

Standard Operating Procedure

*for Maheene
Ko Sehat
Se Jodo*

June 2026



Menstrual Health
& Hygiene
Management
(MHM) linked
**Social and
Behavioral Change
Communication**

TATA TRUSTS

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Standard Operating Procedure

for
Maheene Ko Sehat Se Jodo

Menstrual Health & Hygiene Management
(MHHM) linked
Social and Behavioral Change Communication

June, 2026

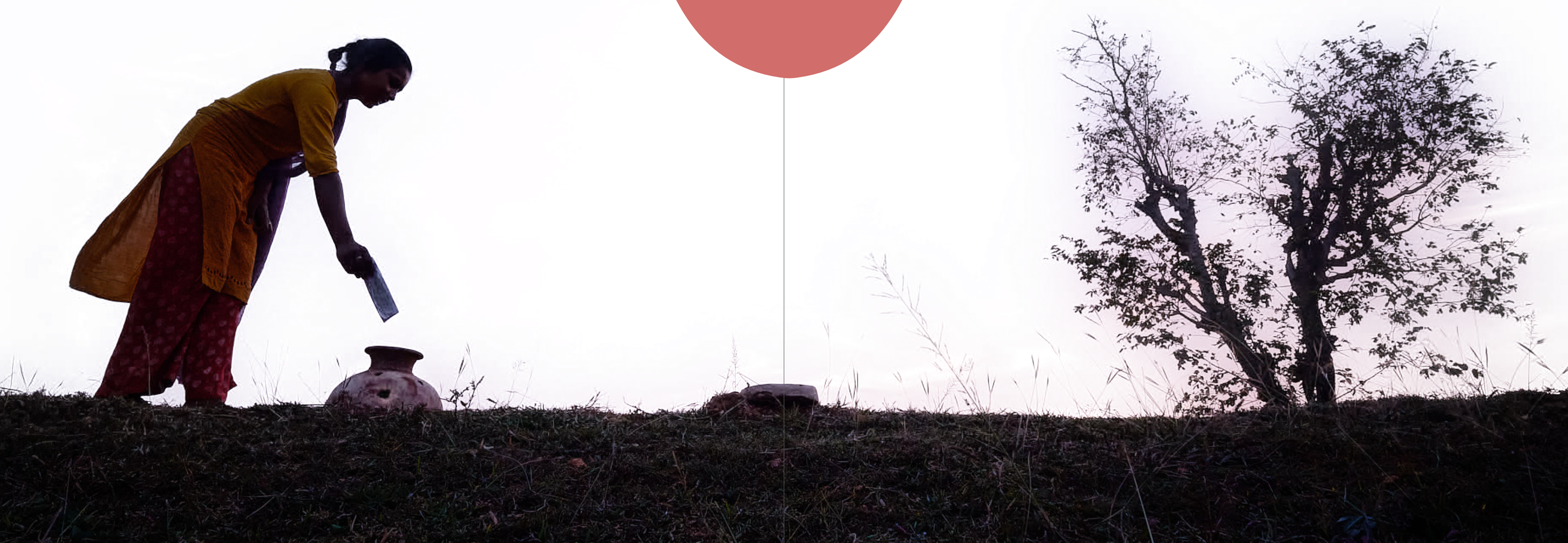
About Tata Trusts

Established in 1892, the Tata Trusts are India's oldest and amongst Asia's largest philanthropic institutions.

The Trusts have played a pioneering role in bringing about an enduring difference in the lives of the communities they serve, advancing equity, resilience, and shared progress.

Inspired by the vision of the Founder Jamsetji Tata and guided by a legacy of proactive philanthropy, **the Tata Trusts work to catalyse systemic and sustainable change across diverse areas by building institutions, strengthening public systems, and accelerating socio-economic development in a wide variety of areas**- healthcare; nutrition; education; water, sanitation and hygiene; urban and rural livelihoods, amongst others.

