

**Global South Coalition for Dignified Menstruation (GSCDM)**

# **DIGNIFIED MENSTRUATION CAMPAIGN WORKBOOK**

A Toolkit to Mark the

**8th International Dignified Menstruation Day**

**8 December 2026**

***Theme: “Dignified Menstruation: Political Engagement from Kitchen to Parliament”***

For GSCDM members, partners, past-fellows, small-grant partners, Dignified Menstruation activists, youth leaders, schools, workplaces, governments, and civil-society organizations working on Dignified Menstruation, SRHR, Human Rights, GBV, Climate Justice, etc. worldwide.

[www.dignifiedmenstruation.org](http://www.dignifiedmenstruation.org)

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## How to Use This Workbook

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This workbook is designed for everyone working on Dignified Menstruation (DM) — directly or indirectly — around the world: GSCDM members, partners, past-fellows, small-grant partner organizations, DM activists, other activists, youth, advocacy groups, governments, and non-governmental organizations. It brings together, in one place, the concept, principles, evidence, and narrative of Dignified Menstruation together with practical campaign guidance to mark the 8th International Dignified Menstruation Day on 8 December 2026 with the theme of ***“Dignified Menstruation: Political Engagement from Kitchen to Parliament”***.

The workbook has two parts:

- Part One — About Dignified Menstruation: the foundation. It introduces GSCDM, the principles that guide the movement, the basic concepts of Dignified Menstruation, the urgency and relevance of 8 December, and the Guiding Narrative Framework used across GSCDM's knowledge, advocacy, and institutional practice.
- Part Two — Campaign Guidelines: the toolkit. It sets out the campaign theme, objectives, priority areas, illustrative activities and content ideas drawn from GSCDM's own frameworks, branding guidance, and a monitoring and evaluation approach built on the Dignified Menstruation Indicators.

Every campaign — whether led by a small-grant partner, a school, a workplace, a government office, or an individual activist — is encouraged to read Part One before designing activities in Part Two, so that all campaign messaging remains consistent with the Dignified Menstruation approach: decolonial, holistic, human rights-based, and life-cycle in nature.

# **PART ONE**

## **About Dignified Menstruation**

# 1. About the Global South Coalition for Dignified Menstruation (GSCDM)

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GSCDM was founded to change the narratives around menstruation through Dignified Menstruation (DM), an innovative, holistic, decolonized approach to changing the landscape of gender-based violence (GBV), human rights, and feminism. Since its founding, GSCDM has also led the initiative for an International Day for Dignified Menstruation on 8 December, to establish the fact that menstrual discrimination is a form of GBV and a violation of human rights.

The Dignified Menstruation framework is established and led by Dr. Radha Paudel — a survivor of menstrual discrimination, a nurse, and an author — whose more than four decades of advocacy, experience, and commitment underpin the Dignified Menstruation campaign.

## 1.1 Global Reach

GSCDM's steering committee includes members from Bangladesh, Indonesia, South Africa, Sri Lanka, Pakistan, the Philippines, Malawi, Uganda, and the United States, and the coalition counts more than 95 member organizations worldwide. Radha Paudel has consistently raised the urgency of Dignified Menstruation on global, regional, and national platforms — efforts that contributed directly to the founding of GSCDM and to the observance of International Dignified Menstruation Day on 8 December every year since 2019.

Over a seven-year period, the movement has convened 10 conferences — including one in collaboration with Harvard University (2024) — hosted in various locations including Nepal, with 281 speakers from diverse backgrounds and 38,200 participants from 52 countries. As of December 2025, 1,000 NGO leaders have been trained globally through physical training-of-trainers (ToT) sessions in Sri Lanka, Nepal, Indonesia, and India. Guest lectures at over 50 universities (including Harvard), more than 75 webinars, and 12 online global sessions have brought the concept of Dignified Menstruation directly to more than 10,000 people. Dignified Menstruation is also included as a chapter in *The SAGE Encyclopedia of Menstruation and Society* (2026), authored primarily by Dr. Radha Paudel, Dr. Samiksha Koirala, and Dr. Mili Adhikari (DOI: 10.4135/9781071938164.n34), alongside books, journal articles, and songs published in multiple languages, and school curricula compatible with menstruators with disabilities and LGBTQIA++ communities.

# 2. Principles of Dignified Menstruation

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GSCDM grounds every training, campaign, and intervention in a shared set of core principles. Every campaign under this workbook is expected to apply these principles throughout planning, implementation, and evaluation.

## 2.1 Core Principles

- **Miteri:** Mutual love and respect beyond blood and kinship. Miteri is the driving force of Dignified Menstruation. It is used to cultivate a culture of harmony, inclusion, cohesion, peace, and justice — to respect diversity and to affirm that one's birthplace is not a choice.
- **Menstrual dignity is at the centre:** Throughout any training or campaign and afterward, the dignity of menstruators and non-menstruators must be placed at the centre. Every discussion and intervention should be guided by this principle.

- **Life-cycle approach:** Work follows menstruators from womb to tomb — and, in a few cultures, even after death. A defining feature of the DM movement is its goal of ending menstrual discrimination and creating equal power relations and dismantling patriarchy.
- **Everyone's business:** Dignified Menstruation is not only for menstruators. It is the business of all — menstruators, non-menstruators, and people of all identities — because it is a matter of human rights.
- **Evidence-driven:** Where advocacy meets cultural or religious controversy, decisions should be grounded in evidence from scientific studies rather than myths or rumours.
- **Feminist principles:** The DM movement is itself part of the feminist movement and follows its principles, centring the lived experiences of all, and especially of marginalized communities.

## 2.2 Feminist Principles GSCDM Holds

1. Menstruators (Women, Girls, and Non-Binary Individuals) at the Centre in All Their Diversity — Menstruators are active agents of change who build their capacity to claim rights, participate in decision-making spaces, and transform their lives and communities through the Miteri approach.
2. Shifting from Hygiene to Dignity: Implementing Dignified Menstruation — A human rights-based lens is applied to understand the lived experiences of menstruators, including gender-based violence, helping craft strategies that acknowledge the gravity and scale of menstrual discrimination and rethink power dynamics and patriarchal systems.
3. Transforming Menstrual Norms — Discriminatory perceptions and practices around menstruation shape broader socio-economic and political norms; transforming these norms is essential to tackling the root causes of inequality.
4. Decolonial Feminism and the Ethics of Solidarity — Centring the pain, struggles, and successes of survivors, this approach challenges existing knowledge systems, methodologies, feedback mechanisms, and narratives surrounding Dignified Menstruation and feminism.
5. Mistakes and Failures as Foundations of Learning and Movement Building — Listening to voices from the ground and respecting the diversity of lived experiences is key to building resilient and responsive movements.
6. Mainstreaming Dignified Menstruation in Public Policy — The values, principles, and lessons of DM must be integrated into national and international policy frameworks, especially gender, sexual and reproductive health and rights (SRHR), climate justice, and gender equality.
7. Intersectionality — Menstrual discrimination intersects with other forms of discrimination based on gender, class, age, ethnicity, disability, sexual orientation, geography, and more; programs must reflect this complexity so that no one is left behind.

