



# GUIDANCE NOTE ON MENSTRUAL HYGIENE DAY-2024 KARNATAKA



Together for a  
**#PERIOD  
FRIENDLY  
KARNATAKA**

# GUIDANCE NOTE ON MENSTRUAL HYGIENE DAY

## Introduction:

Poor menstrual hygiene caused by lack of education, persisting taboos and stigma, inhibitions, limited access to hygienic menstrual products and poor sanitation are still concerns in ensuring hygienic menstrual practices. Menstrual Hygiene Day (MHD) is a global initiative that aims to raise awareness about menstrual hygiene management and challenge the societal taboos surrounding menstruation. It has been celebrated on May 28th every year since 2013. MH Day serves as a global advocacy platform to promote good menstrual health and hygiene (MHH) for all women and adolescent girls, bringing together government agencies, non-profits, individuals, the private sector, and the media.

Its overarching goal is to create a world where menstruation does not hold anyone back by 2030, aligning its efforts with the timelines of the Sustainable Development Goals (SDGs). However, many women and adolescent girls still face stigma and discrimination due to menstruation, also the lack of facilities and supportive environment for Menstrual Hygiene Management (MHM). Therefore, addressing this issue and prioritizing menstrual health and hygiene is essential.

## Theme of Menstrual Hygiene Day 2024:

Together for a #PeriodFriendlyWorld, #PeriodFriendlyKarnataka.

## Goal of Menstrual Hygiene Day 2024:

To break taboos surrounding menstruation, raise awareness of the importance of good menstrual hygiene management worldwide.

## Objectives of Menstrual Hygiene Day:

- Awareness and action to create a world where no one is held back because they menstruate.
- Address the challenges and hardships many women and adolescent girls face during their menstruation.
  - Awareness: on menstrual products, education about Menstruation and period friendly sanitation facilities.
  - Prevention: Break the taboos and end the stigma surrounding menstruation.
  - Activities: Break the silence; change the negative social norms around MHM.

## UNICEF's commitment to Menstrual Hygiene Management (MHM):

UNICEF is engaged in furthering the MHM agenda in line with its overall commitment in promoting gender equality and women's health. The WASH division in UNICEF Hyderabad Field Office has been working to ensure that MHM gets due attention in policies and programs by providing technical support to governments, and forging partnerships with other organizations to take up positive and innovative solutions to address the challenges surrounded with menstruation.

UNICEF plays a significant role in the celebration of MH Day worldwide, including in India. The Government of Karnataka has been actively championing MHM by advocating for initiatives that combat menstrual stigma and foster healthy menstrual hygiene practices.

## State initiatives related MHM:

The State of Karnataka has proactively demonstrated its commitment by setting up State level Inter-departmental coordination committee on MHM and also re-launching **Suchi, Mythri** and **Prerana programs** aiming to improve Menstrual Health and Hygiene of adolescent girls studying government schools and colleges and women in particular SHG women and government functionaries by providing quality sanitary napkins and menstrual cups free of cost.

## Importance of celebration of Menstrual Hygiene Day for the State:

MH Day provides a significant platform for breaking the silence, raising awareness, and challenging negative social norms associated with menstrual hygiene management. The state can use this opportunity to raise awareness effectively among stakeholders about the critical importance of MHM. It should also harness this day to catalyze, inspire, and drive impactful actions across various stakeholder groups. This guidance note provides ideas for celebrating MH Day and promoting menstrual hygiene.

## Suggestive Activities for Observing Menstrual Hygiene day

To observe MH Day effectively, it is recommended to organize programs or events at different levels, including state, district, smallest administrative divisions, institutions, and communities, and to ensure widespread awareness and visibility on the issue. **It is highly recommended to bring an exclusive MHM policy for the State for amalgamate actions from all related stakeholders. State level multi-departmental committee on MHM to be formed involving all relevant departments; and in order to strengthen the MHM initiatives district level committees can be formed under the chairmanship of district colleWWctors.**

Considering the Model Conduct of Code, here are some suggested activities for observing MH Day which can be initiated on the MHM day or subsequently in first week of June across all concerned departments.

