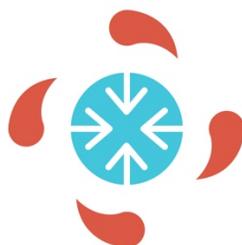


Menstrual Health hub
mhhub.org

Annual Report 2020

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The aim of this document is to showcase the activities and projects that the Menstrual Health Hub gUG has undertaken in 2020 in order to achieve its goals and donor commitments.



About the Menstrual Health Hub (MH Hub)

The [Menstrual Health Hub gUG](#) is a German-registered female health nonprofit focused on knowledge-sharing, ecosystem-building, global advocacy and awareness-raising. We seek to close the gender gap and systematically address gender equality by working on one of the core issues which continues to hold women and girls around the world back; **menstrual health**.

From the onset of menarche to menopause and beyond, the menstrual cycle plays a vital role in the health and wellbeing of roughly half the world's population. To date, menstruation has traditionally been addressed under the banner of menstrual hygiene management (MHM) in the WASH and development and humanitarian sector. However, 'menstrual health' has emerged as a more holistic and encompassing term that includes both MHM as well as the broader systemic factors that link menstruation with health, well-being, the environment and equity. Thus, our approach rests on the notion that menstrual health is an *entry point* to being able to address female health across the lifecycle.

Mission

Our mission is to invest in the exponential power of the menstrual movement.

Vision:

We envision a world where female health is a priority in progressing gender equality. Periods and other health issues experienced by women, girls and people who menstruate¹ should not be reasons why they do not thrive.

¹Not all people who menstruate identify as women, and not all women menstruate.

Our use of women and girls includes transwomen, womxn, femmes, non-identifying and non-binary individuals who may be impacted by particular health or equity issues due to their sex or gender identity.

CORE PRINCIPLES:

An interdisciplinary cross-sector platform and a gatekeeper to the worldwide menstrual health ecosystem, we fill an important gap by bridging efforts and bringing together all actors working in the field – international NGOs, grassroots organizations, researchers, policy makers, health workers, educators, donors, corporations, journalists etc. – to create collective impact and sustainable change. We are guided by the following core principles:

- **CROSS-SECTOR COMMUNICATION:** Engaging all players equally. Building bridges to increase awareness of ongoing efforts.
- **CONSTRUCTIVE CONTRIBUTION:** Encouraging the contribution resources that are valuable to the wider community.
- **CREDIT:** Promoting the proper acknowledgment of contributions and crediting shared resources accordingly.
- **COOPERATION** Recognizing that collective action yields greater impact than individual efforts. Promoting cooperation to fill gaps, avoid duplication and unnecessary competition.
- **CENTRALIZATION & CONNECTION:** Everything related to menstrual health in one place.
- **CURATION:** Tailored information for menstrual health stakeholders

INNER CIRCLE 2020:

The Inner Circle of the Menstrual Health Hub gUG consists of a tight-knit circle of partners who agree to provide financial support for one year at a time. This support allows the MH Hub to continue offering the menstrual health community an updated open-access, online platform free of charge, as well as supporting MH advocacy, community, outreach and collective impact efforts. A major portion of the donations in 2020 will be dedicated to the development of the community platform.

Our Inner Circle partners for 2020 include:



2020 Reporting Objectives

The following section is a deep-dive into the activities and projects we have completed in 2020 around the following four areas of work:

- 1. Ecosystem building:** To build and sustain a network of engaged and well-equipped menstrual health players
- 2. Knowledge-sharing:** To establish and manage a knowledge platform for menstrual and female health information.
- 3. Global advocacy and awareness-raising:** To build and contribute to national, regional and international advocacy efforts around menstrual health and ensure it is a priority on the policy agenda. To increase collective awareness of menstruation and menstrual health and its connection to female health

§

1. Ecosystem building: To build and sustain a network of engaged and well-equipped menstrual health players

Despite a growing interest in menstrual health around the world, initiatives addressing the many aspects related to menstrual health are often working in silos with little communication and knowledge exchange happening between them. Recognizing and collaborating to create collective action yields greater impact than individual efforts, the MH Hub promotes cooperation to fill gaps, avoid duplication and unnecessary competition.

We are building, engaging, and sustaining a network of menstrual health players so that they are connected, informed, and thus well-equipped to do their work.

2020 Ecosystem Building Activities:

- **Community Insights Poll:** In the summer of 2020, the Menstrual Health Hub (MH Hub) carried out a Community Insights Poll to better understand the current needs and skills of the global menstrual health community and prepare for the launch of the Community Platform in 2021. For two months, the poll was distributed to the menstrual health community linked to the Menstrual Health Hub via the Menstrual Health Hub website, multiple Menstrual Memos (including a special Community Insights Poll Menstrual Memo), the Welcome letter and through social channels including Instagram, Facebook and LinkedIn. Exactly 200 MH community members completed the survey, including those representing international NGOs and grassroots organisations, researchers, policy makers, donors, corporations, social enterprises and Femtech companies, journalists, independent menstrual advocates and educators / trainers.

