

#WeAreCommitted to #RedPride



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

NORÆC

NORWEGIAN AGENCY FOR
EXCHANGE COOPERATION



2023

 **RED PRIDE**  **DE**

WEEK
HIGHLIGHTS



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ACKNOWLEDGEMENT & FOREWORD



Robina A. Sentumbwe
Global Programmes Manager

It was such a pleasure watching girls, women and men across the globe, celebrate the Red Pride Week from 24th to 28th May, 2023 climaxing with the celebration of the Menstrual Hygiene Day.

Since 2015 menstrual Hygiene and Health (MHH) has been a key priority for the YESS Girls' Movement. It was however in 2018 that the Red Pride became one of the six Core initiatives of the programme. Since then, the Red Pride Week was started and has been an annual event on the YESS calendar.

While over the years it's mostly MOs implementing the YESS Girls' Movement that have been participating in the Red Pride Week, in 2021 most African MOs and a few Asia Pacific MOs came on board. This year has been very special as many other Member Organisations in all regions of WAGGGS have embraced the Red Pride Week making it the biggest and most widely celebrated Red Pride Week ever. Over thirty-four (34) Member Organisations and 2 WAGGGS World Centres (Our Charlet and Sangam) registered for and participated in the Red Pride Week celebrations. This number could be more as some organisations participated but did not actually register so we do not have the record.

Our gratitude goes to the Chief Commissioners and other MO leaders who actively participated in the activities. It was such a beautiful sight to see the leaders hands on with the girls. Thank you so much to the World Centre managers and volunteers who participated in the activities.

We recognise and appreciate support from Paul Bigmore -the WAGGGS Head of Programmes; Faniry Rakotoarivony the Africa Region Chair & World Board Member; and Anna Segall-WAGGGS CEO. Your leadership behind the scenes makes it so easy and smooth for the YESS Girls' Movement to do what it does. Thank you.

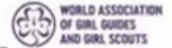
Special appreciation goes to the awesome 30 Member Planning team including the WAGGGS YESS Cordination Team, Task Force representatives from each YESS implementing MO; representatives of the WAGGGS Strategic Partnerships team and the many volunteers & YESS Alumnae who supported the delivery of the different activities.

Last but not least, this acknowledgement cannot be complete without mention of our friends and partners. Thank you, Wash United for Rosies' World, which has been delivered to over 100,000 girls and young women; and for the commitment to and the resources for the Menstrual Hygiene Day every 28th of May.

And to our long-term strategic partner NOREC that has for more than 8 years supported the YESS Girls' Movement, we cannot appreciate you enough. We re affirm our commitment to do what we agree on in our collaboration agreement, including delivery of the Red Pride Core initiative.

The YESS Girls' Movement is and will continue to be committed to Red Pride and Menstrual Hygiene and Health. Thank you all for being a part of this noble cause.

COUNTRIES THAT PARTICIPATED IN THE RED PRIDE WEEK



Bahamas	Nepal
Bangladesh	North Cyprus
Bolivia	Norway
Burundi	Rwanda
Costa Rica	Senegal
Cote D'Ivoire	Serbia
Germany	Sri Lanka
Ghana	Switzerland
Honduras	Tanzania
India	Thailand
Jamaica	Tunisia
Kenya	Uganda
Lebanon	United Kingdom
Lesotho	Venezuela
Madagascar	Zambia
Malawi	Zimbabwe
Malaysia	
Mexico	



DAY 1: FOCUS

UNVEILING THE RED PRIDE WEEK

CELEBRATING THE RED PRIDE WEEK

24TH-28TH MAY 2023

WeAreCommitted is Our theme and hashtag of the 2023 campaign. Together #WeAreCommitted to creating a world where periods are normal and there is no more barriers

HASHTAGS

#WeAreCommitted #RedPride

The purpose for Day one was for Member Organisations to position themselves on social media in readiness for the Red Pride Week. The activities for the day basically included making a banner announcing the week's activities and pinning a post with more details. This was designed to put the online audience on the alert for what was going to happen in the next 5 days.

