

Setting the Context

MHM Day, celebrated annually on May 28th, is a global initiative promoting menstrual health and empowerment. It aims to break the silence surrounding menstruation, address the stigma and challenges faced by menstruating individuals, and advocate for comprehensive menstrual hygiene management. This year's theme, "Making Menstruation a Normal Fact of Life by 2030," emphasizes normalizing menstruation and ensuring it is treated as a natural and integral part of life by 2030. By raising awareness, promoting education, and advocating for access to menstrual products and facilities, MHM Day works towards eliminating stigma, fostering inclusivity, and creating a world where menstruation is embraced without shame or barriers.

MHM Day Impact: Youth4Water Plus's Outreach and Empowerment Initiatives:

- Youth4Water Plus achieved comprehensive outreach by successfully covering 12 districts of Odisha.
- A total of 92,957 reach through in person events and online events

Youth4Water Plus, in collaboration with various stakeholders, undertook a comprehensive approach to address menstrual hygiene challenges and break taboos in local communities. Extensive awareness sessions were conducted at Industrial Training Institutes (ITIs) in Balasore, Dhenkanal, and Baripada, reaching over 500 participants and covering menstrual cycle awareness, hygiene practices, and product usage. The Red Dot Challenge garnered participation from over 1000 youths, fostering conversations and promoting acceptance of menstruation. Youth4Water Plus partnered with Tata STRIVE to organize a virtual Training of Trainers (TOT) session, equipping change leaders with the knowledge to advocate for menstrual hygiene management. Collaborating with Swasthya Plus resulted in an impactful video featuring an expert doctor, dispelling myths and providing evidence-based information. A live panel discussion on Naxtra TV brought together experts, including gynaecologists and advocates, to discuss challenges faced by young girls, strategies to break taboos, and the importance of supportive environments. These efforts collectively aimed to make menstruation a simple fact of life by 2030, fostering empowerment and positive attitudes towards menstrual health.

- **District Coverage:** Youth4Water Plus successfully covered 12 districts of Odisha, ensuring comprehensive outreach.
- **Direct Reach:** Through direct engagement, a total of 11,607 individuals were reached, creating a direct impact on menstrual hygiene awareness and education.
- **Mass Media Reach:** Leveraging mass media platforms, Youth4Water Plus reached 85.5 thousand individuals, disseminating key messages and information about menstrual hygiene management.
- **Partner Engagement:** Through strategic partnerships, Youth4Water Plus expanded its reach by engaging with partners, reaching 1550 individuals.
- **Overall Impact:** The collective efforts of Youth4Water Plus, Tata STRIVE, and partners led to a significant impact on MHM Day, promoting menstrual hygiene awareness, dispelling myths, and empowering individuals with knowledge and resources.

- **Continued Commitment:** This successful MHM Day celebration is a testament to the ongoing commitment of Youth4Water Plus and its partners to promote menstrual hygiene management and create a positive change in the lives of individuals across Odisha.

Activities	Place	Reach
Promoting Menstrual Hygiene Education in ITIs for Youth Empowerment	Balasore, Dhenkanal. Baripada	500
Red Dot Challenge: Breaking the Taboo	Hybrid	1000
Dissemination of Kallol films; Enhancing Menstrual Hygiene Education in ITIs through Training of Trainers (TOT) Sessions.	Virtual	107
Panel Discussion on Menstruation for Breaking Taboos and Empowering Young Girls by Youth4Water Plus and Naxtra TV	live	81.7 K
Partner's engagement: MHM Day celebration by BGVS	Gajapati, Kalahandi	200
Partner's Engagement: MHM Day celebration by Antaranga Foundation	Kandhamal	500
Partner's Engagement: MHM Day celebration by Sattvic Soul Foundation	Anugul, Bhubaneswar, Berahmpur, Cuttack, Paradip & Sambalpur	800
Partner's Engagement: MHM Day celebration by VIEWS	CYSD, Bhubaneswar	50
Partner's Engagement: MHM Day celebrated by Swasthya Plus	Facebook	1800

On Menstrual Hygiene Day, the event celebrated on May 28th, the theme "Making menstruation a normal fact of life by 2030" resonated strongly with the efforts of Youth4Water Plus. Through their various activities, the organization has been dedicated to promoting menstrual hygiene, breaking taboos, and ensuring access to menstrual products for all individuals. They have engaged young people in awareness campaigns and conducted red dot challenges to create an inclusive and supportive environment for menstruators. By empowering youth and driving

collective action, Youth4Water Plus contributes to the vision of making menstruation a normalized and stigma-free aspect of everyday life by 2030.