The Trusts build meaningful solutions, bridging tradition and innovation, through collaborations that nurture grassroots efforts, empower change makers, and touch lives across India. Recognising that lasting change requires community participation and informed dialogue, **the Tata Trusts work on Social and Behaviour Change Communication (SBCC) initiatives that encourage awareness, trust, and collective action around critical social issues.**



About Menstruation Health & Hygiene Management

As part of its integrated WaSH (Water, Sanitation and Hygiene) approach, Tata Trusts initiated the Menstrual Health & Hygiene Management (MHHM) Programme in 2018. **The programme focuses on increasing awareness, improving access to menstrual health information and hygiene solutions, strengthening health-seeking behaviour, and addressing myths and stigma associated with menstruation.**

Recognising that menstruation is not merely a hygiene-related issue but a vital health indicator, the programme seeks to enable women and adolescent girls to view menstruation as a natural biological process rather than a barrier to their potential. By promoting an understanding of the relationship between menstrual health and overall well-being, **the programme aims to build healthier, more informed communities where menstruators can manage their health with confidence, dignity, and opportunity.**

The programme has four key objectives, summarised through the EPIC model:

- | | | | |
|---|---|--|---|
| E ncouraging equitable gender norms through behavioural change | P romoting social entrepreneurship | I nculcating safe and hygienic habits | C reating awareness for responsible disposal |
|---|---|--|---|

The EPIC model aims to create sustainable change at the individual, household, and community levels—from building awareness and encouraging informed health-seeking behaviour to enabling local production of sustainable menstrual products and promoting safe disposal practices.

To achieve these objectives, the programme adopts a community-centered approach that engages adolescent girls, women, families, schools, healthcare workers, self-help groups, and local institutions.

It promotes age-appropriate menstrual health education, encourages the adoption of safe and hygienic practices, strengthens local entrepreneurship for sustainable menstrual products, and challenges gender inequitable norms that limit informed choices and access to care.

About the Social Behaviour Change Campaign - Maheene Ko Sehat Se Jodo

Maheene Ko Sehat Se Jodo is a Menstrual Health & Hygiene Management (MHHM)-linked Social and Behaviour Change Communication (SBCC) campaign that complements MHHM initiatives by reinforcing positive attitudes and behaviours around menstruation.

For generations, menstruation has remained a subject of silence, leaving many girls unprepared for their first period and shaping misconceptions that persist into adulthood. This silence has shaped the understanding of menstruation, reducing it to a marker of sexual maturity or the end of childhood rather than recognising it as a natural biological function and an indicator of health. Informed by Tata Trusts’ research, **the campaign seeks to reshape this narrative by encouraging families and communities to view menstruation through the lens of health and well-being.**

The campaign positions menstruation not as a source of impurity or fertility, but as an important indicator of health. By integrating messaging through films, posters, and other communication tools **the campaign seeks to strengthen awareness, encourage care-seeking behaviour, and build supportive environments for menstruating women and adolescent girls.**

Recognising that menstrual health conversations are shaped by social norms, family dynamics, cultural beliefs, and lived experiences, **the campaign adopts a community-centered, culturally relevant approach to behaviour change communication.** It engages multiple stakeholders including adolescent girls, mothers, fathers, frontline workers, teachers, and government representatives to encourage collective participation and dialogue.

The campaign uses storytelling and culturally relevant communication to:

-  normalize conversations around menstruation,
-  address any misconceptions and myths,
-  encourage supportive family and community behaviour,
-  strengthen confidence among adolescent girls and women,
-  promote menstrual health as an important aspect of good health.

This Standard Operating Procedure (SOP) booklet serves as an implementation support document for programme teams, frontline workers, facilitators, schools, and partners implementing the campaign tools on ground at the community level.

Film Resource Links



Maheena Aa Gaya - Main Film

[Youtube Link](#)

Scan the QR Code





Maheene Ko Sehat Se Jodo - Husband Film

[Youtube Link](#)

Scan the QR Code





Maheene Ko Sehat Se Jodo - Mother Film

[Youtube Link](#)

Scan the QR Code





Maheene Ko Sehat Se Jodo - Mother-in-Law Film

[Youtube Link](#)

Scan the QR Code





Maheene Ko Sehat Se Jodo - ASHA Film

[Youtube Link](#)

Scan the QR Code





Maheene Ko Sehat Se Jodo

[Youtube Link](#)

Scan the QR Code





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Abbreviations

Abbreviation	Full Form
ANM	Auxiliary Nurse Midwife
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
CHC	Community Health Centre
CRP	Cluster Resource Person
FLW	Frontline Worker
IEC	Information, Education and Communication
ICDS	Integrated Child Development Services
MHHM	Menstrual Health & Hygiene Management
PHC	Primary Health Centre
PRI	Panchayati Raj Institution
SBCC	Social and Behaviour Change Communication
SHG	Self Help Group
SOP	Standard Operating Procedure

1

Guide for Film Screening

At Community Health Camps

 Suggested Duration
30 - 45 minutes

Objective

To build awareness and understanding of menstrual health during community health camps through film screenings, expert interactions, and community engagement that encourage informed and positive health practices.

