

MENSTRUAL HYGIENE DAY

LET'S TALK PERIODS

**A Public Health Outreach Campaign on
Menstrual Health and Hygiene**



Campaign By



In Association with



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ଓଡ଼ିଶା ଲାଇଭ୍

#MHDday 2023, 2024

CAMPAIGN REPORT

OPENING NOTE



The **‘Let's Talk Periods’** campaign, a multi-year effort launched by IFI Foundation in collaboration with OdishaLIVE and Swasthya Plus Network, has been as a resounding success in Odisha. The initiative is designed to address the stigma surrounding menstruation and promote better menstrual health and hygiene practices.

Through a combination of informative content, engaging discussions, and community involvement, the campaign successfully addressed taboos and misconceptions surrounding menstruation. It provides a platform for open conversations, empowering individuals to share their experiences, seek support, and access valuable resources.

The impact of the campaign has been felt across various communities in Odisha, where it has sparked meaningful dialogue and raised awareness about menstrual health. By fostering a more inclusive and supportive environment, the ‘Let's Talk Periods’ campaign is playing a crucial role in breaking down barriers and promoting positive change in menstrual health practices.

While appreciating the role of all partners for making the campaign a success in 2023 and 2024, we look forward to the active support of all in creating an impact during our Menstrual Hygiene Day Campaign 2025.

Sidharth Rath

Sidharth Rath
Executive Director, IFI Foundation

Campaign Overview

Let's Talk Periods

On the occasion of Menstrual Hygiene Day, 28 of May 2023, IFI Foundation launched a public health outreach campaign titled **'Let's Talk Periods'** in collaboration with OdishaLIVE and Swasthya Plus Network. This initiative was designed to foster open conversations about menstruation, empower individuals with knowledge, and provide essential resources to promote better menstrual health and hygiene in the communities.

Over the course of 2023 and 2024, the campaign took significant strides in encouraging the target audiences to break taboos and promote menstrual health and hygiene at home, communities and institutions.

With a multifaceted approach, the campaign engaged students and youth, media persons, doctors and experts, activists and volunteers, along with influential personalities to address key issues surrounding menstruation.

Through videos & curated messages on digital platforms, community programs, and expert collaborations, the campaign effectively raised awareness, busted myths, while offering practical solutions for better menstrual hygiene management.



Our Approach: **Health & Hygiene | Social | Psychology**

Campaign Strategy

- Informative Video Series
- Social Media Outreach
- Community Connect
- Youth Engagement
- Behavior Change
- Collaborations





Campaign Highlights

- **Experts' Insights on Menstrual Health**
- **'My Period Story' (Menarche Experience)**
- **Open Discussion 'Let's Talk Periods' with Youth**
- **The Slum Story (Adolescent Girls at Urban Slums)**
- **A- Z on Menstrual Health Management (Menarche to Menopause)**
- **Social Media Outreach**

By combining experts' advice with curated messages on menstrual health management, along with real-life stories and discussions, the campaign aimed to help youth & the communities understand periods better, fight misinformation, while creating a more supportive environment for girls and women. Through information, education and conversation, together we come closer to a world where periods are seen as normal.

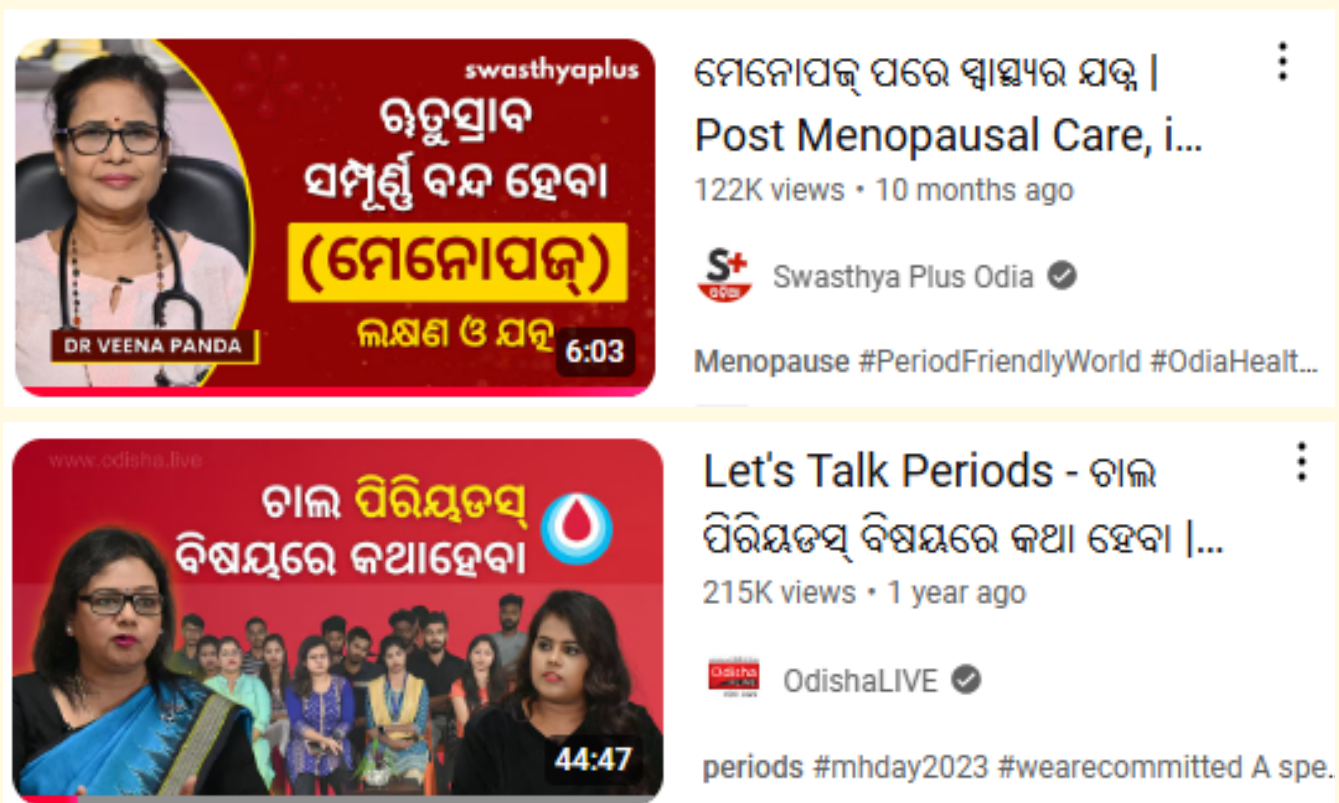
IFI Foundation, OdishaLIVE, and Swasthya Plus Network jointly run public health campaigns on menstrual health and hygiene. The collaboration focuses on creating impactful content to raise awareness, break taboos, and promote positive behavioral change in communities.

Menarche to Menopause

A Complete Video Series on Menstrual Health & Hygiene

Menstruation is a natural process. But in our society many people still lack the right information about menstrual health and hygiene and face taboos at their own home and communities. To address this generations-old public health issue, we had produced an informative video series during #MHDDay2023 & 2024 campaigns, covering the journey from menarche to menopause.

This video series, streamed on the campaign partners' social media platforms, offers expert insights and practical guidance on menstrual hygiene, period products, common health issues, prevention, diet, lifestyle, mental health, and menopause care. By providing clear, reliable information, it helps people better manage their menstrual health and make informed choices across every stage of the journey.



Multiple Channels, Diverse Formats

As part of our #MHDDay 2023 & 2024 campaigns, over 50 videos were produced in diverse formats, including doctor interviews, expert talks, youth and activist panel discussions, and short-form content like reels. These videos, addressing various aspects of menstrual health, were shared across partner platforms like YouTube, Facebook, Insta, and X, reaching diverse audiences.

