



How to use Social Media for engaging young experts – #kicktheSTIGMA, example from Zambia

Natalie Schmitz, Jan Schlenk (GIZ Water Policy Programme, Staff Initiative MenstruAction)

Utility Platform Network Meeting 2024

26th April 2024



3 Spotlights:

Social Impact Campaigns #LetsTalkPERIOD #kickTheSTIGMA

Period-friendly Workplaces

Intl Menstrual Hygiene Day #MHDday2024





YOUNG FEMALE INFLUENCERS
FROM ALBANIA, NEPAL AND
THE PHILIPPINES



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

sustainable
sanitation
alliance

<https://www.yo>

Kurzer Clip: #LetsTalkPERIOD

<https://www.youtube.com/watch?v=ivsRgYGMhnE>



#kickTheSTIGMA in Zambia – and beyond



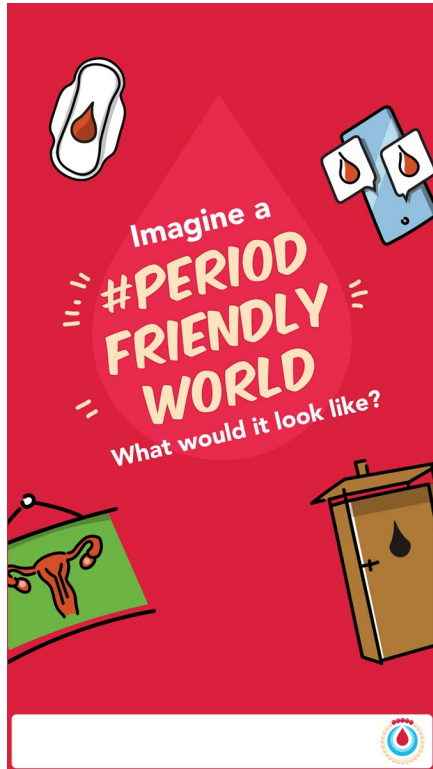


Period-friendly Workplaces – for engaging young experts





Intl Menstrual Hygiene Day & Menstruation Bracelet Campaign



Thank You

menstruaction@giz.de

