



## Period Pride | Activity Report

### PSDF Activity Report Period Pride Campaign 2024 | SRHR, Menstrual Health & Hygiene

#### Activities Summary

|                          |  |                              |  |
|--------------------------|--|------------------------------|--|
| Name of Contact Person   | Tanveer Shigri   | Organization                 | Pakistan Sustainable Development Forum |
| Total Number of Sessions | 4  | Total Number of Participants | 111                                    |
| Dates of Sessions        | March 10 <sup>th</sup> 2024, June 3 <sup>rd</sup> 2024, June 7 <sup>th</sup> 2024, June 21 <sup>st</sup> 2024. | Venues                       | Community Halls, School                |
| Districts Covered        | Shigar, Skardu   | Province                     | Gilgit Baltistan                       |

#### Session Links In Advocacy Campaign

| Session # | Links   |
|-----------|---|
| 1         | <a href="https://www.facebook.com/photo/?fbid=731723709125248&amp;set=pcb.731733832457569">https://www.facebook.com/photo/?fbid=731723709125248&amp;set=pcb.731733832457569</a> |
| 2         | <a href="https://www.facebook.com/photo/?fbid=769362868694665&amp;set=pcb.769372932026992">https://www.facebook.com/photo/?fbid=769362868694665&amp;set=pcb.769372932026992</a> |
| 3         | <a href="https://www.facebook.com/photo?fbid=772213961742889&amp;set=pcb.772214018409550">https://www.facebook.com/photo?fbid=772213961742889&amp;set=pcb.772214018409550</a>   |
| 4         | <a href="https://www.facebook.com/photo/?fbid=781571437473808&amp;set=pcb.781573870806898">https://www.facebook.com/photo/?fbid=781571437473808&amp;set=pcb.781573870806898</a> |

#### Social Media Campaign Details

|  |    |                          |   |
|--|----|--------------------------|---|
| Total Social Media Posts/Posters Published | 34 | Total Articles Published | 2 |
|--|----|--------------------------|---|

| Post Numbers | Links   |
|--------------|---|
| Post 1       | <a href="https://www.facebook.com/photo/?fbid=718579147106371&amp;set=a.567088372255450">https://www.facebook.com/photo/?fbid=718579147106371&amp;set=a.567088372255450</a> |
| Post 2       | <a href="https://www.facebook.com/photo?fbid=721367953494157&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=721367953494157&amp;set=a.567088372255450</a>   |
| Post 3       | <a href="https://www.facebook.com/photo?fbid=723280113302941&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=723280113302941&amp;set=a.567088372255450</a>   |
| Post 4       | <a href="https://www.facebook.com/photo?fbid=728712469426372&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=728712469426372&amp;set=a.567088372255450</a>   |
| Post         | <a href="https://www.facebook.com/photo?fbid=733395308958088&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=733395308958088&amp;set=a.567088372255450</a>   |
| Post 6       | <a href="https://www.facebook.com/photo?fbid=737282648569354&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=737282648569354&amp;set=a.567088372255450</a>   |
| Post 7       | <a href="https://www.facebook.com/photo?fbid=740816594882626&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=740816594882626&amp;set=a.567088372255450</a>   |
| Post 8       | <a href="https://www.facebook.com/photo?fbid=743029967994622&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=743029967994622&amp;set=a.567088372255450</a>   |
| Post 9       | <a href="https://www.facebook.com/photo?fbid=746908360940116&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=746908360940116&amp;set=a.567088372255450</a>   |
| Post 10      | <a href="https://www.facebook.com/photo?fbid=748261414138144&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=748261414138144&amp;set=a.567088372255450</a>   |
| Post 11      | <a href="https://www.facebook.com/photo?fbid=748955274068758&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=748955274068758&amp;set=a.567088372255450</a>   |
| Post 13      | <a href="https://www.facebook.com/photo?fbid=750154023948883&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=750154023948883&amp;set=a.567088372255450</a>   |