## 2.3 Menstruators and Non-Menstruators

Those born with a uterus and ovaries are called menstruators — including girls, women, transmen, and queer and non-binary individuals. Those born without a uterus or ovaries are called non-menstruators. This terminology, used by GSCDM, is considered the most inclusive approach. Not all women menstruate, and men can also menstruate: gender identity is not the absolute indicator of menstrual status.

### 3. Basic Concept of Dignified Menstruation

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#### 3.1 Menstruation

Menstruation is the shedding of the innermost lining of the uterus, which forms every month in anticipation of fertilization — the same lining that feeds the fetus during pregnancy. Menstrual blood is both “clean” and “pure”: it is this blood which allows humans to exist. GSCDM uses the term “menstruation” instead of slang words such as “period,” “red dot,” or “Aunt Flo.” Globally, there are more than 5,000 euphemisms for menstruation, which attempt to hide it — thereby stigmatizing menstruation and silencing menstruators.

#### 3.2 Menstrual Discrimination

Menstrual discrimination (MD) is an umbrella term for all taboos, shame, stigma, restrictions, abuse, violence, and deprivation of resources and services associated with menstruation throughout the life cycle of menstruators, in all their diversity. It is a form of sexual and gender-based violence (SGBV) and a violation of human rights. It occurs across the globe under different names, forms, and degrees. It is complex and multifaceted, and it plays a central role in constructing and shaping unequal power and patriarchy (GSCDM, 2019).

#### 3.3 What Is Dignified Menstruation?

By definition, Dignified Menstruation (DM) is a state of freedom from any form of menstrual discrimination associated with the life cycle of menstruators — including silence, taboos, stigma, shame, abuse, restrictions, violence, and deprivation of resources and services — throughout the life cycle of menstruators in all diverse settings (GSCDM, 2019). It was coined and officially defined by GSCDM/RPF in 2019 and has been in use since. In short, DM is a decolonial, holistic, human rights-based, and life-cycle approach.

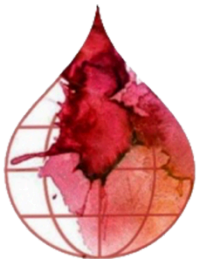
For easy understanding, DM can be explained through five elements:

|              |                                                                    |
|--------------|--------------------------------------------------------------------|
| <b>WHAT</b>  | Freedom from all forms of menstrual discrimination.                |
| <b>WHO</b>   | Those who were born with a uterus and ovaries.                     |
| <b>WHERE</b> | 24/7, including during pandemics and other crises.                 |
| <b>WHEN</b>  | From birth to death.                                               |
| <b>HOW</b>   | With individual, school, community, national, and global policies. |

Because menstruators are everywhere that humans reside, menstruators should always be prioritized and remembered.

#### 3.4 The Dignified Menstruation Symbol

To understand Dignified Menstruation, one must first understand its symbol: a drop of blood that transforms into a globe marked with lines of latitude and longitude. The symbol was developed by two people — the



Dignified Menstruation

art was designed by artist and illustrator Suman Maharjan, and the concept was developed by Radha Paudel.

- The liquid drop becomes the earth, marked with lines of latitude and longitude.
- More than 50% of the earth is painted, symbolizing that more than half of the world's population is born with a uterus and ovaries — menstruators.
- The colours — dark red, red, pink, and yellow hues — represent menstrual blood across the average five days of a menstrual period, and remind us that bleeding varies across the life cycle of a menstruator.
- The symbol reminds us that the universe exists and moves forward because of menstruation — menstruation is at the very root of humanity, and dignified menstruation is therefore the responsibility of all of us.

### 3.5 Menstrual Health

In 2021, the definition of menstrual health was revised. Menstrual health is now understood as a state of complete physical, mental, and social wellbeing — and not merely the absence of disease or infirmity — in relation to the menstrual cycle. Recently, some organizations have combined “menstrual health” and “menstrual hygiene management” into “menstrual health and management,” to signify the importance of both concepts to menstrual equity; this combined definition is used by a few NGOs focused on health and infrastructure issues.

### 3.6 Menstrual Products

Products used to manage menstrual bleeding are known as menstrual products. GSCDM encourages the use of this term over euphemisms such as “hygiene products,” “sanitation products,” or “feminine products,” because such euphemisms are themselves a byproduct of menstrual discrimination and silence. “Sanitary pad” implies that menses is dirty and unsanitary; “feminine products” excludes menstruators who do not identify as women. The term “menstrual products” increases inclusivity and de-stigmatizes menstruation.

### 3.7 Menopause

Menopause is the absence of menstruation for 12 consecutive months due to natural, chemical, or surgical reasons. Natural menopause usually occurs between the ages of 47 and 51, though it may start as early as 40 with perimenopause — the years of irregular menses associated with the physiological transition toward menopause.

### 3.8 Premenstrual Syndrome (PMS) and Premenstrual Dysphoric Disorder (PMDD)

PMS is a group of related symptoms experienced by some menstruators before menses begins each month. About 10% of menstruators experience PMS roughly five days before menstruation, with symptoms usually resolving within four days of menstruating. Symptoms include mood swings, frustration, restlessness, anxiety, tiredness, difficulty sleeping, abdominal pain, back pain, muscle pain, breast tenderness, changes in appetite, and skin changes, and are typically eased through nutritious food, warmth applied to painful areas, exercise, rest, and a supportive family and community, alongside over-the-counter analgesics.

A smaller share of menstruators (about 5%) experience PMDD, a severe form of these symptoms, beginning one to two weeks before menstruation and continuing for about a week after it starts. PMDD symptoms include

breast tenderness, muscle and joint pain, headache, appetite changes, insomnia, crying, mood swings, anxiety, thoughts of suicide, abdominal pain, and bloating, and are often misdiagnosed or left undiagnosed because of medical menstrual discrimination.