Let's Talk **Periods** 
 #PeriodFriendlyWorld





ଋତୁସ୍ରାବ ସାମ୍ବ୍ୟ ଓ ସଚ୍ଚତା

Campaign By  In Association with  


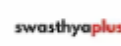

ପରିସ୍ୱଚ୍ଛତାକୁ ଲାଜ କରିବା ନାହିଁ-
 ତରୁଣ ଶୁଣି ମହାପାତ୍ର | ...

54K views

ଚାଲି **ପିରି-ଫ୍ରାଣ୍ଡଲି** 
 ବିଷୟରେ କଥାହେବା
 #PeriodFriendlyWorld



ଋତୁସ୍ରାବ ସାମ୍ବ୍ୟ ଓ ସଚ୍ଚତା

Campaign By  In Association with  

ପ୍ରଥମ ଋତୁସ୍ରାବ କେଉଁ ବୟସରେ
 ହୋଇଥାଏ? | What is the ...

17K views

ଚାଲି **ପିରି-ଫ୍ରାଣ୍ଡଲି** 
 ବିଷୟରେ କଥାହେବା
 #PeriodFriendlyWorld



ଋତୁସ୍ରାବ ସାମ୍ବ୍ୟ ଓ ସଚ୍ଚତା

Campaign By  In Association with  

ପରିସ୍ୱଚ୍ଛତା ଗୋଟିଏ ରୋଗ ନୁହେଁ -
 ସ୍ୱସ୍ତିକା ପଣ୍ଡା | Periods not ...

12K views

Let's Talk **Periods** 
 #PeriodFriendlyWorld




ଋତୁସ୍ରାବ ସାମ୍ବ୍ୟ ଓ ସଚ୍ଚତା

Campaign By  In Association with  

ମେନ୍ସ୍ତ୍ରୁଆଲ କମ୍ କେମିତି
 ବ୍ୟବହାର କରିବେ? | How to...

34K views

MENSTRUAL HYGIENE DAY



Boost

ମେନ୍ସୁଆଲ କପ୍ କେମିତି ବ୍ୟବହାର କରିବେ? | How to use Menstrual Cup...
May 30, 2024, 8:30 PM
ID: 863742095769208

Interactions

11,943 reactions 131 comments 171 shares

Overview Performance Feed preview

Performance

Top performer


Continue getting results when you boost this post and spend ₹ 171 each day

Estimated daily results 2.7K - 7.7K more reach

Boost

Overview

Reach	Impressions	Interactions	Link clicks
2,239,356	2,307,725	11,876	3



Boost

ମେନାର୍ଚ୍ଚୁ ମେନୋପଜ୍ - ତାଲୁ କଥା ହେବା | Menarche to Menopause - ...
May 29, 2024, 12:22 AM
ID: 862637345879683

Interactions

123 reactions 1 comment 18 shares

Overview Performance Feed preview

Performance

Top performer

Continue getting results when you boost this post and spend ₹ 171 each day

Estimated daily results 2.7K - 7.7K more reach

Boost

Overview

Reach	Impressions	Interactions	Link clicks
54,394	55,560	138	--



‘ରତ୍ନସ୍ରାବ’: ଲାଜ ଛାଡ଼ି ଡାକ୍ତରଙ୍କୁ ପଚାର | Periods - Ask the Doctor | Dr Chinmayee Kar - Full Interview

Long-form Video: An exclusive one-on-one interview with a doctor was covering everything from menstrual health issues to disease prevention, myth-busting, and expert insights for better menstrual health management.

ମେନାର୍ଚ୍ଚିରୁ ମେନୋପଜ୍ - ଚାଲନ୍ତୁ କଥା ହେବା | Menarche to Menopause - The Cycle



Comprehensive Video Capsule: Menstruation is a natural process. But many women in our society still lack the right information about menstrual health and hygiene and face various stigma. This video addresses A-Z on the subject while promoting a #PeriodFriendlyWorld.

Let's Talk Periods

A Talk Show Promoting Open Discussion among the Youth on Menstrual Health & Hygiene

An open discussion program in Odia, hosted by OdishaLIVE and Swasthya Plus Odia, featured a doctor engaging with students, journalists, and social activists on menstrual health. The full-length video, covering a wide range of issues, gained strong social media engagement.

As the first audiovisual show of its kind in Odia, it was widely appreciated by stakeholders for promoting open dialogue and highlighting the need for a holistic approach, addressing not just hygiene but also the social, economic, and emotional aspects of menstrual health.

Doctor | Youth | Media | Social Activists





Promoting Conversation, Challenging Myths

The interactive session allowed participants to share personal experiences, ask questions, and challenge myths surrounding menstruation. The young girls and boys expressed their willingness to support menstrual health initiatives, emphasizing the need for education that includes all genders.

Additionally, the discussion addressed the importance of accessible and affordable menstrual products, especially for underprivileged communities. By tackling both societal attitudes and practical challenges, the conversation reinforced the idea that menstrual health is a fundamental right and a collective responsibility.

The Slum Story

Adolescent Girls Narrating the MH Stories of their Communities

The campaign highlighted menstrual health challenges in urban slums of Bhubaneswar through firsthand accounts of adolescent girls. By sharing their experiences, it raised awareness about the need for menstrual education, affordable products, and community support to ensure dignified menstrual health for all.



'ପିରିୟଡ୍ସ୍' - ବସ୍ତି ଝିଅଙ୍କ ମନର କଥା | Young Girls of Bhubaneswar Slum Talk 'Periods'



MENSTRUAL HYGIENE DAY



From Education to Action: Capturing moments of learning, sharing, and breaking taboos. Every story, every smile, and every shared experience brings us closer to change.

My Periods Story

Menarche Story of Celebrities and Socially Influential Personalities

Under the title 'My Periods Story,' we produced a video series featuring renowned women from media, social sectors, UN agencies, corporates, government, and the entertainment industry.

They shared their first menstrual experiences, often linked to ignorance and taboos. These personal narratives aimed to break the silence, inspire adolescent girls and women, and reinforce that menstruation is a universal experience with diverse challenges.

ପିରିୟଡ୍ କଥା ପ୍ରଥମେ ମୁଁ କୁଲେଇଥିଲି | My Periods Story

Tanaya Patnaik, Editor, Sambad




ପିରିୟଡ୍: ନାରୀ ଜୀବନର ପୂର୍ଣ୍ଣତା | My Periods Story

Sulochana Das, Mayor, Bhubaneswar Municipal Corporation



Periods Awareness Must for Boys & Girls Both | My Periods Story
Shipra Saxena, WASH, ECC Specialist, UNICEF Odisha

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ପିରିୟଡସ୍
ପୁଅ, ଝିଅ ଉଭୟ
ଜାଣିବା କଥା

SHIPRA SAXENA



ଭିନ୍ନକ୍ଷମ ଝିଅଙ୍କ ପାଇଁ ସହଜ ନୁହେଁ 'ପିରିୟଡସ୍' | My Periods Story
Kasturi Mohapatra, Former Odisha Disability Commissioner



**ଭିନ୍ନକ୍ଷମ ଝିଅଙ୍କ ପାଇଁ
ସହଜ ନୁହେଁ
'ପିରିୟଡସ୍'**




KASTURI MOHAPATRA

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ପିରିୟଡସ୍ ନାରୀ ଜୀବନର ପରିଚୟ | My Periods Story
Sneha Mishra, Social Activist & Secretary, Aaina

ପିରିୟଡସ୍
ନାରୀ ଜୀବନର
ଏକ ପରିଚୟ



SNEHA MISHRA

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Sanitary Pads Important | My Periods Story

Sasmita Patra, Former President, NALCO Mahila Samiti



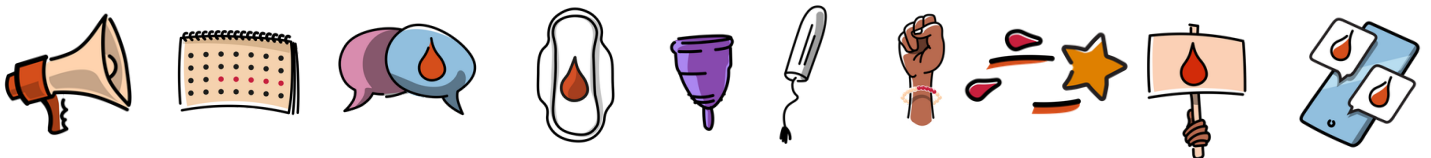
Let's Open Up More on Periods | My Periods Story

Dutee Chand, Olympian



Even today, millions of adolescent girls and women face stigma around menstruation, impacting their daily lives and limiting their rights to healthy, sustainable menstrual health management.

