Handout-A12.1. Awareness-raising campaign on menstrual health

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| Campaign’s name | *What is the name of your counter-narrative campaign* |
| My period is my superpower! |
| Campaign’s audience(s) | *Describe your audience characteristics. That is, who are the people that your campaign is targeting. Where and when are they engaged on social media?* |
| Youth between 16 and 24 years old, and youth workers. The targeted groups can be grouped into the following segments: Youth and youth workers; Local Institutions; Local Community; and National Institutions (education institution or youth health departments). |
| Campaign’s impact(s) | *What is the behavioural or social change the campaign aims to contribute to. That is, the long-term results you want to achieve with your campaign.* |
| This campaign seeks to induce behavioural change aiming to contribute to change in people´s view, perspectives, and mindset about breaking down the stereotypes, stigma and taboos around menstruation and menstrual products.   * Meeting a need: by creating a virtual discussion space where people can feel more confident to learn and share their concerns about menstrual health and problem. * Filling a gap: by building cooperation with young people to share and promote positive stories about menstruation. |
| Campaign’s goal(s) | *Describes how or by which means your campaign will contribute to achieving the expected impact.* |
| * To re-educate young people about menstruation. * To promote open communication in intimate relationships about menstruation. * To call young women to engage in conversations about different menstrual health experiences. |
| Campaign’s objective(s) | *How many people you aim to reach with your campaign? How many social media posts or campaign content you aim to produce?* |
| Reaching as many as 1000 youth aged between 16 and 26 years. And 500 youth workers and teachers who work with young people. We expect to conduct interviews with at least 3 young women. From each interview we can obtain 3 messages or quotes and use graphics to share them. In total, 9 campaign content will be created. |
| Campaign’s content | *Create the content of your campaign: create your message; add the message to your medium; select a messenger (optional); and develop your call to action.* |
| CONTENT-1:   * Message: Menstruation, a healthy natural biological process. * Medium: 1 graphic with a 28-Day menstrual cycle. * Call to action: Like, share, comments. * Caption: A normal menstrual cycle without any disturbance lasts an average of 28 days. A typical period or menstruation lasts from 3 to 7 days with the first three days usually being characterised by the highest bleeding intensity.   CONTENT-2:   * Message: How much blood does a menstruator lose during each period? * Medium: 1 image with a menstrual cup. * Call to action: Like, share, comments. * Caption: During an average period, a few to several dozen ml of blood is lost. It is assumed that above 80 ml is already heavy menstruation.   CONTENT-3:   * Message: Menstruation, myths, and taboos. * Medium: 1 image portraying a menstrual taboo. * Call to action: Like, share, comments. What menstrual myths exist in your community? * Caption: No matter which culture we consider, the language describing menstruation is full of euphemisms, myths, taboos, and persistent patriarchal constructions, which illustrates societal discomfort with menstruation. |
| Campaign’s dissemination | *Which social media channels will you use to run the campaign. That is, how will you create visibility, or by which means will you spread the content of your campaign?* |
| To reach out to and engage with the targeted audience, the campaign will run on the following social media channels:   * Tweeter (X). * Facebook. * Instagram. |
| Campaign’s evaluation | *Which methods will you use to assess whether you are achieving set goals and objectives? Which type of monitoring and evaluation indicators do you aim to use?* |
| To set clear metrics which will help us understand our targeted audience, how they are engaging with the campaign, and the impact the campaign is having; our metrics are broken down into two types:   * Awareness: metrics that indicate the number of people reached: e.g., impressions, reach or video views, and demographic information: e.g., age, gender, or geographic location, that provides insights as to whether the right audience was reached. * Engagement: metrics that show how much people interacted with the campaign’s content: including video retention rates, numbers of likes, comments, or shares. |