Both multiple choice and open-ended questions were posed to better understand how the MH Hub and the Community Platform could best help them, strengthen their work or serve their needs. Questions sought to understand the various needs and skills they currently have related to:

1. Menstrual Health & Hygiene (MHH) products, programmes and/or services
2. Start-up & Business
3. Fundraising & Investment,
4. Marketing, Communications & Campaigns,
5. Advocacy,
6. Resources (Research, Education, Policy & Innovation)
7. Events and other needs or skills they need support of can provide support to others in the field.

(The full report can be found in Annex 1)

Community Platform: Since 2017 the Menstrual Health Hub has established a network of different entities and projects working across menstrual health, which can be visited online on the **Menstrual Health Registry** and **Global Menstrual Map**.

The Map includes **803 organizations as of December 2020**.

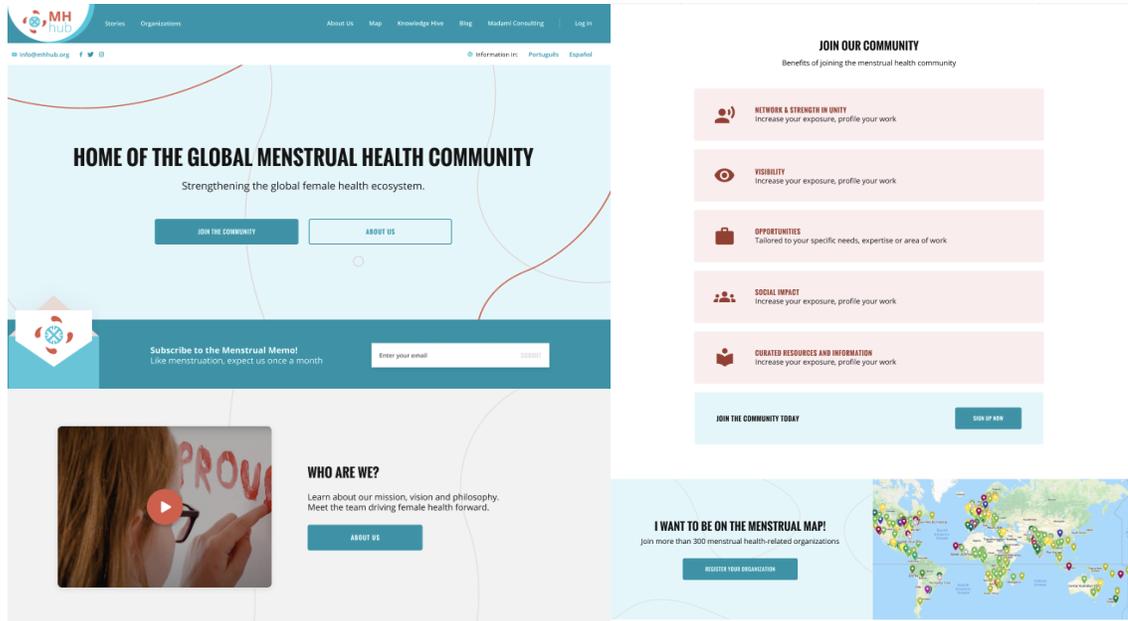
This is up from 581 organizations from December 2019, indicating a 38% increase in the size of our global community in the last year. Registration is free and is currently available in five languages (English, German, French, Spanish and Portuguese).

In 2020 the Menstrual Health Hub decided to integrate the Menstrual Health Registry, the Global Menstrual Map, and the Knowledge Hive (explained in Point 2 of this document) under the Menstrual Health Community Platform.

The resources allocated to the development of the platform were made possible due to contributions made by Inner Circle members and a grant from WSSCC. The implementation of the Community Platform has been in partnership with [Teachsurfing](#), a German-based social enterprise dedicated to global knowledge- and skill-sharing.

Constantly working to improve the usability, accessibility, and functionality of our offerings for our diverse users, in 2021, we are focused on taking this to the next level, and thus require an investment of technical and financial resources to upgrade the Hive. This includes a focus on several new areas including improved usability and navigational ability through resource base; functioning crowd-sourced content functions, and enabled interactivity with the platform (and between users). We have also identified the need for two distinct user journeys: the MH community member/practitioner and the everyday consumer looking for health information or resources.

Our focus will be making the web experience of connecting with each other, sharing, and finding resources around MHH more user-friendly. This will require restructuring content, creating profiles for organizations and individuals, improving the navigation of the site, and enabling the development of more crowd-sourced MHH content in different languages.