 Target Group

- Women
- Adolescent girls
- Husbands/fathers
- ASHA workers
- ANMs
- Health staff

 Venue

- Primary Health Center (PHC)
- Community Health Centre (CHC)
- District Hospitals

 Materials Required

- Projector/Pico projector + Screen
- Laptop/mobile device
- Speakers and microphone
- Power backup
- IEC materials/booklets/posters
- Consent forms for documentation



 Pre-Session Preparation



Permissions & Coordination

- ☒ Coordinate with health officials and camp organisers in advance.
- ☒ Confirm venue availability and session timings.
- ☒ Seek permissions from Medical Officer In-Charge (MoIC) to conduct a session on scheduled dates.



Community Mobilisation

- ☒ Inform women and adolescent girls about the session beforehand.
- ☒ Encourage participation through frontline workers (FLWs) and community mobilisers.



Logistical Preparation

- ☒ Test all videos and audio systems before session.
- ☒ Ensure visibility and sound clarity for all participants.
- ☒ Ensure seating arrangement for all participants.



Facilitator Readiness

- ☒ Assign facilitator and technical support roles.
- ☒ Prepare opening discussion questions and engagement activities.

— Session Flow

Step 1: Welcome & Introduction

🕒 5 minutes

Guidelines

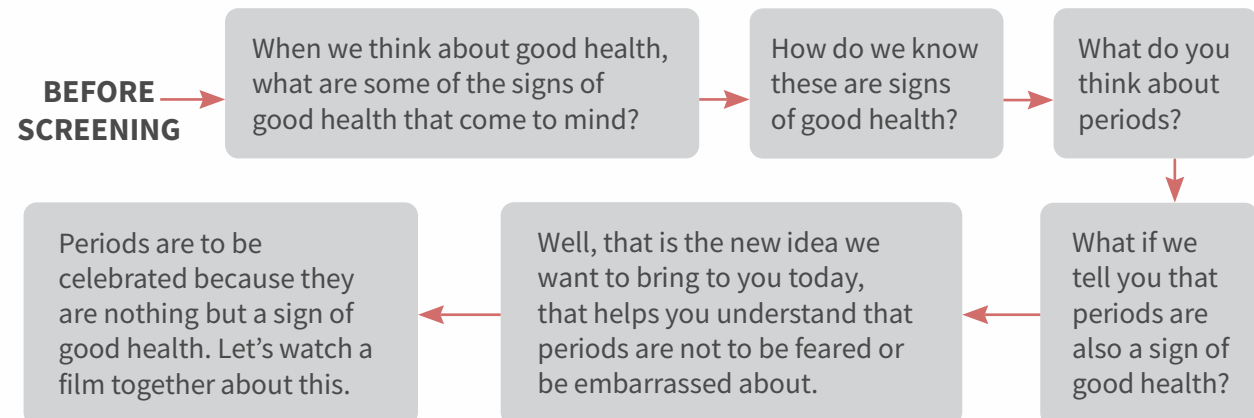
- Welcome participants.
- Briefly introduce the purpose of the session.

Talking Points

Today's session focuses on understanding more about menstruation.

