation is taboo to speak about and most pre-pubescent girls don't receive information about menstruation. Their first period can be frightening and confusing. ([McMahon, et. al](#))
- Starting from her first period, a girl will menstruate for a total of about **3,000 days** in her lifetime. During those 3,000 days, it is important that she has access to clean MHM material, private sanitation facilities, soap and water, and safe and convenient places for disposal of the management material. ([WASH United](#))
- During menstruation, women and girls can be more at risk of contracting infections like bacterial vaginosis, hepatitis B, and urinary tract infections. ([WaterAid](#))
- **2.3 billion people** do not have access to basic sanitation facilities such as toilets or latrines. This undermines the ability of women and girls to manage their periods with dignity at work, school, and home, and interrupts their work and study. ([WHO/UNICEF](#))
- The World Bank estimated that in the Philippines, absenteeism due to menstruation and lack of appropriate WASH facilities added up to over

13.8 million work day absences per year, with an economic loss of approximately \$13 million. ([NIH](#))

- In Bangladesh, 40 percent of girls reported missing school during menstruation for an average of 2.8 days per cycle. ([UNICEF/WHO](#))
- An estimated **500 million women and girls** lack adequate facilities for menstrual hygiene management. ([UNICEF](#))
- On average, a woman menstruates for about **seven years of her lifetime**. ([UNICEF](#))
- Access to private facilities with water and low-cost menstrual hygiene products is likely to reduce the rate of urogenital diseases in women. ([UNICEF](#))
- Disabled people face multiple barriers in not only accessing appropriate WASH services but also in managing and coping with menstruation. Repetitive, accessible MHM information and training must be provided to persons with intellectual impairments in order for them to better manage their menstruation more independently. ([Wilbur, et. al.](#))
- **Nearly 570 million children** globally lack basic drinking water service at school. Over 620 million children globally lack basic sanitation service at school. Over 850 million children globally lack basic hygiene service at school. Access to all three elements of WASH is critical for adequate MHM. ([UNICEF/WHO](#))



Source: Menstrual Hygiene Day 2019

How to Participate on Social Media



How to Participate on Social Media

Menstrual Hygiene Day 2019 is Tuesday, May 28. We encourage you to begin sharing content via social media on Tuesday, May 21.

The below sample social media messaging illustrates how #USAIDTransforms, one community at a time, using the transformative power of WASH to improve menstrual hygiene and quality of life for some of the world's most vulnerable women and girls. Please tag your posts with @USAIDWater, @USAIDGH, @MHDDay28May, and #MHDDay2019 to maximize audience reach, and feel free to repost content shared via key social media accounts listed below.

- **Key Twitter Handles:** [@USAID](#), [@USAIDWater](#), [@USAIDGH](#), [@MHDDay28May](#)
- **Key Facebook Accounts:** [USAID](#), [USAID Global Health](#), [Menstrual Hygiene Day](#)

- **Key Hashtags:** #MHDDay2019, #MenstruationMatters, #ItsTimeForAction, #NoMoreLimits, #USAIDTransforms, #MenstrualHygiene

Customize Your Own Social Media Content

Share how #USAIDTransforms a country or community. Customize the suggested social media below or create your own #USAIDTransforms pictogram in your local language using [our template](#).

Pictograms to Share



WATER AND DEVELOPMENT ALLIANCE



USAID TRANSFORMS

While the majority of the female population is of reproductive age, stigmas still prevent women and girls from having an open dialogue when it comes to periods.

Help spread the message that #MenstruationMatters.

Menstrual Hygiene Day
May 28



USAID WASH FOR HEALTHY GLOBAL COMMUNITIES



USAID TRANSFORMS

Social stigmas and limited access to menstrual hygiene products prevent millions of girls from going to school.

Help spread the message that #MenstruationMatters.

Menstrual Hygiene Day
May 28



FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

Half of schools in low-income countries lack adequate sanitation facilities that are critical to girls and female teachers managing their periods.

Help spread the message that #MenstruationMatters.

Menstrual Hygiene Day
May 28

USAID/KENYA



FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

Globally, 2.3 billion people lack basic sanitation services, which are essential to women and girls being able to manage their periods.

Help spread the message that #MenstruationMatters.

Menstrual Hygiene Day
May 28

WATER AND DEVELOPMENT ALLIANCE

[Click here to download full-size pictograms.](#)

Sample Tweets for #MHDDay2019



Share the messages below or create your own.

Sample Tweets for Menstrual Hygiene Day 2019

#ItsTimeForAction: Did you know May 28 is #MenstrualHygiene Day? Learn how @USAID is helping to spread the message that #MenstruationMatters <https://www.globalwaters.org/events/menstrual-hygiene-day-2019>

May 28 is #MHD2019! Learn how @USAID & partners are working towards empowering women & girls through efforts to improve water, sanitation, and hygiene #MenstruationMatters @USAIDGH 🌍🌍🌍 <https://www.globalwaters.org/events/menstrual-hygiene-day-2019>

How much do you know about #MenstrualHygiene? Help spread awareness and fight social stigmas about this vital issue that shapes the lives of women and girls. #MHD2019 #ItsTimeForAction #MenstruationMatters @USAIDWater

#MenstruationMatters: Curious to know more on how menstruation affects women & girls worldwide? 🌐🌐🌐 Catch up on the latest news and articles on the topic right in time for #MHDay on May 28.