Central to the development of the community interaction platform will be matching based on menstrual health community members current strengths and needs around the areas indicated in the Community Insights Poll.

1. Menstrual Health & Hygiene (MHH) products, programmes and/or services
 2. Start-up & Business
 3. Fundraising & Investments
 4. Marketing, Communications & Campaigns
 5. Advocacy
 6. Resources (Research, Education, Policy & Innovation)
 7. Events
 8. Other
- **Latin America and Spanish-language Expansion:** One of the goals in 2020 was to expand our community beyond English. We decided to start with Spanish speaking countries because one of our co-founders is a native Spanish speaker but also because [Liliana Schmitz](#) joined our team as Latin American Coordinator.
 - Currently we have 60 organizations on the Map and over 100 new resources set to go into the Hive
 - We will also start producing a Spanish-speaking Menstrual Memo starting in January 2021. On 14th October 2020 we sent to our spanish-speaking community a newsletter informing them how to navigate the MH Hub and what to expect in 2021.
 - These efforts were also complemented by the translation of information on the website to both a [Spanish page](#) and [Portuguese page](#).

2. Knowledge-sharing: To establish and manage a knowledge platform for menstrual and female health information.

Since 2018 we have developed and managed the Menstrual Health Knowledge Hive, a knowledge platform that curates and provides free access to key resources for anyone, anywhere around our four pillars of engagement: **Education & Learning, Innovation, Policy, and Research**. By collecting information around all four categories, we ensure that people who need this information most have access to vital resources and evidence for their work. These resources are publicly available and include various learning materials, educational reports, websites of existing MH product offers and qualitative / quantitative research.

2020 Knowledge-Sharing Activities:

- **Knowledge Hive:** Our long-term goal is to be the largest accessible female health knowledge base in the world. The knowledge Hive is composed of a variety of content across the female health space with
 - 498 pieces of research (up from 294 in 2019 = **69% increase**)
 - 215 educational and learning materials (up from 107 in 2019 = **100% increase**)
 - 148 menstrual health policies (up from 80 in 2019 = **85% increase**)
 - 291 femtech innovations (up from 291 in 2019 = **5% increase**)

TOTAL: 1158 resources in the Knowledge Hive
(up from 772 in 2019 = 50% increase)

The development of the Knowledge Hive and its future knowledge management capabilities in 2020 was focused on the use of extensive search categories and tags. The distinguished categories are intended to offer the user a select number of themes enabling them to specify their search process. The tags complement this, consisting of a large number of terms that can support the user in the search process. The aim of the tags is to make it easier for individuals to search for policies related to their field of work and/or their interest. An example of both categories and tags for the pillar Policy is shown below.

EXPLORE THE KNOWLEDGE LIBRARY

Explore more than 200 resources around menstrual health!



EDUCATION & LEARNING

Creative or innovative educational approaches to menstrual health



INNOVATION

Global female health products, technologies & services



POLICY

Menstrual-related policies from around the world



RESEARCH

A broad range of evidence-based research around menstrual health

As a result of the increasing amount of webinars during 2020 due to the COVID-19 global pandemic, we added a new section titled “webinars” under the Education and Learning pillar where many different webinars organized and hosted by the MH community during 2020 can be found.

- **OH WOMAN - Female Health Game:** The MH Hub worked with ohwoman.de on an educational game to help those playing it learn all about the female body and menstruation. As a knowledge partner, the MH Hub ensured that all the questions and answers provided accurate and relevant educational information. The first version of the game will be available in German with Spanish and English versions to follow.

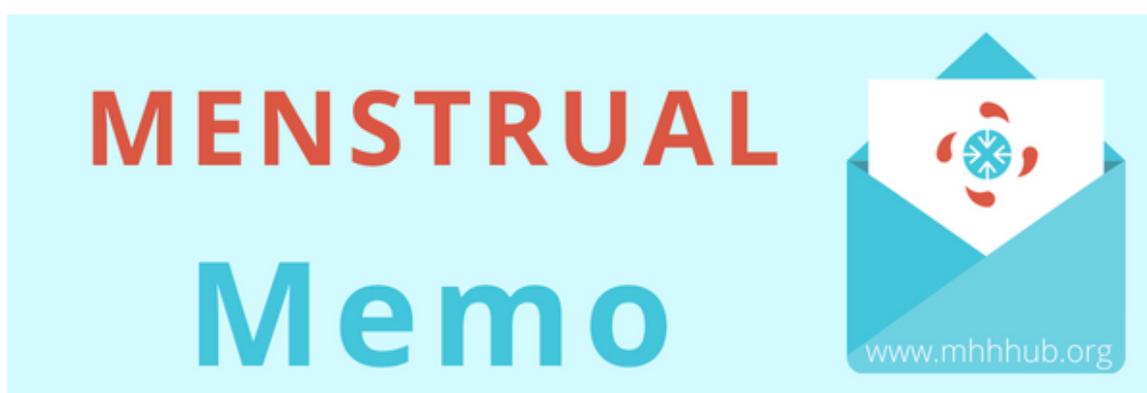


3. Global advocacy and awareness-raising: To build and contribute to national, regional and international advocacy efforts around menstrual health and ensure it is a priority on policy agendas and to increase collective awareness of menstruation and its connection to female health

