A Brief Report On **MHH CAMPAIGN WEEK-2021**

24th May to 28th May 2021











Odisha Menstruation Health and Hygiene Alliance Partners



























A Brief Report On

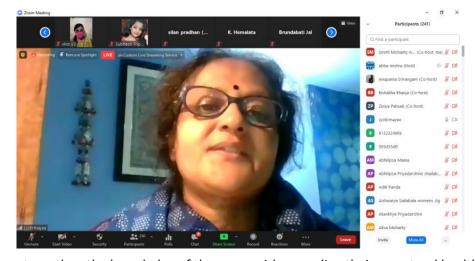
MHH CAMPAIGN WEEK-2021

24th May to 28th May 2021

The Menstrual Health & Hygiene Campaign Week (24th-28th May 2021) was celebrated in the form of webinar, each day focused on a particular topic. The webinars was organized by Odisha Menstruation Health and Hygiene (OMHH) Alliance which is an alliance formed by a group of organizations in Odisha like Aaina, NAWO,Youth4Water, Water Initiative, Child Fund, Action Aid, UNFA, UNICEF, UNDP, Water Aid in collaboration with Rama Devi Women's University, Shailabala Women's Autonomous College, Sambalpur University, contributing to destignatize Menstrual Health and educate the larger mass.

On the first day of the Menstrual Health & Hygiene Campaign Week i.e. on 24th May 2021, the topic of the webinar was Positivity of Periods. On that particular day OMHH Alliance in association with Rama Devi Women's University was organized the programme. The participants were from different universities, colleges, adolescent girls and boys from different fields of partner organizations.

The speakers of the day were Chairperson, PG Council, Rama Devi Women's University, Prof Sasmita Mohanty who gave emphasis on the importance of Global Menstrual Health & Hygiene Campaign. Across the globe we find young girls facing challenges, taboos, social cultural practices which lead to adverse path, they face stigma. This will help them for their sustainable health, for change in their perception, behavior and practice of MHHM.



Professor, PG Department of Gender Studies, Rama Devi Women's University, Dr Jyotirmayee Acharya said that researchers have put emphasis on positivity of periods, the awareness is highly essential which is the need of the hour. Everyone should take it as a challenge as each one's idea will contribute and

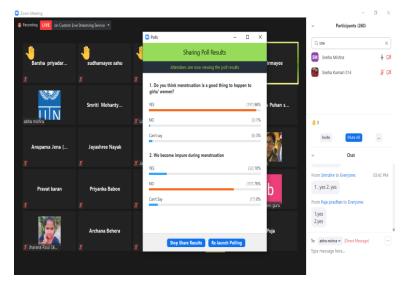
strengthen the knowledge of the young girls regarding their menstrual health and hygiene.

Dr Sayantani Behura, Faculty Rama Devi Women's University had stated that inorder to understand the positivity of periods we should inculcate scientific temperament among young adolescents. Also she shared that how different positive changes happen during periods like motor coordination, verbal skills, and mathematical abilities, etc.

The next session was poll questions where 2 questions were asked to participants and their opinion was noted. Out of 247 persons along with organizers attended the webinar. 206(82%) had participated in the polling.

The first question which was posted on the first day was do you think menstruation is a good thing to happen to girls/ women?

197 said yes to it, 3 said no, whereas 6 said they can't say.



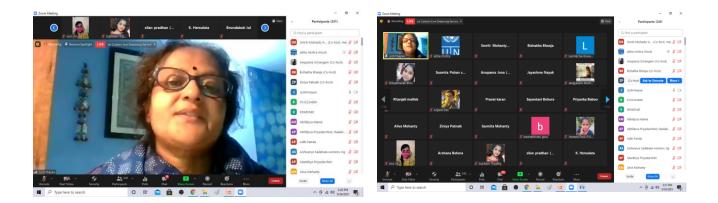
Second question that was asked- we become impure during menstruation, 32 participants said yes that means they feel they become impure during menstruation, 157 said no which means they feel that during menstruation one doesn't become impure, whereas 17 participants are not sure whether one becomes impure or not during menstruation.