Approximately 80% of menstruators experience some mild pre-menstrual symptoms one or two days before menstruation begins; these resolve quickly and do not cause functional impairment.

## **4. Urgency and Relevance of International Dignified Menstruation Day — 8 December**

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### **4.1 Menstrual Discrimination as the Other Side of Dignified Menstruation**

Dignified Menstruation is a groundbreaking approach to assessing activity across all sectors for equality and justice. To understand it, one must first understand menstrual discrimination as its counterpart and its problem. Menstrual discrimination is an umbrella term for perceptions and practices around menstruation — taboos, shyness, stigma, restrictions, abuse, violence, and deprivation of resources and services — throughout the life cycle of menstruators. It is not a single act, event, or period; it is practiced worldwide, irrespective of education, region, or religion, under more than 5,000 euphemisms, in different forms and magnitudes. It is not linear but complex and multifaceted, starting in childhood and spiralling throughout the life cycle of both menstruators and non-menstruators into a vicious circle.

Research across GSCDM's work with over 12,000 participants globally shows that both menstruators and non-menstruators learn something about menstrual discrimination between the ages of 6 and 9 — through family gossip, witnessing practices from mothers or sisters, media, or seeing menstrual products advertised or stored at home. That moment is the departure point for the construction of unequal power relationships and the reinforcement of patriarchy and exclusion, sustained by a vicious circle in which parents and neighbourhoods, raised with the same exposure and socialization, repeat the pattern.

About six years before menarche, menstruators already begin to consider themselves inferior, powerless, and insecure relative to non-menstruators; this feeling intensifies once menarche occurs. Non-menstruators, meanwhile, come to see themselves as powerful, superior, and secure at home, school, and everywhere else. This is why home is not a safe place globally — a shadow pandemic — manifesting in visible and invisible forms of sexual and gender-based violence, including sex-selective abortion, nutritional deficiencies, abuse, sexual assault, rape, femicide, intimate partner violence, child marriage, and deprivation of equal ancestral property and citizenship rights.

### **4.2 Menstrual Discrimination as SGBV and a Human Rights Violation**

According to the United Nations' 1993 definition of sexual and gender-based violence (SGBV), a discriminatory menstrual practice falls under at least two or more of its categories — emotional, physical, sexual, and deprivation of services and resources. For example, in many cultures a menstruator is not permitted to serve water during menstruation: this single practice constitutes emotional violence, physical violence, and deprivation of resources and services at once.

Likewise, under the Universal Declaration of Human Rights (1948), menstrual discrimination is a human rights violation. A single discriminatory menstrual practice can violate four or more rights simultaneously — the right to

dignity, the right to freedom, the right to equality, the right to non-discrimination, the right to health, and the right to water, among others. Across roughly eight years of average lifetime menstruating days, a menstruator may be subject to SGBV and human rights violations countless times, even though this is only the symptomatic impact of menstrual discrimination.

Children's rights — to survival, protection, development, and participation — are also directly and indirectly violated by menstrual discrimination. Mothers, whose own menstruation typically resumes around six months after childbirth, are often deprived of nutritious food and kitchen access during menstruation; the resulting deprivation contributes to acute and chronic malnutrition in both mothers and children.

### **4.3 A Gap in Global Human Rights and Development Frameworks**

Since the human rights movement began in 1948, menstrual discrimination has been consistently missing from major frameworks — the Universal Declaration of Human Rights (1948), the Convention on the Elimination of All Forms of Discrimination Against Women (1979), the Beijing Platform for Action (1995), the Convention on the Rights of the Child (1989), the UN Convention on the Rights of Persons with Disabilities (2006), the Sustainable Development Goals (2030), and ILO Convention 190. It is also absent from conversations on sexual and reproductive health and rights (SRHR): the anatomy, physiology, and management focus of SRHR and comprehensive sexuality education does not unpack menstrual discrimination. Gender Equality and Social Inclusion (GESI) policies, too, have yet to acknowledge the complexity of menstrual discrimination and its role as a determinant of power relationships and patriarchy.

Menstrual discrimination hinders progress on nine Sustainable Development Goals, yet remains unacknowledged in that context. The global menstrual movement, which focuses primarily on products and infrastructure, does not address this complex, multifaceted discrimination. Key stakeholders frequently misinterpret menstrual discrimination as a “traditional harmful practice” — a framing that cannot account for a practice affecting over half the population of the planet, regardless of religion, region, poverty, or education.

### **4.4 Missing from the Global Calendar**

Menstrual discrimination is also missing from major global observances — 14 February (One Billion Rising), 8 March (Women's Day), 7 April (World Health Day), 1 May (Labour Day), 28 May (Menstrual Hygiene Day), 5 June (Environment Day), 11 July (Population Day), 21 September (Peace Day), 28 September (Abortion Day), 11 October (Girl Child Day), and 25 November – 10 December (16 Days of Activism). These days connect to Dignified Menstruation directly or indirectly but are not dedicated to it.

28 May is sometimes cited as sufficient to address all forms of menstrual discrimination. In practice, “Menstrual Hygiene Day” carries two problems: it focuses primarily on menstrual management rather than guaranteeing dignity, and the very word “hygiene” implies that menstrual blood must be sanitized — as though it were impure — reinforcing the same bias the movement seeks to dismantle. Some organizations, including GSCDM, have begun observing 28 May as Menstrual Health Day instead, following the revised 2021 definition of menstrual health; however, this remains concerned primarily with health, not with the social and cultural norms that produce discriminatory menstrual practices in the first place.

### **4.5 Why 8 December**

Considering menstrual discrimination as both a form of SGBV and a violation of human rights, GSCDM selected 8 December to mark International Dignified Menstruation Day. The date carries three linked meanings:

- It is the 14th day of the 16 Days of Activism Against Gender-Based Violence (25 November – 10 December).
- It falls within December, widely recognized as Human Rights Month, and sits close to Human Rights Day on 10 December.
- It emerged from the lived experience of a survivor of menstrual discrimination from the Global South — grounding the observance in decades of direct experience rather than an institutional calendar decision.

GSCDM/RPF has clarified that marking 8 December is not a competition with any organization or individual. It began from pain and struggle: based on decades of experience working on women, peace, and politics, and on the prevention of and response to SGBV, the founder of GSCDM calls on all stakeholders to challenge their own practices and to help fill this gap — because the root of all human existence is menstruation.