We are driven to increase the collective awareness of menstruation and menstrual health and its core connection to female health, and stop at nothing to integrate it where we can. We support organizations working in influencing and contributing to national, regional and international advocacy efforts around menstrual health to ensure that it is a priority on policy agendas. By building an enabling environment that advocates for national, regional and international commitments to menstrual health as a priority in progressing gender equality, the MH Hub supports governments and policymakers about taxation on menstrual products, product standards and more.

2020 Global advocacy and awareness-raising activities:

- **The Menstrual Memo:** is a monthly newsletter that shares victories and uplifting updates from the world of menstrual health. Often the Memo also includes current job postings, events, campaigns and promotions of our partners.
 - In 2020, we sent **13 newsletters** out (also 13 in 2019)
 - The Menstrual Memo currently has **2,876 subscribers** (up from 2,250 in 2019) indicating **22% growth in our reach**
 - The Memo's open rate is **21-35%**, which is substantially higher than the 14% average open rate for nonprofit newsletters.



2020 Menstrual Memos:

- ❖ December 2020 (TBD)
- ❖ 11/12/2020 - [A Menstrual Memo for a brighter future](#) 🌞
- ❖ 10/06/2020 - [Keeping calm // bleeding along](#) 📌💪
- ❖ 09/03/2020 - [Your Menstrual Memo is waiting for you in the lobby](#)
- ❖ 08/05/2020 - [Help shape the future of menstrual health - WORLDWIDE!](#)
- ❖ 07/15/2020 - [We ❤️ you! And your insights, too!](#)
- ❖ 05/28/2020 - [MH Day: Your Ultimate Guide to Period Pride](#) 🎉
- ❖ 05/15/2020 - [Hey, HEY... it's MENSTRUAL MAY!](#) 🎉
- ❖ 04/15/2020 - [❤️ Bleeding in place ❤️](#)
- ❖ 03/24/2020 - [📌 Periods don't pause for pandemics](#) 🌍
- ❖ 02/19/2020 - [📌 We are a part of the menstruation nation](#) 🌍
- ❖ 01/23/2020 - [Exclusive: Menstrual Memo Trend Forecast for 2020](#)
- ❖ 01/22/2020 - [👉 Trend Predictions for Menstrual & Female Health, 2020](#) 👉

- On our blog (<https://mhhub.org/blog/category/blog/>, Medium: <https://medium.com/@MHHub>) and on external online platforms: we practiced thought leadership and delve into knowledge dissemination around different aspects related to female health that are otherwise often overlooked and/or stigmatized.

In 2020, we produced 7 articles / blog posts:

- 07/08/2020 - [PMDD: Learning to Weather the Storm](#) (Medium)
- 06/17/2020 - [Just how much can menstruation affect girls' education?](#) (Apolitical)
- 05/14/2020 - [Looking back at the MHM Virtual Conference Over the Years](#) (Blog)
- 04/16/2020 - [Let's Take A Eurotrip With the Tampon Tax!](#) (Blog)
- 03/23/2020 - [Launch of the South Africa Coalition for Menstrual Health & Hygiene](#) (Blog)
- 03/13/2020 - [News from Nairobi: Why Inclusion Matters](#) (Blog)
- 01/20/2020 - ["We're their voices."](#) (Blog)

Ongoing Projects / Engagements

- **Global Menstrual Collective:** The Menstrual Health Hub is a core member of the UN- initiated Global Menstrual Collective. The Global Menstrual Collective includes representatives from UN organizations, academia, government, funders, private sector, existing coalitions, advocacy groups, youth focused organizations, faith-based groups, independent consultants and international non-governmental organizations. Members represent different sectors relevant to menstrual health and hygiene include water, sanitation and hygiene; sexual and reproductive health and rights; youth; gender and those focused on menstrual health and hygiene. The MH Hub sits on three technical working groups including: 1.) Defining MH; 2.) Advocacy & 3.) Research.