A. Red Dot Challenge: Breaking the Taboo

The Red Dot Challenge, organized by Youth4Water Plus, emerged as a remarkable initiative to shatter the silence and dismantle the taboos surrounding menstruation. With the participation of over 1000 youths, the challenge aimed to generate awareness, ignite conversations, and encourage individuals to embrace the natural process of menstruation proudly. Participants were encouraged to share personal stories, artwork, poems, and videos on social media platforms, using the hashtag #RedDotChallenge. The overwhelming response received showcased a positive shift in perceptions and actively contributed to normalizing menstruation within society.

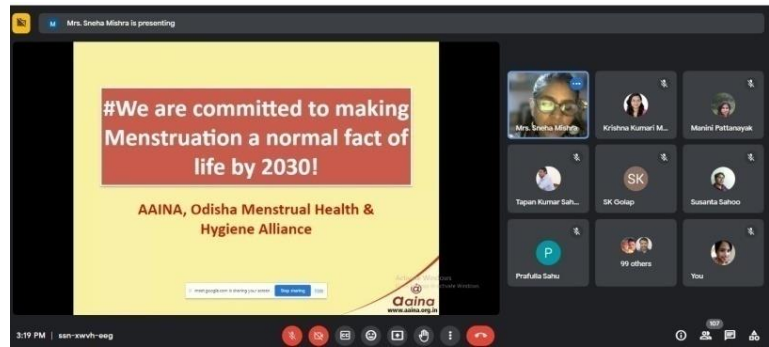
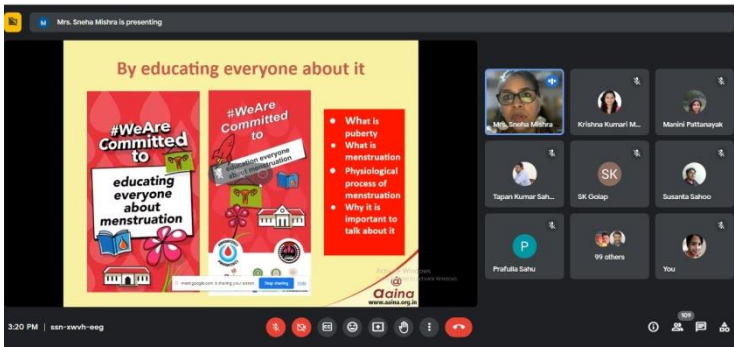


Youth4Water Plus breaks menstrual taboos with the Red Dot Challenge, empowering over 1000 youths to embrace menstruation.

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B. Dissemination of Kallol films; Enhancing Menstrual Hygiene Education in ITIs through Training of Trainers (TOT) Sessions.

In collaboration with Tata STRIVE, Youth4Water Plus organized a Training of Trainers (TOT) session virtually focused on menstrual hygiene. The objective was to equip change leaders within ITIs with the knowledge and skills to become advocates for menstrual hygiene management. The TOT session included expert guidance from Mrs Sneha Mishra, Secretary of Aaina, an esteemed organization working towards women empowerment. Mrs Sneha Mishra conducted an insightful session, discussing various aspects of menstrual hygiene, including debunking myths, promoting positive attitudes, and encouraging behaviour change. The interactive session aimed to empower the change leaders to take the lead in spreading awareness and breaking the taboos surrounding menstruation within their respective ITIs and communities.



TOT Session was conducted for the change leaders of TATA Strive by expert Mrs Sneha Mishra, Secretary Aaina

Empowering Youth: Promoting Menstrual Hygiene through Kallol Films in 59 ITIs.

Youth4Water Plus, in partnership with Tata STRIVE, is embarking on an important initiative to promote menstrual hygiene among young individuals. As part of this collaboration, we are disseminating the Kallol films to more than 59 Industrial Training Institutes (ITIs) within the next four weeks.

The Kallol films serve as a valuable resource to raise awareness and educate young people about menstrual hygiene practices. These films provide vital information on topics such as proper menstrual care, the use of sanitary products, and the importance of maintaining good menstrual health.

By reaching out to these 59 ITIs, Youth4Water Plus and Tata STRIVE have a unique opportunity to connect with and empower approximately 10,000 additional young individuals.