Through these candid personal narratives of renowned personalities, the campaign worked to normalize conversations, promote solidarity, and empower women to embrace menstruation as a natural and essential part of life.



List of Videos Produced during the Campaigns

Sl	Description	Social Link
1	ମେନାର୍ଚ୍ଚେ କାହିଁକି ହୁଏ? Menarche (First Period) in Odia Let's Talk Period Dr Smruti Shree Sahu	https://youtu.be/y4egUt54r6U?si=yXSU6zICfKr1Ez8I
2	ପିରିୟାଲ୍ସ ବେଳେ ମାନସିକ ସ୍ୱାସ୍ଥ୍ୟର ଯତ୍ନ Periods & Mental Health, in Odia Swagatika Samantray	https://youtu.be/5CAVdg1peto?si=UsX9hV0I-VaeRddV
3	ପିରିୟାଲ୍ସକୁ ନେଇ ଥିବା ଅନ୍ଧବିଶ୍ୱାସ Let's Break the Taboo of Periods, in Odia Dr Swapnita Hota	https://youtu.be/0XtISD5r2dA?si=AlvYEdfafvcu5Vgu
4	ପିରିୟାଲ୍ସସମ୍ବନ୍ଧିତ ସ୍ୱାସ୍ଥ୍ୟ ସମସ୍ୟା Menstrual Problems: How to Treat? in Odia PCOS Dr Chinmayee Kar	https://youtu.be/opjLnpCGdLo?si=piCIN85g6NlujPln
5	ପିରିୟାଲ୍ସ ସମୟରେ ସଠିକ୍ ଜୀବନ ଚଳାଣିର ଭୂମିକା Role of Diet during Periods, in Odia Sushree Tapaswini Das	https://youtu.be/agPXMp3XPe0?si=2zwLpAF0md6iCK2s
6	ମେନାର୍ଚ୍ଚେରୁ ମେନୋପାଉଜ୍ - ଚାକ୍ର କଥା ହେବା Menarche to Menopause - The Cycle	https://youtu.be/_O26lgTTCXY?si=xH2h-NgpOEtzwAfD
7	ଉତ୍ତୁସ୍ତ୍ରାବ ପରିଚାଳନାରେ ପରିବାରର ଭୂମିକା Role of Parents during Menarche, in Odia Swagatika Samantray	https://youtu.be/w7pfSSRPZZo?si=5gab6TV_PQ6TnVFW
8	ମେନସ୍ତ୍ରୁଆର କପ୍: କ'ଣ ଓ କାହିଁକି? Use of Menstrual Cups in Odia Dr Swapnita Hota	https://youtu.be/RVw089SiYVU?si=sWZME90EoHteV7ub
9	ଉତ୍ତୁସ୍ତ୍ରାବ ସମୟରେ ସଫାସୁତରା କେମିତି ରହିବେ? Hygiene During Periods, in Odia Dr Swapnita Hota	https://youtu.be/g_BKydr4pns?si=yyqkx64PtkdRvNRn
10	ମେନୋପାଉଜ୍ ପରେ ସ୍ୱାସ୍ଥ୍ୟର ଯତ୍ନ Post Menopausal Care, in Odia Menopause Dr Veena Panda	https://youtu.be/n88Rizkiqna?si=SLuPuz40bawRHMMr
11	ପ୍ରଥମ ଉତ୍ତୁସ୍ତ୍ରାବ କେଉଁ ବୟସରେ ହୋଇଥାଏ? What is the Right Age for Menarche? Dr Smruti Shree Sahu	https://youtu.be/V_Jhzw00hM?si=5OGU5bewd8ywSKh4
12	ପିରିୟାଲ୍ସ ବେଳେ ଖାଦ୍ୟପେୟ ଓ ଜୀବନଶୈଳୀ କେମିତି ହେବା ଚାହୁଁବେ? Diet during Periods Dr Swapnita Hota	https://youtu.be/RH6vcP9LkA?si=VG63wgenHJOqYYaV
13	ପିରିୟାଲ୍ସ ସମୟରେ କେମିତି ରହିବେ ସଫାସୁତରା? How to maintain Hygiene during Periods? Dr Chinmayee Kar	https://youtu.be/Cc02cjtphHI?si=0iu9GtaICAvRbQYY