The next speaker was Ms Bishakha Bhanja, Women's Rights Activist had highlighted (a)how cultural practices and taboos affecting the positivity of periods.(b) Now it is the time, the young girls should reply to the question "why" women are seen on a subjugated way. Lots of restrictions are imposed on young girls after menstruation. The voice of why should be raised in the patriarchal society. She also added such an educational webinar will be helpful in changing the mindset of the people and will facilitate the women and girls to get appropriate health behavior.

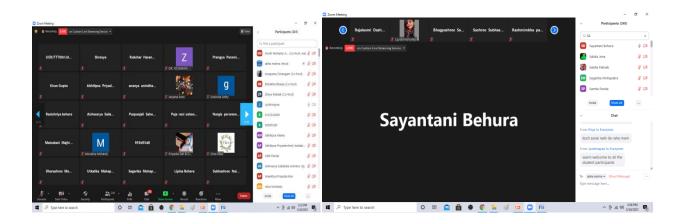
The next esteemed speaker was Dr Mamta Pradhan, Public Health Consultant who had very nicely addressed the issues related to know your body-break the silence. The girls should feel proud of themselves, one should love her body. If the menstrual health will not be properly managed, it will affect the self confidence of the young girls. She also discussed the scientific dimension of menstruation and proper management of health and hygiene during menstruation, use of pad, proper nutritional practices etc. Keeping oneself clean and healthy is the main mantra to be happy.

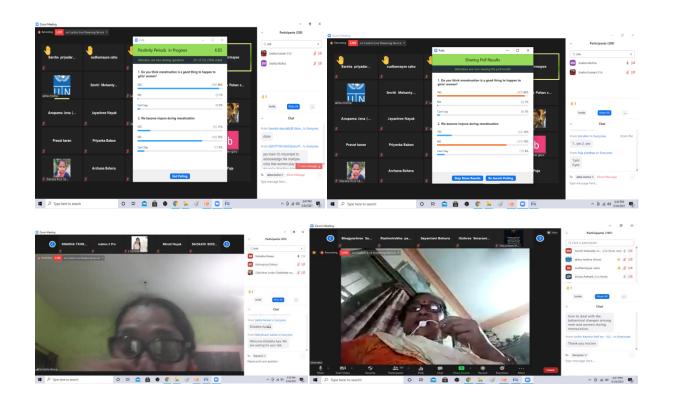
Dr Aliva Mohanty, H.O.D Rama Devi Women's University gave her concluding remarks, very nicely she put an insight on the points that the speakers of the day had said.

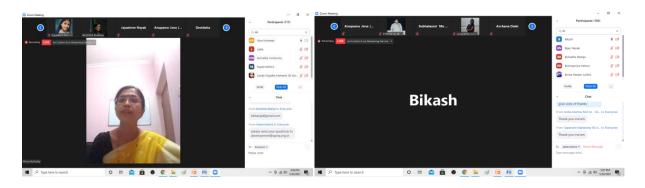
After a final round of question and answer, Mr Bikash Pati, Programme Officer, WaterAid, and Member Odisha MHH Alliance delivered the vote of thanks.











On the second day of the Menstrual Health & Hygiene Campaign Week i.e. on 25th May 2021, the topic of the webinar was Men and Menstruation (Role of Men). On that particular day OMHH Alliance in association with Aaina organized the programme.

The anchor for the day was Mr Biswaranjan Behera who gave and brief introduction of the day. He said-Menstruation has always been taboos subject across almost all cultures, continuing to be most complex subject to discuss in open. It has long been associated with dirt, shame and fear. A menstruating woman is often considered impure and unclean. While most women have grown up being told that a girl shouldn't talk about her periods in public while for men it remains clueless about the what and whys of menstrual cycle and its taboos. There is also the impact of religious views and teachings on menstruation. In several rural areas, women are banished to abandoned huts due to their 'impurity' while they are menstruating. Taking the Sabarimala conflict for instance, despite the Supreme Court's verdict to allow women of all ages to enter the temple, but several people took to the streets to stop women from doing the same. But think things are changing. There are more and more people talking about periods and their associated taboos and there are many films and documentaries being made on the issue, which is having positive effect society. Being a man he said that equal partnership ensures greater support to our women which will leads to successful empowerment of the whole community.

