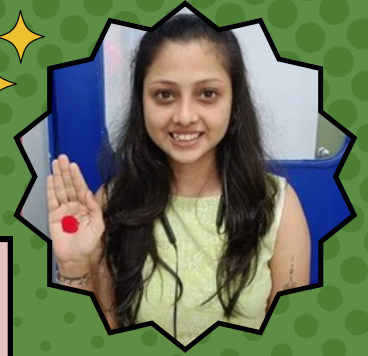




# Red Dot Challenge / Bleed With Pride Campaign on 28th May, 2024!



## OBJECTIVES

Promoting menstrual hygiene awareness on World Menstrual Hygiene Day through the Red Dot Challenge / Bleed With Pride virtual event, emphasizing myth-busting and social media outreach in collaboration with \*Umeed\*.

Menstrual hygiene remains a critical issue globally, impacting health and well-being, particularly among marginalized communities. Our initiative aims to raise awareness through a virtual event on World Menstrual Hygiene Day, engaging 20 volunteers to debunk myths and amplify discussions on social media platforms.

## IMPLEMENTATION HIGHLIGHTS

- Event Format: Virtual Red Dot Challenge / Bleed With Pride event held on 28th May 2024.
- Collaboration: Partnered with Umeed for enhanced social media outreach and myth-busting sessions.

### Expected Outcomes:

- Awareness Enhancement: Increase understanding of menstrual hygiene among participants and broader online audience.
- Myth Dispel: Correct misconceptions surrounding menstruation through informative sessions and social media posts.

### Impact Assessment:

- Participant Engagement: Evaluate volunteer feedback and participant interaction during the virtual event.
- Social Media Impact: Measure reach and engagement metrics on platforms such as Instagram, Facebook, and Twitter.

### Sustainability:

- Continued Advocacy: Maintain momentum through ongoing social media campaigns and partnerships with Umeed.
- Educational Resources: Develop and distribute digital resources to sustain awareness beyond the event.

### What Our Volunteers Think About The Impact Of Their Drive?

- Debunk myths and promote menstrual health openly.
- Make a positive impact and educate others.
- Inspiring to see how social media can amplify important conversations.
- Breaking taboos and promoting menstrual hygiene.

## CONCLUSION

The Red Dot Challenge / Bleed With Pride campaign on World Menstrual Hygiene Day reflects our commitment to breaking taboos and promoting informed discussions on menstrual health. By leveraging virtual platforms and social media, we aim to empower individuals with accurate information and foster a supportive community for menstrual hygiene awareness. This initiative underscores our dedication to advocating for health equity and challenging societal norms surrounding menstruation.