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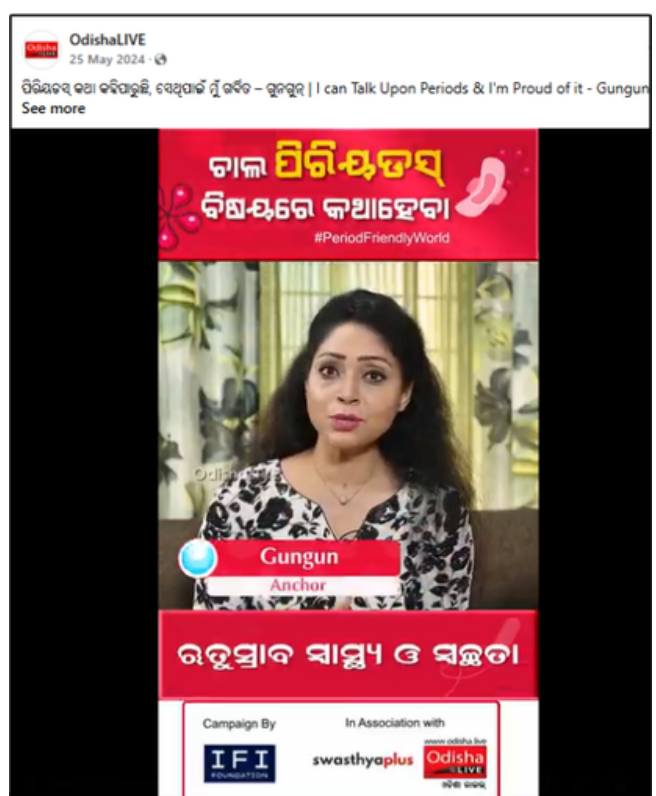
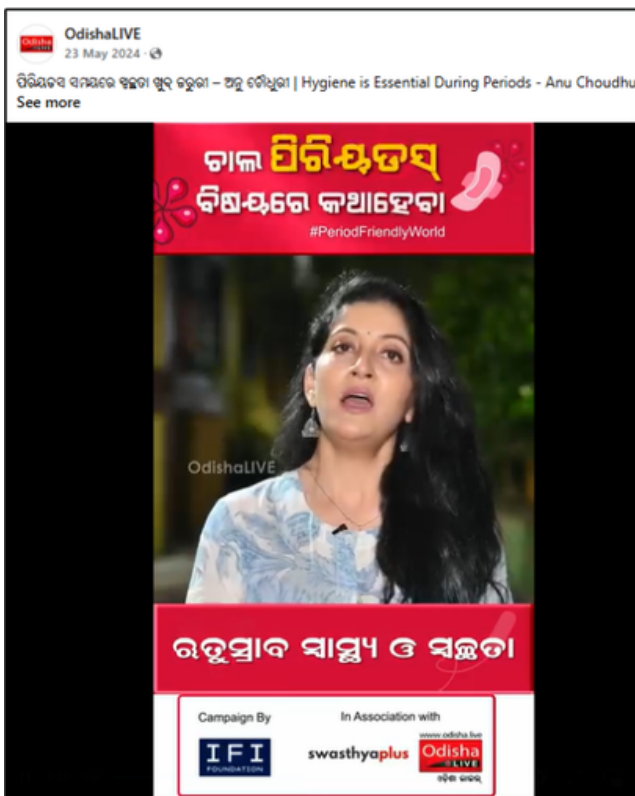
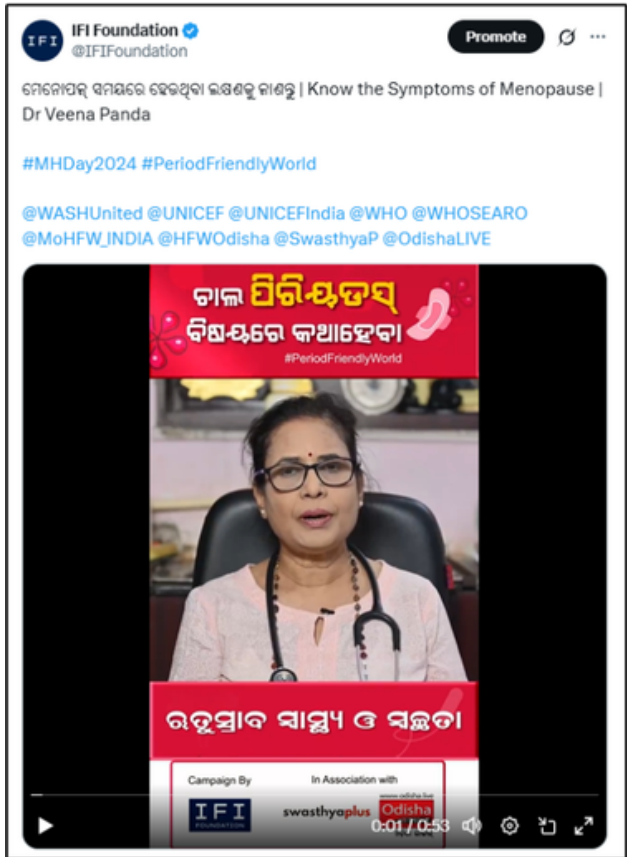
14	ପିରିୟସ୍ ବେଳେ ମୁଡ୍ ସୁଇଙ୍ଗ୍ How to manage Mood Swings during Periods? Swagatika Samantray	https://youtu.be/SqxDOEX_GwA?si=XQGe3-DN6ctB_F3h
15	ମେନସ୍ତ୍ରୁଆଲ କପ୍ କେମିତି ବ୍ୟବହାର କରିବେ? How to use Menstrual Cup? Dr Swapnita Hota	https://youtu.be/9E_5EXE32as?si=KcqVK7VMXr4A1RuX
16	ପିରିୟସ୍ ପ୍ରଡକ୍ଟ୍ କେମିତି ପିଙ୍ଗିବେ? How to dispose of used Sanitary Product? Dr Swapnita Hota	https://youtu.be/UkVielz2eSI?si=35p30lgt7piwRWSR
17	ମେନୋପାଉଁ ସମୟରେ ହେଉଥିବା ଲକ୍ଷଣକୁ ଜାଣନ୍ତୁ Know the Symptoms of Menopause Dr Veena Panda	https://youtu.be/ZsVAIp2eCJc?si=O3fy3tY128i8vqps
18	Let's Talk Periods - ଟାଲ ପିରିୟସ୍ ବିଷୟରେ କଥା ହେବା Youth Talk Show on Menstrual Hygiene - Watch Now	https://youtu.be/RFgUvPI2_AY?si=c9b8fZnSect-RAyW
19	ପିରିୟସ୍ କଥା ପ୍ରଥମେ ମୁଁ କୁଟେଇଥିଲି My Periods Story - Tanaya Patnaik	https://youtu.be/seOf3d_GEi4?si=pnpPWzRiOar-PJvl
20	'ରତ୍ନସ୍ରାବ' ଲାଜ ଛାଡ଼ି ଡାକ୍ତରଙ୍କୁ ପଚାର Periods - Ask A Doctor Dr Chinmayee Kar - Full Interview	https://youtu.be/K7-f2dZL0OY?si=X72CRNpTOJxkAzFB
21	ପିରିୟସ୍‌ସ୍‌କୁ ନେଇ ଲାଜ ଛାଡ଼ି - ଦୂତୀ ଚାନ୍ଦ Let's Open Up More on Periods Dutee Chand Odia Olympian	https://youtu.be/jdqLaNkxNl8?si=AE3qS3XSd6B5d_YC
22	ପୁଅ, ଝିଅ ଉଭୟ ଜାଣନ୍ତୁ ପିରିୟସ୍ କଥା Periods Awareness Must for Boys & Girls Both - Shipra Saxena	https://youtu.be/82rc9fkP_AA?si=H12D2gmU4I-O6e5b
23	'ପିରିୟସ୍' - ବସ୍ତ୍ର ଝିଅଙ୍କ ମନର କଥା Young Girls of Bhubaneswar Slum Talk 'Periods'	https://youtu.be/HrHyQQOy6_A?si=-lAoXwnkwf2cmR5G
24	ପିରିୟସ୍: ନାରୀ ଜୀବନର ପୂର୍ଣ୍ଣତା - ସୁଲୋଚନା ଦାସ Women & Periods - Sulochana Das Mayor BMC	https://youtu.be/WMEKOjtEoFg?si=yD-IQhUdeOuibLX4
25	ପିରିୟସ୍ ବେଳେ କପଡ଼ାକୁ କରନ୍ତୁ 'ନା' - ଡାକ୍ତର ଚିନ୍ମୟୀ କର Periods Hygiene - Dr Chinmayee Kar	https://youtu.be/8g5Yad-C6k8?si=4oYC7GQ7C7jSJ0vv
26	ପିରିୟସ୍ ନାରୀ ଜୀବନର ପରିଚୟ - ସ୍ନେହା ମିଶ୍ରା Social Activist Sneha Mishra on Periods	https://youtu.be/M7aHjXjJxXQ?si=f6lWw6WfWRmCMW8F
27	ପିରିୟସ୍ ପରିଚ୍ଛେଦନାରେ SP - ଡାକ୍ତର ଅଲକ୍ଷା ଦାସ SP of Periods - Dr Alakta Das	https://youtu.be/SPif6SF5ihE?si=v9eUJ71dWaSMBGai
28	ରତ୍ନସ୍ରାବ ବିଷୟରେ କହିବା, ଶୁଣିବା Let's Talk Periods - Community Interface OMHH Alliance	https://youtu.be/1VbMzTZF3gA?si=xmwco_GffFLkbVJa