- **Bloody Good Employer by Bloody Good Period - BGE:** is an innovation from Bloody Good Period, & is an opportunity aimed at employers across the UK. It is supporting and commissioning research to be carried out with UK employers in order to better understand the context at work for people who menstruate. At the beginning of May 2020 we start to cooperate with them in 2 fronts: 1) providing feedback to documents, and strategy; and 2) sharing the survey with menstrual health organizations in the UK. In October 2020 BGE began with the data analysis collected through the surveys. Once the data was consolidated the Menstrual Health Hub provided feedback to the document.
- **AMICUS Colombia:** Pads and tampons in Colombia are not taxed with the VAT tax since the C-117 ruling by the Constitutional Court of Colombia, however, Menstrual cups were not included within it. The Menstrual Health Hub supported the efforts of Colombian Menstrual Rights Collective regarding the extension of the C-117 to menstrual cups by providing a concept to join their requests of the extension of C-117 to the Constitutional Court.
- **"Breaking Blades":** Phase 2 of the project implemented in Berlin, November 2019. The objective of this phase was to present the exhibition in other German cities, however because of COVID19 the exhibitions were postponed to 2021. The team also focused its efforts in the production of the book that will collect all the portraits and histories.



- **Decolonizing Menstruation:** The intention of this project is to center the marginalized voices of those working on menstrual health and better understand the ways in which indigenous practices can help inform the current direction of the global menstrual health sector in a more meaningful way. This project aims to uncover and bring to light the ways in which western, colonial attitudes have influenced what we accept as normal menstrual health and hygiene (MHH) beliefs and practices. Through conversations with key stakeholders and thought leaders in the field of MHH, we aim to explore the influence of colonialism on MHH through their eyes, their experiences and their voices. Our hope is that this might be able to inform future practices and how we as the menstrual health sector, can continue to parse out western colonial influence from what matters most in menstrual health space. Project outcomes include visually and textually highlighting activists and leaders in the menstrual health space and providing a space on the MH Hub to showcase these voices and encouraging organizations part of the Menstrual Health Hub to consume / utilize more information around anti-colonialist practices in the menstrual health field.

Events

- **Let's Talk About It. Period. (7. March 2020)**

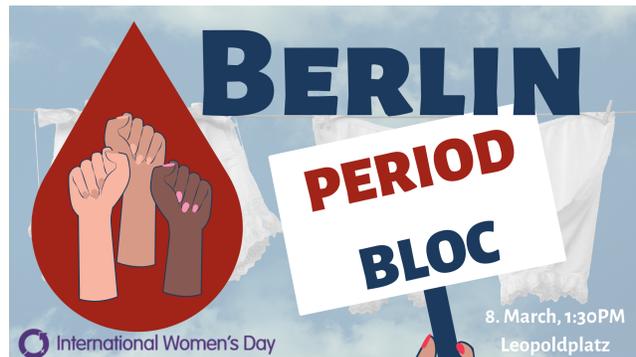


Hosted BY ELIZA LEVINSON, ELSA VAN DAMKE, GENESIS FULMER @ Olivia Steele, Am Krogel 2, Berlin 10179, this full-day awareness-raising event was part of a series of events around International Women's Day. The event was an eclectic mix of different opportunities to engage around the topic of menstrual health and menstruation, including:

- The launch of 3 SHORT FILMS: "Oh Sh*t!" by ELSA VAN DAMKE (DE, OmEU), "My Time" by GIULIA GANDINI (EN), "Bloody Hell" by KATHARINA HINGST (EN)
- Q&A "Expert Panel: Danielle Keiser from MH Hub & Harit from KANYA'S CHANCE (EN)"
- BOOK READING: "Periode ist politisch" by German author / activist FRANKA FREI (DE)
- PERIOD COMEDY: Performance by KATE CHEKA (EN)
- MUSIC: Live performance by LIE NING

- **International Women's Day (5. and 8. March 2020)**

On Sunday, March 8th, International Women's Day, thousands flocked to the streets of Berlin, Germany (prior to when wide-spread social distancing measures were put in place) to march for women's rights! The MH Hub organized a Period Bloc with local partners and activists where we all marched with amazing signs in support of menstrual health being a key aspect of women's rights.





- **Virtual Roundtable on Gender-Transformative Comprehensive Sexuality Education During and After the COVID-19 Pandemic.** (30. July 2020) Co-hosted with the United Nations Population Fund on gender-transformative comprehensive sexuality education during and after the COVID-19 pandemic. The event invited more than 30 experts (among them, Mariana de la Roche from our team) to discuss and share their opinions regarding the following questions:
 - based on scientifically accurate, evidence-based information and principles of human rights and gender equality. What are the major barriers to and opportunities for CSE implementation at the national level?
 - How do we ensure sustainable community empowerment and gender equality through CSE, and what is the role of civil society in its implementation?
 - CSE curricula need to be tailored to the unique needs of participants based on their gender. What effective approaches can be used to involve boys and young men to challenge harmful gender stereotypes and systemic discrimination based on sex, sexual orientation, and gender identity?
 - What would it take to institutionalize CSE in the long term from a donor perspective?

