Through an interactive social network, we will seed more inspiration from each other, share challenges and solutions, and better activate a growing intersectional base of engaged grassroots organizations, social enterprises, Femtech startups, and international researchers and NGOs.

This platform will be built for individuals and organizations working on menstrual health, menstrual hygiene, menstrual equity, and period poverty, but also adolescent girls’ development, female health, and gender equality more broadly.
BACKGROUND

In 2020, the Menstrual Health Hub (MH Hub) carried out a Community Insights Poll with the objective to ‘take the temperature’ of the global menstrual community and identify the internal and external strengths and challenges facing the global community. 201 members of the menstrual health community completed the survey.

The information collected was GDPR compliant and feeds directly into the next stages of development of the MH Hub online platform.

HIGHLIGHTS OF THIS REPORT

Two loved aspects of the MH Hub

MH Knowledge Hive & Menstrual Memo

Most popular pillar

Education

Number of organizations registered

803

Increase in size of our community since last year

38%

Views of the Menstrual Map

37,359

Greatest stated strength of the MH community

Education and training

Greatest stated need of the MH Community

Funding
KEY FINDING #1
People love our Knowledge Hive

This strong, cross-sectoral evidence base of MHH resources areas is critical to advancing the MHH agenda and pushing forward social, and programmatic change around female health and gender equality.

Education & Learning
As the most frequently used pillar, users are actively seeking out ways to learn from others’ existing educational approaches and adapt or utilize them for their own contexts.

Research:
The 2nd-most popular pillar considering the rich resources and the strong need for evidence-based programming globally. Research continues to be a top priority for the MH Hub to populate.

Innovation
We are exploring the possibility of developing an online marketplace and/or a repository of product/consumer insights to help inform individual and organizational decision-making around new female health innovations.

Policy
Shifting from information-gathering to action-orientation - i.e. more policy and advocacy guidance (i.e. toolkits or webinars) that detail strategies and actions for how to concretely advocate for MHH-related policy change.
With a 32% open rate, the increasing popularity of the Menstrual Memo with both public and private sector organizations indicates that there are unexplored opportunities for how to leverage its reach and success.

The positive reception affirms our decision to start producing a Memo in other languages, with a Spanish-language Memo starting in January 2021.

Monetizing space in the Menstrual Memo (such as carefully curated promotional content) would enable us to expand the reach of the Memo to new languages, create new digital content and ensure that the Memo remains accessible to all.

“I always look forward to your Memos, they give me so much inspiration for our work with Drawing Dreams Initiative in Laikipia County Kenya”
- Grace Wanene
As of Dec. 2020, there are **803** entities from over **90 countries** on our Menstrual Map, which is a **38% increase** in the size of our community since last year.

**KEY FINDING #3**

**People love the Menstrual Map**

In the development of the MH Hub new platform, **the Map will most certainly be optimized and redesigned with more information to ensure greater functionality and an improved user experience.** With this we aim to facilitate more quality interactions between users and organizations.

The Menstrual Map has over 37,000 views to date.
KEY FINDINGS #2
Assessing the strengths and needs of the menstrual health community

1

Menstrual Health and Hygiene (MHH) products, programmes and/or services

The menstrual health community is a community rich in people and organizations who know how to educate women, girls, and communities.

The Community Platform will build upon the knowledge within the Knowledge Hive and expertise across the community to further strengthen the ability of all actors to share high-quality and contextually-specific MH resources where needed.

By creating a platform that improves connection and communication across country or regional-level contexts, we can improve the accessibility, efficacy and effectiveness of menstrual health education and related interventions.

Greater resources are needed specifically around monitoring and evaluation (M&E) and capacity building.

Other gaps around programme delivery include needing more knowledge around:
- (1) WASH and MHH waste management,
- (2) how to engage boys and men in MH programming and
- (3) the integration of MH into sexual and reproductive health and rights (SRHR).

Almost half (48.8%) of the respondents can provide educational or guidance/training materials and support in delivering MH education or training.
There is a strong need for funding for all the stages of nonprofit and commercial enterprise development, especially for core funding to support basic operational costs, capacity and organizational development.

**Start-up and Business Support**

There is a clear need to invest in capacity development to professionalize the MH ecosystem so that organizations can better scale their menstrual health impact on women, girls and their communities, including more support with starting and/or scaling a female health business and support with organizational development or team building.

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**Over two-thirds (67.2%) say they need help finding funding**, while 54.7% need support applying for funding. 59.2% expressed a desire to find collaborators for joint funding opportunities.

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**Fundraising and Investments**

There is a critical need to understand, analyze and map the opportunities that exist in the MHH funding landscape. This includes who is looking for funding, what types and amounts, and the kinds of innovative approaches that can truly deliver and multiply impact.

The Community Platform will work to ensure that better connections are made to help narrow the gap between organizations and businesses doing great work and those that are willing to invest in or fund them.
Almost half (49.3%) (for-profit & nonprofit) need support with communications, campaigns, marketing or design.

Advocacy

There is a need for more knowledge of the advocacy process per country and knowledge on how to continue and extend existing policies.

As advocacy and awareness-raising is central to the work of the MH Hub, we should explore how to provide richer insights into the advocacy process. Here we can better bridge the gap between awareness-raising, advocacy and policy.
The community is highly interested in upskilling and continuing to improve the quality of the evidence that is informing their efforts to improve MHH.

Additional needs include more general information on menstrual health and the menstrual cycle. It is essential that on the Community Platform, organizations are able to link to and spotlight their own resources.

There is a willingness to connect with others in the space for knowledge sharing purposes and promotional opportunities.

There is a need for collaborators, speakers and hosts for online events. As the Community Platform aims to enable these kinds of links to be made, there lies an opportunity for events and creating a speaker/host base on the Community Platform.

More than 40% of respondents say they can help with organizing and promoting others’ MHH-related events.
CONCLUSIONS

Through the Community Insights Poll, we gained an extensive list of strengths and needs that will structure the profile and matchmaking functions on the relaunched version of the MH Hub.

These insights will directly inform the development of the Community platform, and will serve as a guiding light to ensure our work remains focused on the needs of the global menstrual community.

The findings of this report are fundamental to achieving greater collective impact in the MHH space.

As the MH Hub holds a key to helping facilitate more connection, collaboration and communication within this field, we will continue to advocate on behalf of the global menstrual community by leveraging their strengths and helping meet their needs.

FOR MORE INFORMATION OR TO RECEIVE THE FULL REPORT:

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