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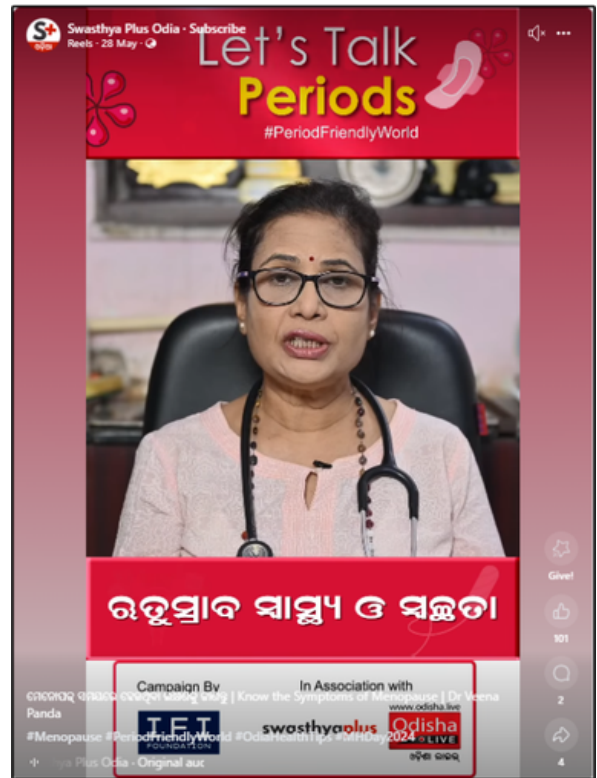
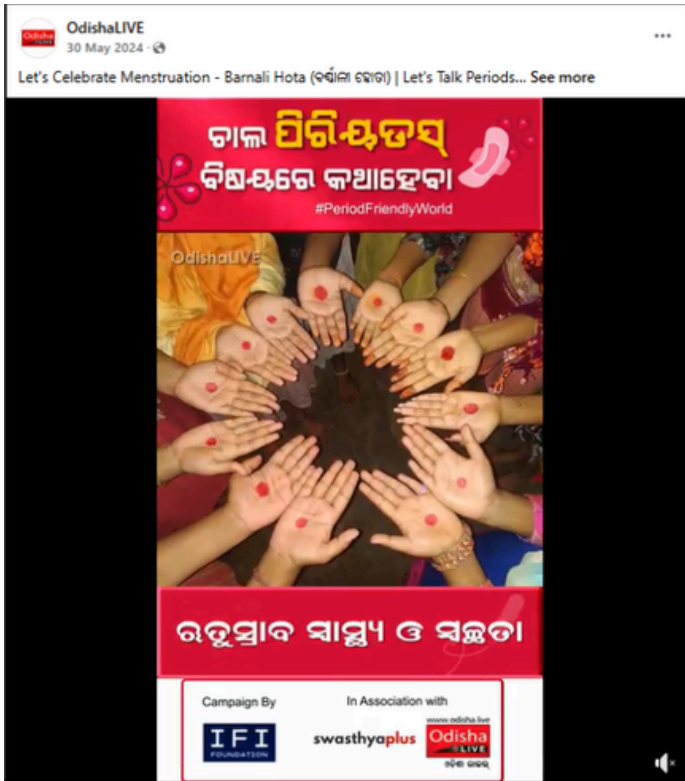
29	ଭିନ୍ନଭିନ୍ନ ଝିଅଙ୍କ ପାଇଁ ସହଜ ନୁହେଁ 'ପିରିୟସ୍' Periods & The Differently Abled - Kasturi Mohapatra	https://youtu.be/KDdNPWpOs3k?si=Aika7VDYFuMjwq0-
30	ଭିନ୍ନଭିନ୍ନ ଝିଅଙ୍କ ପାଇଁ ସହଜ ନୁହେଁ 'ପିରିୟସ୍' Periods & The Differently Abled - Kasturi Mohapatra	https://youtu.be/KDdNPWpOs3k?si=Aika7VDYFuMjwq0-
31	ପିରିୟସ୍ ସଚେତନତାରେ ଗଣମାଧ୍ୟମର ଭୂମିକା ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ Mass Media & Periods Awareness - Supriya Dash	https://youtu.be/paapv4guMWQ?si=KpZpT_fDqDlrg1_P
32	ମୁଁ କୁଚେତନୁଲି ପିରିୟସ୍ କଥା - ତନ୍ୟା ପଟ୍ଟନାୟକ The Day I Got My Periods - Tanaya Patnaik	https://youtu.be/pNSApUhcrrs?si=QYPABU4hBfQ-Joxd
33	Information is Power for Young Girls - Sneha Mishra on Periods & Menstruation	https://youtu.be/Ky-nSCUHB0o?si=ehSqwPwBFnoCMfAt
34	When I Had My First Periods - Kasturi Mohapatra	https://youtu.be/iC2rblorKfM?si=OWP9WP34spfU_R7
35	ପିରିୟସ୍-ଅନ୍ଧବିଶ୍ୱାସ-ତାତ୍ପର୍ୟ କଥା A Discussion on MH Day 2023 - Teaser	https://youtu.be/hil7c-hGsvg?si=D-T7iRi1UpiXwj2D
36	ପିରିୟସ୍‌କୁ ନେଇ ଲାଜ ଛାଡ଼ - ଦୂତୀ ଚାନ୍ଦ Let's Open Up More on Periods Dutee Chand Odia Olympian	https://youtu.be/jdqLaNkxNI8?si=OmrlE1wJY0napV8y
37	ପ୍ୟାଡ୍ ବି ଗୋଟିଏ ଜରୁରୀ ଜିନିଷ Sanitary Pads Important - Sasmita Patra President NALCO Women's Forum	https://youtu.be/7pb0N55h7us?si=qPst_KPiojEHdnrx
38	ପ୍ରଥମ ପିରିୟସ୍ କଥା କାହାକୁ କହିବି ଜାଣିନଥିଲି - ସିପ୍ରା ସକ୍ସେନା My First Period - Shipra Saxena	https://youtu.be/NCM_BC3L6PU?si=upYEO5wMn959fC7W
39	When I Had My First Periods - Kasturi Mohapatra	https://youtu.be/iC2rblorKfM?si=oVnZ0hH2T1f4ZmZl
40	Adolescents & Parents Today More Aware on Menstrual Health - Sulochana Das	https://youtu.be/KuCsPwQtw1k?si=7sQqrV3UDGV_Cl4U
41	ମେନୋପଜ ପରେ କେମିତି ନେବେ ସ୍ୱାସ୍ଥ୍ୟର ଯତ୍ନ? Self Care Post Menopause - Dr Chinmayee Kar	https://youtu.be/rJ3QtiD-fTE?si=nW_jaohTDcYZRBO4
42	ପିରିୟସ୍ ବେଳେ କପଡ଼ାକୁ କରନ୍ତୁ 'ନା' - ତାତ୍ପର୍ୟ ଚିହ୍ନିତ କର Periods Hygiene - Dr Chinmayee Kar	https://youtu.be/8g5Yad-C6k8?si=nyiiRrYG9A7bIRGm
43	ପିସିଓସ୍ ଅଲେ କ'ଣ କରିବେ? PCOS & Female Health - O&G Specialist Dr Chinmayee Kar	https://youtu.be/halMrDQFq8o?si=LLvliaZ1v1lF988b
44	ମେନୋପଜ ପରେ କେମିତି ନେବେ ସ୍ୱାସ୍ଥ୍ୟର ଯତ୍ନ? Self Care Post Menopause - Dr Chinmayee Kar	https://youtu.be/rJ3QtiD-fTE?si=eBbzlaQ9TLISYSCf

Social Media Outreach

Glimpses of Social Media post shared across Partners' Channels



MENSTRUAL HYGIENE DAY



MENSTRUAL HYGIENE DAY

IFI Foundation @IFIFoundation

ପିରିଅଲ୍ସ ରୋଗୀ ଏ ରୋଗ ନୁହେଁ - ବୁଝିବା ପଡ଼ା | Periods Isn't a Disease - Swastika Panda

#PeriodFriendlyWorld #MHD2024

@MHD28May @WASHUnited @UNICEF @UNICEFIndia @WHO @WHOSEARO @MoHFW_INDIA @HFWOdisha @SwasthyaP @OdishaLIVE @SwasthyaPlusO @SwastikaPanda3

Translate post



Swastika Panda
Journalist

ରତ୍ନସ୍ନାନ ସାମ୍ବ୍ୟ ଓ ସୁଚ୍ଛତା

IFI Foundation @IFIFoundation

ପୁଅମାନେ ମଧ୍ୟ ପିରିଅଲ୍ସ ବିଷୟରେ ଜାଣିବା ଉଚିତ୍ - ବିଶାଖା ଭଞ୍ଜ | Boys Need to Learn About Periods Too - Bishakha Bhanja