The session was followed by poll questions and answering session, here two questions were raised for polling. Out of 169 participants, only 71 could participate in the polling due to technical issue.

I think menstruation is primarily a women's issue and thus should not be discussed with/by men. Here 13 participants think menstruation is primarily a women's issue and should not be discussed with/ by men.56 said no to it which means it is not only a women's issue and this should be discussed, 2 said they don't know

I am comfortable speaking about menstruation with others of the opposite/other genders.41 participant said yes,7 said they are not comfortable speaking about menstruation with opposite or other genders, 3 said they don't know and 20 answered that they are little hesitant to talk abot menstruation.

What do you know about menstruation? 56 participants said it's a natural physiological process, 7 said its dirty blood going out from female body, 3 said Women considered to be impure during the periods and 5 participants said women should normally work even during the periods

Have you ever purchased pads for the girls/women of your family/friends. 62 participants said yes they have purchased pads.9 said they haven't purchased yet for the girls/women of their family/ friends.

If yes, were you comfortable asking for the pads, 57 participants said yes, they were comfortable while asking for pads, 3 said no, 5 said can't say and 6 were hesitant for asking for pads.

The first speaker of the day was Mr. Anurag Gupta, Regional Manager, WaterAid. He discussed about-"Why it is important to talk about menstruation & role of men". He said menstruation is very important subject and everyone have to discuss about it and work it out its field. Mr Anurag Gupta's first exposure was after he started working. MHM related problems are high and the condition is very bad due to lack of water and many taboo are associated with it. India is also at very low position on handling MHM. It is also considered that men is more powerful than women and women doesn't have their rights to choose their resources because of this patriarchal society. These should be lot of planning and infrastructure development to make MHM a natural process. We need to be more sensitized and also school should have infrastructure to have an equity in society. While talking about it only brining many changes and I am also learning everyday while working in field.

The next speaker was Pratibha Pandey, Senior Manager-Health, ChildFund, she focused on engaging the youths in MHM Awareness.

A video on the role of men during menstruation was screened during the webinar.

A panel discussion on Sensitization of Men on MHM where the moderator was Ms Shipra Saxena, WASH Specialist, UNICEF and member of OMHH Alliance.the panelists of the day were Mr Bikash Pati,Pogramme Officer, Water Aid, member of OMHH Alliance, Mr Narendra Singh Chouhan, WASH Officer, UNICEF and Dillip Kumar Biswal, Director-Programme, Aaina.

The questions asked to panelists were-

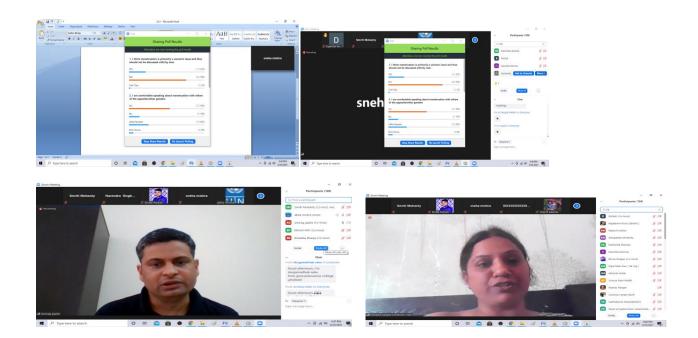
- 1. How do boys/men react to menstruation
- 2. Can a women period affect men
- 3. Can a women period affect men
- 4. Can u share conversation on menstruation with your wife, growing girls in your house and family
- 5. Can a women period affect men
- 6. Can u share conversation on menstruation with your wife, growing girls in your house and family
- 7. Can u share your experience
- 8. Can you suggest ways for mens more involvement
- 9. How does communication and capacity building play an important role?
- 10. What would be the changing scenario if boys are made aware about menstruation"!