4.6 Since 2019: Themes of the Day

| Year | Theme                                                                                      |
|------|--------------------------------------------------------------------------------------------|
| 2019 | Dignified menstruation prevents SGBV and promotes human rights                             |
| 2020 | Menstrual talk, dignity first                                                              |
| 2021 | Dignified menopause is a human right, not a privilege                                      |
| 2022 | Dignified menstruation ends child marriage                                                 |
| 2023 | Dignified menstruation is integral for ending sexual violence and child marriage           |
| 2024 | Upholding Dignified Menstruation: Fundamental to Sexual and Reproductive Health and Rights |
| 2025 | Dignified Menstruation: Reclaim Inherent Dignity, Equity, and Inalienable Rights           |
| 2026 | Dignified Menstruation: Political Engagement from Kitchen to Parliament                    |

In summary, Dignified Menstruation is a decolonized, innovative, holistic, transformative, and feminist human rights and life-cycle approach to equality and justice in every aspect of life. It fosters equal power relationships, dismantles patriarchy, and is not confined to five days of bleeding, nor to menstrual products and WASH alone — it plays a crucial role in preventing SGBV, including child marriage, and strengthens SRHR and comprehensive sexuality education as an entry point.

5. Guiding Narrative Framework for Dignified Menstruation Indicators

GSCDM's Guiding Narrative Framework supports knowledge platforms, advocacy, and institutional practice by translating the values and principles of Dignified Menstruation into practical, measurable indicators. It moves

beyond infrastructure and service delivery to address menstrual norms, equity, sustainability, and institutional accountability — helping policymakers, educators, employers, community leaders, and development partners turn values into measurable action. This framework is the backbone of the Monitoring and Evaluation approach in Part Two of this workbook.

## **5.1 The 3Ps Model — Indicators for Dignified Menstrual Products**

(Person, Planet, Pocket)

### **Person — Centering Menstruators in All Their Diversity**

All menstruators have the right to manage menstruation safely, confidently, and without discrimination, regardless of age, disability, caste, class, gender identity, migration status, or location.

- Right to choice on menstrual products
- Access to accurate and unbiased information on all menstrual products
- Freedom from stigma and discrimination

Illustrative practice: Schools and community centres provide inclusive education sessions on various menstrual products, supporting informed choices without judgment or coercion.

### **Planet — Environmental Responsibility**

Menstrual management systems must minimize environmental harm and promote sustainable practices.

- Plastic-free materials
- Chemical-safe production
- No burden to air, soil, water, and the entire planet

Illustrative practice: Local governments and civil society organizations support biodegradable pad production and safe disposal and composting systems; schools integrate environmental awareness into menstrual education.

### **Pocket — Affordability and Accessibility**

Cost must never prevent access to safe menstrual products.

- Affordable pricing
- Quality assurance
- Availability: locally produced

Illustrative practice: Women-led cooperatives manufacture and distribute quality reusable pads at low cost in rural and urban markets.

## Menstrual Products are Dignified If you follow 3Ps Model

| Indicators                                                                                                                                                                                                                                                                                                                                                                                                   | Yes                                                                                                                                                      | No | Figure |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------|
| <b>1.P=Person (Menstruators in All Diversities)–Agency Building</b> <ul style="list-style-type: none"> <li>Free from all forms of menstrual discrimination – perceptions &amp; practices around menstruation include accessibility, WASH, and menstrual leave.</li> <li>Informed about the merits &amp; demerits of all types of menstrual products.</li> <li>Right to choose menstrual products.</li> </ul> | <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/>                                        |    |        |
| <b>2.P= Planet–Environmental &amp; climate action</b> <ul style="list-style-type: none"> <li>Plastic &amp; chemical free menstrual products</li> <li>No burden to soil, air, water &amp; the entire planet, including the management of used menstrual products</li> </ul>                                                                                                                                   | <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/>                                                                               |    |        |
| <b>3.P= Pocket–Social Business concern</b> <ul style="list-style-type: none"> <li>Affordability, Accessibility, Availability, Acceptability</li> <li>Quality &amp; standards</li> <li>Tax concerns</li> <li>Support in training, seed money, branding, marketing, etc.</li> </ul>                                                                                                                            | <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> |    |        |

## 5.2 The 4S Framework — Indicators for Dignified Menstruation-Friendly WASH Facilities

(Safety, Security, Save, Stigma-Free)

### Safety — Infection Prevention

- Accessible to all, including a diverse population
- Clean water supply
- Soap availability
- Facility for waste management
- Place for washing and drying clothes
- Spacious and functional toilets

**Illustrative practice:** School toilets equipped with running water, soap, covered bins, and private washing areas with access to sunlight for drying reusable materials.

### Security — Agency Building

- Lockable doors and windows
- Adequate lighting
- Adequate ventilation
- Visual and auditory privacy and confidentiality

**Illustrative practice:** Workplaces install gender-sensitive toilets with internal locks, lighting, and ventilation for safe use at all hours.

### Save — Menstrual Products

- Save the planet — availability of eco-friendly products
- Save people — right to choose products made of safe, chemical-free materials, with no known health risk to the user or waste collector
- Save pocket — affordable, locally available products of good quality and standard

Illustrative practice: Universities provide reusable products through vending systems and display instructions for safe use and maintenance.

#### Stigma-Free — Free from Menstrual Discrimination

- Free from any forms of menstrual discrimination
- Supporting environment in school during leaks, illness, or abuse relating to menstruation

Illustrative practice: Schools allow flexible attendance for students experiencing pain and train teachers in sensitive response mechanisms.