Step 2: Screening of Main Film 🕒 10 minutes

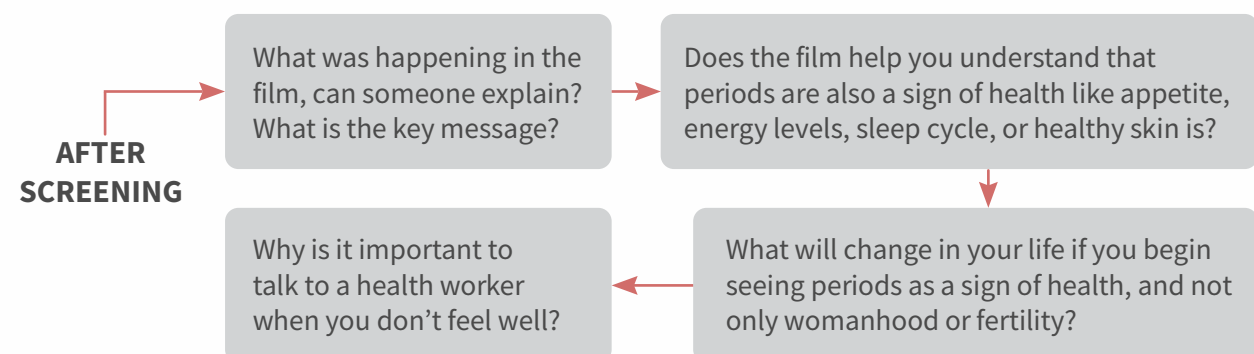
Talking Points



🎬 [Screen: Maheene Ko Sehat Se Jodo - Main Film](#)

2:15 minutes

Talking Points



Key Message

Periods are not only a part of growing up, they are also an important indicator of good health.

Step 3: Expert Interaction

🕒 15 minutes

Guidelines

A brief discussion led by a doctor/health expert on:

- Common menstrual health concerns
- Symptoms related to RTI/UTI/STIs
- Menstrual hygiene practices
- When to seek medical support.

Participants may also be encouraged to ask questions and clarify concerns.

Step 4: Participant Screening & Check-Up

Guidelines

- Begin health screenings/check-ups in batches of 10 participants at a time.
- While screenings are underway, participants awaiting their turn may continue engaging in the session through additional film screenings and discussions.



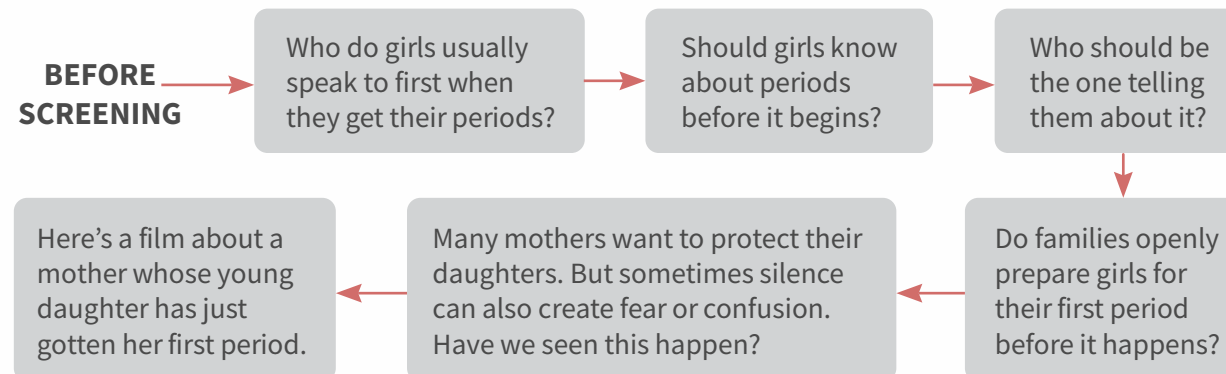
Step 5: Supporting Films' Screenings & Group Discussions

Guidelines

- Screen additional films to encourage conversations around family and community support during menstruation.
- Facilitators may use these films to initiate discussions on supportive behaviours, communication and shared responsibility within families.

