

Nashftolna Dammna

Today, 76% of women and girls in Lebanon suffer from difficulty in accessing menstrual products due to the sharp increase in prices resulting from the economic crisis and the collapse of the Lebanese currency.

A national statistical study carried out by Fe - Male in partnership with “PLAN international” sheds light on the reality of “Period poverty” in Lebanon. The study shows that 41% of women and girls from Lebanese, Palestinian and Syrian communities stated that they reduced the quantities of sanitary pads they used during their menstruation or relied on using the same pad for a longer period of time, because of the crisis.



[READ STUDY](#)

This study comes within the framework of a national campaign launched by the two organizations under the title **"#Nashftol-na_dammna"** to raise the voice about the negative effects of period/ menstrual poverty and its repercussions on women and girls in Lebanon, and to stress the importance of finding long-term solutions by the Lebanese government and key stakeholders.

CAMPAIGN KEY MESSAGES



- Most women and girls will menstruate every month yet Social stigma or period taboo, cause them to feel persistent shame and fear during periods. The discriminatory and patriarchal norms and practices about period, make it difficult for women and girls to maintain good menstrual hygiene. Shaming women and girls should end.
- In Lebanon, and amid COVID19 and economic crisis women and girls are facing numerous challenges in managing their menstruation, Pads and other supplies because of the economic crisis. Period Poverty has devastating consequences on women and girls, who have the right to access to all adequate, acceptable, and affordable menstrual pads and menstrual hygiene materials.
- The lack of education around periods might lead women and girls to turn to unsanitary, and potentially dangerous methods of coping with their periods because of the crisis. The Lebanese government should take serious actions to address period poverty in the country.

CAMPAIGN PRODUCTS

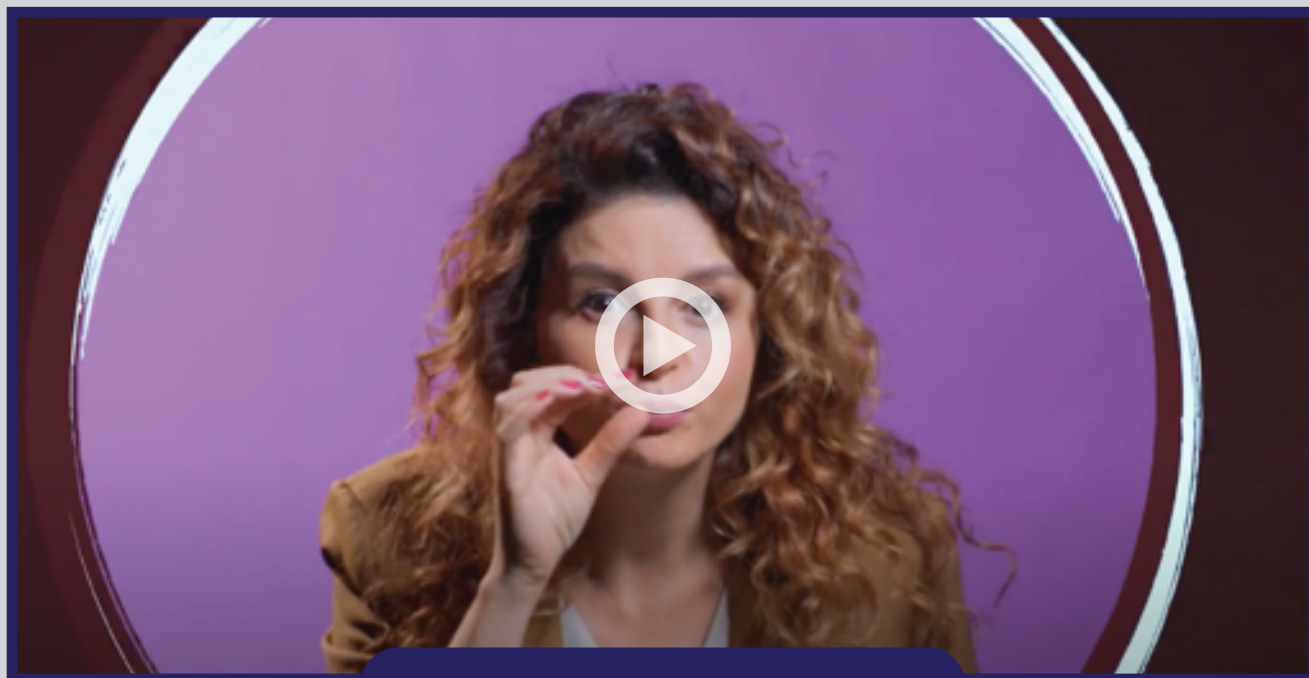
Main video: A bold piece of content that gives facts about period poverty while integrating the stigma around period in our society. The film is a mixture of shot footage, real footage and animated text and animated visuals.



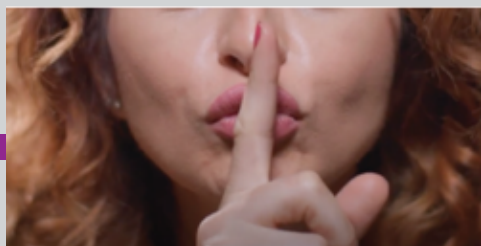
Educational Posts: A series of still and animated posts that expose the reality around period poverty. The posts are based on the results of the survey



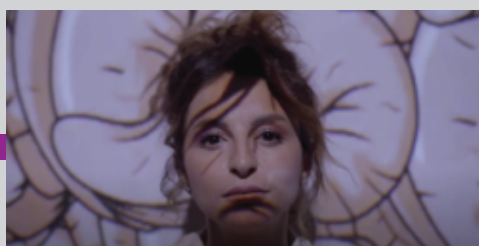
3 Webisodes: That tackle openly discussion about period shame and period poverty.



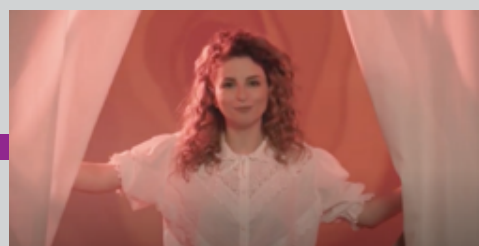
[CLICK HERE TO WATCH THE TRAILER](#)



WEBISODE 1



WEBISODE 2



WEBISODE 3

How can you support?

Understand that Period shame and period poverty should end because they have devastating consequences on women and girls;

Share information about the campaign to build the movement and spread the word

Act by calling for reforms in this regard.