|  <b>Global South Coalition</b><br>For Dignified Menstruation                        |                                                                                                                           |     |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-----|----|
| Four `S` for Dignified Menstruation-Friendly WASH Facilities                                                                                                         |                                                                                                                           |     |    |
| Four `S`                                                                                                                                                             | Descriptions                                                                                                              | Yes | No |
| <b>S- Safety</b><br>(Infection Prevention)                                                                                                                           | Accessible to all diverse people                                                                                          | ✓   |    |
|                                                                                                                                                                      | Facility of water                                                                                                         | ✓   |    |
|                                                                                                                                                                      | Facility of waste management                                                                                              | ✓   |    |
|                                                                                                                                                                      | Available of soap                                                                                                         | ✓   |    |
|                                                                                                                                                                      | Place for washing and drying the clothes                                                                                  | ✓   |    |
|                                                                                                                                                                      | Spacious toilet                                                                                                           | ✓   |    |
| <b>S- Security</b><br>(Agency Building)                                                                                                                              | Well locked door/window                                                                                                   | ✓   |    |
|                                                                                                                                                                      | Well light                                                                                                                | ✓   |    |
|                                                                                                                                                                      | Well ventilated                                                                                                           | ✓   |    |
|                                                                                                                                                                      | Appropriate for privacy and confidentiality                                                                               | ✓   |    |
| <b>S-Save</b><br>(Menstrual Products)                                                                                                                                | Save planet (eco-friendly menstrual products)                                                                             | ✓   |    |
|                                                                                                                                                                      | Save people (right to choice for using menstrual products, no any harm due to chemical to both; user and waste collector) | ✓   |    |
|                                                                                                                                                                      | Save Pocket (cheap, locally available with quality and standard menstrual products)                                       | ✓   |    |
| <b>S-Stigma</b><br>(Free Menstrual Discrimination)                                                                                                                   | Free from any forms of menstrual discrimination                                                                           | ✓   |    |
|                                                                                                                                                                      | Supporting environment in school in case of leaking or sick or abuse due to menstruation                                  | ✓   |    |
| <a href="http://www.radhapaudelfoundation.org">www.radhapaudelfoundation.org</a>    <a href="http://www.dignifiedmenstruation.org">www.dignifiedmenstruation.org</a> |                                                                                                                           |     |    |

### 5.3 The 4D Framework — Indicators for Dignified Menstruation-Friendly Workplace and Menstrual Leave

(Define, Dismantle, Detect, Declare)

#### Define — Knowledge and Awareness

- Basic knowledge about menstruation and menopause

- Culture of open discussion about menstruation and menopause
- Menstruation considered pure and clean, not weak nor a diseased condition

Illustrative practice: Organizations conduct annual awareness sessions for all employees, including management and male staff.

#### **Dismantle — Eliminating Discrimination**

- No forms of discrimination related to menstruation and menopause
- Menstrual products compatible with the 3P approach (Person, Planet, Pocket)
- WASH compatible with the 4S approach (Safety, Security, Save the planet, Stigma-free)

Illustrative practice: Menstrual leave is managed discreetly and excluded from performance evaluations.

#### **Detect — Identifying Health Needs**

- Know well the mild, moderate, and severe symptoms of menstruation and menopause
- Encourage employees to share menstrual health concerns
- Provide primary or tertiary care and support proportionate to the severity of menstrual health issues, with dignity

Illustrative practice: Offices partner with health providers for consultation and referral services.

#### **Declare — Institutional Commitment**

- Policy in place addressing menstruation and menopause, dignified and inclusive of a budget
- Complaint mechanism for violations of the menstrual policy
- Continued education about menstruation and menopause

**Illustrative practice:** Companies integrate menstrual health into HR policies, allocate budgets for facilities, and establish grievance mechanisms. If the answer to all key indicators is “Yes,” a menstrual leave policy is adopted; if “No,” it is not.



## 4 'D' for the Menstrual Leave

| Indicators                                                                                                                                                                                                                                                                                                                   | Yes | No | Questions for Thoughts                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Does Menstrual Leave <b>DEFINE</b> the menstruation properly at workplace?                                                                                                                                                                                                                                                   |     |    |                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>Basic knowledge about menstruation and menopause</li> <li>Culture of open discussion about menstruation and menopause</li> <li>Menstruation is considered as pure, clean, neither the Weak nor disease condition</li> </ul>                                                           |     |    | Do you think that people of Russia and Japan know all about menstruation and menopause and live with dignity during these periods? Because Menstrual Leave was in place in Russia and Japan in 1920 and 1947 respectively.                                                                                                                       |
| Does Menstrual Leave <b>DISMANTLE</b> all forms of menstrual discrimination associated with menstruation at workplace?                                                                                                                                                                                                       |     |    |                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>No any forms discrimination related with menstruation and menopause</li> <li>Menstrual products compatible as per 3 'P' (P-Person, P-Planet, P-Pocket)</li> <li>WASH compatible with 4 'S' (S-Safety, S-Security, S-Save the planet, S-Stigma Free)</li> </ul>                        |     |    | Do you think the menstrual leave make dignified menstruation friendly home, school, community or workplace including products and WASH? In other words, does the menstrual leave make our home, school community or workplace dignified?                                                                                                         |
| Does Menstrual Leave <b>DETECT</b> the various types of menstrual health (menstruation and menopause) issues at workplace and manage with dignity?                                                                                                                                                                           |     |    |                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>Know well about mild, moderate and severe symptoms of menstruation and menopause</li> <li>Encourage employees to share their menstrual health concerns</li> <li>Provision of primary or territory care and support as severity of the menstrual health issues with dignity</li> </ul> |     |    | Do you think that the menstrual leave empowered menstruators to identify their menstrual health conditions related with menstruation and menopause and seek support and health services accordingly                                                                                                                                              |
| Does Menstrual Leave <b>DECLARE</b> your workplace as Dignified Menstruation friendly?                                                                                                                                                                                                                                       |     |    |                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>Policy in place which is appealing menstruation and menopause dignified including budget</li> <li>Complained mechanism if there is violation of menstrual policy</li> <li>Continue education about menstruation and menopause</li> </ul>                                              |     |    | Does menstrual leave guarantee the your workplace with policy includes flexible working hours, provision of toilet, water, rest, products, occupational counselling, complained mechanism etc. ? And do the policies such as finance or human resource or safe guarding policy address the discrimination related to menstruation and menopause. |

**Note:** If you answer 'yes' for all question, adopt the menstrual leave, and if you answer 'no' reject the menstrual leave. Make your workplace (formal & informal) Dignified Menstruation-friendly workplace.

[www.radhapaudelfoundation.org](http://www.radhapaudelfoundation.org) || [www.dignifieddmenstruation.org](http://www.dignifieddmenstruation.org)

### 5.4 Indicators for Dignified Menstruation-Friendly Schools and Educational Institutions

Schools play a central role in shaping lifelong attitudes and behaviours related to menstruation. Key indicators include:

- Open discussion on menstruation among students, teachers, student-teachers, and the school management committee
- A poster at the school entrance stating “Welcome to Dignified Menstruation-friendly school”
- Display of Dignified Menstruation quotes on school walls, e.g. “Menstrual blood is clean and pure blood,” “This world exists because of menstrual blood,” “We all are born from menstrual blood”
- Posters in offices, classrooms, and other rooms on menstrual products, including their advantages and disadvantages, with discussion encouraged
- A complaint mechanism and a reward system for those who follow DM-friendly practices
- A budget allocated for discussions and programs on Dignified Menstruation
- Separate toilets for menstruators and non-menstruators, with menstruators' toilets having a secure door, lockable windows, sufficient water, water buckets, hooks for hanging bags, and disposal facilities
- Menstrual products that are environment-friendly, safe for users, and of good quality (3P model)
- Overall DM-friendliness: flexible leave policies, rest rooms, systems to address menstrual health issues, and allocated budgets
- Curriculum content on menstruation and menopause from Grade 1 to Grade 10

**Illustrative practice:** A school integrates age-appropriate lessons on menstruation and menopause into health and life-skills curricula from Grade 1 to Grade 10. Teachers are trained to deliver content sensitively and inclusively, using interactive methods, visual materials, and open discussion. Regular sessions engage students

and parents to reinforce learning at home, and materials are reviewed periodically for accuracy, cultural relevance, and alignment with Dignified Menstruation principles.