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|           |   |
|-----------|---|
| Post 14   | <a href="https://www.facebook.com/photo?fbid=750624700568482&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=750624700568482&amp;set=a.567088372255450</a>   |
| Post 15   | <a href="https://www.facebook.com/photo?fbid=751686073795678&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=751686073795678&amp;set=a.567088372255450</a>   |
| Post 16   | <a href="https://www.facebook.com/photo?fbid=753035280327424&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=753035280327424&amp;set=a.567088372255450</a>   |
| Post 17   | <a href="https://www.facebook.com/photo?fbid=761989092765376&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=761989092765376&amp;set=a.567088372255450</a>   |
| Post 18   | <a href="https://www.facebook.com/photo?fbid=761989092765376&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=761989092765376&amp;set=a.567088372255450</a>   |
| Post 19   | <a href="https://www.facebook.com/photo?fbid=763758989255053&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=763758989255053&amp;set=a.567088372255450</a>   |
| Post 20   | <a href="https://www.facebook.com/photo?fbid=764487199182232&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=764487199182232&amp;set=a.567088372255450</a>   |
| Post 21   | <a href="https://www.facebook.com/photo?fbid=764815832482702&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=764815832482702&amp;set=a.567088372255450</a>   |
| Post 22   | <a href="https://www.facebook.com/photo?fbid=765108299120122&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=765108299120122&amp;set=a.567088372255450</a>   |
| Post 23   | <a href="https://www.facebook.com/photo?fbid=766035105694108&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=766035105694108&amp;set=a.567088372255450</a>   |
| Post 24   | <a href="https://www.facebook.com/photo?fbid=766035105694108&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=766035105694108&amp;set=a.567088372255450</a>   |
| Post 25   | <a href="https://www.facebook.com/psdf.pk1/videos/423488157185866">https://www.facebook.com/psdf.pk1/videos/423488157185866</a>   |
| Post 26   | <a href="https://www.facebook.com/psdf.pk1/videos/1018940326575595">https://www.facebook.com/psdf.pk1/videos/1018940326575595</a>   |
| Post 27   | <a href="https://www.facebook.com/photo?fbid=779570734340545&amp;set=a.567088372255450">https://www.facebook.com/photo?fbid=779570734340545&amp;set=a.567088372255450</a>   |
| Post 28   | <a href="https://www.facebook.com/psdf.pk1/videos/1464573334249314">https://www.facebook.com/psdf.pk1/videos/1464573334249314</a>   |
| Post 29   | <a href="https://www.facebook.com/psdf.pk1/videos/1133443834577402">https://www.facebook.com/psdf.pk1/videos/1133443834577402</a>   |
| Post 30   | <a href="https://www.facebook.com/psdf.pk1/videos/431930506399847">https://www.facebook.com/psdf.pk1/videos/431930506399847</a>   |
| Post 31   | <a href="https://www.facebook.com/psdf.pk1/videos/1850262085401809">https://www.facebook.com/psdf.pk1/videos/1850262085401809</a>   |
| Post 32   | <a href="https://www.facebook.com/psdf.pk1/videos/1165512521446739">https://www.facebook.com/psdf.pk1/videos/1165512521446739</a>   |
| Post 33   | <a href="https://www.facebook.com/psdf.pk1/videos/3507286926155021">https://www.facebook.com/psdf.pk1/videos/3507286926155021</a>   |
| Post 34   | <a href="https://www.facebook.com/psdf.pk1/videos/843459600992798">https://www.facebook.com/psdf.pk1/videos/843459600992798</a>   |
| Article 1 | <a href="https://www.linkedin.com/pulse/menstruation-culture-silence-gilgit-uejke/?trackingId=VxTpHdEhiuE416YJC9N8lw%3D%3D">https://www.linkedin.com/pulse/menstruation-culture-silence-gilgit-uejke/?trackingId=VxTpHdEhiuE416YJC9N8lw%3D%3D</a> |
| Article 2 | <a href="https://www.linkedin.com/pulse/status-menstrual-hygiene-pakistan-ixxre/?trackingId=erHeQmAnDxOQ0DxyrYbjTw%3D%3D">https://www.linkedin.com/pulse/status-menstrual-hygiene-pakistan-ixxre/?trackingId=erHeQmAnDxOQ0DxyrYbjTw%3D%3D</a>     |

### **Summary:**

Overall, four MHM sessions were conducted during the campaign in two districts of Gilgit Baltistan including Shigar & Skardu. Social Media Campaign launched during which multiple posts/contents were published including educational posters, videos & articles.

### **Challenges:**

- The topic itself is really difficult to take on as there is complete silence around this topic in the local community here.



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- To hold sessions on MHM is really challenging as there is no readiness among the members of society due to the lack of support of male members and their perception of MHM as a topic which cannot be discussed openly.
- We had to put extra efforts while coordination and finalizing the list of participants. Many contacted women refuse to attend the session after knowing about the theme/topic of the dialogue.
- Men in the local society are not ready to sit in sessions along with women on Menstrual Health & Hygiene. This sort of behaviour may be a reason of less productive sessions around the topic as the participation of males is really important to deal with issues pertinent to MHM.
- Many participants were not comfortable to be covered by camera saying that we are totally not comfortable to be in photographs with this topic. Many of the participants asked us not to cover them during photo sessions.
- To gather women for sessions in summer season is much difficult as these months are the busiest months in the region due to farming activities.

### **Lesson Learnt:**

- We need to tweak the topic a bit to ensure healthy participation of women in such sessions here.
- The knowledge level of community about MHM is not satisfactory especially in those who are not literate.
- There is dire need of conducting such sessions for growing girls and for girls going to schools.



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**SESSIONS PICTURES**

**Session 1 Pictures:**



**Session 2: Pictures**



**Session 3: Pictures**





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### Session 4: Pictures



**THE END**