"We must now rethink the way we integrate CSE in other dimensions to allow us to address a broader scope of challenges women face during their life cycle."



-Mariana de la Roche Wills,
COO & Chief Policy Officer,
Menstrual Health Hub
[#CSE4genderequality](#)



- **'Break The Stigma: Let's Talk About Sex' (30.10.20)**

Co-organized by In Women's body this digital interactive event created a space to learn and speak about sex. Together with the experts on female sexuality & menstrual health, discussions took place around the important role female sexuality plays in female empowerment and health.



- **Women of Wearables: Menstrual Health (20. October, 2020):**



This webinar covered the importance of medical research for women's health and why a lack of medical data in this space is actually an opportunity for femtech businesses to build the next generation of menstrual products and services, as well as:

- The importance of education about menstrual health and the products we're putting inside our bodies;
- The importance of sustainability in building healthcare and hygiene products;
- Why personalised support, tailored to each customer circumstances, is the way forward in the healthcare industry;
- The importance of using inclusive language when talking about periods and menstruation;
- How we can all fight to end period poverty;

- The key trends we will witness in this sector in the upcoming years.

Partnerships: The Inner Circle of the Menstrual Health Hub gUG consists of a tight-knit circle of partners who agree to provide financial support for one year at a time. This support allows the MH Hub to continue offering the menstrual health community an updated open-access, online platform free of charge, as well as supporting MH advocacy, community, outreach and collective impact efforts.

A major portion of the donations in 2020 will be dedicated to the implementation of the Community Platform.

Our Inner Circle partners for 2020 included:

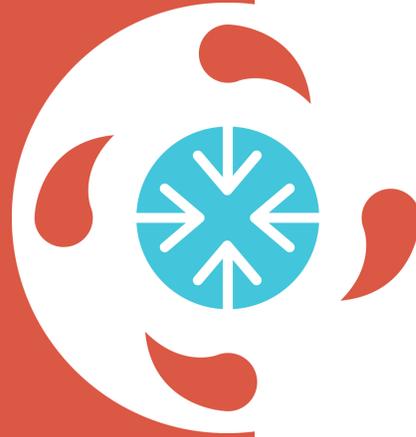


Awards & Recognition:

	<p>POWER TOGETHER Award 2019, hosted by the Women Political Leaders in Reykjavik, Iceland, for our work in helping 'End Period Poverty'. Together with 20 other organizations, we are proud to be recognized as a leader in helping bring together and accelerate progress within the global menstrual movement.</p>
	<p>Second Place Winner - Ebay Startup Cup 2017 With this prize, we were able to finance our legal registration in Germany as a non-profit organization, Menstrual Health Hub gUG.</p>
	<p>Social Digital Innovation 2017: Thanks to this grant we got our first office space and we organized our ideas and created our current approach.</p>

DECEMBER 2020

COMMUNITY INSIGHTS REPORT

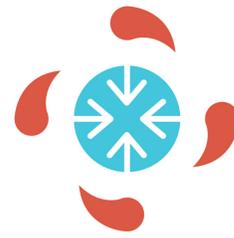


ABOUT

The Menstrual Health Hub is a collective impact organization that invests in the exponential power of the menstrual community by uniting, strengthening, and amplifying their achievements.

We do this through nurturing the growth of the global menstrual health ecosystem, knowledge-sharing, and awareness-raising.

In the spirit of uniting and amplifying the work of the global menstrual community, we will be overhauling our website to become a more interactive social network and platform in 2021.



Menstrual Health hub
mhhub.org

A COMMUNITY FOR MENSTRUAL WARRIORS

Through an interactive social network, we will seed more inspiration from each other, share challenges and solutions, and better activate a growing intersectional base of engaged grassroots organizations, social enterprises, Femtech startups, and international researchers and NGOs.

This platform will be built for individuals and organizations working on menstrual health, menstrual hygiene, menstrual equity, and period poverty, but also adolescent girls' development, female health, and gender equality more broadly.

