

MENSTRUAL HYGIENE MANAGEMENT: Harnessing the power of the media

Through their surveillance and watchdog role, the mainstream media constantly raise key issues around Water Sanitation and Hygiene (WASH). Newspapers, magazines, television and radio regularly run news, analysis, features, editorials and commentaries about WASH. These may be seen as perishable media products but they help to keep WASH matters high on the public agenda. These media products can: create an environment of public prioritisation and debate on WASH; convey general information serving as a public education tool; counter popular misconceptions; and comment on issues, thereby providing an alternative viewpoint. It is therefore important for sector actors to start considering the mass media as a key partner in addressing WASH.

In that respect, the MHM Coalition in Uganda has taken deliberate efforts to involve the mainstream media in the bid to advocate for menstrual hygiene management. The mainstream media, especially newspapers in Uganda, have been supportive and stepped up their coverage of issues around menstrual hygiene management, as depicted in this poster.