

## EMPOWERMENT IN MENSTRUAL HEALTH AWARENESS - TRAINING WORKSHOP AGENDA

APPROX. TIME	TOPIC
BREAKFASTS 08:00 – 09:00	<ul style="list-style-type: none"> <li>Breakfast is served every day during this time. Participants should be in the workshop room at 09:00.</li> </ul>
DAY-1 09:00 - 15:30	<p><b>COLLABORATIVE LEARNING: MENSTRUAL HEALTH AWARENESS-RAISING CAMPAIGN STRATEGY</b></p> <ul style="list-style-type: none"> <li>09:00 - 09:20: What are we going to do today? That is, what are the objectives of today's groups sessions and what should be the outcomes of those sessions.</li> <li>09:20 – 10:40: Campaign needs assessment: What is the menstrual health and hygiene problem (Needs &amp; Gaps) the campaign aims to address?</li> <li>10:40 – 11:00: Tea/Coffee break</li> <li>11:00 – 12:30: Campaign needs assessment: Who is the target audience(s). Where, on which social media the targeted audience spend time online? Expected Impact: behavioural or social change?</li> <li>12:30 – 14:00: Lunch.</li> <li>14:00 – 15:30: <b>Goal:</b> by which means will the campaign contribute to achieving the expected impact. <b>Objectives:</b> how many people to reach? Number of campaigning materials to be produced?</li> </ul>
DAY-2 09:00 - 15:30	<p><b>EXPERIENTIAL LEARNING: MENSTRUAL HEALTH AWARENESS-RAISING CAMPAIGN CONTENT</b></p> <ul style="list-style-type: none"> <li>09:00 - 09:20: What are we going to do today? That is, what are the objectives of today's groups sessions and what should be the outcomes of those sessions.</li> <li>09:20 – 10:40: Campaign's content development: what is the message that the campaign will use to make the expect impact among the targeted audience?</li> <li>10:40 – 11:00: Tea/Coffee break</li> <li>11:00 – 12:30: Campaign's content development: which medium will the campaign use to package the message? Which social media channel will the campaign use to disseminate the message?</li> <li>12:30 – 14:00: Lunch.</li> <li>14:00 – 15:30: <b>Packaging message in a medium:</b> Videos: short films or animation; Images: photos or memes; Text: slogans, hashtags, or graphic posts or flyers. <b>Call to action:</b> what can the audience do?</li> </ul>
DAY-3 09:00 - 15:30	<p><b>REFLECTIVE LEARNING: BEYOND PERIOD EMPOWERMENT NETWORK PROJECT</b></p> <ul style="list-style-type: none"> <li>09:00 - 09:20: What are we going to do today? That is, what are the objectives of today's sessions and what should be the outcomes of those sessions.</li> <li>09:20 – 10:40: Project's overall evaluation: did the project meet its goals and objectives? What was the experience of being a part of this project, at the partner level?</li> <li>10:40 – 11:00: Tea/Coffee break</li> <li>11:00 – 12:30: Result dissemination and exploitation: what could or should be done to further make the project results available for public use?</li> <li>12:30 – 14:00: Lunch.</li> <li>14:00 – 15:30: Project following: what can be done to follow-up on this project; is it feasible to create a new project or to sustain this network by creating different initiatives?</li> </ul>

➤ Training Manual: [Counter-narrative campaign development](#)