

NO TABOO PERIODS, LET'S BREAK THE SILENCE around PERIODS.

Background.

Launched in 2016, «**No Taboo Periods.**» is a campaign, which aims to break the silence around menstruation and raise awareness about the fundamental role that menstrual hygiene management (MHM) plays in enabling women and girls to reach their full potential.

Women and young girls' lack of access to clean and secure restrooms during their periods, perpetuates shame and fear. On the long term, repercussions are immense and influence on women's health, education and living conditions.

Objectives.



Improve knowledge, attitudes and practices around menstrual hygiene.



Raise menstrual hygiene management as a public health priority in order to generate political support on the issue.

Strategy.



Formative research on knowledge, attitudes and practices towards MHM.



Interpersonal communication and social mobilization.



Recruitment of political leaders.



Recruitment of opinion leaders.

Community Engagement.

Based on the results from the formative research, Speak Up Africa created a safe haven for women, girls, boys and men to freely discuss and exchange on issues related to menstrual hygiene management.

The Speak Up Africa Lab is located in Pikine, in the suburbs of Dakar where the majority of the population lives with less than \$2 a day.

The role of our champions.

- Contribute to improving girls and women's living conditions.
- Improve the knowledge, attitudes and practices towards menstrual hygiene management.
- Lift the taboo around menstruation.
- Convey the necessity to take into account menstrual hygiene management in the highest spheres of the government.

Speak Up Africa.

Headquartered in Dakar, Senegal, Speak Up Africa is a strategic communications and advocacy organization dedicated to catalyzing leadership, enabling policy change, and increasing awareness for sustainable development in Africa. We are a Policy and Advocacy Action Tank and through our platforms, we ensure that policy makers meet implementers; that solutions are showcased and that every sector- from individual citizens and civil society groups to global donors and business leaders - contributes critically to the dialogue and strives to form the blueprints for concrete action for public health and sustainable development.