Film for Mothers

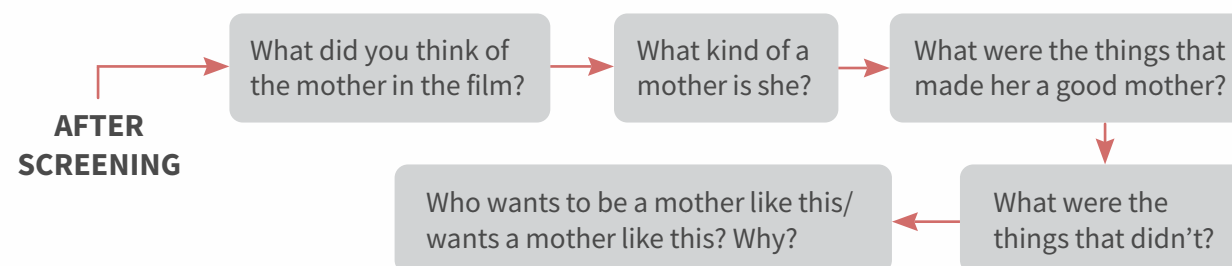
Talking Points



▶ **Screen: Maheene Ko Sehat Se Jodo - Mother**

1.04 minutes

Talking Points

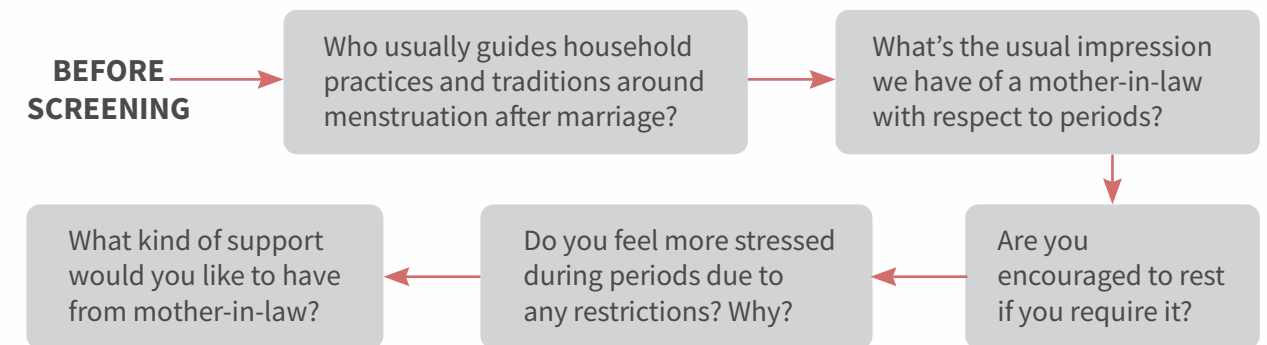


Key Message

Preparing girls for periods by helping them understand that it's a normal biological process and a sign of good health that should be celebrated, with care, comfort, can reduce fear and build confidence and healthy practices.

Film for Mothers-in-law

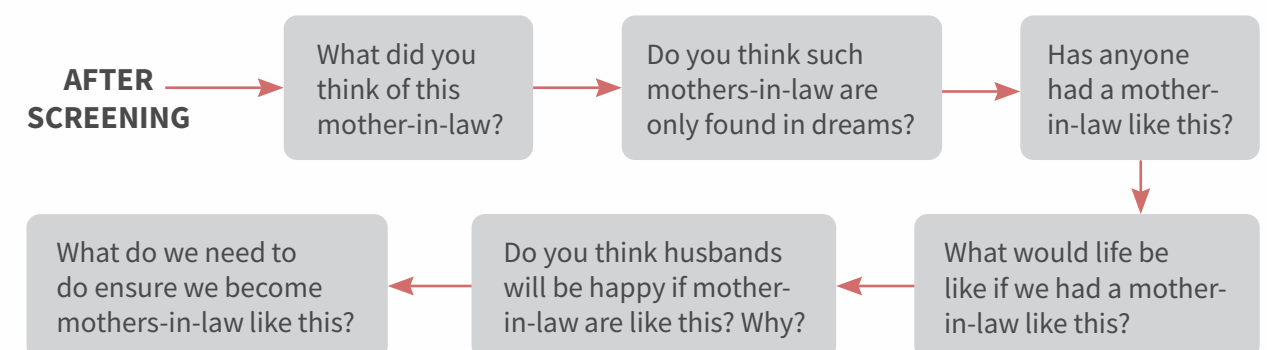
Talking Points



▶ **Screen: Maheene Ko Sehat Se Jodo - Mothers-in-Law**

1.14 minutes

Talking Points



Key Message

When mothers-in-law reinforce to their young daughters-in-law that periods are a sign of good health, young women will have periods journeys that are comfortable safe and hygienic.

Film for Husbands

Talking Points

BEFORE SCREENING

Do men talk openly about periods? Why? Why not?

When women are on their periods, do they stop doing household work? Or do they continue doing everything as usual?

Let's watch a film about a husband who slowly begins to understand that periods are not shameful, but an important sign of his wife's health.

What are some small ways in which husbands and family members can support women during this time?

Screen: Maheene Ko Sehat Se Jodo - Husband

1.10 minutes

Talking Points

AFTER SCREENING

What did you think of the husband in the film?