BACKGROUND

HIGHLIGHTS OF THIS REPORT

Two loved aspects of the MH Hub

MH Knowledge Hive & Menstrual Memo

Most popular pillar

Education

Number of organizations registered

803

Increase in size of our community since last year

38%

Views of the Menstrual Map

37,359

Greatest stated strength of the MH community

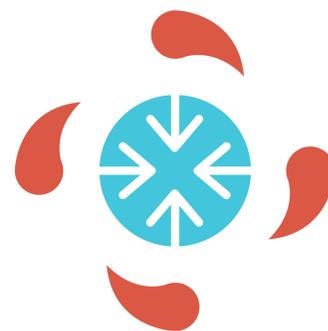
Education and training

Greatest stated need of the MH Community

Funding

In 2020, the Menstrual Health Hub (MH Hub) carried out a Community Insights Poll with the objective to **'take the temperature' of the global menstrual community** and identify the internal and external strengths and challenges facing the global community. 201 members of the menstrual health community completed the survey.

The information collected was GDPR compliant and feeds directly into the next stages of development of the MH Hub online platform.



KEY FINDING #1

People love our Knowledge Hive

The MH community is using the **Knowledge Hive** the most

This strong, cross-sectoral evidence base of MHH resources areas is critical to advancing the MHH agenda and pushing forward social, and programmatic change around female health and gender equality.



Education & Learning

As the most frequently used pillar, users are actively seeking out ways to learn from others' existing educational approaches and adapt or utilize them for their own contexts.



Research:

The 2nd-most popular pillar considering the rich resources and the strong need for evidence-based programming globally. Research continues to be a top priority for the MH Hub to populate.



Innovation

We are exploring the possibility of developing an online marketplace and/or a repository of product / consumer insights to help inform individual and organizational decision-making around new female health innovations.



Policy

Shifting from information-gathering to action-orientation - i.e. more policy and advocacy guidance (i.e. toolkits or webinars) that detail strategies and actions for how to concretely advocate for MHH-related policy change.

MENSTRUAL Memo



Memo MENSTRUAL *en español*



“I always look forward to your Memos, **they give me so much inspiration for our work** with Drawing Dreams Initiative in Laikipia County Kenya”
- Grace Wanene

KEY FINDINGS #2

People love our Menstrual Memo

With a 32% open rate, the increasing popularity of the Menstrual Memo with both public and private sector organizations indicates that **there are unexplored opportunities for how to leverage its reach and success.**

The positive reception affirms our decision to start producing a Memo in other languages, with a Spanish-language Memo starting in January 2021.

Monetizing space in the Menstrual Memo (such as carefully curated promotional content) would enable us to expand the reach of the Memo to new languages, create new digital content and ensure that the Memo remains accessible to all.

As of Dec. 2020, there are **803 entities from over 90 countries** on our Menstrual Map, which is a **38% increase in the size of our community since** last year.

KEY FINDING #3

People love the Menstrual Map

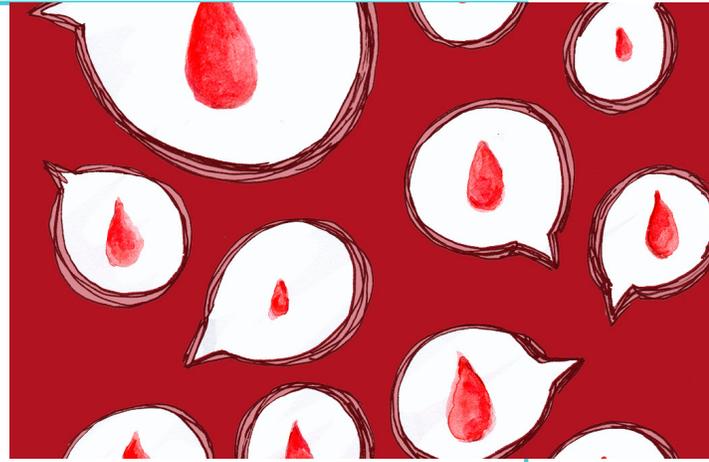
In the development of the MH Hub new platform, **the Map will most certainly be optimized and redesigned with more information to ensure greater functionality and an improved user experience.** With this we aim to facilitate more quality interactions between users and organizations.



The Menstrual Map has over 37,000 views to date.

KEY FINDINGS #2

Assessing the strengths and needs of the menstrual health community



1

Menstrual Health and Hygiene (MHH) products, programmes and/or services

The menstrual health community is a community rich in people and organizations who know how to educate women, girls, and communities.

The Community Platform will build upon the knowledge within the Knowledge Hive and expertise across the community to further strengthen the ability of all actors to share high-quality and contextually-specific MH resources where needed.

By creating a platform that improves connection and communication across country or regional-level contexts, we can improve the accessibility, efficacy and effectiveness of menstrual health education and related interventions.

Greater resources are needed specifically around monitoring and evaluation (M&E) and capacity building.

Other gaps around programme delivery include needing more knowledge around:

- (1) WASH and MHH waste management,
- (2) how to engage boys and men in MH programming and
- (3) the integration of MH into sexual and reproductive health and rights (SRHR).

Almost half (48.8%) of the respondents can provide educational or guidance/training materials and support in delivering MH education or training.



