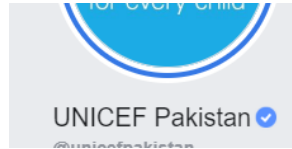


GENDER SENSITIVE WASH- MENSTRUAL HEALTH AND HYGIENE IN PAKISTAN



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MENSTRUATION OVERVIEW IN PAKISTAN

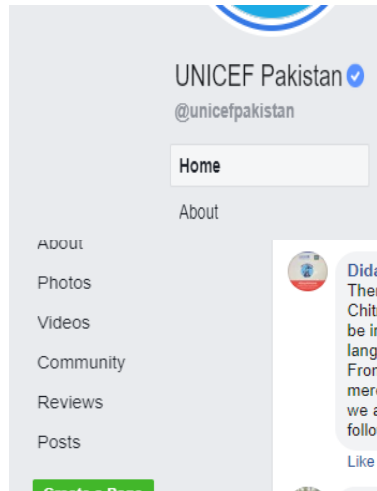


Bilal Ashraf Ch Keep this info to your family girls only and save your family femalea....we and our girls do not need your efforts... Dnt be worry about whole world.

Like · Reply · 1h



1



Hafsah Mir We are already celebrating 28 may as a day of pride for Pakistan. Firstly, it was a wrong pick to label today as period day or/.... Secondly if the demand is that women boldly start saying that yes i am having periods, isnt it a bit awkward?? Its a private issue of every woman.

Like · Reply · 4h



34

"Most relevant" is selected, so some replies may have been filtered out.



Didar Ali I have a short story
There is a place In NORTHERN Pakistan Bumboorat (Kalasha)
Chitral where a very old civilization still exists, there a woman should be in Isolation. There is a community Hostel called Bashalani in local language where all women and girls during period used to stay.
From this I had concluded that these concepts of dirty, bad etc are merely developed by Imamature pre advance medical communities, we are well aware of the complete phenomenon than why should we follow them,

Like · Reply · 2h



2



Emma Watt Hafsah Mir, but it doesn't matter if she tells this to her near n dear ones especially females

Like · Reply · 1h



Hafsah Mir Emma Watt that isnt the issue being discussed here dear. I think the perception being created is about bullying women especially regarding periods. A woman is at her freewill to discuss it with who so ever she wants. See, the main point is that we should respect the comfort xone of the other person and this should be irrespective of the gender. I hope my point is clear. I just wish that we grow above the gender and religion issues.

Like · Reply · 1h · Edited



2



MHM Status in Pakistan

- More than 42 million (roughly 22%) girls aged between 10 to 19 years (menstruation age)
- 15 million girls in Pakistan are out of school
- Low literacy rate among girls. Net attendance drops from 62.3% at primary school to 28.9% at secondary school
- More than half are unaware of Menstrual Health

Source: EMIS



UNICEF'S APPROACH

Holistic approach to improve MHM practices among adolescent girls through a multi- pronged Social and Behavior Change Communication (SBCC) Strategy



RESEARCH



SBCC STRATEGY



ADVOCACY



MONITORING & KNOWLEDGE MANAGEMENT

Research Findings

- 4 research studies
- Perceptions & practices
- Partners Real Medicine Foundation, Alberta & Columbia Universities

1. Menarche as a traumatic event
2. Culture of silence
3. Prior knowledge normalized menarche
4. Misinformation
5. Information needs and Concerns
6. Quality of WASH facilities do not meet girls' menstrual hygiene needs
7. Urban issue just as much as rural

- Over 5000 female youth participated in an SMS U-Report poll
- Live Chats conducted through U-Report with male and female youth revealed key areas of intervention for MHM in Pakistan: Advocacy, Engaging communities, Innovating

Key results:

