



# Menstrual Justice Academy

2025

DAY 2





# TO start

**look at the members on the chat and compliment someone.**

**what are you thankful for this week?**

# HomeWork..... Yaaaayyyy



- What issues would you like to advocate for as an Institution?
- What is the legal justification for the menstrual Advocacy issue?
- Is this something you are already working on or not?
- What are some of the challenges you have faced that you would like this class to address?

# Class Focus



- Unpacking menstrual health advocacy
- Understanding the Policy and Advocacy Process
- Identifying target audience

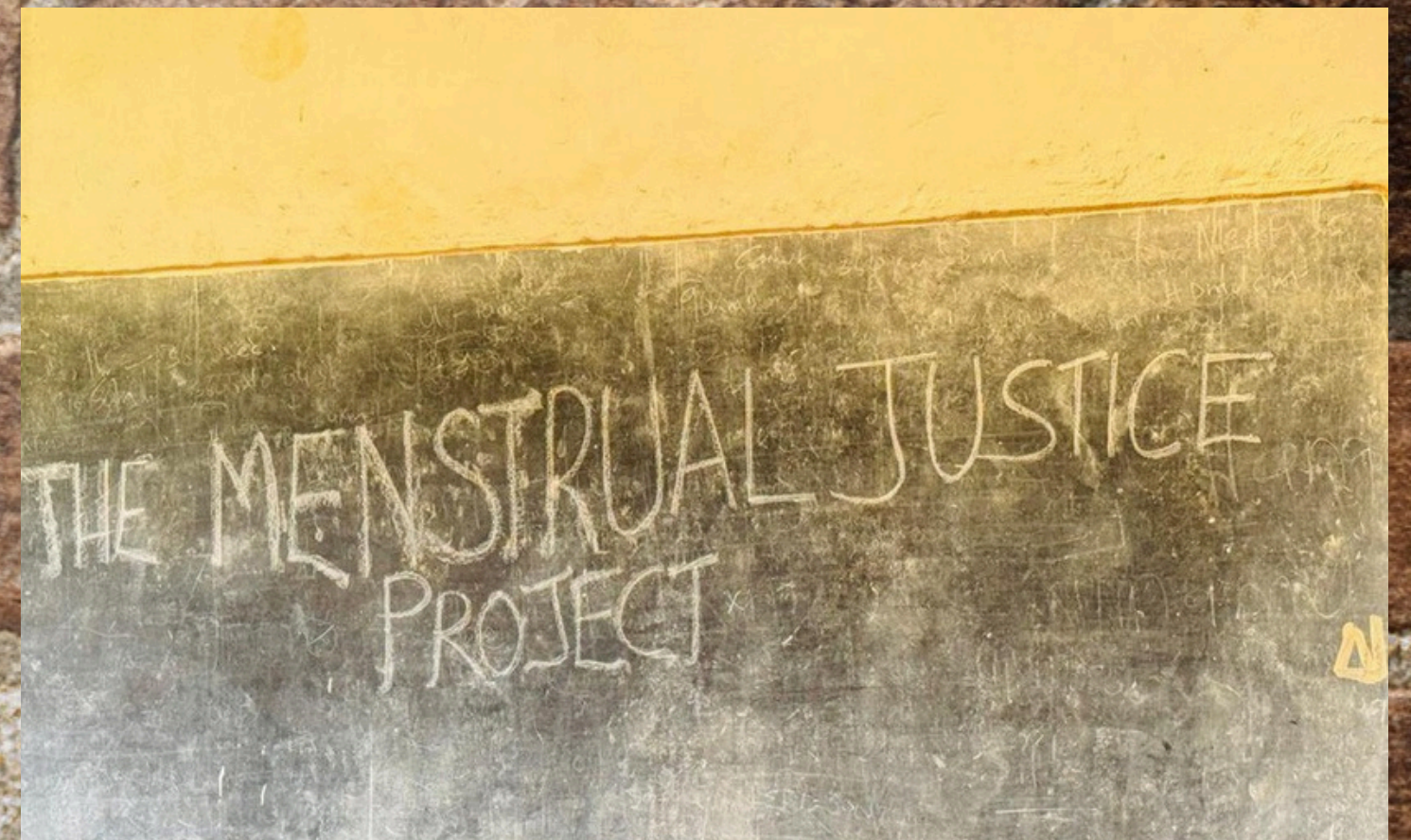




# Focus on menstrual Health advocacy

Achieving menstrual health is fundamental to the equality, rights, and dignity of all individuals who menstruate. Menstrual health is defined as complete physical, mental, and social wellbeing in relation to the menstrual cycle.

This definition reflects the multifaceted nature of menstruation and the many ways the lives of those who menstruate can be affected by their ability to properly manage their menstrual health.