What were some of the things he understood about his wife and her health?

Were these difficult things to do?

What changes in a home when periods are spoken about with care and understanding?

How do women feel when family members support them during periods instead of not talking about it at all?

How can a husband support his wife during period?

Key Message

When husbands understand that periods are a sign of good health, even small acts of care and support can help women feel comfortable, respected, and cared for.

Film for ASHAs

Talking Points

BEFORE SCREENING

Many women quietly tolerate pain, weakness, itching, irregular periods, or discomfort thinking: "Yeh toh normal hai."

When women have health problems or discomfort during periods, do they always speak openly about it? Why? Why not?

Let's watch a film about an ASHA worker helping women understand that periods are not something to tolerate quietly, but one that is an indicator of good health.

Who do women usually feel comfortable speaking to about such concerns?

Screen: Maheene Ko Sehat Se Jodo - ASHA

1.13 minutes

Talking Points

AFTER SCREENING

What role was the ASHA worker playing in the film?

How will women's lives change when health workers also promote the idea of menstruation as a sign of health.

What changes in a community when periods are spoken about more openly and without shame?

Can one good, informed conversation encourage women to seek help earlier and take better care of their health?

Key Message

When trusted health workers create safe and supportive conversations around periods, women feel more confident seeking care, support, and information about their health.

Step 6: Distribution of IEC Material

Guidelines

- Distribute MHHM programme materials, such as Khushi booklets, in print or digital formats to reinforce key messages.

Step 7: Closing Linkages

Guidelines

- Encourage participants to continue discussions within families and communities.
- Encourage participants to seek timely support for menstrual health concerns.
- Share referral or support information where required.

Step 8: Post-Session Follow-Up

Guidelines

- Share videos with local health staff and departments for continued dissemination.
- Note key concerns raised by participants.
- Document participant numbers and feedback
- Take photographs, video bytes, and audio bytes after obtaining due consent and signed consent forms.

Discussion & Facilitation Tips

- ✓ Encourage participation without forcing responses.
- ✓ Avoid judgemental language.
- ✓ Ensure privacy and respectful seating arrangements.
- ✓ Keep discussions inclusive and non-stigmatising.
- ✓ Use simple and locally understood terminology.
- ✓ Reinforce menstruation as a normal biological process and an indicator of health.
- ✓ Encourage dialogue and allow participants to ask sensitive questions comfortably.



2

Guide for Film Screening

At Menstrual Health Days

 Suggested Duration
60 - 90 minutes

Objective

To foster positive community attitudes towards menstruation and challenge prevailing myths and stigma through film screenings, interactive activities, and collective participation.



Target Group

- Adolescent girls
- Women & Men
- Mothers
- SHG members
- Panchayati Raj Institutions (PRI) representatives



