

PROGRESS REPORT

Young Omang



STREET Balochistan

Executive Summary

STREET Balochistan, a non-profit organization dedicated to youth empowerment, health, hygiene, and promoting arts, implemented the Period Pride campaign in Quetta, Balochistan under the Young Omang project. Supported by its collaborator partner, “Idara-e-Taleem-o-Agaahi (ITA),” the campaign focused on Menstrual Hygiene Management (MHM) to raise awareness, educate, and challenge cultural stigmas and stereotypes surrounding menstruation.

The campaign engaged 215 girls and women through three sensitization sessions in Government Girls High School Aminabad Hazara Town Quetta, Government Girls Islamia College, and Aghbarg Village. These sessions provided essential information about menstrual health, helping participants overcome myths and taboos related to menstruation. Many participants shared personal experiences of how these myths affected their health and confidence, making these sessions a critical first step in fostering open discussions on the topic.

Additionally, STREET formed two groups of 32 adolescent MHM Leads, tasked with initiating small actions in schools and communities to raise awareness about menstruation. The MHM Leads undertook three key actions:

1. **Establishment of Daughter Safe Corner (MHM Corner):** An MHM corner was set up at Smart School, providing menstrual hygiene facilities to girls and female teachers, breaking stigmas and encouraging open dialogue on menstrual health.
2. **Celebration of First Periods:** In a symbolic effort to break menstrual stigmas, a community event was organized to celebrate periods, building confidence and pride among adolescent girls.
3. **Establishment of MHM Hub:** A Menstrual Hub was created in the home of a community woman, providing easy access to affordable sanitary pads and supporting local entrepreneurship.

The campaign extended its reach through two radio shows broadcast in Urdu and Pashto, educating a wider audience on menstrual health, hygiene, and breaking taboos.

Additionally, STREET’s organizational development was strengthened through a series of capacity-building workshops, which focused on proposal writing, financial management, project planning, and gender resilience. These workshops helped STREET update its policies and expand its network, enhancing its capacity to continue its impactful work.

Objectives: The key objective of the Period Pride campaign was to:

- Raise awareness and sensitization among young girls and women about menstrual health and hygiene.
- Challenge the stigmas and stereotypes associated with menstruation in Quetta, Balochistan.
- Encourage open discussions about menstruation in a region where the topic is often considered taboo.

Activities Description

1. Sensitization Sessions

STREET organized three sensitization sessions in Government Girls High School Aminabad, Government Girls Islamia College, and Aghbarg Village. These sessions were attended by 215 girls and women, marking a significant step in raising awareness about menstrual hygiene in these communities. During the sessions, participants learned about the myths and stigmas associated with menstruation, and many shared personal stories of how these misconceptions had negatively impacted their health and confidence. The sessions provided an important platform for open discussions about menstruation in a region where such topics are often avoided. [Instagram Link: https://shorturl.at/2TX2m](https://shorturl.at/2TX2m)



S.#	Date	Venue	Number of Participants
1	28 th August 2024	Government Girls High School Aminabad Hazara Town Quetta	78
2	30 th August 2024	Aghbarg Village Quetta	19
3	11 th September 2024	Government Girls Islamia College Quetta	118

2. Formation of MHM Lead Groups:

STREET formed two groups of 32 adolescent MHM Leads from schools and communities. The goal was to empower these girls to lead MHM initiatives and inspire change within their own communities. These MHM Leads participated in awareness sessions and subsequently planned three major MHM actions.

[Instagram Link https://shorturl.at/gDd3J](https://shorturl.at/gDd3J)



S.#	Date	Venue	Number of Participants
1	2 nd September 2024	Jadoon Chock Quetta	07
2	3 rd September 2024	The Smart School Quetta	23

i. **Establishment of Daughter Safe Corner (MHM Corner):**

The MHM Leads in Smart School initiated an MHM corner for girls and female teachers, providing a space where they could access menstrual hygiene products. This initiative not only increased access to necessary hygiene products but also empowered girls to talk more openly about menstruation. The school administration committed to maintaining this corner, ensuring sustainability.

Instagram Link: <https://shorturl.at/LL8PB>



ii. **Periods Celebration in the Community:**

To combat the stigma associated with menstruation, the MHM Leads organized a symbolic “Periods Celebration” in their community. Adolescent girls from the community were invited to participate in this event, where they celebrated periods and raised awareness about the associated myths and stigmas. The girls reported that the event helped them gain confidence and break several myths surrounding menstruation.

Instagram Link: <https://shorturl.at/2GydH>



iii. **Establishment of MHM Hub:**

An MHM Hub was established in the home of a community woman, providing easy access to affordable sanitary products for girls and women. The hub sold sanitary pads and offered two free pads with each pack, supporting the woman running the hub while making sanitary products more accessible to the community.

Instagram Link: <https://shorturl.at/V53rl>



3. **Radio Shows on Menstruation:**

Two radio shows on the topic of menstruation and health were broadcast in Urdu and Pashto. The aim was to reach a broader audience and raise awareness about menstrual health. These shows featured experts who discussed the menstrual cycle and answered audience questions, offering crucial information to listeners.

4. Capacity Building and Organizational Development:

STREET's team received capacity-building support from Chanan Development Association. They attended workshops on proposal development, financial management, project management, network building, and climate and gender resilience. These workshops provided the team with valuable skills and insights for strengthening the organization and forming partnerships.

Achievements:

- Formation of two MHM Lead groups comprising 32 girls from diverse backgrounds to raise awareness on MHM in their schools and communities.
- Establishment of an MHM corner at Smart School, providing girls and female teachers with necessary hygiene resources.
- Creation of an MHM Hub in the community to provide access to affordable sanitary pads and support a local woman's business.
- Initiation of discussions on menstrual health in Quetta, Balochistan, breaking significant cultural stigmas.
- Addition of menstruation leave in STREET's policy to support women employees.

Lessons Learned:

- One of the major lesson learnt was to design and print visual and IEC material for the sensitization on MHM
- Engagement and partnership with academic institutes are more helpful to work on MHM rather than working directly in communities
- Building confidence of young adolescents can be effective tool for sensitization on MHM
- Basic and authentic information about MHM can be shared via innovative actions and events

Challenges:

1. Cultural taboos and norms made it difficult to discuss menstruation openly in communities.
2. Adolescent girls often felt hesitant or fearful of participating in MHM-related events due to social stigma.
3. Planning MHM sessions and activities in communities posed challenges because of the sensitive nature of the topic.

4. The security situation in Quetta and limited resources also presented barriers to campaign activities.

The Period Pride campaign by STREET Balochistan was a successful initiative to raise awareness about menstruation and menstrual hygiene in a culturally sensitive region. The campaign not only empowered adolescent girls but also began shifting the community's perception of menstruation. By forming MHM Lead groups, establishing safe spaces, and providing access to sanitary products, STREET has made significant strides in improving menstrual health and hygiene in Quetta, Balochistan. The capacity-building workshops also ensured the long-term sustainability of these efforts, and the campaign served as a foundation for future MHM projects.

