COMMON GOAL
MENSTRUAL HYGIENE MANAGEMENT
COLLECTIVE PROJECT
Menstrual Hygiene Management is a joint project between Common Goal and WASH United, implemented by local partners in India, Uganda, DRC and South Africa.

VISION
A world where menstruation doesn’t limit girls’ and women’s capacity to achieve their full potential.

STRATEGY
Use football as a tool to create a learning environment and support system where girls can learn how to manage their period safely and with confidence.
Education about menstruation and Menstrual Hygiene Management (MHM) is critical to empower girls to manage their menstruation safely, hygienically, and with confidence.

Common Goal has teamed up with WASH United to develop, test and implement a Menstrual Hygiene Management (MHM) Education Guide. The project provides the opportunity to implement the education guide in communities around the world, and to better understand and measure the impact of the MHM education guide especially when it comes to the knowledge, attitudes and practices of girls around menstrual hygiene.

The Menstrual Hygiene Management project kicked off in 2018 in India. In its first year of implementation, the project changed the lives of over 3,000 girls. Today, the Menstrual Hygiene Management Education Guide developed is being used in approximately 15,000 schools and is empowering approximately 2 Million girls in India.

The second phase of the project kicked off in Uganda in July 2019 and will continue throughout the year 2020 in the East Africa region.

WASH United’s non-profit based in Germany that enables football organisations to integrate WASH (water, sanitation & hygiene) and MHM (menstrual hygiene management) into their programmes.

Common Goal is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

GLOBAL GOALS SUPPORTED

WHO IS PART OF MENSTRUAL HYGIENE MANAGEMENT

Coaches & Facilitators: Receive training to implement the MHM Education guide at local organisations in the project regions.

Make available high-quality training materials on Menstrual Hygiene Management (MHM) for teachers, coaches and social workers at no cost.

Build the capacity of community organisations to lead trainings on MHM themselves and continue to help reach more girls with MHM education.

Empower girls to make informed decisions about how to manage their periods safely, hygienically and with confidence, improving their overall health and educational opportunities.

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LOCATIONS

WASH UNITED, GERMANY

WATOTO WASOKA, UGANDA

ALTUS SPORT, SOUTH AFRICA

CENTRE DES JEUNES POUR LA PAIX-GRANDS LACS (CJP), DR CONGO

DREAM A DREAM, OSCAR FOUNDATION, SLUM SOCCER, YUWA, INDIA

INTerviews with WASH United and slum soccer on the Menstrual hygiene management project in India

Millions of girls around the world possess no knowledge about menstruation when they get their first period. A lack of adequate information about this normal biological process breeds fear and shame. It puts girls’ health at risk and negatively affects their education, as many girls miss school during their menstruation, or drop out completely when they reach puberty.

The Menstrual Hygiene Management Education Guide was developed in collaboration with Common Goal and WASH United. The guide is designed to provide teachers, coaches, and social workers with the tools they need to deliver high-quality, culturally sensitive education to girls about menstruation. The guide includes lesson plans, activities, and resources to help educators address menstrual hygiene and manage menstruation safely and hygienically.

The project focuses on communities around the world, with the aim of implementing the education guide in these communities to help girls manage their periods safely, hygienically, and with confidence. The project also aims to measure the impact of the education guide on girls' knowledge, attitudes, and practices around menstrual hygiene.

The project kicked off in 2018 in India and has since expanded to other regions, including Uganda and the East Africa region. The project has helped change the lives of over 3,000 girls in India and has empowered approximately 2 Million girls in India.

The second phase of the project kicked off in Uganda in July 2019 and will continue throughout the year 2020 in the East Africa region. The project is led by Common Goal and WASH United, with the support of a range of organisations.

The Menstrual Hygiene Management Education Guide provides a comprehensive and evidence-based approach to menstrual hygiene education. The guide is designed to be culturally sensitive and inclusive, with a focus on providing girls with the knowledge and skills they need to manage their periods safely and hygienically.

The project is aligned with the United Nations' Global Goals, with a focus on promoting health and education for all girls. The project is committed to empowering girls to make informed decisions about how to manage their periods safely, hygienically, and with confidence, improving their overall health and educational opportunities.

The project also supports the development of local organisations to lead trainings on menstrual hygiene management, helping to ensure that girls in these communities have access to the education and resources they need to manage their periods safely and hygienically.

The Menstrual Hygiene Management project is an important step towards empowering girls around the world to manage their periods safely, hygienically, and with confidence. By providing girls with the knowledge and skills they need to manage their periods, the project helps to promote health and education for all girls, promoting gender equality and the empowerment of girls.

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Equipping girls and young women with the knowledge to manage their periods hygienically and make informed decisions on their sexual reproductive health and wellbeing. (Goals 3 & 5)

Training and supporting teachers, football coaches and community workers in addressing a sensitive and often taboo topic in a fun and empowering way for participants. (Goal 4)

Empowering girls and young women to act with confidence around their periods and continue pursuing educational and other opportunities that open up perspectives for the future. (Goal 5)

**SHORT TERM**

Girls who joined the programme go through a series of sessions to learn to manage their period; and are empowered to confidently be part of society.