Awareness session on mensrual hygiene at gandamardan ITI, Bolangir



Awareness Session conducted on Mensurational Hygiene at Govt ITI Chatrapur.

Promoting Menstrual Hygiene Education in Industrial Training Institutes (ITIs) for Youth Empowerment

Youth4Water Plus conducted extensive awareness sessions on menstrual hygiene in collaboration with local Industrial Training Institutes (ITIs) in Balasore, Dhenkanal, and Baripada. These sessions addressed the need for more information and misconceptions surrounding menstrual hygiene among youths. Over 500 participants actively participated in interactive discussions, presentations, and workshops. The sessions covered menstrual cycle awareness, proper menstrual hygiene practices, and the importance of using hygienic menstrual products. Youth4Water Plus emphasized breaking societal taboos associated with menstruation and encouraged open conversations to promote a healthy and inclusive environment for all menstruators.



Youth4Water Plus collaborates with local ITIs to raise awareness about menstrual hygiene, breaking taboos and promoting inclusive conversations.

C. Breaking Barriers and Dispelling Myths: Empowering Communities through an Informative Video on Menstrual Hygiene by Youth4Water Plus and Swasthya Plus.

Youth4Water Plus partnered with Swasthya Plus, a leading healthcare organization, to create an impactful video on Menstrual Hygiene Day. The video featured an expert doctor specializing in gynaecology and menstrual health. The doctor shared valuable insights, facts, and practical tips regarding menstrual hygiene, debunking prevalent myths and misconceptions. The video aimed to reach a wider audience, including young individuals, parents, and teachers, and fostered a greater understanding of the importance of menstrual hygiene management. The video was crucial in promoting informed conversations and challenging the taboo surrounding menstruation by dispelling myths and offering evidence-based information.

To know more: <https://shorturl.at/fBLPZ>



MHM Day: Doctor's talk by Swasthya Plus reaches 1800 viewers.

D. Panel Discussion on Menstruation for Breaking Taboos and Empowering Young Girls by Youth4Water Plus and Naxtra TV

Youth4Water Plus organized a live panel discussion on menstruation in collaboration with Naxtra TV, a popular regional television channel. The panel comprised esteemed experts, including Dr Nisishipia Panda and Dr Yannam Deepak, renowned gynaecologists specializing in menstrual health. Additionally, Mrs Sneha Mishra, Secretary of Aaina, and Dr Mamta Pradhan, a prominent advocate for women's health, were distinguished guests. The engaging discussion, moderated by Supriya Dash, revolved around the challenges faced by young girls regarding menstrual hygiene, strategies to break the taboo associated with menstruation, and the importance of creating supportive environments. The live panel discussion served as a platform to address common concerns, provide accurate information, and promote positive attitudes towards menstrual health, ultimately making menstruation an everyday fact of life by 2030.

To know more: <https://www.youtube.com/watch?v=AB1wJKTkETE>



E. Menstrual Hygiene Day- Blog written by Priyanka Sajja

Menstrual Hygiene Day- A step towards ensuring a zero-waste period

Despite our first instinct being to deny this quote after hearing it, we have to admit that it does hold truth. Landfills consume vast amounts of area, destroying land and oceans; our excessive use of vehicles emits harmful fumes into the air; and waste litters the sidewalks of many countries, endangering wildlife. And, sadly, one of the primary contributors to these landfills is the menstrual waste.

According to a Times of India analysis, 12.3 billion metric tonnes of sanitary pads are discarded each year, resulting in around 113,000 metric tonnes of garbage. This is due to the fact that these pads are made out of plastic and non-biodegradable components that do not degrade quickly enough to be environmentally beneficial. Instead, they occupy landfill areas for up to 500-800 years, creating vast amounts of land and air pollution.

Menstrual Hygiene Day – Steps towards ensuring a zero-waste period

Blog

May 28, 2023

Reusable cloth pads



Priyanka Sajja

"We are living on this planet as if we have another one to go to."



When you initially start making the changeover, these cloth pads are the best second step; they're quite comparable to the basic pad. The application is similar, with the only visible difference being that you must wash, properly dry and reuse them. You only need to change them every 3-6 hours, just like a regular pad, and after you've purchased enough to last a whole cycle, you won't need to buy more for at least a few months. The advantage of them over organic pads is that they produce no waste but one needs to ensure that the cloth pads are properly sun dried.

