

## **COMMON GOAL**

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MENSTRUAL HYGIENE  
MANAGEMENT  
COLLECTIVE PROJECT



# MENSTRUAL HYGIENE MANAGEMENT

**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.





ABOUT THE PROJECT

GLOBAL GOALS SUPPORTED



**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.**

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 knowl-

edge, 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.

OBJECTIVES



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.

WHO IS PART OF MENSTRUAL HYGIENE MANAGEMENT



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



**WASH United** is a non-profit based in Germany that enables football organisations to integrate WASH (water, sanitation & hygiene) & 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.

LOCATIONS

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

**WATOTO WASOKA,**  
UGANDA

**ALTUS SPORT,**  
SOUTH AFRICA

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

**WASH UNITED,**  
GERMANY



INTERVIEWS WITH WASH UNITED AND SLUM SOCCER ON THE MENSTRUAL HYGIENE MANAGEMENT PROJECT IN INDIA

HOW IT WORKS

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

Tackling the taboos, silence and lack of information surrounding menstruation that prevent girls and young women from fully and equally participating in society, by:

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)

1. USING FOOTBALL TO BUILD TRUST



1. Female coaches come to the schools once a week and conduct MHM sessions with the girls.



2. Football sessions break the ice, create a safe space and build the girls' confidence.



3. Football-based games on the topic of menstrual hygiene, sanitation and health introduce the theme.



4. Football events like the MHM Day Festival and Cup Tournament raise awareness among girls and their mothers.



5. The relaxed and fun atmosphere of the sessions helps the girls to open up and build trust with the coach.

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.

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.



1. Understanding body changes during menstruation.



2. Identifying common challenges for girls.



3. Encouraging girls to open up.



4. Creating a support system to overcome obstacles.



5. Encouraging girls to support each other.



6. Learning how to use sanitary pads and cloths.



7. Teaching girls how to track their periods.

IMPACT

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.

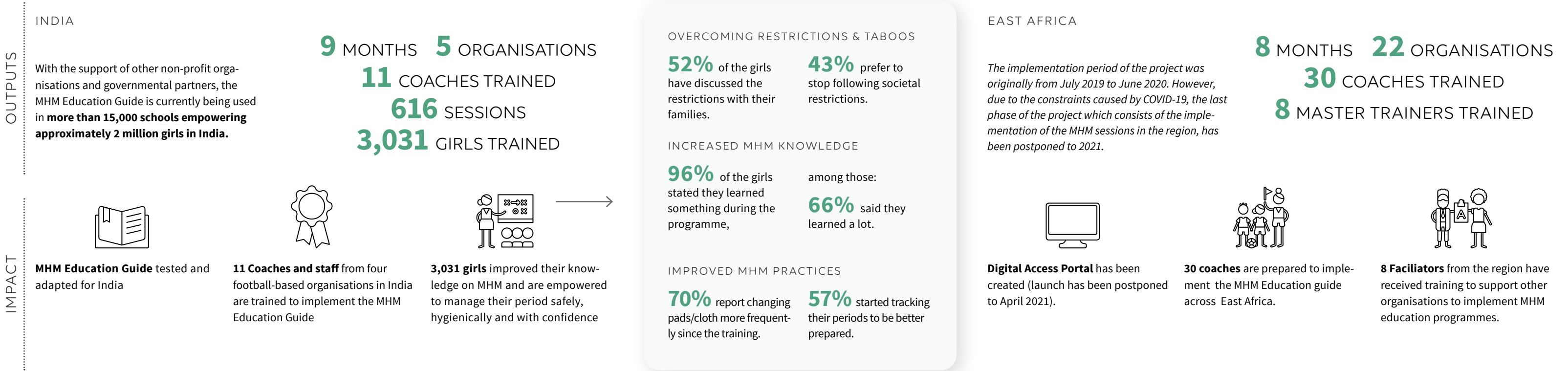
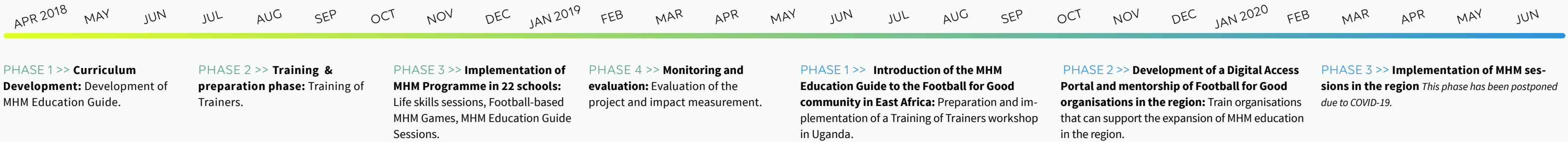
IMPACT IN THE FIELD

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

EAST AFRICA: July 2020 – December 2020



FOOTBALL IS A TEAM GAME,  
**AND SO IS SOCIAL CHANGE.**

**COMMON GOAL**



Leaders  
Sports Award (2019)



Fast Company Most Innova-  
tive Companies (2018)



WeWork Creator  
Award (2017)



UEFA Foundation for  
Children Award (2016)



UN ECOSOC  
Consultative Status (2014)



European  
Citizen's Prize (2013)



UEFA Monaco Charity  
Award (2011)



WEF Social Entrepreneur of  
the Year (2011)



Ashoka Fellowship  
(2007)



Laureus Sport for  
Good Award (2006)



FIFA Fair Play Award  
(2006)