

210 SMCS & 200 CMCS TRAINED AT SCHOOLS

(School Management Committees, Community Management Committees)



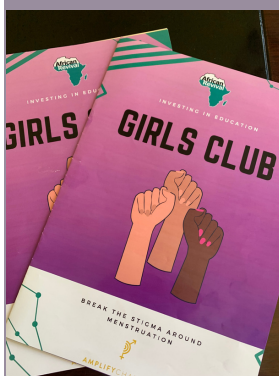
8 ACHOLI MHM RADIO SHOWS

+ spot messages played on 2 stations

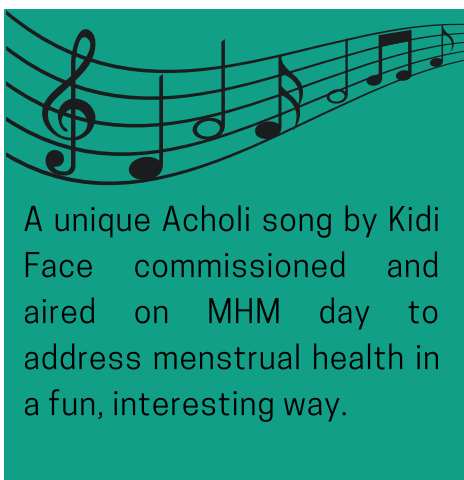


Resources developed for learners in English and Acholi - in the form of comic books. These were much more comprehensive than original flyers planned, which we were able to complete within the budget by designing them "in house".

2,918 ENGLISH COPIES & 2,933 ACHOLI COPIES DISTRIBUTED



Partners were given the comics to distribute independently, building their capacity. Resources are available freely for other organisations to print and distribute during their own work.



A unique Acholi song by Kidi Face commissioned and aired on MHM day to address menstrual health in a fun, interesting way.

37.2 MILLION OPPORTUNITIES TO HEAR OUR TALKSHOWS

Featuring a range of guests including: school girls, teachers, women in business, religious leaders, health workers, government representatives and CBOs. All discussing how stigma around menstrual health impacts them, why it's so important to discuss and prioritise it, and how to improve menstrual health in schools and communities.



National News coverage on MHM Day was in both the New Vision and Daily Monitor Newspapers with a total estimated circulation of 50,000. This led to a number of news outlets making contact offering preferential rates for future coverage.

CHALLENGES



COVID put an end to our planned MHM events at schools, and also our joint monitoring. After speaking to our grant manager we moved our campaign to the radio, and produced branded tshirts with messaging to commemorate the day, this actually meant we reached more people with our message - in more districts. We also had a special song recorded to commemorate the day, which was very well received.

The pandemic led to huge economic stress on the local communities, and with support from our grant manager we procured **650** packs of sanitary pads for emergency distribution. As we could not train recipients, we chose disposable pads not reusable pads.

LEARNINGS

Value of engaging non traditional allies, and ensuring girls themselves could speak to policy makers. Bringing together religious leaders with different government sectors for collaboration on this issue led to better results.

Call ins to our radio shows were often from adults, and frequently discussed transactional sex for sanitary products amongst girls. We were engaging in a different way than our usual community meetings, pupil training and government/school meetings. Perhaps individually with no presence of others people felt more able to discuss this issue freely, and we were surprised with how much this was discussed. This will certainly shape our future work.

"Fathers will always refer girls to their mothers and when the mother does not have or cannot afford [sanitary items] then the girls now go to boyfriends, bodaboda, or businessmen and then later they demand for sex, and this exposes them to early pregnancy and risk of HIV/Aids"

*Primary School Pupil Brenda -
Radio show guest, RUPINY FM*