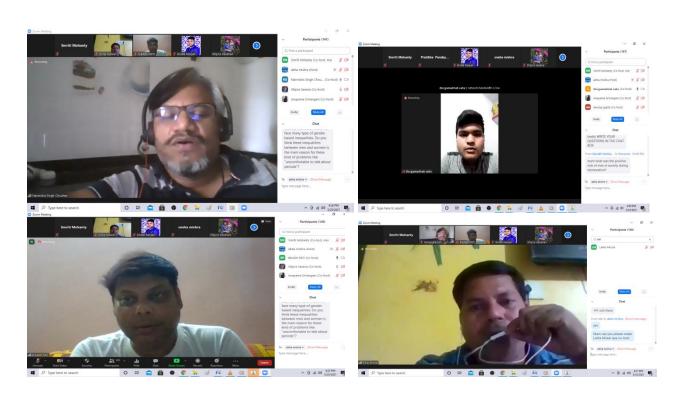
A video on "No Hesitation" was screened

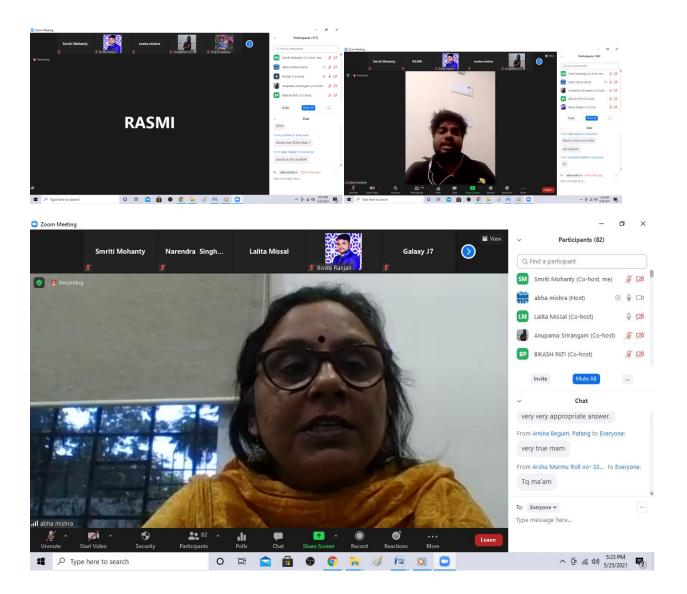
Durgamadhab Sahu, Govt Autonomous College, Phulbani and Rashmi Ranjan Panigrahi, Youth4Water had shared their experience how they have been supporting female members in their family. They are examples in the society by creating awareness, talking to people about menstruation and its health and hygiene practices.

Before ending the webinar there was question and answer session. In the end of the session, Ms Lalita Missal, State Coordinattor, NAWO and member of OMHH Alliance presented her concluding remarks. Ms Abha Mishra, Head of the Office, Odisha, UNDP presented her vote of thanks.

Snaps of 25th May 2021:







On the third day of the Menstrual Health & Hygiene Campaign Week i.e. on 26th May 2021, the topic of the webinar was Gender Discrimination-Child Marriage & Menstruation. On that particular day OMHH Alliance in association with Shailabala Women's Autonomous College, Cuttack & Action Aid organized the programme.

Sonali Snigdha Mohanty from Shailabala Women's Autonomous College, Cuttack was the host of the day.

Introductory Address was presented by Dr Surekha Sundari Swain, Principal, Shailabala Women's Autonomous College, Cuttack. She focused on due to lack of awareness there are unhygienic practices followed in rural and tribal areas. As a result the girls are facing difficulties like infection, diseases. This leads to early marriage in India and many other countries of the world. Through the webinars, the participants can disseminate the information and understanding to their peers, friends, community members, relatives

51% of the audience participated in the polling session. The remarks of the session was:

Girls are for marriage and motherhood-25% participant said yes and 75% says no

Periods induced child marriage-27% participant said yes, and 73% said periods doesn't lead to child marriage.

Does your first period meant your parents thought you are ready for marriage : 19% Yes, 80% said no and 10% said don't know

Menstruation affects their education of adolescents: 40% said menstruation affects education of adolescents and 61% gave their opinion as no.