## **PART TWO**

### **Campaign Guidelines**

## 6. About the Campaign

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### 6.1 Occasion

This campaign marks the 8th International Dignified Menstruation Day, 8 December 2026. It runs during the global visibility window from August to December 2026, aligning with the 16 Days of Activism Against Gender-Based Violence and Human Rights Month.

### 6.2 Campaign Title and Theme

*“Dignified Menstruation: Political Engagement from Kitchen to Parliament”*

Menstrual discrimination operates globally through more than 5,000 euphemisms, working from a child's early years from 6-9 to construct unequal power relationships & patriarchy, and violate fundamental human rights — including the rights to dignity, freedom, equality, and non-discrimination. This systemic inequality begins directly inside the home, at the kitchen level, through food, resource, and emotional deprivation, and cascades dynamically into systemic structures all the way up to national and global governance — the parliament.

This campaign calls for interventions that shift the global narrative on menstruation through the Dignified Menstruation framework — tracing a single thread of discrimination and exclusion from the household kitchen to the highest institutions of political power, and calling for dignity and political engagement at every point along that thread.

### 6.3 Who This Workbook Is For

This workbook is a general-purpose toolkit for the entire Dignified Menstruation movement. It is intended for GSCDM members, partners and past-fellows, DM activists, other activists and advocacy groups, youth leaders, schools and universities, workplaces, governments, and non-governmental organizations, anywhere in the world, who wish to mark 8 December 2026 with a campaign grounded in the Dignified Menstruation approach.

### 6.4 Basis for This Campaign

This campaign builds on GSCDM's existing body of work, including the Relevancy and Urgency: 8th December, a Day for Dignified Menstruation narrative, and the [Kathmandu Declaration on Dignified Menstruation 2025](#), and it supports global action during the 16 Days of Activism Against Gender-Based Violence.

### 6.5 Campaign Period

| Milestone                                | Date                           |
|------------------------------------------|--------------------------------|
| Campaign / implementation period         | August – December 2026         |
| 16 Days of Activism Against GBV          | 25 November – 10 December 2026 |
| International Dignified Menstruation Day | 8 December 2026                |

All campaigns are expected to include visible activities, advocacy actions, or public engagement linked directly to International Dignified Menstruation Day.

## 7. Campaign Objectives

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Every campaign should demonstrate how their proposed campaign aligns with one or more of the following objectives to conduct the campaign on the occasion of the 8th International Dignified Menstruation Day, 8th December, with the theme/title **“Dignified Menstruation: Political Engagement from Kitchen to Parliament”**.

1. Addressing Menstrual Discrimination and Deconstructing Unequal Power Relations from Womb to Tomb through Dignified Menstruation — Unveil and disrupt the cycle of patriarchal socialization and power imbalances that restrict menstruators from childhood through adulthood.
2. Advance Political and Institutional Policy Engagement — Advocate for the integration of Dignified Menstruation into local, national, or international policy frameworks, including GESI frameworks, climate justice, and SRHR strategies.
3. Address Menstrual Discrimination as SGBV and Human Rights Violations — Challenge systemic and symptomatic practices that deny menstruators bodily autonomy, mobility, or entry to spaces like kitchens or community platforms, framing them clearly as violations of the UN 1993 SGBV framework and the Universal Declaration of Human Rights.
4. Amplifying Intersectional Grassroots Lived Experiences — Build solidarity frameworks that elevate the voices of diverse menstruators (girls, women, transmen, queer, non-binary individuals, and menstruators with disabilities) from deep community levels up to policy-making chambers.

## 8. Priority Campaign Areas

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Campaigns are encouraged to focus on one or more of the following areas, each of which can be grounded in the concepts and frameworks set out in Part One:

- Dignified Menstruation and Democracy
- Dignified Menstruation and Education
- Dignified Menstruation and Human Rights
- Dignified Menstruation and SRHR
- Dignified Menstruation and Disability Inclusion
- Dignified Menstruation and LGBTQIA+ Rights
- Dignified Menstruation and Climate Justice
- Dignified Menstruation and Humanitarian Settings
- Dignified Menstruation and Youth Leadership
- Dignified Menstruation and Media Engagement
- Dignified Menstruation and Men & Boys Engagement
- Dignified Menstruation and Workplace Inclusion

- Dignified Menstruation and Policy Advocacy

## 9. Suggested Activities and Content Ideas

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Every activity under this campaign has one job: make 8 December, International Dignified Menstruation Day, visible — and carry a clear Dignified Menstruation message to the people who take part. This section keeps things simple. It gives a core message bank drawn from the concept of Dignified Menstruation (Part One), and then, for each activity type, a short 8-December content idea built around those messages.

### 9.1 Core Message Bank — Use These in Every Activity

Whatever the activity, always name the day and always carry at least one core message. These come directly from the Dignified Menstruation concept and symbol (Section 3) and from the movement's own words (Section 4):

- “Menstrual blood is clean and pure blood.”
- “This world exists because of menstrual blood.”
- “We all are born from menstrual blood.”
- “Dignified Menstruation is not about five days of bleeding — it is about dignity from birth to death.”
- “Menstrual discrimination is a form of gender-based violence and a violation of human rights.”
- “Ending menstrual discrimination is everyone's business — menstruators and non-menstruators together.”
- “From hygiene to dignity — say menstruation, not a euphemism.”

2026 campaign theme (use in full at least once per activity):

*“Dignified Menstruation: Political Engagement from Kitchen to Parliament” — 8th International Dignified Menstruation Day, 8 December 2026*

Simple rule for every organizer: name the day (8 December), show the symbol or the colours (Section 12), say the campaign theme once, and repeat at least one core message above — out loud, on a banner, or in a caption.