#LetsTalkPeriods #PeriodFriendlyWorld #MHD2024

@MHD28May @WASHUnited @UNICEF @UNICEFIndia @WHO @MoHFW_INDIA @HFWOdisha @SwasthyaP @SwasthyaPlusO @OdishaLIVE

Translate post



Bishakha Bhanja
Program Director, NAWO, Odisha Chapter

ରତ୍ନସ୍ନାନ ସାମ୍ବ୍ୟ ଓ ସୁଚ୍ଛତା

ଚାଲି ପିରି-ଫ୍ରେଣ୍ଡଲି
ବିଷୟରେ କଥାହେବା
#PeriodFriendlyWorld



ରତ୍ନସ୍ନାନ ସାମ୍ବ୍ୟ ଓ ସୁଚ୍ଛତା

Campaign By **IFI FOUNDATION**

In Association with **swasthyaplus** **Odisha LIVE**

www.odisha.live
ଓଡ଼ିଶା ଲାଇଭ୍

← Reel insights

Reach ①

436,572
Accounts reached

0.5% Followers ● 99.5% Non-followers ●

Views 581,553

Watch time 131day 6hr 17min 12sec

Average watch time 22 sec

Reels interactions ① 27,252

Shares 14,192

Likes 10,704

Saves 2,319

Comments 37

MENSTRUAL HYGIENE DAY

Swasthya Plus Odia · 10 months ago

Believe it or not, even queens dealt with period poverty! Historically, women used rags, leaves, and even moss – not exactly comfortable or hygienic. Imagine not being able to participate in daily life because you can't access period products. This is the struggle for many facing #PeriodPoverty.

Let's work together to break the silence and ensure everyone has access to manage their period safely and hygienically.

Basic needs. Basic rights. Period products for all!

#PeriodFriendlyWorld #OdiaHealthTips #MHD2024

Show less

What is Period Poverty?

Period poverty is the lack of access to menstrual hygiene products, education, and sanitation facilities, preventing individuals from managing their menstruation safely and with dignity.

#PeriodFriendlyWorld | #MHD2024

Campaign By **IFI** In Association With **swasthyaplus** **Odisha LIVE**

Swasthya Plus Odia · 10 months ago

500 Million! That's the number of women & girls who lack access to period products, education, and proper sanitation facilities globally. This "period poverty" hinders safe and hygienic period management, impacting everything from health to education and overall wellbeing.

Let's break the silence and work towards period dignity for all!

Period Equity for All!

#PeriodFriendlyWorld #OdiaHealthTips #MHD2024

Show less

DID YOU KNOW?

500 million women and girls lack access to period products, menstrual education, and sanitation infrastructure, hindering safe, hygienic period management. Let's ensure dignity and equity for all.

source: www.menstrualhygiene.org

#PeriodFriendlyWorld | #MHD2024

Campaign By **IFI** In Association With **swasthyaplus** **Odisha LIVE**

OdishaLIVE · @OdishaLIVE · May 23, 2024

Did you know? The average woman menstruates for about 7 YEARS of her lifetime! Imagine spending 7 years of your life experiencing something natural, yet considered Stigmat! That's the reality for many when it comes to Periods.

This #MenstrualHygieneDay, let's break the silence

Show more

DID YOU KNOW?

On an average a Woman Menstruates for about 7 Years during Her Lifetime.

#PeriodFriendlyWorld | #MHD2024

Campaign By **IFI** In Association With **swasthyaplus** **Odisha LIVE**

IFI Foundation · @IFIFoundation · May 26, 2024

Believe it or not, even queens dealt with #PeriodPoverty! Historically, women used rags, leaves, and even moss – not exactly comfortable or hygienic. Imagine not being able to participate in daily life because you can't access period products.

What is Period Poverty?

Period poverty is the lack of access to menstrual hygiene products, education, and sanitation facilities, preventing individuals from managing their menstruation safely and with dignity.

#PeriodFriendlyWorld | #MHD2024

Campaign By **IFI** In Association With **swasthyaplus** **Odisha LIVE**

#PeriodFriendlyWorld | #MHD2024

Let's Talk Periods

Campaign By **IFI** In Association With **swasthyaplus** **Odisha LIVE**

MENSTRUAL HYGIENE DAY



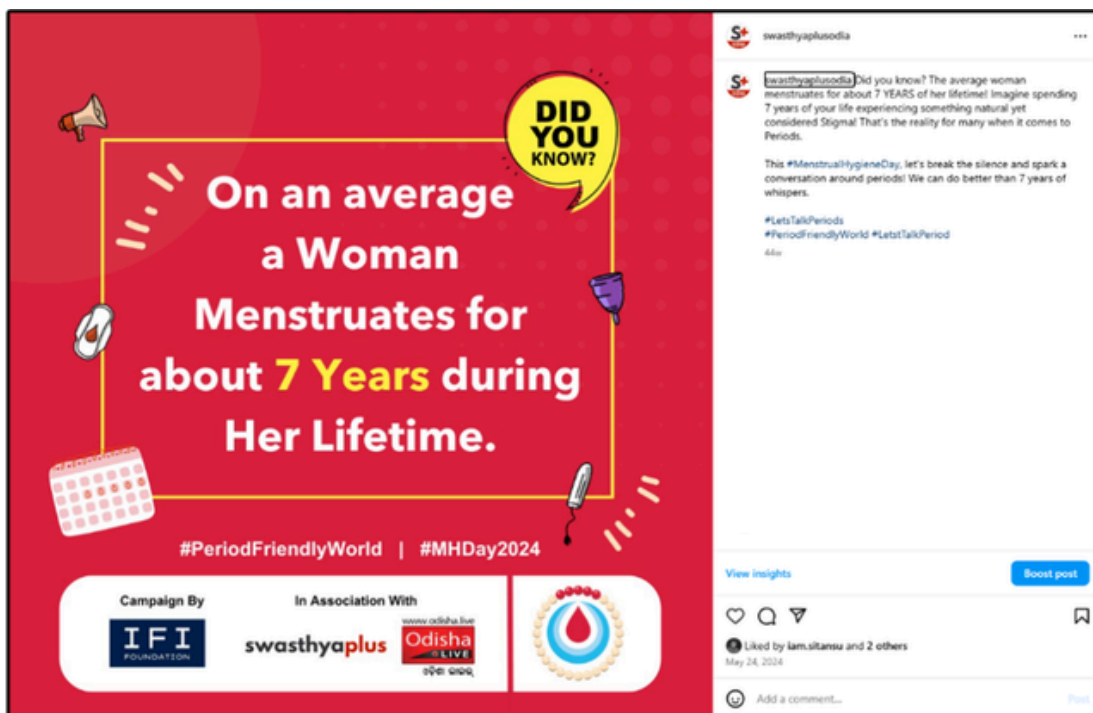
Swasthya Plus Odia · 10 months ago

500 million women and girls globally lack the essentials to manage their periods safely and with dignity. This stems from limited access to period products, lack of menstrual education, and poor water and sanitation infrastructure.

Taboos and stigma around menstruation are at the heart of these issues. If we can't talk openly about periods, we can't solve these challenges.

Let's break the silence and work together for a [#PeriodFriendlyWorld](#) this World Menstrual Hygiene Day 2024!

