



# MAKING THE CASE FOR INVESTING IN MENSTRUAL HEALTH & HYGIENE

PHOTO: PRABUDDHA PAUL

This investment case, developed in consultation with women, government leaders, implementers, commercial partners, advocates, activists, collaboratives, and funders aims to provide a concise, comprehensive, and compelling case for both why and how to fund/invest in MHH for the improvement of the health and wellbeing of women, girls, and all people who menstruate.

## WHY INVEST IN MHH

On any given day, more than 300 million women and girls are menstruating, and 500 million women and girls (about ¼ of the world population) do not have everything they need to perform hygienic and safe menstrual practices, which affects their well-being during menstruation. Moreover, MHH is a human rights' issue, supports the achievement of at least six SDGs, and is essential to advancing gender equality. There is a growing base of evidence that supports investing in MHH, showing how it can positively impact several aspects of women and girls lives, such as improvement of economic benefits, participation in education, empowerment, health, and mental health.

There is increased interest and progress in MHH; however, the funding to MHH does not yet match the needs of millions of women and girls worldwide who face restrictions and limitations to manage their menstruation with dignity and safety. This funding is often fragmented, focusing primarily on menstrual health products, WASH, and education; while focus on advocacy, research, policy, and especially integration with SRHR services remains limited. Additionally, investment and impact tracking tools do not exist for MHH, and coordination is needed in order to effectively track funding and investments, and to ensure that all critical aspects of MHH are being funded.

## HOW TO INVEST IN MHH

- MHH is a critical component for the attainment of Human Rights, several SDGs, gender equality and women's and girls' health and well being as well as socioeconomic and educational opportunities. Funding MHH interventions can fulfill these goals and is an opportunity to increase the evidence base.
- Multi-sectoral and multi-stakeholder programming in MHH is essential to achieve a positive and sustained impact on every person that menstruates and to remove menstrual barriers.
- Strengthening collaboration as a community of implementers, funders, advocates, researchers is necessary to catalyze funding. Better coordination is needed to promote funding, track funding and progress and to be held accountable as a community is key for success.

*Making the Case* provides a comprehensive analysis of the critical barriers to funding and investment and progress made so far in terms of investment and areas of work within MHH, as well as a framework to guide investment, programming, lobby and advocacy, and research from a multi-sectoral approach.

**Download the full report:**  
[bit.ly/MHHInvestmentReport](https://bit.ly/MHHInvestmentReport)

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