2

Start-up and Business Support

There is a clear need to invest in capacity development to professionalize the MH ecosystem so that organizations can better scale their menstrual health impact on women, girls and their communities, including more support with starting and/or scaling a female health business and support with organizational development or team building.

Over two-thirds (67.2%) say they need help finding funding, while 54.7% need support applying for funding. 59.2% expressed a desire to find collaborators for joint funding opportunities.

3

Fundraising and Investments

There is a strong need for funding for all the stages of nonprofit and commercial enterprise development, especially for core funding to support basic operational costs, capacity and organizational development.

There is a critical need to understand, analyze and map the opportunities that exist in the MHH funding landscape. This includes who is looking for funding, what types and amounts, and the kinds of innovative approaches that can truly deliver and multiply impact.

The Community Platform will work to ensure that better connections are made to help narrow the gap between organizations and businesses doing great work and those that are willing to invest in or fund them.

4

Marketing, Communications and Campaigns

There is a need to support the global community with brand or organizational positioning, conducting market research and the analytics strengths needed to track impact and generate compelling research reports.

Almost half (49.3%) (for-profit & nonprofit) need support with communications, campaigns, marketing or design.

5

Advocacy

There is a need for more knowledge of the advocacy process per country and knowledge on how to continue and extend existing policies.

As advocacy and awareness-raising is central to the work of the MH Hub, we should explore how to provide richer insights into the advocacy process. Here we can better bridge the gap between awareness-raising, advocacy and policy.



6

Resources (Research, Education, Policy and Innovation)

The community is highly interested in upskilling and continuing to improve the quality of the evidence that is informing their efforts to improve MHH.

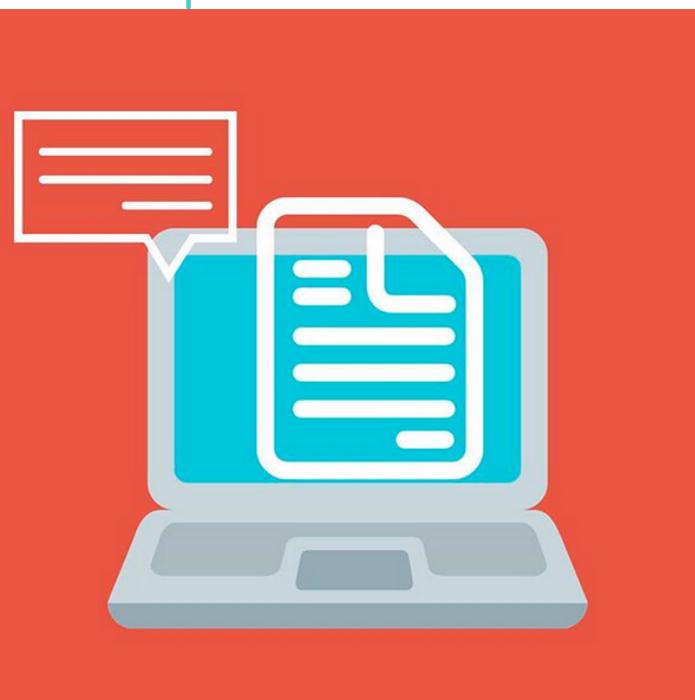
Additional needs include more general information on menstrual health and the menstrual cycle. It is essential that on the Community Platform, organizations are able to link to and spotlight their own resources.

7

Events

There is a willingness to connect with others in the space for knowledge sharing purposes and promotional opportunities.

There is a need for collaborators, speakers and hosts for online events. As the Community Platform aims to enable these kinds of links to be made, there lies an opportunity for events and creating a speaker/host base on the Community Platform..



More than 40% of respondents say they can help with organizing and promoting others' MHH-related events,

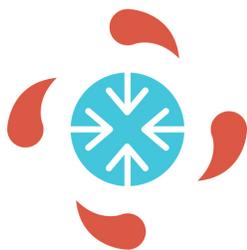
CONCLUSIONS

Through the Community Insights Poll, we gained an extensive list of strengths and needs that will structure the profile and matchmaking functions on the relaunched version of the MH Hub .

These insights will directly inform the development of the Community platform, and will serve as a guiding light to ensure our work remains focused on the needs of the global menstrual community.

The findings of this report are fundamental to achieving greater collective impact in the MHH space.

As the MH Hub holds a key to helping facilitate more connection, collaboration and communication within this field, we will continue to advocate on behalf of the global menstrual community by leveraging their strengths and helping meet their needs.



Menstrual Health hub
mhhub.org

**FOR MORE INFORMATION
OR TO RECEIVE THE FULL
REPORT:**

Danielle Keiser
Executive Director
danielle@mhhub.org