



FROM APATHY TO EMPATHY

**Highlighting The
Men In Menstruation**

**CELEBRATING WOMEN
MENSTRUAL HYGIENE DAY |
28TH APRIL 2023**

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1.0 Introduction:

World Menstrual Hygiene Day is celebrated annually on May 28th to create awareness about menstrual hygiene management and the challenges faced by young girls and women. Menstruation remains a taboo subject in many cultures, and women often face stigma, discrimination, and a lack of access to essential products and services. AHOY Africa wishes to celebrate the Day in Ghana with a month-long series of events and activities aimed at encouraging men of all ages to empathize with women's menstrual issues and become more supportive of menstrual health and hygiene.



The Ghana Context

Menstruation difficulties in Ghana are common, and they affect many women and girls. Some of the challenges that women and girls face during menstruation in Ghana include lack of access to sanitary products, stigma and shame, unhealthy cultural and religious beliefs, and, generally, period poverty that forces young girls into sex-for-pads scandals.

According to a 2018 study by UNICEF, in Ghana, only 36.7% of girls and women have access to basic menstrual hygiene products, and 19.4% of them use unhygienic materials like rags, leaves, or old cloths. Additionally, only 44.8% of schools in Ghana have separate toilets for girls and boys, making it difficult for girls to manage their menstrual hygiene in a private and safe manner.

In rural areas of Ghana, the situation is even more challenging. A 2019 survey by WaterAid found that 70% of girls in rural Ghanaian communities had no access to menstrual products, and they missed an average of 5 days of school each month during their periods.



These figures indicate that menstrual hygiene is a significant issue in Ghana, particularly in rural areas and among marginalized populations, and there is a need for greater investment in menstrual health education and infrastructure.

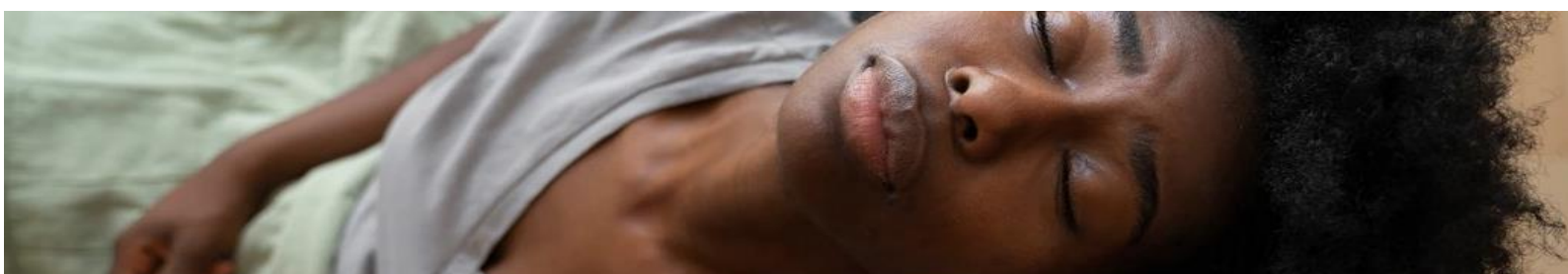
2.0 Objective:

- To create awareness among young men (teenagers through young adults) about menstrual health and hygiene.
- To increase their knowledge of the social and economic challenges faced by women and how they can support women's menstrual health and hygiene.
- To reduce stigmatisation amongst males and engender an empathetic and supportive mindset towards girls and women with respect to menstrual health and hygiene.



3.0 Target audience:

Target Category	Planned Activity
<p>Male teenagers in SHS</p> <p><i>Objective: address school-level stigmatization of menstruating girls</i></p>	<ul style="list-style-type: none"> • Inter-schools quiz Competition on menstrual hygiene issues (invite selected schools to participate) • Audio-visual content will be shared on social media platforms and be used for teaching menstrual health and hygiene management in schools. • Series of social media engagements (infographics containing facts and figures)
<p>Young male adults (25 – 35 years)</p> <p><i>Objective: address spousal support and empathy for young married women</i></p>	<ul style="list-style-type: none"> • Talk show discussing male support at home to wives during menstruation. • Newspaper articles (Media advocacy) • Series of social media engagements (infographics containing facts and figures).
<p>Young male employers</p> <p><i>Objective: reduce the economic challenges women face as a result of menstrual health</i></p>	<ul style="list-style-type: none"> • Webinar to discuss employers’ support for female staff. Participants will include young male employers and HR officers in various SMEs • Develop a white paper to drive advocacy work amongst SMEs and relevant government agencies. • Advertorials (Media advocacy)
<p>Teenage girls in selected rural senior high schools</p> <p><i>Objective: Improved access to menstrual hygiene products for women and girls in Ghana</i></p>	<ul style="list-style-type: none"> • Donation drive to collect menstrual products, such as sanitary pads and tampons. • Distributed menstrual hygiene products to schools and communities in need.
<p>All target groups</p> <p><i>Objective: reduce stigmatization and change negative cultural beliefs that hinder support to women during menstruation.</i></p>	<ul style="list-style-type: none"> • Stage play (story crafted to change perceptions and reduce stigma attached to menstruation). • Media publicity and advocacy



4.0 Social Media Campaigns

Social media campaigns will be organized to spread awareness about menstrual hygiene management and the celebration. The campaign will include hashtags, infographics, and videos to create awareness about the importance of menstrual hygiene management and encourage men to support women's menstrual health and hygiene.