<https://mailchi.mp/usaaid/water-currents-menstrual-hygiene-day-2019-may-23-2019?e=8998f1148f>

Social stigmas and limited access to menstrual hygiene products prevent millions of girls from going to school. #MenstruationMatters #MHDay2019 #ItsTimeForAction @USAIDWater @MHDay28May

May 28 is #MHDay2019. Help spread the message that #MenstruationMatters by having an open conversation today with someone you know about periods and social stigmas. @USAIDWater @MHDay28May

#DYK 300 million women & girls menstruate on any given day? For millions of these women & girls, their experience is fraught with difficulties.

@USAID integrates menstrual hygiene mgmt into its programming, recognizing that MHM is a vital part of the health & dignity of women & girls.

#MenstruationMatters Having the right facilities, products, & education can help women & girls manage their menstruation more effectively. Find out how @USAID is implementing all three components to normalize periods & influence norms & policies #MHDay <https://medium.com/usaid-global-waters/managing-menstruation-delivers-dignity-and-opportunity-750be6a8f1f6>

With @BeGirlOrg, @USAID in Ghana is addressing menstruation by focusing on girls, their parents, & male classmates. By providing products & education, girls felt more comfortable about their periods & attending class during their cycles. Want to learn more? #MenstruationMatters <https://medium.com/usaid-global-waters/managing-menstruation-delivers-dignity-and-opportunity-750be6a8f1f6>

An estimated 500 million women and girls lack adequate facilities for menstrual health management. #MenstruationMatters #MHDay2019 #ItsTimeForAction @USAIDWater @MHDDay28May

Sample Facebook Posts for #MHDDay2019

GIRLS

TOILET



Share the messages below or create your own.

Sample Facebook Posts for Menstrual Hygiene Day 2019

What do you know about #MenstrualHygiene? This Menstrual Hygiene Day, pause and reflect on how a lack of awareness and social stigmas around periods has affected you or the women in your life. Try to have a conversation today with someone – a man or a woman – about the importance of periods and women's health. #MenstruationMatters #ItsTimeForAction #NoMoreLimits <https://medium.com/usaid-global-waters/managing-menstruation-delivers-dignity-and-opportunity-750be6a8f1f6>

Did you know May 28 is Menstrual Hygiene Day? Find out how @USAID is helping to spread the message that #MenstruationMatters <https://www.globalwaters.org/events/menstrual-hygiene-day-2019>

Half of schools in low-income countries lack adequate water and sanitation facilities that are critical to girls and female teachers being able to manage their periods. To better understand how #USAIDTransforms communities through water and sanitation improvements, visit [Globalwaters.org](https://www.globalwaters.org), USAID's knowledge-sharing hub for water specialists and the broader development community. #MHD2019 #MenstruationMatters #ItsTimeForAction #NoMoreLimits

#ItsTimeForAction: Today, millions of girls won't go to school because they have their periods and don't have access to menstrual hygiene products. May 28 is Menstrual Hygiene Day, where we can all take a moment to reflect on how far we still have to go to fight stigmas and raise awareness that #MenstruationMatters.

Additional Communications Resources



Additional Resources

Recent Feature Stories from USAID's Global Waters Stories

- [Managing Menstruation Delivers Dignity and Opportunity](#)
- [Menstruation Matters: Celebrating Menstrual Hygiene Day](#)
- [Where WASH Saves Lives: Creating New Traditions in Nepal](#)
- [Breaking the Taboo: How School WASH Impacts Girls' Education](#)
- [Global Waters Stories digital archives \(2010-present\)](#)

Globalwaters.org Blogs

- [Menstrual Hygiene Day 2018: How USAID Is Working Toward Female Empowerment Through Sanitation and Hygiene Activities](#)

Water Currents

- [Menstrual Hygiene Day 2019](#)
- [Menstrual Hygiene Day 2018](#)

USAID-Supported Partnerships and Projects

- [Safaa Paani \(Nepal\)](#)
- [SAFE-WASH II \(Nepal\)](#)
- [WASH for Health \(Ghana\)](#)

Photo Resources

- [USAID Water Office *Global Waters* on Flickr](#)
- [USAID on Flickr](#)

Global Waters Radio Podcasts

- [Sylvia Cabus on Gender Mainstreaming in Water and Sanitation Programming](#)
- [Global Waters Radio podcast archives \(2015-present\)](#)

Additional Links

- [WASHplus - Menstrual Hygiene Management Toolkit](#)
- [Globalwaters.org](#)
- [Global Waters Stories on Medium](#)
- [USAID.gov: USAID Water Office](#)
- [USAID.gov: Water and Sanitation](#)
- [USAID.gov: Gender Equality and Women's Empowerment](#)



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