Blog written by Priyanka Sajja

F. Partner's Engagement:

a. MHM Day celebrated by Antaranga Foundation-

The Antaranaga Foundation, an active partner of Youth4Water Plus, enthusiastically celebrated Menstrual Hygiene Day, aligning with the vision of making menstruation a normal fact of life by 2030. The foundation organized various activities and initiatives to promote menstrual hygiene management (MHM) and challenge societal taboos surrounding menstruation. These

efforts aimed to create an inclusive and supportive environment for menstruators. Through awareness campaigns, educational sessions, and advocacy programs, the Antaranaga Foundation actively broke the silence and fostered positive attitudes towards menstruation. Their commitment to MHM reflects a more significant movement towards empowering individuals, ensuring access to menstrual products, and normalizing menstruation as a natural and integral part of life.



Antaranaga Foundation and Youth4Water Plus: Breaking taboos, empowering individuals, and fostering menstrual hygiene for a brighter future.

b. MHM Day celebrated by BGVS

MHM Day was celebrated by BGVS, an active partner of Youth4Water Plus, youth from Odisha's Gajapati and Kalahandi districts. The celebration aimed to raise awareness about menstrual hygiene among these marginalized communities and empower the PVTG youth with knowledge and skills to manage menstruation effectively. BGVS organized engaging activities, including interactive sessions, workshops, and distributing of menstrual hygiene products. These initiatives addressed the specific challenges faced by the PVTG tribe in accessing menstrual hygiene resources and the cultural taboos surrounding menstruation. By actively involving the PVTG youth in MHM Day celebrations, BGVS made menstruation a normal and accepted part of their lives, promoting their overall well-being and empowerment.

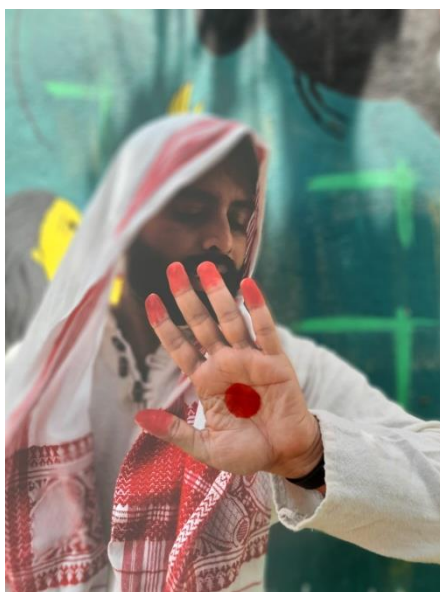




BGVS and Youth4Water Plus empower PVTG youth in Gajapati and Kalahandi districts, Odisha, on MHM Day, promoting menstrual hygiene and breaking taboos for a brighter future.

c. MHM Day celebrated by Sattvic Soul Foundation

Mr Satyabrata Samal, popularly known as the Climate Man of Odisha and the founder & director of Sattvic Soul Foundation, celebrated Menstrual Hygiene Day by actively participating in the Red Dot Challenge and breaking the taboo surrounding menstruation. Recognizing the importance of promoting menstrual hygiene and empowering women, youths were engaged in various activities to challenge societal norms and raise awareness. Through the Red Dot Challenge, he encouraged individuals to share their stories and videos about menstruation to break the silence and foster open discussions. Youths' efforts in celebrating MHM Day broke taboos, educated the community, and promoted positive attitudes towards menstrual health.





Mr Satyabrata Samal, the Climate Man of Odisha, actively supports the Red Dot Challenge on MHM Day, breaking taboos and promoting menstrual hygiene awareness among youth.

d. MHM Day celebrated by VIEWS

VIEWS, an active partner of Youth4Water Plus, organized an awareness program titled "CELEBRATING MENSTRUAL HYGIENE DAY 2023: Making menstruation a normal fact of life by 2030" at CYSD. The program addressed the issues and challenges related to menstrual hygiene in Odisha. The discussion covered various important topics, including Menstrual Hygiene in Odisha, highlighting the issues and challenges faced by menstruators in the region. Additionally, the program emphasized the significance of Menstrual Health and Hygiene and discussed sustainable solutions to promote better menstrual hygiene practices. The participants, comprising 50 students ranging from 5th class to 10th class, actively engaged in the conversation, enabling an open and inclusive dialogue. One crucial aspect addressed during the program was the debunking of Menstrual Fear & Myth and providing practical guidance on how to deal with them.





VIEWS tackles menstrual hygiene challenges through inclusive awareness programs.