THE RED PRIDE WEEK

24TH - 28TH MAY, 2023

ACTIVITIES

- Day 1 - 24th May: UNVEILING THE RED PRIDE WEEK
- Day 2 - 25th May: AWARENESS CREATION
- Day 3 - 26th May: RED PRIDE WEBINAR
- Day 4 - 27th May: STAKEHOLDERS' CALLS TO ACTION
- Day 5 - 28th May: MH DAY CELEBRATIONS

#WeAreCommitted

RED PRIDE WEEK

24. - 28. Mai 2023

#MHDday2023

Ring deutscher Pfadfinder*innenverbände

DAY 2: FOCUS

AWARENESS CREATION DAY



Day two was purely for raising awareness for different stakeholders on issues of menstrual hygiene and there were 3 main activities for the day as follows:-

A Touch of Red: On this awareness creating day, all girls and women were challenged to put on red or at least something with red in it to raise awareness that women bleed and it is normal to bleed. Some men joined the women in solidarity to put on red.



The MH Quiz: Girls were given a quiz to test their knowledge on menstrual hygiene. This was done in a fun way eg. Around the campfire; while dancing and singing, etc. Others did it using Kahoot online. Winners of the quiz were awarded.



Campfire: Girl guides were challenged to set up camp- fire (or if not able to, get creative with candles) and in a typical girl guiding style, talk about issues that matter to them....in this case menstruation. On WAGGGS Campfire online, young women shared their own experiences on how their mental health is affected by menstruation.

DAY 3: FOCUS

WEBINAR

RED PRIDE The YESS Girls' Movement

WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS NORÆC NORWEGIAN AGENCY FOR EQUALITY COOPERATION

RED PRIDE WEBINAR

Theme: Menstruation and Mental Health

Anna Segall CEO - WAGGGS
Faniry Rakotoarivony Chair - Africa Region
Dr. Helga Mutasingwa Tanzania Girl Guides
Ina Jurga WASH United
Mubashwira Eshika Bangladesh Girl Guides
Sharrada Seregan Girl Guides Association of Malaysia
Osa Agbontaen Ghana Girl Guides

MEET OUR SPEAKERS & PANELISTS Friday 26th May 2023 8.00 - 10.00hrs (UTC)

Webinar will be in English and French

Webinar Theme: Menstruation and mental health

Objective of webinar: Awareness creation on the realities of the impact of menstruation or period poverty on mental health; and calling for commitment to address the problem.

Attendance: 210 people including MO representatives, Young Women (including YESS Participants, Alumnae & Task Force Members); WAGGGS Staff; Partner Representatives

Highlights of Webinar

- (a) Menstruation has a direct impact on women’s mental health
- (b) The impact of menstruation on mental health is further amplified due to:
 - Hormones that lead to stress, pain and moods among other things
 - Negative cultural beliefs that cause stigma
 - Period poverty where girls and women don’t have access to sanitary wear or facilities
 - Ignorance of boys and men who need to be further sensitised that period is normal

DAY 3: FOCUS

WEBINAR



- Not wanting to talk about periods and making it a taboo subject
- Lack of basic Menstrual Hygiene education by parents, guardians or other people responsible for growing girls

(c) Among others, the following stakeholders were called to do their part to reduce the mental health issues associated with menstruation.

- Girls and young women to be their sisters' keepers and help the younger ones; or themselves eg by openly talking about periods, supporting one another during the time of the month, etc.
- Parents and guardians to guide and support their growing girls
- WAGGGS Member Organisations to prioritise Menstrual Hygiene for girls
- Potential funders to support programmes for girls in the area of MHH
- Governments to put in place favourable policies eg. Removal of taxes on sanitary wear because it is not a luxury

PS: The YESS Girls' Movement was applauded for the Red Pride Core Initiative where issues of Menstrual Hygiene and Health are addressed. NOREC was appreciated for collaborating with WAGGGS and supporting the YESS Girls' Movement for over 8 years now -particularly for supporting the Red Pride Core Initiative. Wash United was recognized as a WAGGGS partner that worked very closely with the YESS Girls' Movement specifically to adapt the Rosie's Word -a resource that is widely used for MHH training.

DAY 4: FOCUS

STAKEHOLDERS' CALLS TO ACTION



Day 4 was an Advocacy day -calling to action different stakeholders including girls and women themselves; policy makers; parents; potential funders, etc.



Call to Action Placards: Girls and women took pictures holding placards with messages they wanted to deliver.

The Petition: Girls, women, boys and men were challenged to append their signatures to a petition to a decision maker on an identified issue of concern. Those who were able to talked to the press.



Sanitary Pad Drive: Girls in need of sanitary products were identified, taught to sew reusable pads and maintain hygiene. A girl was then recorded explaining what they were doing, why they were doing it and calling well wishers to donate materials and machines to produce pads in large quantities.