Girls can discuss about their puberty and how to manage it : 90% are of the opinion that they can discuss about it whereas 10% said they can't discuss.

Mr Ghasiram Panda, Programme Manager, Action Aid, took the session which covered the topic of how and why menstruation has a link on child marriage. He shared two instances which he had witnessed during his field visit. In tribal communities specifically when the girl attains her first menstruation is eligible for marriage. The family members, relatives, communities organize a feast where people will know that girl is eligible for marriage now. But the girl during this period is kept in an unhygienic space. The girl is never given the scope to understand what real is going on. Also there was a situation where a young child was being married who had not even attained her menarche. For the local people this is child marriage.

There are communities who think that a girl who attains menarche and is involved in marriage that is not a child marriage. They never consider the age as their criteria for marriage. Most people don't remember the birth year and age as they are not educated.

Prohibition of Child Marriage Act which states that it is a child marriage where the male has not completed 21 years and 18 years in case of female and it is illegal and offensive. In Odisha the average of child marriage is 21.3% .There are 16 districts which are above the average. Out of 18 districts,8 districts are above the national average. In India,23% of girls drop out of school due to menstruation. Every girl who married in childhood is raped every day.He also highlighted the consequences of leaving school and staying at home.

Mr Panda also focused on how we (participants) can play a vital role to stop child marriage during COVID. Due to the covid situation it is not possible to keep an eye on everyone and everything and frontline workers are engaged as covid warriors.. There are girls and boys who get eloped, or else marriage is finalized, but being friends if someone comes across such instances, they can immediately call 1098 or police, or CMPO(Child marriage Prohibition Officer) who is also CDPO can also be informed. Their duty is listen to the case, take over the case and physically visit the areas or localities where the offence is going on. All are change markers and everyone should take initiative to stop it.

A video on Maintaining proper hygiene during menstruation by Tiki Mausi.

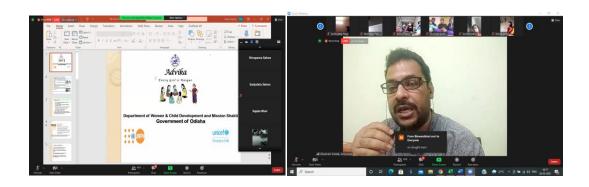
Ms Neha Naidu, Child Protection Specialist, UNICEF, highlighted about ADVIKA- Every Girl is Unique an adolescent empowerment programme which is initiated by Govt of Odisha which is rolled out in 30 districts of Odisha. It aims at renewing commitments towards empowering adolescent girls through life skill education. The target groups are girls from the age of group of 10-19 years of Odisha who belong to both rural and urban areas. She also explained the details of the programme, resource package which included Kishori Kalender where in the month of June the session on menstrual health and hygiene is covered. She also mentioned the role of PRIs to stop Child marriage. As youth all can come up with action. She also mentioned about Young Warrior through one can be aware about Covid. Anyone who is 11-30 years can try to join the initiative.

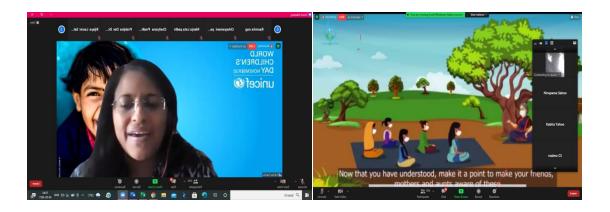
A video on maintaining hygiene related to absorbents was screened.

There was question answer session during the day.

M.Tejaswar, one of the volunteer had shared his personal experience, how he had brought changes and how he had supported his wife in fighting against taboos.

Finally Ms Smriti Mohanty, Programme Manager, Aaina and member of OMHHA had given vote of thanks.





The fourth day of the Menstrual Health & Hygiene Campaign Week i.e. on **27**th May **2021**, the topic of the webinar was Menstruation & Mental Health. On that particular day OMHH Alliance in association with Sambalpur University had organized the programme. Ms Bandana Meher, Faculty, Social Work from Sambalpur University had moderated the programme.

