



SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR) CAMPAIGN PLAN – MENSTRUAL HEALTH



**ZIMBABWE
8 NOVEMBER 2018**



GUIDANCE ON MESSAGES:

- The group should first decide on and record the specific objectives for the country/council.
- Who are these targeted at?
- What messages/slogans are appropriate to these target groups?
- What are some of the hashtags in country you can leverage on or create? This includes in local languages
- How can they link to regional/global hashtags
- What are some of the Twitter handles you will tag – refer to the Alliance social media handles

SPECIFIC OBJECTIVES	TARGET GROUPS	MESSAGES/SLOGANS	HASHTAGS – LOCAL	HASHTAGS – REGIONAL/ GLOBAL	Social media tagging
<p>EDUCATION</p> <p>1. To provide menstrual health education to women and girls by 31 Dec 2019</p>	<p>-adolescents in and out of schools</p> <p>-Young women</p> <p>-PLWD</p> <p>-Females prisoners</p> <p>-Street kids and women living in streets</p> <p>-Males</p>	<p>-Preparatory messages (Teaching on menstruation and the menstrual cycle to children in puberty)</p> <p>-Education on reducing stigmatization</p> <p>-</p>	<p>#my cycle matters</p> <p>#mycyclemyright</p>	<p>#VoiceandChoice</p> <p>#SADCGenderBarometer10</p>	<p>@GenderLinks</p>
<p>ACCESSIBILITY</p> <p>2. To provide affordable and acceptable sanitary pads to women and young girls by 31 Dec 2019</p>	<p>-adolescents in and out of schools</p> <p>-Young women</p> <p>-PLWD</p> <p>-Females prisoners</p> <p>-Street kids and women</p>	<p>- Whose responsibility to provide sanitary wear</p> <p>-Where to find sanitary wear in Schools, Tertiary institutions, health facilities & community centres</p> <p>- Costs of sanitary wear</p>	<p>#mycyclemyright</p>	<p>#SheDecidesSADC</p>	<p>@SAfAIDS</p>

	living in streets				
DISPOSAL & HYGIENE 3. To avail efficient disposal and hygienic facilities for sanitary wear at all educational institutions and communities	-adolescents in and out of schools -Young women -PLWD -Females prisoners -Street kids and women living in streets	-Proper way of disposal -Educate service providers to provide acceptable facilities	#hygieneislife #hygieneismyresponsibility	#MenstruationMatters	@AmplifyFund
SUSTAINABILITY 4. To develop a sustainable method on the provision of sanitary wear	-adolescents in and out of schools -Young women -PLWD -Females prisoners -Street kids and women living in streets	-Training the girls and women on reusable pads -	#Icandoitmyself #hygieneislife #hygieneismyresponsibility	#period	

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
Strategic objective	To ensure that women and girls have access to affordable sanitary ware, including free access in schools, in line with SDG 5 and the SADC Protocol on Gender and Development that commit to universal access to sexual and reproductive health and reproductive rights in accordance with the Programme of Action of the ICPD.				
Specific objectives: What are the specific objectives in your country? For example, has sanitary ware been zero VAT rated? If not, is this an objective? If so what is the next step? Do women and girls have access to sanitary ware? Is sanitary ware freely available in schools? If not, what is the next step?					
1	To provide menstrual health education to women and girls by 31 Dec 2019				
2	To provide affordable and acceptable sanitary pads to women and young girls by 31 Dec 2019				
3	To avail efficient disposal and hygienic facilities for sanitary wear at all educational institutions and communities by Dec 2019				
4	To develop a sustainable method on the provision of sanitary wear by Dec 2019				
1. Obtain buy-in from key stakeholders	1.1 Meeting with key officials (who?)	Council, MoHCC, Manufacturers, MoLGPWNH, Ministry of Primary and secondary education	By 31 Jan 2019	-Work plan developed	-Venue -Secretariat -Refreshments -Stationery
	1.2. Meetings with parliamentarians (who?)	MoHCC, Junior Council, Ministry of Primary and Secondary education, Ministry of local government	By 28 Feb 2019	- Recommendations made	-Venue -Secretariat -Refreshments -Stationery
	1.3 Meetings with statutory bodies – eg law reform commissions – who?)	Parliamentarians	30 April 2019	-Policies made	Venue -Secretariat -Refreshments -Stationery
	1.4 Meeting with social actors – eg religious groups – who?	Council, church leaders, traditional	Mid May	-Awareness levels improved	Venue -Secretariat -Refreshments