PS: A 2-3 minutes video summarizing the 3 activities above was posted by MOs to social media for the online audiences.

**DAY 5:
FOCUS**

**MH DAY
CELEBRATIONS**

Day 5 was the climax, the last day marked by celebrations of the International Menstrual Hygiene Day.



The MH Day was started by a Germany Based NGO -Wash United in 2013 but has since become an annual event across the globe to spread awareness around different aspects of menstruation. Wash United is one of WAGGGS Partners on MHH.

The Menstruation Bracelet: Creativity was displayed through bracelets made from different materials. White and red (pink) were used to represent the 28-day average menstrual cycle. The bracelets are a global symbol for joint commitment to create a world where no woman or girl is kept from realizing her full potential because she menstruates by 2030 .

Balloon Menstrual cycle symbol: Just like the bracelet, the balloons were in red and white. The balloons were stuck together and held by the girls who then took pictures and videos happily flying the balloons.

Padlet and Dashboard Unity: Using the link provided in the Red Pride Activity Pack, one had to log in and add their commitment. Associations also managed to have their own dashboards for online participation.

Physically some of the girls used other available space to write their commitments like the white board or chalk board.



CHIEF COMMISSIONERS IN ACTION



Miora Andrianarison
Mpanazava Chief signing commitment pledge



Getrude Jere
Zambia Chief showing her MH bracelet as solidarity too Red Pride



Getrude Ndhlovu
Malawi Chief participating in "A touch of Red" activity



Suzan Namarome
Uganda Chief (In black skirt) celebrating Red Pride Week with Volunteers from UGGA



Zakiya A Abdul Wahab
Ghana Chief engaging the media on government removing taxes on sanitary products



Sandrine Gapfasoni
Burundi Chief join young leaders as they held thier campfire acitivity for awareness creation day.



KEY MESSAGES



Overall Messages



Girls and women should be proud to bleed, not embarrassed.



•Menstruation should be a normal fact of life by 2030



Specific Messages



Menstruation is a normal part of being a woman; and not a curse



Menstruation should be a normal subject to talk about and not a taboo



Girls and women should understand their bodies and cycles to be able to plan and manage their periods more effectively.



Menstruation has a bearing on women's mental health especially when there is period poverty, taboos and myths surrounding it. And so all these have to be addressed.



Girls and women should be trained on how to make and use reusable sanitary towels because they are more affordable and using them helps save the environment.



Parents should help and support their growing girls to know how to maintain their hygiene when they are in periods.



Boys and men have to be sensitized to understand periods and to know how to support girls and women when they are in periods



Menstrual Hygiene and Health Education for girls should be emphasised by stakeholders



KEY MESSAGES



Specific Messages

- Schools, communities, worship centers and other public places should have in place 'girl spaces' where girls and women can have access to water and sanitary facilities when in periods.

- WAGGGS Member Organisations is committed to prioritise Menstrual Hygiene and Health

- Governments and decision makers have to put in place policies that make it easier for girls and women e.g. Removal of taxes from pads or sanitary wear because they shouldn't be categorized as luxuries but necessities

- Recognition of Wash United, our partner who has worked very closely with the YESS Girls' Movement to adapt Rosie's world -a resource that supported training of over 100,000 on Menstrual Hygiene

- Special appreciation to our partner NOREC for supporting the YESS Girls' Movement and Red Pride Initiative

- Other funders and potential partners called upon to support Red Pride and Menstrual Hygiene related initiatives

- Red Pride will remain a core initiative and priority of the YESS Girls' Movement for many years to come; and the Red Pride Week will continue to be annual event.

ABOUT THE YESS GIRLS' MOVEMENT



Dubbed the journey of a lifetime, the YESS Girls' Movement is **WAGGGS' International exchange program** for young women (18 to 35 years) - undertaken in collaboration with NOREC, a Norwegian government agency.

Our program focus for 2022 to 2026

Program Mission: To create an empowering environment where young women confidently lead, raise their voices and make a difference on issues important to them at local, national, regional and global levels.



✉ Yessgirlsmovement.waggs.org

Facebook: Y ESS-Girls Movement

Instagram: @yessgirlsmovementwaggs

Twitter: @YessMovement

YouTube: YESS Girls Movement-WAGGGS

TikTok: @yessgirlswaggs

The YESS Girls' Movement is a WAGGGS programme



<https://www.waggs.org/en/what-we-do/yess-girls-movement/>

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