### Suggestive activities for all departments

- Organize a state-level event to highlight the importance of MHM and convene a meeting of State Level Working Committee on MHM to review programs, provide guidance, and increase priority for MHM.
- Encourage all relevant departments, such as Health, Education, Women and Child Welfare, RD&PR, Urban development department, labour department, BC, SC and ST welfare departments (particularly in schools, hostels etc), transport department, department of home and allied institutions like Rural Livelihood Mission to actively observe MH Day and prioritize MHM.
- Ensure formation of district level multi-departmental MHM committees and integrate MHM activities in ongoing departmental activities.
- Assess the current MHM status in the state, identify gaps, and prioritize policies and programs through rapid studies to ensure targeted and impactful actions.
- Organize public talks, lectures, seminars, and discussions at the state and district levels on May 28th to effectively raise awareness about MHM.
- Department of Information and broadcasting can be involved at State and District level to disseminate the MHM messages through AIR, community radio, FM and local electronic and print media.
- Use main hashtags (#MHDay2024 and #PeriodFriendlyWorld) and thematic hashtags (#End Period Stigma; #End Period Poverty; #Period Education for All; #Period friendly Toilets for all) to be used in all the posts, tweets, TikTok's and stories. This will help in sharing the content and highlight the specific areas of work.
- To amplify the message, tag the MH Day social channels @menstrualhygieneday (Facebook, Instagram) and @mhday28may ("X").
- All departments in State, district and local level social media handles can be widely disseminate MHM messages with involvement of popular and prominent people.
- Design and implement Menstrual education to Adolescent boys and girls.
- Ensure access to essential WASH services, menstrual products, and proper disposal mechanisms to ensure quality service delivery for MHM.
- Promote capacity building and regular meetings to strengthen the core committee dedicated to MHM.
- Develop a comprehensive implementation plan for MHM at the state/district level, securing the necessary funding to support its execution.
- Encourage education and research institutions to integrate MHM into their curriculum and support research related to MHM topics.
- Encourage state and district officials to share influential messages about MHM through media channels and conduct a robust social media campaign.
- Initiate IEC campaign on MHM, starting from May 28th, which includes the widespread distribution of informative materials like posters and pamphlets (suggested posters and materials provided).
- Conduct education, awareness, sensitization, and capacity building activities for girls, women, sector players, and service providers to enhance understanding and support for MHM.
- Document evidence and lessons learned from successful MHM initiatives across state to guide best practices and inform future programs.
- Foster convergence and coordination among different ministries, departments, and schemes to promote a holistic approach to MHM.

**Some of the specific activities taken by the respective departments:**

Department	Suggestive activities
School Education	<ul style="list-style-type: none"> <li>Encourage education and research institutions to integrate MHM into their curriculum and support research related to MHM topics.</li> </ul>
Department of Women and Child Development.	<ul style="list-style-type: none"> <li>Organize sensitization meetings for institutions, Non-governmental organizations (NGOs), community-based organizations (CBOs), Panchayati Raj Institutions (PRIs) and women self-help groups (SHGs) to increase awareness and understanding of MHM.</li> </ul>
Health and Family Welfare	<ul style="list-style-type: none"> <li>Organize public talks, lectures and discussions at different State, District, Area and PHC hospitals on May 28th to effectively raise awareness about MHM.</li> </ul>
Rural Development and Panchayati Raj	<ul style="list-style-type: none"> <li>Promoting extensively the concept of the program Prerana that is specified in State budget 2024-25 across the State of Karnataka.</li> <li>Ensuring at least one lead activity related MHM, like talks, discussion, debates etc revolving around program Prerana and MHM.</li> <li>Institutional strengthening of MHM at district level through formation of functional multi-departmental MHM committee.</li> <li>Conduction of panel discussions on MHM with experts through SATCOM Studio</li> <li>Roping of PRI members and functionaries in activities related to promotion of MHM at GP level.</li> <li>Extensive use of social media platform for MHM education and dissemination of MHM messages.</li> </ul>
KSRLPS- Sanjeevini	<ul style="list-style-type: none"> <li>Utilize existing mechanism of multi-level functionality to bring out required attention and focus on MHM aspects (Taluk, GP and SHG level).</li> <li>MHM agenda shall be integrated in the May and June monthly meetings at different levels (GP and SHG).</li> <li>The informative leaflets could be developed with the support of UNICEF and can be translated in to Kannada and widely distributed among GP and SHG stakeholders</li> <li>GP and village level specific campaigns on MHM can be undertaken for information spread.</li> <li>SHG members may extend support to concerned departments by participating in the MH Day events organized by them.</li> </ul>

All concerned departments of the State; in particular, Commissionerate of Health Family Welfare, School Education, Department of Women and Child Development, Rural Development and Panchayat Raj, Urban Development Department, Department of Tribal Welfare, Department of Backward Caste Welfare, Department of Labour, KSRLPS – Sanjeevini should take initiatives to celebrate Menstrual Hygiene Day. The State Level Inter Departmental Coordination Committee on MHM shall actively support the departments in planning and implementing the activities to fulfill the commitments of MH Day. Besides observing the MH Day on May 28, the departments may plan a month-long program on Menstrual Hygiene Management.



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