Increasing access to quality menstrual products: Let’s change the dialogue
Developing shared messages and calls to action in India

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The Menstrual Hygiene Alliance in India created a powerful messaging framework to raise awareness and prompt action

- PATH with WaterAid/India led a dozen partner organizations in Delhi in a day-long messaging workshop on menstrual health

- Participants included technical experts, social enterprises, donors, practitioners, and girls’ and women’s health/WASH advocates

- Partners identified three key themes:
  - Normalizing menstruation
  - Menstrual hygiene products (access, affordability, and appropriateness)
  - Disposal systems and access to infrastructure in India
Partners then identified areas of focus:

- Gaps
- Potential solutions
- Requested evidence
- Calls to action for key decision-makers groups including government, donors, industry, and media

**Outcome:** A common messaging framework to influence menstrual health policy and drive markets in India to adopt sustainable and scalable solutions
The messaging framework and data modeling resulted in a three-part document series with calls to action.

Calls to action (examples):

- Provide girls and women with comprehensive information, tools, and skills to raise awareness and address harmful social norms on menstruation.
- Expand reach of products and create universal access through public and private channels.
- Refine product performance standards (in process).
- Management of menstrual waste to include the entire value chain including awareness, access, use, and waste management across urban and rural settings.

One outcome: a call to end taxation in India on menstrual hygiene products.
Messaging framework process provides a roadmap other countries can adapt
Lessons we learned from the menstrual hygiene messaging framework process

Form coalitions across sectors and stakeholders

- Engage WASH, sexual and reproductive health, adolescent health, education
- Include key stakeholders: donors, NGOs, industry, religious, media, males

Identify evidence gaps and barriers preventing dignified, safe, and hygienic management of menstruation

- Invest in research to address unanswered questions
- Landscape product availability, cost, user preferences, and environmental impact to inform product procurement
- Increase positive reporting on MHM in media

Issue calls to action

- Tailor to the needs of your country
Contact us

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Messaging Framework and Calls to Action are available:
We’re ready to change the dialogue on menstruation – are you?