



NOVEMBER 2022

# Regional Fit for School Program Outlook for 2023



Advancing Girl's Rights  
through improved Menstrual  
Health & Hygiene

**Objective:** Ministries of Education in Southeast Asia implement **menstrual health and hygiene and sexual and reproductive health and rights** measures to improve health and learning conditions for girls.



# Activities

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- **Social media campaign** on menstrual health and hygiene facts, myths, experiences, and strategies to support menstruating girls while in schools.
- **Advocacy briefs** on country level to advance the discussion around necessary MHM improvements in the school context  
**Exchange forums** for ministry of education officials and civil society actors for sharing MHM experiences and lessons learned



**HAND  
FACE  
SPACE  
SURFACE**  
THE PASSWORD  
TO A HEALTHY SCHOOL

# GIZ - Hygiene Behaviour Change Coalition



Implemented by:



# Context

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After over 2 years into the pandemic, the world is now living in the "new normal" where our behaviour is characterised by fatigue and apathy towards the sustained & consistent implementation of the hygiene and cleaning measures.

There is also some wariness & hesitancy to get vaccinated even where the vaccines are readily available

# Objectives

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- Support Ministries of Education in increasing and sustaining the hygiene behaviour practices
- Help build the confidence of the teaching workforce to address vaccine hesitancy among the members of the school community

# HBCC2: WinS and pandemic resilience in schools + immunization messaging

Indonesia

Philippines

South Africa

Scale up distribution and use of the HBCC IEC materials (via MoE website, social media pages, events)



## Assessments

- COVID-19 fatigue in ID and PH
- COVID-19 vaccination status per country
- Comparison of HWF with low water consumption



## Content development

- Country-specific intervention(s) for immunization/vaccination uptake
- Country-specific intervention(s) to address COVID-19 fatigue



## Information dissemination

- Social media toolkit
- Campaign via MoE/government's official channels





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[www.fitforschool.international](http://www.fitforschool.international)

