



Menstrual Hygiene Management

Tackling social taboos to empower young women



THE GOAL

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



THE STRATEGY

To 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.



launch

2018

funding

€115K

overall

€14K

2021

the team in 2021

8

players / managers / businesses
pledging 1%

7

community organisations

PROJECT OVERVIEW

Millions of girls around the world lack adequate information about menstruation. Taboos and stigma surrounding menstruation breed fear and shame. They put girls' health at risk and negatively affect their education, as many miss several school days per month or drop out completely once 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. For this reason Common Goal has teamed up with WASH United to develop, test and implement a Menstrual Hygiene Management 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 guide especially when it comes to the knowledge, attitudes and practices of girls around menstrual hygiene.

The project kicked off in 2018 in India, reaching 3,000 girls on its first year, and approximately 2 Million girls in 15,000 schools by 2020. The second phase of the project kicked off in Uganda in July 2019 and continued throughout the year 2020 in the East Africa region.

Due to the pandemic, efforts were dedicated to launching an online platform. Since launching in late 2021, a total of 86 new organisations have used the online guide in their own programming, totaling the number of organisations using the MHM curriculum to 93.

OBJECTIVES



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



Support community organisations with the material to run their own training on MHM and continue to help reach more girls with MHM education.



Empower girls to make informed decisions on how to manage their periods, improving their overall health and educational opportunities.

TEAM LEADS



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

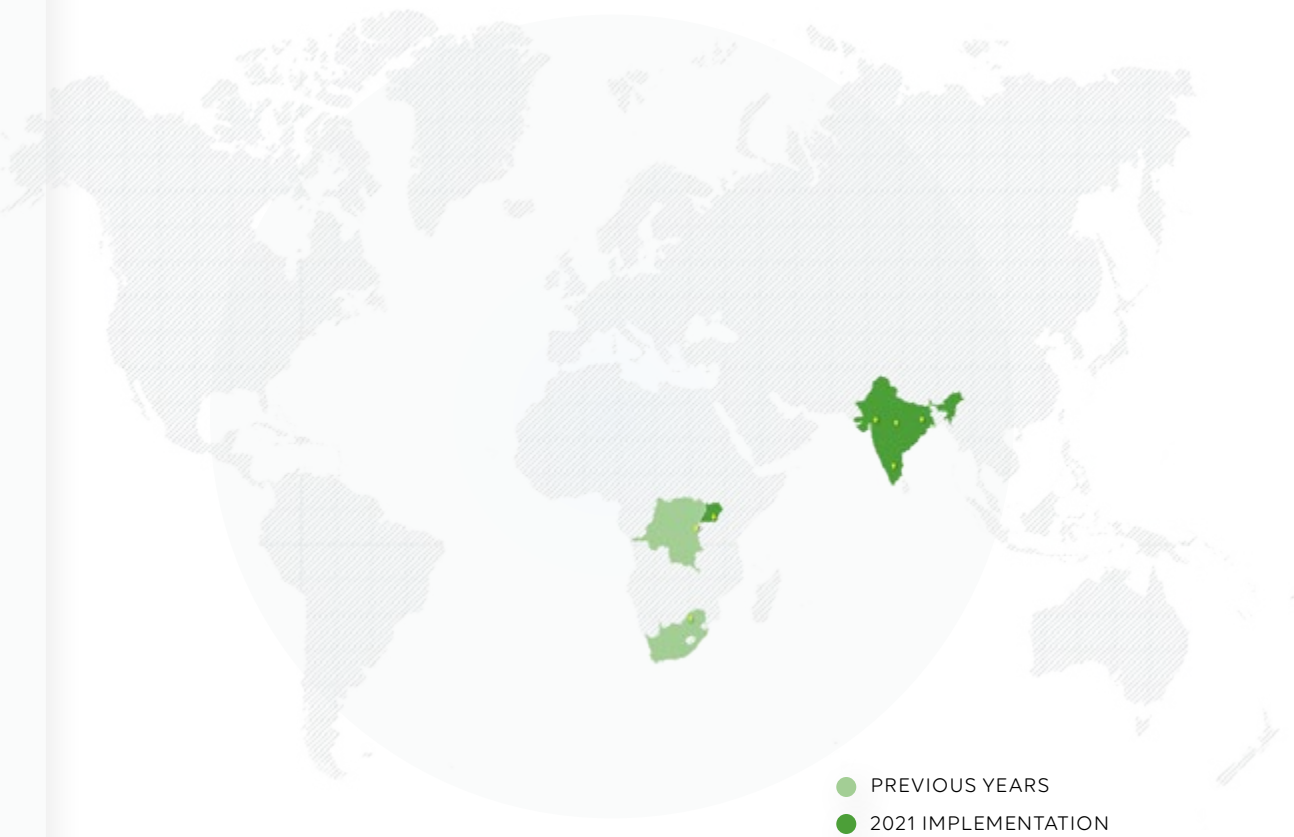


WASH United is a non-profit based in Germany that enables football organisations to integrate WASH (water, sanitation & hygiene) & MHM (menstrual hygiene management) into their programmes.