### 9.2 Activity Ideas for 8 December

The activity types below are all eligible. Each one includes a simple idea to mark 8 December and the core message to pair with it.

#### Community dialogues

Gather menstruators and non-menstruators in the community for an open conversation on what menstrual discrimination looks like locally, and what dignity would look like instead. Close the session by reading the 8 December theme aloud together.

*Core message: “Menstrual blood is clean and pure blood.”*

#### Policy discussions

Convene local leaders, officials, or committee members for a short discussion on how menstrual discrimination shows up in local rules or unwritten practices — from the kitchen to the local office — and what one small policy change could mark 8 December.

*Core message: “Dignified Menstruation: Political Engagement from Kitchen to Parliament.”*

### Youth assemblies

Bring young people together to share what they were taught about menstruation as children, and to imagine what they wish they had been taught instead. Close with a group pledge to mark 8 December every year.

*Core message: “We all are born from menstrual blood.”*

### Public campaigns

Organize a public walk, stall, or gathering on or around 8 December, with banners carrying the Dignified Menstruation symbol, the date, and the campaign theme, so passers-by immediately know what the day stands for.

*Core message: “Menstrual discrimination is a form of gender-based violence and a violation of human rights.”*

### Media engagement initiatives

Approach local radio, TV, print, or online media for a short interview or feature timed to 8 December, telling the simple story of why the date was chosen and what dignity means in practice.

*Core message: “Dignified Menstruation: Political Engagement from Kitchen to Parliament”*

### Art and storytelling campaigns

Invite participants to create a drawing, poem, song, or short story inspired by the Dignified Menstruation symbol — the blood drop that becomes the globe — and exhibit or share the work on 8 December.

*Core message: “This world exists because of menstrual blood.”*

### Research dissemination events

Share findings from any local study, survey, or documentation of menstrual discrimination at a short public event on or before 8 December, framed clearly around the day and the campaign theme.

*Core message: “Dignified Menstruation is not about five days of bleeding — it is about dignity from birth to death.”*

### School and university programs

Hold a special assembly or classroom session on 8 December. Display the core messages on the walls or notice board, and let students explain in their own words what “Dignified Menstruation” means.

*Core message: “Menstrual blood is clean and pure blood.”*

### Local government advocacy meetings

Request a short meeting with a local government office around 8 December to ask them to publicly recognize the day — even with a short statement, a banner, or a social media post.

*Core message: “Dignified Menstruation: Political Engagement from Kitchen to Parliament.”*

### Parliamentary engagement

Where possible, invite a parliamentarian or elected representative to make a statement, attend an event, or share a message on 8 December, connecting household-level discrimination to national policy.

*Core message: “Ending menstrual discrimination is everyone's business — menstruators and non-menstruators together.”*

### Digital campaigns and social media mobilization

Post daily or weekly content in the lead-up to 8 December, each post carrying one core message, the date, and the campaign theme. Use the hashtags and tag GSCDM as set out in Section 13.3, so posts connect into the global campaign.

*Core message: rotate through all seven core messages above across your posts.*

### Community theatre

Perform a short skit showing a menstruator facing a restriction — for example, being kept from the kitchen — and a second version showing what a dignified response looks like instead. Perform it on or around 8 December.

*Core message: “We all are born from menstrual blood.”*

### Menstruators-with-disability-inclusive campaigns

Make sure every 8 December activity is physically and communicatively accessible, and invite menstruators with disabilities to speak in their own words as part of the program, not only as an audience.

*Core message: “Ending menstrual discrimination is everyone’s business — menstruators and non-menstruators together.”*

### Leadership development workshops

Run a short training for emerging activists on the basic concept of Dignified Menstruation (Part One), ending with participants each choosing one core message to carry into their own community on 8 December.

*Core message: “From hygiene to dignity — say menstruation, not a euphemism.”*

## 10. Guiding Principles for All Campaigns

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All campaigns marking International Dignified Menstruation Day — regardless of size, funding source, or organizer — must uphold the following principles, consistent with GSCDM’s core and feminist principles set out in Part One:

- Dignity First
- Human Rights-Based Approach
- Feminist Principles
- Decolonized Knowledge
- Life-Cycle Approach
- Intersectionality
- Inclusion of Menstruators and Non-Menstruators
- Evidence-Based Advocacy
- Meaningful Participation
- Accountability and Transparency

Whatever the activity, GSCDM appeals to organizers to place dignity at the centre, and to reject all implications of shame or taboo in any celebration, workshop, or education program.

## 11. Suggested Campaign Timeline (August – December 2026)

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Campaigns are free to adapt this timeline to their own context, but every campaign should build toward a visible action on or around 8 December.

| Period               | Suggested Focus                                                                                                                                                                               |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| August               | Grant agreement signing; campaign planning; confirm the priority area(s) and activity type(s); form or reconfirm the organizing team and champions (e.g., youth, teachers, health workers).   |
| September            | Community-level activities: dialogues, school sessions, leadership workshops; begin content development (art, storytelling, media materials) grounded in Part One concepts.                   |
| October              | Institutional and policy engagement: local government advocacy meetings, workplace sessions using the 4D framework, research dissemination.                                                   |
| November             | Build-up to the 16 Days of Activism (25 November onward): intensify digital and social media mobilization; finalize public event or parliamentary/government engagement plans for 8 December. |
| 1–8 December         | Culminating activities during the 16 Days of Activism; the visible public action or advocacy event on 8 December itself, International Dignified Menstruation Day.                            |
| December (after 8th) | Monitoring and evaluation review against the indicators in Section 13; document lessons for the next cycle.                                                                                   |

## 12. Branding Guidelines

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Consistent branding helps every campaign — whether led by a small NGO, a school, or a government office — be instantly recognizable as part of the global Dignified Menstruation movement. These guidelines are built directly from GSCDM's own symbol, colour meaning, and language standards.

### 12.1 The Symbol

The Dignified Menstruation symbol is a drop of blood transforming into a globe marked with lines of latitude and longitude. It was designed by artist and illustrator Suman Maharjan, with the concept developed by Radha Paudel. Campaigns are encouraged to feature this symbol on materials, banners, and digital content wherever possible, and should not alter its core form (the drop-becomes-globe shape, and the more-than-half-painted globe).

- The drop becomes the earth, marked with latitude and longitude lines.
- More than 50% of the globe is painted — representing that more than half the world's population is born with a uterus and ovaries.

- The palette moves through dark red, red, pink, and yellow hues, reflecting the natural variation of menstrual blood across the five days of an average period and across a menstruator's life cycle.