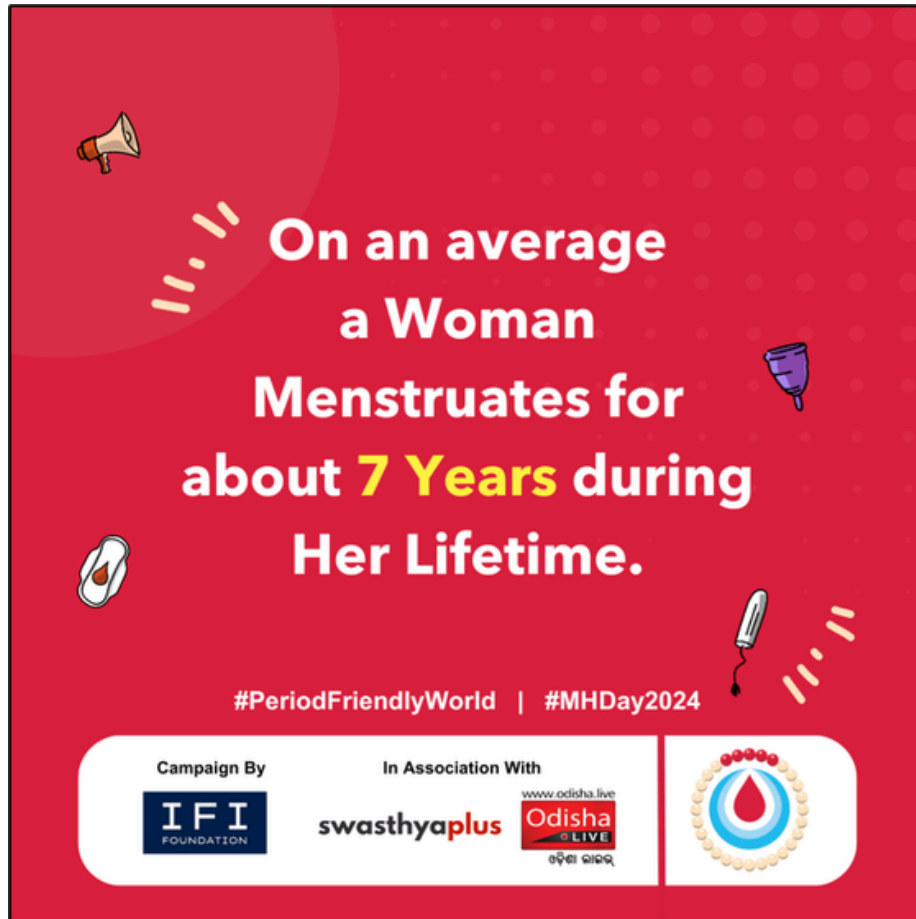
On the occasion of [#MHD2024](#), IFI Foundation, in association with OdishaLIVE and Swasthya Plus Network, launches a comprehensive digital media awareness initiative [#LetsTalkPeriods](#).
Show less



Messaging through Social Media

Engaging social media creatives were developed to raise awareness and share key facts on menstrual health. Highlights.






**On an average
a Woman
Menstruates for
about **7 Years** during
Her Lifetime.**

#PeriodFriendlyWorld | #MHDay2024

Campaign By **IFI** FOUNDATION

In Association With **swasthyaplus** www.odisha.live **Odisha** LIVE ଓଡିଶା ଜୀବନ୍ତ



What is **Period Poverty?**

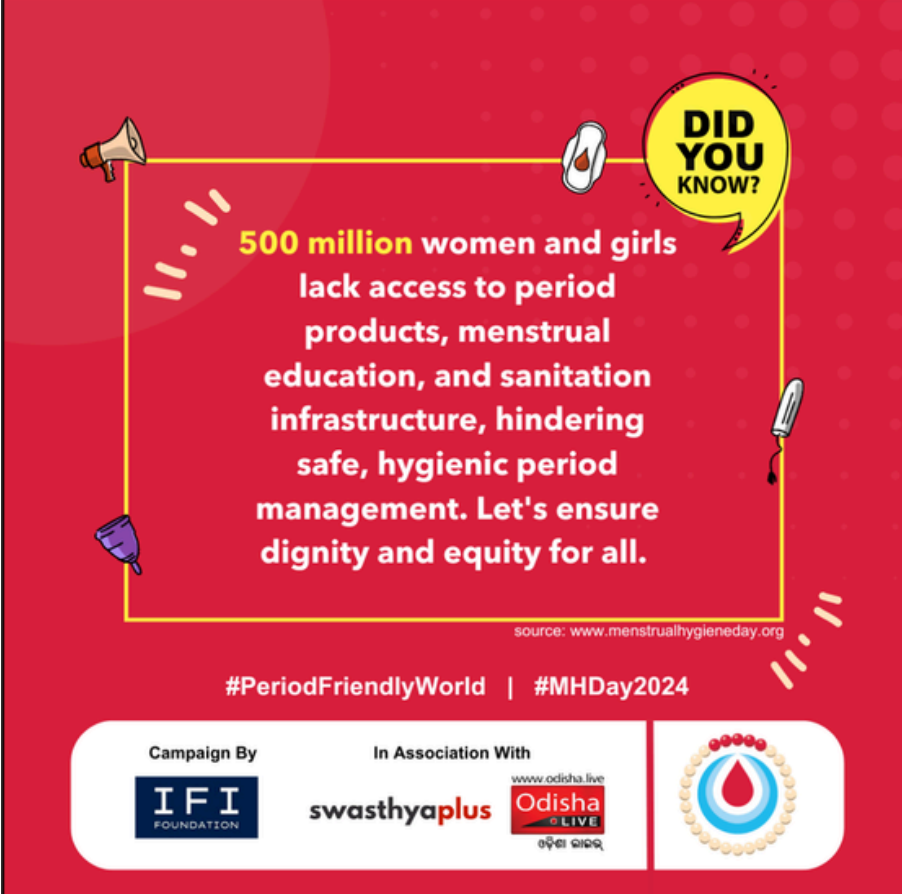
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#PeriodFriendlyWorld | #MHDay2024

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DID YOU KNOW?

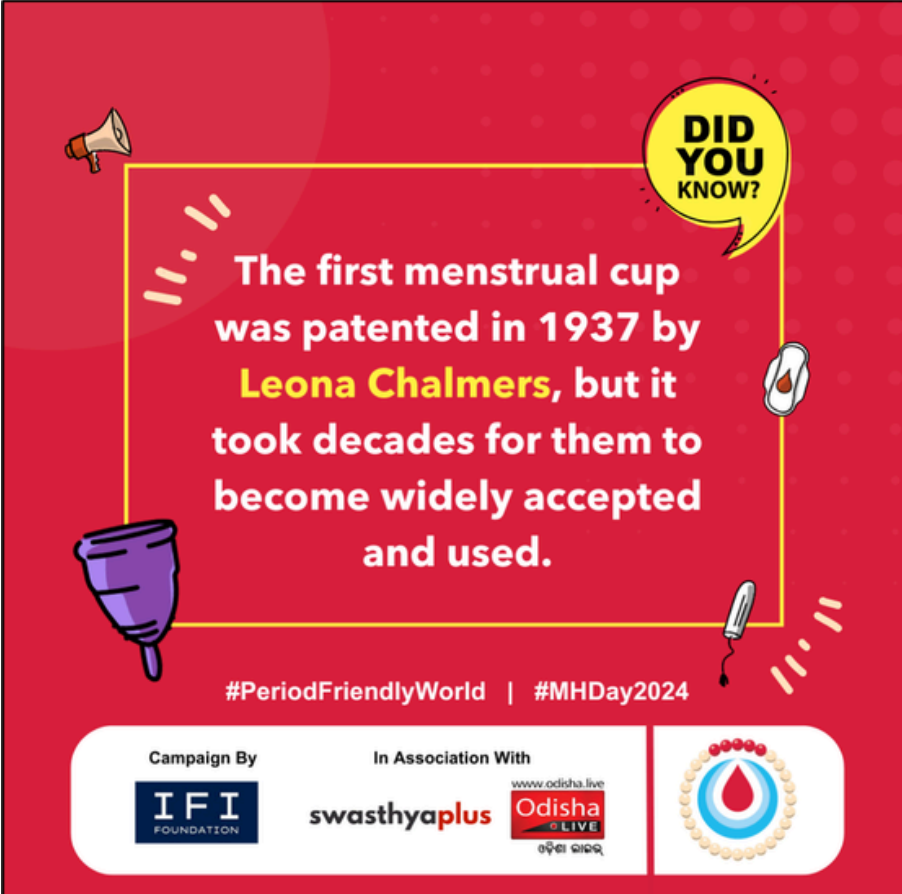

500 million women and girls lack access to period products, menstrual education, and sanitation infrastructure, hindering safe, hygienic period management. Let's ensure dignity and equity for all.

source: www.menstrualhygieneday.org

#PeriodFriendlyWorld | #MHD2024

Campaign By **IFI** FOUNDATION

In Association With **swasthya+plus** www.odisha.live **Odisha @LIVE** ଓଡ଼ିଶା ଲାଇଭ୍




DID YOU KNOW?