**MID TERM**

The MHM curriculum reaches more girls across the globe and helps empower them to lead their lives while becoming role models within their communities.

**LONG TERM**

The MHM curriculum is offered through digital means to enable further scalability and spread of MHM through football.

**CHALLENGE**

630 million girls will experience their first period in the next 10 years. More than half of them will not have enough information to manage their period safely and with confidence.

- Misconceptions around menstruation and source of bleeding.
- Cultural taboos restricting girls’ social interaction.
- Girls report missing school regularly due to menstrual hygiene issues: Uganda: 62%; Ethiopia: 50%; Bangladesh: 41%; India: 24%; South Africa: 10%

**SOLUTION**

**1. USING FOOTBALL TO BUILD TRUST**

- Female coaches come to the schools once a week and conduct MHM sessions with the girls.
- Football sessions break the ice, create a safe space and build the girls’ confidence.
- Football-based games on the topic of menstrual hygiene, sanitation and health introduce the theme.
- The relaxed and fun atmosphere of the sessions helps the girls to open up and build trust with the coach.

**2. IMPLEMENTING THE MHM EDUCATION GUIDE**

With the help of an exciting story and through different activities, girls gain essential knowledge about good menstrual hygiene.

- Understanding body changes during menstruation.
- Identifying common challenges for girls.
- Encouraging girls to open up.
- Encouraging girls to support each other.
- Learning how to use sanitary pads and cloths.
- Teaching girls how to track their periods.

**3. IMPLEMENTATION MODEL**

**PHASE 1 >> Curriculum Development**

Development of MHM Education Guide.

**PHASE 2 >> Training & Preparation**

Training of Trainers.

**PHASE 3 >> Implementation of MHM Programme**

Life skills sessions, Football-based MHM Games, MHM Education Guide Sessions.

**PHASE 4 >> Monitoring and evaluation**

Evaluation of the project and impact measurement.

- Football events like the MHM Day Festival and Cup Tournament raise awareness among girls and their mothers.
- The relaxed and fun atmosphere of the sessions helps the girls to open up and build trust with the coach.
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**IMPACT**

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**PROJECT IMPLEMENTATION**

The project *Menstrual Hygiene Management* kicked off in India in the year 2018. Following its success there, the project was expanded to East Africa in 2019, where it was implemented until the end of 2020. The project budget for both regions was €101,301.

### INDIA: April 2018 – March 2019

1. **PHASE 1 >> Curriculum Development:** Development of MHM Education Guide.
2. **PHASE 2 >> Training & preparation phase:** Training of Trainers.
3. **PHASE 3 >> Implementation of MHM Programme in 22 schools:** Life skills sessions, Football-based MHM Games, MHM Education Guide Sessions.
4. **PHASE 4 >> Monitoring and evaluation:** Evaluation of the project and impact measurement.

### EAST AFRICA: July 2020 – December 2020

1. **PHASE 1 >> Introduction of the MHM Education Guide to the Football for Good community in East Africa:** Preparation and implementation of a Training of Trainers workshop in Uganda.
2. **PHASE 2 >> Development of a Digital Access Portal and mentorship of Football for Good organisations in the region:** Train organisations that can support the expansion of MHM education in the region.
3. **PHASE 3 >> Implementation of MHM sessions in the region:** This phase has been postponed due to COVID-19.

The implementation period of the project was originally from July 2019 to June 2020. However, due to the constraints caused by COVID-19, the last phase of the project which consists of the implementation of the MHM sessions in the region, has been postponed to 2021.

### Outputs

- **MHM Education Guide**
  - Tested and adapted for India
  - 11 Coaches and staff from four football-based organisations in India are trained to implement the MHM Education Guide
  - 3,031 girls improved their knowledge on MHM and are empowered to manage their period safely, hygienically and with confidence

- **Overcoming Restrictions & Taboos**
  - 52% of the girls have discussed the restrictions with their families
  - 96% of the girls stated they learned something during the programme, among those: 66% said they learned a lot

- **Increased MHM Knowledge**
  - 70% report changing pads/moist wipes more frequently since the training
  - 57% started tracking their periods to be better prepared

### Impact

- **9 months**
  - **5 organisations**
  - **11 coaches trained**
  - **616 sessions**
  - **3,031 girls trained**

### Collective Projects

- **Digital Access Portal**
  - Has been created (launch has been postponed to April 2021).
  - 30 coaches are prepared to implement the MHM Education guide across East Africa.

- **8 facilitators** from the region have received training to support other organisations to implement MHM education programmes.
FOOTBALL IS A TEAM GAME, AND SO IS SOCIAL CHANGE.

COMMON GOAL