

COMMON GOAL

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 aproximately 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

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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.

4. Football events like the MHM

Day Festival and Cup Tourna-

ment raise awareness among

girls and their mothers.



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

5. The relaxed and fun atmo-

sphere of the sessions helps

the girls to open up and build

trust with the coach.



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





1. Understanding body changes during menstruation.



With the help of an exciting story and through different activities,

girls gain essential knowledge about good menstrual hygiene.

2. IMPLEMENTING THE MHM EDUCATION GUIDE

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.

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.

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.

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

Trainers.

DEC JAN 2020 FEB

PHASE 1 >> Curriculum

APR 2018

Development: Development of MHM Education Guide.

PHASE 2 >> Training & preparation phase: Training of

PHASE 3 >> Implementation of MHM Programme in 22 schools: Life skills sessions, Football-based MHM Games, MHM Education Guide Sessions.

PHASE 4 >> Monitoring and evaluation: Evaluation of the project and impact measurement.

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.

EAST AFRICA: July 2020 – December 2020

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.

PHASE 3 >> Implementation of MHM sessions in the region This phase has been postponed due to COVID-19.

INDIA

STUTPUTS

With the support of other non-profit organisations and governmental partners, the MHM Education Guide is currently being used in more than 15,000 schools empowering approximately 2 million girls in India.

9 MONTHS 5 ORGANISATIONS 11 COACHES TRAINED **616** SESSIONS 3,031 GIRLS TRAINED



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.

43% prefer to stop following societal restrictions.

INCREASED MHM KNOWLEDGE

96% of the girls stated they learned something during the programme,

among those:

66% said they learned a lot.

IMPROVED MHM PRACTICES

70% report changing pads/cloth more frequently since the training.

57% started tracking their periods to be better prepared.

EAST AFRICA

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.





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 Faciliators 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







Fast Company Most Innovative Companies (2018)



WeWork Creator Award (2017)



UEFA Foundation for Children Award (2016)



UN ECOSOC Consultative Status (2014)



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)



(2006)