Dr. Rashmi Pramanik, Assistant Professor, Anthropology, Sambalpur University. She had addressed menstruation is shamed and stigmatized which also affects mental health. Everyone knows the physical changes but no one tries to understand the mental condition of a girl.

Then the poll session was taken over. When the question was raised on **Which of the following do you believe has the greatest impact on spreading "menstrual shame"? 54% said greatest impact through** Family/ Friends, 21% says Education, 4% says Peers, 7% says Media and 14% says Others.

I think menstruation is a taboo subject: 36% think it as a taboo subject and should not be discussed, 19% says Neutral, 24% says Disagree, 31% says Strongly Disagree, we should discuss about it.

Taboo Challenges- video was screened which had different challenges related to periods which was posted by volunteers from field.

Karishma Lakra, a student of Sambalpur University shared her experience which was based on her mental condition during her periods.

The next speaker was Ms Dipti Dash, CWC Member, Puri who shared the Challenges faced by young adolescents with Disabilities.

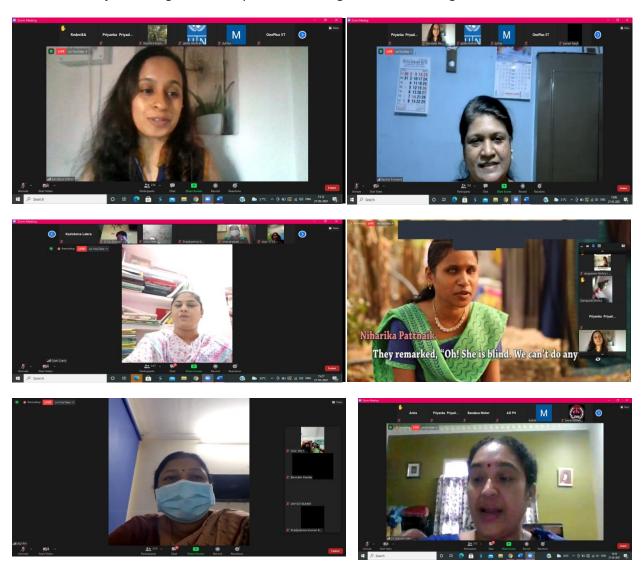
A video on "Black to Red" was screened which was film on visual impairment and their experience on periods.

Dr Prameela Barala, Additional Director, Mental Health, Dept of Health & Family Welfare took session on Mental Health & Menstruation. She shared about the pre menstrual syndrome. She mentioned the stress level that the adolescent girls suffer during this period. There is need to make them feel and understand that it is a normal and natural phenomena that has to occur in a female youngster and has to learn the menstrual management like hygiene practices, availability of logistics such as sanitary pads or clothes. Family, friends, anganwadi workers etc play a vital role in making them understand about it and not bringing in taboos and stigma. Awareness through counselling can make the work easier. School girls can be given knowledge by demonstration. Science teachers of schools can be sensitized so that they be approachable to students (girls). It is not a shame but it should be a pride. Effort can definitely bring change.

Next speaker was Dr. Ojaswini Patel,OB and GYN Specialist, Sambalpur stated the importance of remaining healthy. Specifically due to their monthly periods, girls lose interest in studies and gradually drop out from school. Proper counseling and proper education regarding menstruation will create awareness and reduce the fear of girls. She focused on physiological changes and how it leads to mental health changes. Stress leads to imbalance in periods which needs care.

There was a question answer session.

Aditi Panda, Project Manager, Samarthya, KISS-UNFPA gave her concluding remarks and vote of thanks.



The Menstrual Hygiene Campaign Week ended with a final webinar on Global MHM Day, on the 28th of May, 2021.

The Secretary of Aaina and member of OMHHA, Ms. Sneha Mishra, began the program with encouraging everyone to paint a red dot on their palms, symbolizing the power of menstruation. She went on to summarize the activities that were carried out in the past week. The Ramadevi Women's University took the lead in organizing a webinar on the positivity of Periods to discuss the miracle of this biological cycle. She said that since the beginning, through this initiative we have tried to include men and young boys and encouraged them to have equal understanding and participation in these discussions. Ms Sneha pointed out that the real focus of this movement is to involve and educate the new generations as much as possible so that women don't face any hindrances when it comes to menstrual health. Menstruation and its relation to Child Marriage, Domestic Violence and Mental Health were also discussed. She opened today's session by welcoming all the guests and participants who took the time to join the webinar.