# Focus on menstrual Health advocacy

Achieving good menstrual health is not just a matter of ensuring access to menstrual products but also relies on individuals having the resources they need to participate fully in all spheres of life during their menstrual cycle. These resources might illustratively include information, supplies, sanitation facilities, supportive environments (including sensitised teachers and work supervisors), and accessible health-care workers trained in menstrual health disorders.

Millions of women and girls worldwide experience period poverty, described as limited access to period products, menstrual education, or adequate water, sanitation and hygiene facilities.





## Focus on menstrual Health advocacy

In addition, cultural norms, stigma, and taboos surrounding menstruation create further barriers to achieving menstrual health. Although people's experiences of period poverty are varied and unique, the social determinants of health and structural determinants of gender inequality act as key drivers of period poverty across the globe.

Through experiencing these barriers to achieving menstrual health, all those who menstruate are being denied their basic human rights. Many of these human rights have shaped the development framework of the UN sustainable development goals, including poverty, education, health, water and sanitation, and gender equality; therefore, addressing menstrual health is crucial to reaching these goals by 2030.

# Homework question



- What is the legal justification for the menstrual Advocacy issue?

# Menstrual health as a global issue



The UN water conference committed to keep advocating for the development of national menstrual health strategies. Millions of girls do not have safe sanitation at school and are forced to stay home and miss school during their period. Millions of young girls and other menstruators suffer from menstrual-poverty, they have no access to affordable sanitation products. Menstrual health and dignity should be at the centre of our water and sanitation policies, and we should do away with menstrual taboos and discrimination. Governments must uphold the commitments they have made, in the: convention to end discrimination against all women and girls, UN general assembly resolution on the human right to water and sanitation, 2030 agenda, sustainable development goal target 6.2 that state women and girl's rights to water and sanitation should be ensured. So far only some 40 countries are reporting on menstrual health management in their reporting to the joint monitoring programme (JMP). Even fewer governments are working on promoting menstrual health products that are better for the environment and climate, that can be reused and are free of toxic chemicals.

# Menstrual health as a global issue



Within the United Nations, menstrual health and hygiene has been increasingly addressed, including by the Human Rights Council. Likewise, in the context of the SDGs, a first set of indicators to monitor progress on menstrual health and hygiene globally were recently introduced by the World Health Organization and UNICEF joint monitoring programme for water supply, sanitation and hygiene. At the national level, states have adopted different measures to address menstruation, through the reduction or elimination of taxation of menstrual products, the improvement of women and girls' access to information and knowledge about menstrual hygiene, support to access quality menstrual products or the introduction of paid menstrual leave for women experiencing painful periods.

# Menstrual health as a global issue



In every region of the world, young feminist activists have been leading grass-root campaigns and initiatives, including in social media, to challenge stigma, taboos, gender inequality and period poverty.



# The human rights angle



~~The right to health~~

~~The right to education~~

~~The right to work~~

~~The right to non discrimination and gender equality~~

~~The right to water and sanitation~~



# Intergovernmental, multilateral and regional forums

Many international and regional forums can also be valuable sources for resources to use in advocacy campaigns and potential allies in working toward the achievement of an advocacy goal. Some examples of regional forums include:

- The WHO/UNICEF joint monitoring programme for drinking water, sanitation, and hygiene (JMP) is tasked with monitoring global progress towards the achievement of the SDG targets for water supply and sanitation, including in schools and health care facilities related to MHH.
- The menstrual health management in east and southern africa
- Generation equality forum (GEF) 2021
- The convention to end discrimination against all women and girls,
- UN general assembly resolution on the human right to water
- The human rights council within the united nations where menstrual health and hygiene has been increasingly addressed
- Susana forum
- Global period poverty forum 2024 (share the dignity)
- The world economic forum – women’s health and awareness
- Mental health coalition – a coalition of patient and advocacy groups, life, sciences, industry, leading clinicians and individuals who discuss and make recommendations around menstrual health.
- Menstrual health forum day every 28<sup>th</sup> may 2018
- The sustainable development goals (sdgs) do so (indirectly) under goal 3 (good health and well-being), 4 (quality education), 5 (gender equality), 6 (clean water and sanitation), 8 (decent work and economic growth) and 12 (responsible consumption and UNFPA 4 production).

# Steps in the advocacy process



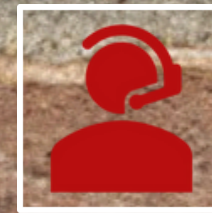
**Step 1: Issue Identification**



**Step 2: Goal and Objectives**



**Step 3: Target Audience**



**Step 4: Building Support**



**Step 5: Message Development**



**Step 6: Channels of Communication**



**Step 7: Fundraising**



**Step 8 : Implementation**

# The identification process



- Homework Question: What issues would you like to advocate for as an Institution?  
(Please share your responses)  
Is this something you are already working on or not?  
What are some of the challenges you have faced that you would like this class to address?



# HOMEWORK



- State your advocacy issue?
- Who is your target audience?
- Develop an advocacy message for your campaign