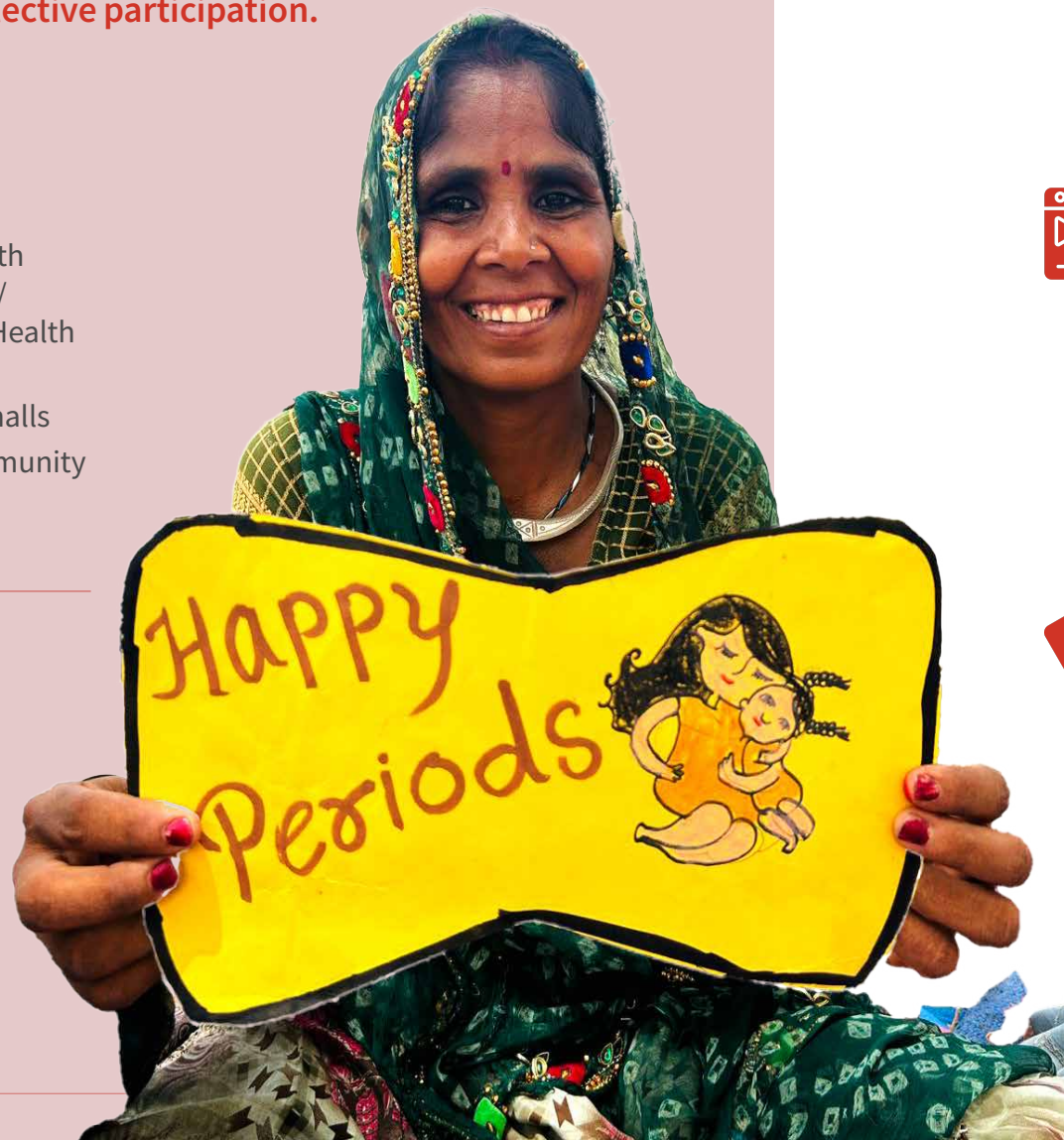
Venue

- Primary Health Center (PHC)/ Community Health Centre (CHC)
- Community halls
- School/ community grounds



Materials Required

- Projector/Pico projector
- Speakers and microphone
- Activity materials
- IEC materials
- Consent forms for documentation



Pre-Session Preparation



Permissions & Coordination



Seek required permissions to confirm venue availability in advance.



Community Mobilisation



Inform participants through FLWs, SHGs, schools, and community groups.



Venue Logistical Preparation



Test all videos and audio systems before sessions.



Ensure adequate seating arrangement and visibility.



Activity Preparation



Keep engagement activities ready:

- Snake & ladder game
- Poster/rangoli activities
- Quiz cards
- Red dot activity

Step 1: Opening & Icebreaker

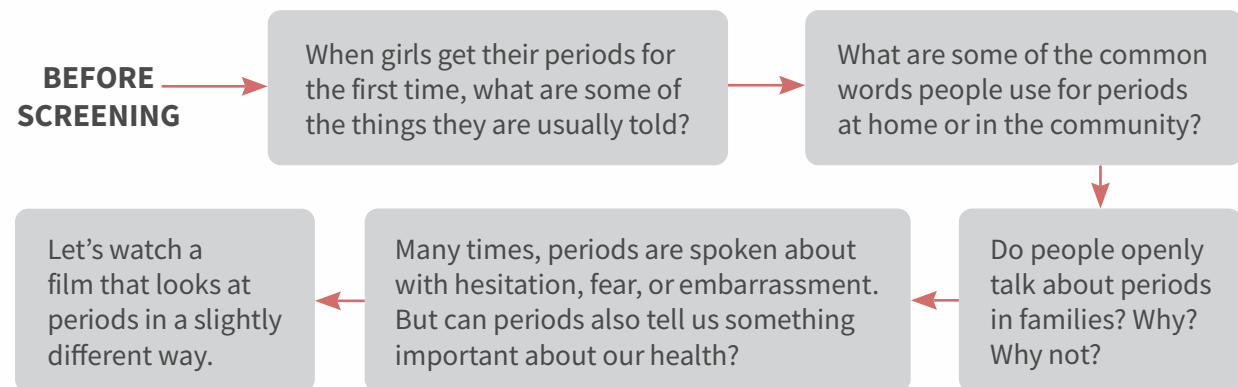
5 minutes

Guidelines

- Welcome participants.
- Conduct an introductory engagement activity.