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
		leadership association, ATR		-massage disseminated	-Stationery
<i>2. Launch the campaign and gain maximum publicity for it</i>	2.1 Agree date and venue for launch, ensuring synergy with other campaigns	Council, MoHCC, Manufacturers, MoLGPWNH, Ministry of Primary and secondary education	31 May	Date and venue for launch agreed	Venue -Secretariat -Refreshments -Stationery
	2.2 Logistics and planning for the launch	Steering committee	07 June	Tasks assigned	-Venue -Secretariat -Refreshments -Stationery
<i>3. Develop and disseminate campaign materials</i>	3.1 Pamphlets explaining Menstrual health/ where to get help; disseminated through XXXX	Public Relations Committee & Community Members	14 June	Pamphlets designed and distributed	-Stationery -
	3.2 Posters disseminated through Social media networks and put up in strategic places, eg police stations; courts; all gvt. offices; hospitals	Public Relations Committee & Community Members	14 June	Posters disseminated	
	3.3 Billboards located at strategic points to reach the broadest possible audience eg football stadiums	Public Relations Committee & Works Department	14 June	Billboards erected	
<i>4. Engage key stakeholders and the general public in interactive public education encounters</i>	4.2 Drama using local actors, followed by discussion, that is systematically performed in all districts	Health Promotion	21 June	Information disseminated	
	4.3 Workshops with specific target groups Traditional leaders Local councillors Schools debates Medical and social worker	Council Steering Committee Logistics Committee	28 June	<i>Launch programme produced</i>	Venue Stationary transport refreshments

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
<i>5. Leverage on special dates in the calendar for promoting the campaign</i>	19 November- World Toilet Day	<i>Ministry of health Department of health services</i>	19 November	<i>Sanitary pads distributed Information disseminated</i>	<i>Transport IEC Food Sanitary ware</i>
	Sixteen days of activism				
	8 March International Women's Day	Ministry of health Department of health services Ministry of women affairs Department of health and environment	8 March	<i>Sanitary pads distributed Information disseminated</i>	<i>Transport IEC Food Sanitary ware</i>
	12 March Youth Day 12 March	Ministry of health Department of health services Ministry of women affairs Department of health	12 March	<i>Sanitary pads distributed Information disseminated</i>	<i>Transport IEC Food Sanitary ware</i>
	22 March- World Water Day				
	7 April- World Health Day	Ministry of health Department of health services	07 April	<i>Sanitary pads distributed Information disseminated</i>	<i>Transport IEC Food Sanitary ware</i>

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
		Ministry of women affairs Department of health			
	11 October-International Day of the Girl Child	Ministry of health Department of health services Ministry of women affairs Department of health	11 October 2019	<i>Sanitary pads distributed</i> <i>Information disseminated</i>	<i>Transport</i> <i>IEC</i> <i>Food</i> <i>Sanitary ware</i>
	15 October - International Day of Rural Women	Ministry of health Department of health services Ministry of women affairs Department of health	15 October 2019	<i>Sanitary pads distributed</i> <i>Information disseminated</i>	<i>Transport</i> <i>IEC</i> <i>Food</i> <i>Sanitary ware</i>
	21 October-Africa Human Rights Day				
	1 November- Africa Youth Day	Ministry of health Department of health services	01 November 2019	<i>Sanitary pads distributed</i> <i>Information disseminated</i>	<i>Transport</i> <i>IEC</i> <i>Food</i> <i>Sanitary ware</i>

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
		Ministry of women affairs Department of health			
	World Menstrual Hygiene Day	Ministry of health Department of health services Ministry of women affairs Department of health	28 May 2019	<i>Sanitary ware distributed</i> <i>Information disseminated</i>	<i>Sanitary ware</i> <i>IEC material</i>
	ETC				
<i>6. Engage with the mainstream media in obtaining space/air time for the campaign as well as increasing media coverage</i>	6.1 Meetings with editors / Breakfast briefings	PR desk	4 July 2019	<i>Space /airtime obtained</i>	<i>Transport</i> <i>Venue</i>
	6.2 Research on coverage of menstrual health in the media				
	6.3 Training for journalists in coverage of menstrual health	PR desk	January to March 2019	<i>Information on menstrual health researched</i>	<i>Research material</i> <i>Human resources</i>

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
					<i>Transport</i>
					<i>Stationary</i>
	6.4 Letters/ opinion/ radio talk shows				
<i>7. To launch a social media campaign</i>	7.1 Twitter	PR/IT	01 April 2019	<i>Information disseminated</i>	<i>IT equipment</i>
	7.2 Facebook	PR/IT	01 April 2019	<i>Information disseminated</i>	<i>IT equipment</i>
	7.3 Instagram	PR/IT	01 April 2019	<i>Information disseminated</i>	<i>IT equipment</i>
	7.4 Website	PR/IT	01 April 2019	<i>Information disseminated</i>	<i>IT equipment</i>
	7.5 GL Community of practise	PR /IT	01 April 2019	<i>Information disseminated</i>	<i>IT equipment</i>
	OTHER				
<i>8. Initiate greater involvement of men in the struggle for women's human rights</i>	8.1 Engaging with male champions	PR	11 July 2019	<i>Male champions engaged</i>	
	8.2 Engaging with men for change networks				
<i>9. Monitor and evaluate the campaign</i>	9.2 Reports on all workshops and dissemination exercises				
	9.3 Media monitoring				
	9.4 Speeches				
	9.5 Feedback from the public				

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
<i>10. Prepare best practices for the 2019 SADC Protocol@Work #VoiceandChoice Summit</i>	10.1 Access summit call				
	10.2 Document case study				
	10.3 Present case study at the summit				

MONITORING AND EVALUATION
English: http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/
French: http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alliance-srhr-se/
Portuguese: http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alianca-srhr-me/