The first menstrual cup was patented in 1937 by **Leona Chalmers**, but it took decades for them to become widely accepted and used.

#PeriodFriendlyWorld | #MHD2024

Campaign By **IFI** FOUNDATION

In Association With **swasthya+plus** www.odisha.live **Odisha @LIVE** ଓଡ଼ିଶା ଲାଇଭ୍





AUDIENCE FEEDBACK



It's a greatest news which is must needed to our society....after watching this surely I say the negative thoughts of people about periods must be go away ..very much thanks to this channel for this concept basically choose our language ODIA

Let us make more and more women aware of the importance of menstrual hygiene for a better life. Wishing a very Happy Menstrual Hygiene Day to all the women.



ଏତେ ଲୋକମାନଙ୍କ ଆଖି ଖୋଲିବ ଯାହାକି Thanks you so much

Scientific Reasons 🤔
Its Blockbuster 🎬 Great WOMEN'S ❤️



Salute your performance and thought this vedio is motive all girls and boys for talking openly about periods specially every parents and family members are see this vedio & feel this pain it's not only pain of a girl a women and a daughter & it's not a problem it's a process of a woman body soo talking openly about periods & support all womens and girl..



Kudos to odisha live!! ❤️
She bleed, she create!! 🤪

Waw... After A Long Time I Find A Very Very... Great And Beautiful News..... Super Madam... And Team ❤️ ❤️ ❤️ ❤️

Bahut bhala katha madam . A bisayee alochana kariki . Agaku ahuri heba darkar

Partnering with OMHH Alliance

Strengthening Menstrual Health in Odisha: A Collaborative Effort by OMHHA Partners

IFI Foundation, Swasthya Plus Network, and OdishaLIVE are active partners in the Odisha Menstrual Health & Hygiene Alliance (OMHHA), led by Aaina. This collective effort aims to raise mass awareness, influence policy, and provide technical support to young girls, ensuring access to menstrual hygiene resources and improving the quality of menstrual health practices across Odisha.

Recently, the OMHH Alliance has made significant strides in awareness-building, engaging stakeholders for positive action, and mobilizing partner support. OdishaLIVE, as a leading regional digital platform, has played a key role in documenting and promoting major programs under the OMHH banner.



ବଦଳିଛି କି ଉତୁସ୍ତ୍ରାବର ପରିଭାଷା? | Menstrual Hygiene - The Story of Generations | Special Report



Under the banner of the Odisha Menstrual Health and Hygiene Alliance (OMHHA), a powerful video was produced on the occasion of #MHDDay2024. The video presents the story of transformation in menstrual hygiene practices across three generations. It conveys the message that through communication, education, and awareness, we can create a better world for every girl and woman who menstruates.

As a partner of the OMHH Alliance, OdishaLIVE provided technical support to the creative team in the making of the video. It was previewed at the MH Day 2024 event.





Mr Nilambar Rath (first from left), Co-Chair, IFI Foundation and Founder Editor & CEO, OdishaLIVE among the Partners of Odisha Menstrual Health & Hygiene (OMHH) Alliance during release of the poster on the occasion of MH Day 2024. As an ecosystem partner OdishaLIVE promotes, various activities under the alliance, exploring its web and social channels.



ରତ୍ନପ୍ରାଚ ବିଷୟରେ ଜାଣିବା, ଶୁଣିବା | Let's Talk Periods - Community Interface | OMHH Alliance

OdishaLIVE 1.15M subscribers



Dissemination Workshop on Menstrual Health & Hygiene - IIPH Bhubaneswar & UNICEF

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Dissemination Workshop on Menstrual Health & Hygiene - IIPH Bhubaneswar & UNICEF

OdishaLIVE 1.15M subscribers

(Top) Officials from UNICEF Odisha and IIPH along with experts and dignitaries at the consultation workshop on Odisha MH (Draft) Policy organised at Bhubaneswar. (Middle) A snapshot from the animated film HIRA developed by Swasthya Plus Network promoting menstrual education and awareness which was previewed at the event. (Bottom) Mr Sidharth Rath, Executive Director, IFI Foundation and CEO, Swasthya Plus Network presenting insights at the program.

'IFI Foundation', 'Swasthya Plus' Network & 'OdishaLIVE' – The Core Partners

IFI Foundation – Fostering Information for Impact



IFI Foundation, a Section 8 'Not for Profit' Company, is focused on social impact areas by accelerating youth action for the Sustainable Development Goals (SDGs), and research & action to advance Social & Behaviour Change Communication (SBCC). IFI supports various collaborative initiatives that use the power of information to drive change, especially among young people in India.

IFI Foundation has entered into an understanding with leading multi-lingual digital health network 'Swasthya Plus' and leading digital news media platform 'OdishaLIVE' for dissemination of information in the form of news stories & videos and for joining hosting various media events, campaigns and knowledge activities in both physical and digital mode. (www.ifi.org.in)

'Swasthya Plus' – South Asia's Health Media Network



Swasthya Plus Network works towards the mission of making health information accessible to everyone. At Swasthya Plus Network, we serve reliable & engaging health content to communities in their own languages.

From explainer videos on life's most common ailments watched by millions of people every month, to behaviour change communication interventions that support the vulnerable - we inform, educate, and encourage positive healthcare seeking behaviours. Swasthya Plus also partners with global organizations, governments, and international universities to further Social and Behavior Change Communication, as well as pioneering research in the future of Health Communication in the digital world.

SwasthyaPlus Network is serving around 10M+ people every month through 16 languages, including in 12 Indian languages and English to disseminate the information globally.

'OdishaLIVE' – Web & Social Channels



OdishaLIVE is a digital media platform of 'Academy for Media Learning Private Limited', under its media initiative 'OdishaLIVE Media Network', operating since 2012. The platform creates and curates, news, features, and interviews with diverse subjects and personalities. Along with the news portal www.odisha.live, empaneled with Information and Public Relations

Department, Government of Odisha, the platform disseminates news and information in a credible manner across web and social channels.

OdishaLIVE also has a strong social media presence touching over 1.15M plus Subscribers in YouTube channel and 127K Followers in its Facebook page reaching out to a large audience of different age groups and interest across the Odia diaspora.

Central to our vision and content strategy, OdishaLIVE is actively involved in partnering with the local communities, Government, Corporate, UN agencies, brands and non-profits organizations during campaigns, events and thematic areas to capture, curate and promote relevant and engaging content, on a diverse formats, with a focus on life and livelihood, culture, development, public policy and other social impact areas.

swasthyaplus

South Asia's Health Media Network

Making Health Information Accessible to Everyone

16
LANGUAGES

2000+
HEALTH EXPERTS

1 MILLION+
SUBSCRIBERS



www.swasthyaplus.com



LET'S TALK PERIODS



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This report is prepared and published by IFI Foundation