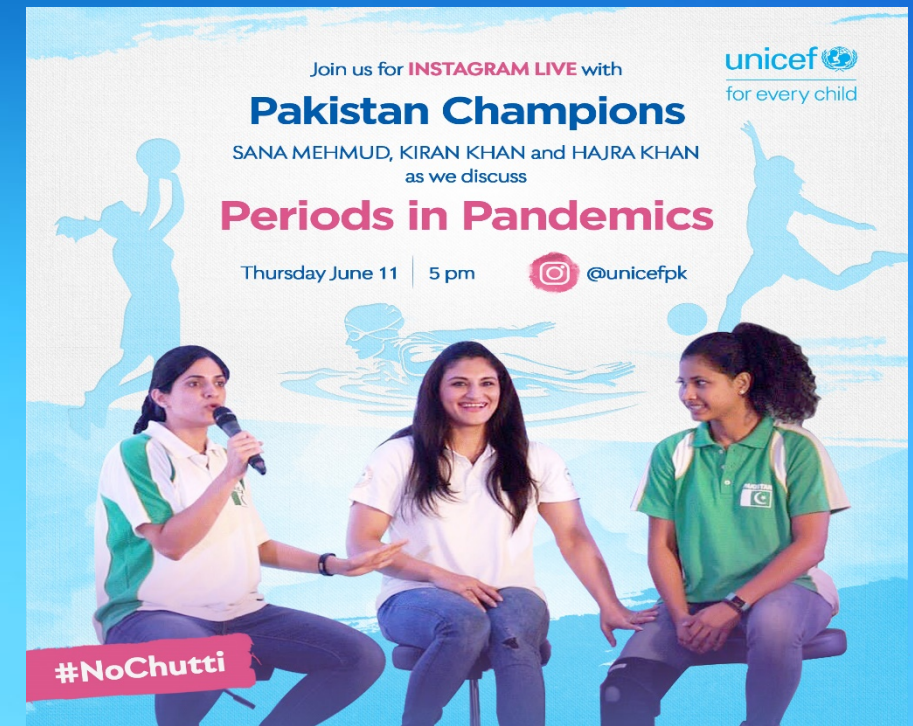
- 41 % female U-Reporters did not know about menstruation when they first got their period
- 44% do not have basic facilities or products to manage menstruation
- 28% missed school due to menstruation

**MHM C4D
strategy
Launch of MHM
Innovation
Challenge**

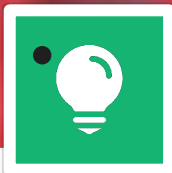
INFLUENCER ENGAGEMENT AND MHM GLOBAL INNOVATION CHALLENGE

Strategy:

- ❖ Top female athletes engaged as champions for change
- ❖ Religious leaders debunking myths and misconceptions about Islam and MHM
- ❖ Young parliamentarians to advocate for better facilities
- ❖ Support Global Gen U challenge winning team Red Code through promotion of use of the reusable sanitary pads to reach the marginalized girls and women
- ❖ Interactive digital media public discourse campaign-#NoCHUTTI
- ❖ Myth Busting online portal/ Menstrupedia
- ❖ Animated storytelling content on menstruation
- ❖ Awareness campaign with local community leaders/women
- ❖ Android app “menstrual hygiene package”
- ❖ E-Health online clinics to respond to menstrual health questions



Advocacy



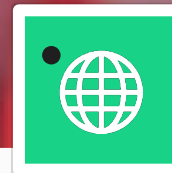
• MHM Working Group

- National and provincial MHM Working Groups established to advocate for better MHM with government & other stakeholders
- MHM TWG at provincial level has started working to review designs of MHM friendly spaces that are installed in girls' schools to come up with a standard design.



• Private Sector Engagement

- Engaging private sector including commercial and re-usable napkin manufacturers, start-ups and techpreneurs to take initiatives to scale
- e.g., P and G donation sanitary pads
- Private partnerships with Unilever and SANTEX



• Enabling Environment

- MHM mainstreamed into WASH in Schools Strategy
- Advocacy with provincial government along with Education on the MHM indicator inclusion in EMIS
- Curriculum revision to include MHM content
- MHM trainings conducted jointly with Education to train teachers on MHM
 - Puberty book adopted as supplementary reader in Provinces

ACHIEVEMENTS

More than 3 million girls reached through school-based, community outreach and social media

Government buy-in. scaling-up MHM initiatives across the country

Increased coordination among multiple stakeholders working on MHM through the TWG at national and provincial level

SCHOOL-LED AWARENESS PROGRAMS :

WASH/MHM clubs promoting MHM education programs
Safe methods for sanitary napkin use and disposal

COMMUNITY EDUCATION WITH MOTHERS --

Low cost sanitary napkin production
Debunking myths among mothers and community influencer groups

LESSONS & RECOMMENDATIONS

Sustainability of
MHM approaches
need to be context
specific to work.

Government
ownership – e.g.
Puberty book
pending approvals

Engage men, boys
and at community
level and other
stakeholders

Evidence:
research-policy
nexus – Be
proactive while
exploring further
research gaps



CALL TO ACTION FOR ALL STAKEHOLDERS

- Government to review the pink tax
- Shift from awareness raising to changing society norms
- Strategic engagement with local celebrities, support local/youth entrepreneurs
- Creation of participatory platforms - MHM Helpline
- Enhanced Convergence – MHM in Alternative Learning Programs (madrassas), MHM linkage with early marriage
- Nationwide capacity building on MHM
- Strategic partnerships – Girl Guides Association – Boys Scouts, Private Sector
- Support production of safe and local sanitary products
- Support provision of safe and dignified WASH facilities in communities, schools, public places and workplaces



THANK YOU
Kiran Qazi
WASH UNICEF Pakistan