## 12.2 Colour Palette

| Colour        | Hex     | Meaning                                                                           |
|---------------|---------|-----------------------------------------------------------------------------------|
| Dark Red      | #8C1D40 | Deepest stage of menstrual blood; gravity and depth of the movement               |
| Red           | #C0272D | Core menstrual blood colour; strength, urgency, action                            |
| Pink          | #E1739C | Lighter stages of the cycle; renewal, care, solidarity                            |
| Gold / Yellow | #D4A017 | Light, hope, the political and institutional milestones the movement has achieved |

## 12.3 Campaign Name and Tagline

Use the full campaign title consistently across materials:

*Dignified Menstruation: Political Engagement from Kitchen to Parliament — 8th International Dignified Menstruation Day, 8 December 2026*

Where space is limited, campaigns may shorten to “Dignified Menstruation Day 2026 — Kitchen to Parliament,” but should always include the full theme in at least one prominent placement (event banner, cover page, or opening social media post).

## 12.4 Language and Terminology

Consistent language is central to the Dignified Menstruation approach — it is one of the ways the movement shifts the narrative from hygiene to dignity. All campaign materials should follow this usage:

| Use                             | Avoid                                                                     |
|---------------------------------|---------------------------------------------------------------------------|
| Menstruation                    | “Period,” “red dot,” “Aunt Flo,” and other euphemisms                     |
| Menstruators / non-menstruators | Language that assumes only women menstruate, or that all women menstruate |
| Menstrual products              | “Sanitary pads,” “feminine products,” “hygiene products”                  |

|                                                      |                                                                                               |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Menstrual discrimination                             | Framing menstrual restriction as “tradition” or “culture” without naming it as discrimination |
| Dignified Menstruation / Dignity                     | “Menstrual hygiene” as the framing concept                                                    |
| International Dignified Menstruation Day, 8 December | Referring to 28 May as the only or primary menstrual observance                               |

Menstrual blood should always be described as “clean” and “pure,” never as dirty or in need of sanitizing — this is a foundational message of the movement, reflected in the school-wall messaging in Section 5.4.

### 12.5 Tone of Voice

- Dignity-centred: place dignity, not shame or taboo, at the centre of every message.
- Rights-based: frame issues in terms of specific rights violated (dignity, freedom, equality, non-discrimination, health, water, etc.), not only as a health or hygiene matter.
- Inclusive: address menstruators and non-menstruators together — this is everyone's business.
- Evidence-based: ground claims in the concepts, data, and milestones set out in Part One rather than assumption or anecdote.
- Non-competitive: 8 December is not positioned in competition with any organization, individual, or other observance (including 28 May); it is framed as filling a recognized gap.

### 12.6 Visual and Material Checklist

- Dignified Menstruation symbol displayed on banners, posters, and digital assets
- Campaign theme (“Political Engagement from Kitchen to Parliament”) stated in full at least once per material
- Colour palette (Section 12.2) applied consistently
- Terminology checked against Section 12.4
- Reference to “8th International Dignified Menstruation Day, 8 December 2026”
- GSCDM acknowledged as the initiating and coordinating body, with the implementing organization's own name and logo alongside it

## 13. Monitoring and Evaluation

This section keeps monitoring simple: it is about tracking whether your 8 December activity happened, how many people it reached, and how visible it was — in person and online. It is not a budget or financial report.

### 13.1 What to Track for Every Activity

For each activity, keep a simple record of the following:

- Activity name and type (e.g., community dialogue, school program, digital post)

- Date and location
- Number of participants, and roughly how many were menstruators and non-menstruators
- Which core message(s) from Section 9.1 were used
- Whether the activity clearly named “8 December, International Dignified Menstruation Day”
- Photos, videos, or social media posts from the activity
- One short story or quote from a participant, if possible

### 13.2 Simple 8 December Checklist

Before you consider an activity complete, check that it did the following. This is the only checklist you need — a simple Yes/No for each activity:

- Did it clearly mention 8 December, International Dignified Menstruation Day?
- Did it use at least one core message (Section 9.1)?
- Did it show the Dignified Menstruation symbol or colours (Section 12)?
- Was it shared on social media with the campaign hashtags and GSCDM tagged (Section 13.3)?
- Was at least one photo, story, or quote collected from participants?

### 13.3 Hashtags and Social Media Handles — Tag GSCDM

To connect your activity to the global campaign, use the hashtags below and tag GSCDM on every post. This also allows GSCDM to see, share, and count activities happening around the world.

#### Suggested Hashtags

- #DignifiedMenstruation
- #DignifiedMenstruation2026
- #DignifiedMenstruationDay
- #8thDecember
- #KitchenToParliament
- #MenstrualBloodIsPure
- #EndMenstrualDiscrimination

#### GSCDM Social Media Handles — Tag These Accounts

| Platform    | Handle                                                                                    |
|-------------|-------------------------------------------------------------------------------------------|
| Facebook    | Global South Coalition for Dignified Menstruation<br>(facebook.com/DignifiedMenstruation) |
| Instagram   | @dignified_menstruation                                                                   |
| X (Twitter) | @GlobalSouthDM                                                                            |

|          |                                                                                  |
|----------|----------------------------------------------------------------------------------|
| LinkedIn | Global South Coalition for Dignified Menstruation                                |
| Website  | <a href="http://www.dignifiedmenstruation.org">www.dignifiedmenstruation.org</a> |

### 13.4 Simple M&E Steps

1. Before 8 December: Plan your activity and note which core message and hashtags you will use.
2. During the activity: Record participant numbers, take photos, and collect at least one story or quote.
3. On 8 December: Post on social media with the hashtags and tag GSCDM, so your activity is counted as part of the global day.
4. After 8 December: Fill in the simple record (Section 13.1) and note what worked well and what you would do differently next year.

### Closing Note

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Dignified Menstruation is not confined to five days of bleeding, nor to products and infrastructure alone. It is a decolonized, holistic, human rights-based, and life-cycle approach for equality, inclusion, and smashing the patriarchy by eliminating all forms of menstrual discrimination in all diverse settings. — from the kitchen to the parliament. Whatever your role in this movement — activist, teacher, student, official, health worker, or neighbour — this workbook is an invitation to place dignity at the centre of your work between now and 8 December 2026, and beyond.

For more resources, books, policy papers, and appeals related to Dignified Menstruation, visit [www.dignifiedmenstruation.org](http://www.dignifiedmenstruation.org).