The next speaker is Mr. Narendra Singh Chouhan, WASH Officer, UNICEF, Odisha. He made a brief presentation on menstruation and addressed the issues and challenges faced by women and adolescent girls in the country. 23 million girls drop out of schools every year when they start menstruating and have acute health problems as a result. He talked about how 60,000 cases of cervical cancer deaths are reported every year in India out of which two-thirds are due to poor menstrual hygiene. The main challenges of MHM are lack of awareness in society, lack of proper facilities and allocation of resources, regressive social positioning of MHM etc. He highlighted the issues that the Pandemic has brought about to Menstrual Health. It significantly disrupted access to information & facilities. The unplanned movement of migrants and no proper toilets or sanitary products was also a huge problem. He pointed out how post-pandemic we need to focus on including Menstrual Hygiene in the emergency response and to prioritize access to safe and accessible toilets and other amenities in schools, offices and other public places. Homemade alternatives should be explored during these uncertain times and a surplus of sanitary pads should be ensured at all times. Mr. Chouhan went on to discuss the menstrual waste load in India and the steps that can be taken to control the situation. He also listed the myths, taboos and facts about MHM for both girls and boys to learn from. He discussed the role of men in menstruation and also how the SDGs tie into the subject.

Next a video was played that addressed the stigmas around Menstruation and voiced the opinion of the public. A round of Polls regarding the subject was held for the audience members to participate in.

- Can a menstruating woman take vaccine during her periods?
 75% feel that vaccine can be taken during periods, 13% feel that it should not be taken and 12% are not sure to take vaccine or not.
- Is there any impact on periods if women get affected by COVID
 10% feels that there is impact, 56% feel that there is no impact on periods and
 34% are not sure whether there is any impact or not.

- Where do you normally dispose your Sanitary Pads?
 53% dispose it in dustbin, 7% throw it in water, 11% burn it,36%, Put it a hole or dig it in soil, 5% says any other
- 4. What were the challenges faced by you around menstruation in lockdown situation 23% say that there is/ was no privacy at home, 21% face challenge due to use of common toilets, 15% say that could not explain the menstrual pain to family members which means menstrual talk is not happening, 24% had to use cottons (used) due to non-availability of pads(commercial)/tampons and 17% faced challenge due to disposal of absorbents

The next guest speaker was Ms. Monika Neilson, Chief of Field Office, UNICEF, Odisha. She talked about how menstrual hygiene is a natural biological process and that all humans, irrespective of their gender should be aware of this cycle. The main reason why periods are still a taboo in society is because it is treated as a "women's" problem. Ms. Monika stressed on how important it is help men and boys to better understand this process and so that they can support women. Every time we bleed, we are reminded of our power to create a life and silencing the beauty of menstruation is silencing the beauty of Earth and its feminine nature, she said. The issues of menstruation are interlinked to a person's psychological and mental health. Women constitute around 48.5% of India's population and hold eminent positions in all spheres. However, still women and girls, especially in rural area lack proper access to basic hygiene facilities. This becomes a huge obstacle for girls who want to continue their education. She concluded by saying that open discussions are key to such issues and with the support of everyone it is possible to achieve so much more than the 16 SDGs.

Indian Actress Ms. Archita Sahu who led the Red Dot chapter in Odisha joined the webinar to share her thoughts. She mentioned how most women are conditioned to believe that menstruation is associated with shame and secrecy. This is the ideology that needs to change so that the coming generations don't have to face the same problems. She went on to share her experiences working with the Red Dot challenge and how the movement is creating a positive wave among the youth.

Ms. Guha Poonam Tapas Kumar, IAS, Director ST& SC Development Minorities and Backward Classes Welfare Department GoO spoke next about Menstrual Hygiene Management in tribal pockets. She discussed the steps taken by the government to ensure safe and hygienic spaces for girls to use during their periods especially in tribal residential schools. Life skill coordinators keep track of the well being of the students.