5.0 Results Framework

The following outcomes are expected from the celebration:

Objective: To create awareness among males (15 – 35 years) about menstrual hygiene management, the challenges faced by women, and how they can support women's menstrual health and hygiene.

Outcome 1: Increased Awareness among males (15 – 35 years) about menstrual hygiene management and the challenges faced by women due to menstruation.

Output 1.1: Conducted Quiz

Output 1.2: Conducted social media campaigns to spread awareness about menstrual hygiene management.

Output 1.3: Organized webinar to engage male employers in a dialogue about menstrual health and hygiene.

Output 1.4: Organized talk show discussing male support to wives at home during menstruation.

Output 1.4: Organized stage play

Indicator:

- i. Range of reach for the Quiz (What Do You Know)
- ii. Estimated male targets for the Quiz (What Do You Know)
- iii. Number of webinar participants and views
- iv. Number of views and engagements on social media platforms.
- v. Number of male attendees for the stage play



Outcome 2: Improved Empathy towards women's menstrual issues among men of all ages.

Output 2.1: Conducted stage play with empathy-embedded scenes to help men understand the challenges faced by women and girls during menstruation.

Output 2.2: Conducted webinar discussions to help men appreciate the challenges and become more empathetic towards women's menstrual issues.

Output 2.3: Conducted a series of media advocacy campaigns

Indicator:

- i. Pre- and post-webinar and stage play
- ii. surveys to measure the change in attitudes towards menstrual health and hygiene.
- iii. Number of men who actively participated in the webinar and attended the stage play.
- iv. Media coverage and reach of advocacy stories.

Outcome 3: Increased Support for menstrual hygiene management among male employers, fathers, brothers, husbands, and other male caregivers.

Output 3.1: Conducted webinar specifically targeting male employers, young fathers, brothers, husbands, and other male caregivers.

Output 3.2: Distribution of menstrual hygiene products to girls and women in need executed.

Indicator

- i. Number of male employers, young fathers, brothers, husbands, and other male caregivers participating in the webinar.
- ii. The coverage and reach of the media advocacy campaigns
- iii. Number of menstrual hygiene products distributed to girls and women in need.

Outcome 4: Improved access to menstrual hygiene products for women and girls in Ghana.

Output 4.1: Conducted donation drives to collect menstrual hygiene products, such as sanitary pads and tampons.

Output 4.2: Distributed menstrual hygiene products to schools and communities in need.



Indicator

- i. Number of menstrual hygiene products collected during the donation drives.
- ii. Number of schools and communities reached with the menstrual hygiene product distribution.
- iii. Overall Impact: Improved menstrual health and hygiene among women and girls in Ghana, leading to improved health outcomes and gender equality.

Monitoring and Evaluation

- a. Regular monitoring and evaluation of the activities and outcomes to measure progress and identify areas for improvement.
- b. Conduct surveys and focus group discussions to assess the impact of the celebration on men's attitudes and behaviors towards menstrual hygiene management and women's menstrual issues.

6.0 Sustainability

AHOY recognises menstruation as a natural reproductive circle, and for that matter, women should suffer any form of stigmatization. As such, men and boys can effectively support women and girls in managing menstruation across various social domains such as the household, community, school, and work.

Acknowledging that social and behaviour change (SBO) initiatives such as getting males involved in menstrual health management (MHM) may take time to achieve desired outcomes, AHOY will continue to use World Menstrual Hygiene Day as an opportunity to advocate and create awareness about menstrual health and help eliminate the stigma associated with menstruation, while also calling for investments to end period poverty. This year's celebration will also kick in AHOY's Period Poverty Project which targets MHM in localities where girls are trading in sex for pads. The concept note for this project is attached separately.

7.0 Budget

No	Description of cost centres	Amount (GHS)
1.	Content creation for social media campaigns (infographics, videos) and social media marketing Supporting vendor – Invoice Submitted: Bizzstack Solutions	14,360.00
2.	Quiz and Talk Show production Supporting vendor/ organisation – Ghana Broadcasting Corporation; Bizzstack Solutions	16,800.00
3.	Stage play (production and casts) Supporting vendor – Invoice Submitted: Village Minds Production	28,900.00
4.	Distribution of Sanitary pads and others* (Minimum amount including travel expenses to location etc. Cash and kind donations) Implementing Partner – The OrangeGirl Foundation	5,300.00
5.	Media coverage and Publicity (including social media marketing) Capped amount for both above-the-line and below-the-line advertising and social media boosting	13,000.00
6.	Advertorials (Daily Graphic Gender Section/ Weekly Mirror)	11,000.00
7.	Total	89,360.00

8.0 Summary

AHOY wishes to use this year’s celebration of World Menstrual Hygiene Day in Ghana to create awareness about menstrual hygiene management and the challenges faced by women and girls due to menstruation. By engaging men of all ages, the celebration seeks to improve empathy towards women's menstrual issues at all levels and increase support for menstrual hygiene management. It is AHOY’s hope that the celebration will also result in improved access to menstrual hygiene products for women and girls in Ghana, leading to improved health outcomes and gender equality.

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Advancing and Harnessing
Opportunities for the Youth