COMMON GOAL

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



AFRICA

- **DR Congo:** CJP
- **South Africa:** Altus Sport
- **Uganda:** Watoto Wasoka

ASIA

- **India:** Dream a Dream, Oscar Foundation, Slum Soccer, Yuwa

Since 2018, 7 football for good organisations were involved directly in the programme, and with the launch of the online education guide in 2021, 86 entities outside the football for good sphere had access to, and downloaded the MHM tool.

CHALLENGE

630 million girls will experience their first period in the next 10 years. More than half won't have enough information to manage it safely and with confidence.



Lack of information

More than half of them will not have enough information to manage their period safely and with confidence.



Societal Taboos

Misconceptions around menstruation and source of bleeding. Cultural taboos restricting girls' social interaction.



Missing School

Girls report missing school regularly due to menstrual hygiene issues.

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:

Educating girls on MHM

Informing young women on how to manage their periods hygienically and make informed decisions on their sexual reproductive health.

Using football to build trust

Training and supporting teachers, coaches and community workers in addressing a sensitive and often taboo topic in a fun and empowering way.

Implementing MHM Education Guide

Empowering girls to act with confidence around their periods and to pursue opportunities that open up perspectives for their future.

A. 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.

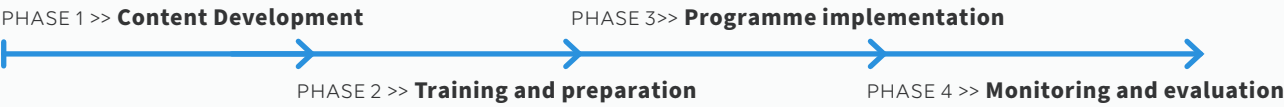


4. Football events like the MHM Day Festival and Cup Tournament raise awareness among girls and their mothers.



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

C. Implementation Model



B. 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

Girls around the world understand better how to manage their periods and create their own support systems through team play and trust circles.

Gaining confidence

Girls gain confidence on how to manage their periods safely, how their body changes during puberty and how to support each other.

Reaching more communities

More organisations have access to the MHM Education Guide and are able to offer MHM trainings to their participants.

Global scalability

The MHM Education Guide is freely available online to scale the spread of MHM knowledge through football.

OUTPUTS SINCE THE LAUNCH



4
countries reached



7
implementing organisations



40
coaches directly trained



10K+
girls trained on MHM

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021
Development of online platform

ACTIVITIES	OUTPUTS
▷ Production and launch of a website where organisations can access the MHM Education Guide for free.	▷ MHM Education Guide online platform launched in February for a 6-months test phase.
▷ Local trainings mainly on hold due to the ongoing pandemic.	



2ND QUARTER >> APR - JUN 2021
Online platform testing and limited MHM trainings

ACTIVITIES	OUTPUTS
▷ Organisations download the MHM Education Guide and give feedback on the website's functionalities.	▷ 414 girls trained on MHM through Watoto Wasoka/Viva con Agua in Uganda.
▷ Limited opportunities for MHM training due to the pandemic.	



3RD QUARTER >> JUL - SEP 2021
Online platform and ToT workshop

ACTIVITIES	OUTPUTS
▷ Public launch of MHM Education Guide online platform in September	▷ The MHMEG is now freely available to anyone who wants to educate girls about MHM.
▷ Creation of new educational materials on sport & menstruation	▷ Materials on sport & menstruation ready for test implementation.
▷ MHM Training of Trainers workshop in Uganda	▷ 14 staff members from 7 Ugandan organisations empowered to use the MHMEG in their communities.

4TH QUARTER >> OCT - DEC 2021
Expansion beyond football for good

ACTIVITIES	OUTPUTS
▷ Promotion of online platform beyond the football for good sector.	▷ Over 100 organisations worldwide use the MHMEG to educate girls about MHM.
▷ MHM Master Trainers workshop in Uganda.	▷ 14 staff members from 7 Ugandan organisations qualified as MHM Master Trainers.
▷ Implementation of MHM trainings in Uganda.	
▷ Test implementation of the sport & menstruation materials in India.	

IMPACT IN 2021



1,400

girls empowered to manage their period safely, hygienically and with confidence.

70% of girls showed improved knowledge of menstruation and MHM.

24% decrease in the number of girls who felt worried and upset about their period.



14

coaches qualified to deliver MHM training sessions and train MHM trainers.



“The master training taught me how to be confident. It has really helped my organisation to sensitize young girls about MHM.”

SHEILA KYOMUGISHA

Soccer for Social Impact



100+

organisations across the world started using the MHM Education Guide.

58% of organisations come from Africa and 37% come from Asia with India and Nigeria being the top countries.

10K+ girls trained on MHM by organisations globally.