Dr. Seba Mohapatra, Ex-Director of Health, Govt. of Odisha graced the occasion to discuss the pandemic, vaccine and its relation to menstruation. She shared the ground level management of the initiatives started by the government in regards to menstrual hygiene. Over the years even though facilities have significantly improved, the mindset of the majority is yet to change. The movement needs to reach rural areas to create an actual impact. She also talked about the biological process of menstruation and its 28 day cycle and how important nutrition is. She also pointed out that the vaccine has no negative issues on the menstrual cycle and she encouraged everyone to take it. Hygiene and sanitation is extremely important during these times.

Ms. Tanya Mahajan, Consultant Development Solution, Menstruation Health Alliance of India presented some data about growing relevance on sustainable menstrual products. She shared statistics on the usage of disposable pads across the country and how the intervention of both the government and private sectors has helped to increase the access of sanitary pads in rural parts of India. Usage of cotton cloth for periods has also proved to be a safe option considering that it is kept in a clean environment. More sustainable ways are being explored to reduce the burden of waste on this planet. Healthier alternatives are to be adopted since disposable pads have a huge negative impact on the environment. Compostable sanitary pads and reusable products are slowly being used by women and hopefully it will be affordable for the majority of the population. Menstrual Cups have also become a popular alternative.

Ms. Arundati Murlidharan, Manager Policy, Water Aid, spoke about the menstrual wastes management during COVID-19. She reiterated the environmental impacts mentioned by Ms. Tanya. It is critical to consider disposal facilities as we focus on increasing the usage of sanitary pads as a whole. She broke down what constitutes menstrual waste. Segregating it from domestic waste is an effective method for waste management. Sterilizing the waste and chemically treating it might actually make it safer for the environment and to recycle it. She discussed other safe methods of disposing menstrual waste in detail.

Ms Meghna Malhotra, Director Urban Management Centre joined the discussion to talk about menstrual waste management in urban cities, the policies surrounding it and other challenges. Her team works in implementation of sanitation related programs with state governments and they mobilize SHGs to continue their work. She puts emphasis on the ground level work despite of the various policies that the governments have come up with for solid waste management. There is the technology to facilitate waste management but no long term investments or initiatives have been made by our country to ensure lasting results. The sanitation workers need to be properly educated to take necessary precautions while handling sanitary pads. These pads can also be coming from COVID impacted houses since no such precautions have been taken to prevent this. Hence a proper system needs to be in place.

Nabin Kumar Naik, Regional Director Eastern Region, Nehru Yuva Kendra Sangathan Department of Youth Affair was the last guest speaker for the evening. He emphasized the role of youth in the Menstrual Hygiene movement. His department has trained over 30,000 volunteers on the subject of MH in partnership with UNICEF. They act as a catalyst to help educate marginalized groups.

A video by the International Federation of Medical Students' Associations was played which explained the importance of menstrual hygiene day, bringing the discussion panel to an end.

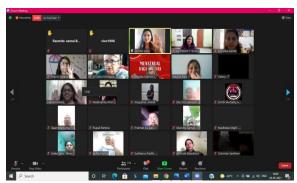
After a final round of question and answer, Bikash Pati, Programme Officer, WaterAid, delivered the vote of thanks and concluded the webinar.

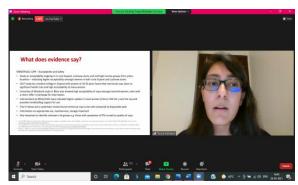


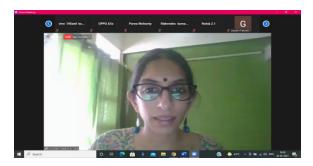




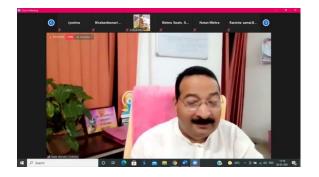




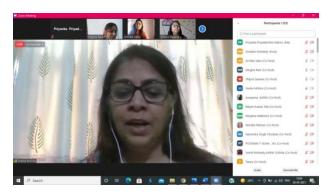














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