Step 2: Screening of Main Film | 10 minutes

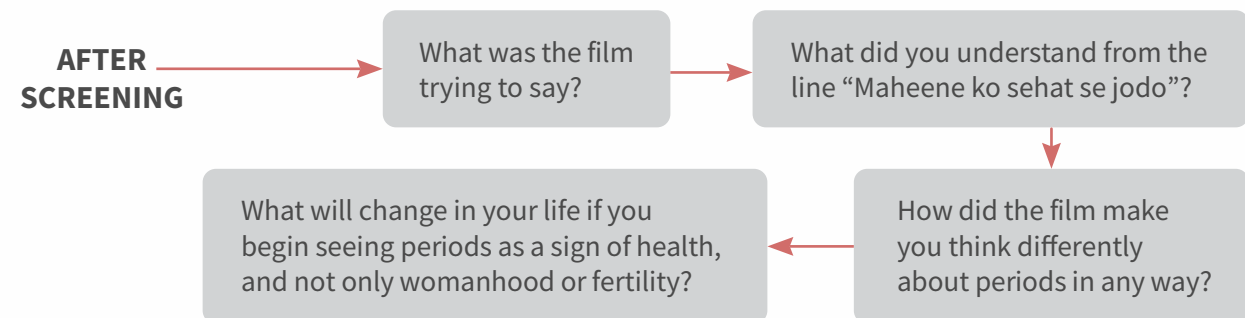
Talking Points



Screen: **Maheene Ko Sehat Se Jodo** - Main Film

2:15 minutes

Talking Points



Key Message

Periods are a natural sign of good health and should be spoken about openly, without shame or fear.

Step 3: Facilitated Activity & Discussion

10 minutes

Guidelines

- Conduct the Red Dot activity alongside screening where applicable. Discuss:
- Menstruation and health
 - Myths and misconceptions
 - Importance of supportive environments

Step 4: Interactive Activities

20 minutes

Guidelines

- Facilitate any one participation-based activity such as:
- Snake & ladder game
 - Poster making
 - Rangoli
 - Story writing
 - Quiz sessions

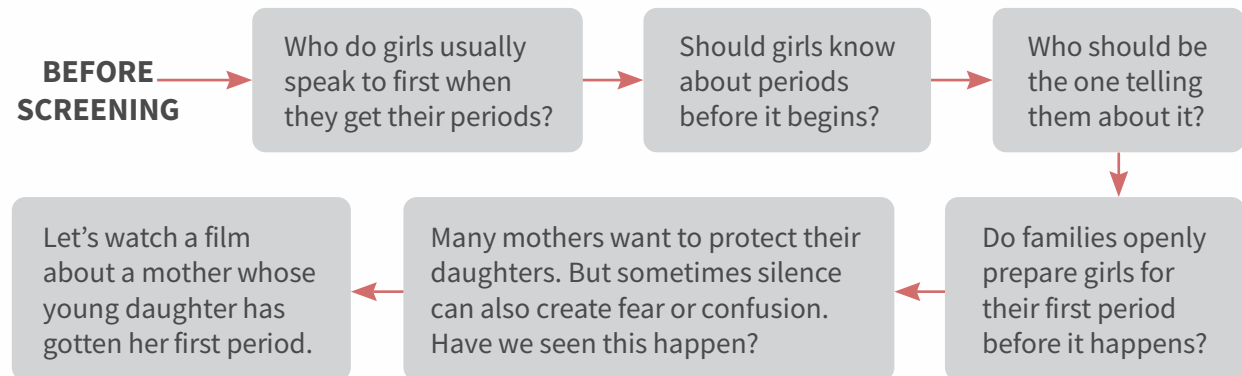


Step 5: Additional Film Screenings

30 minutes

Film for Mothers

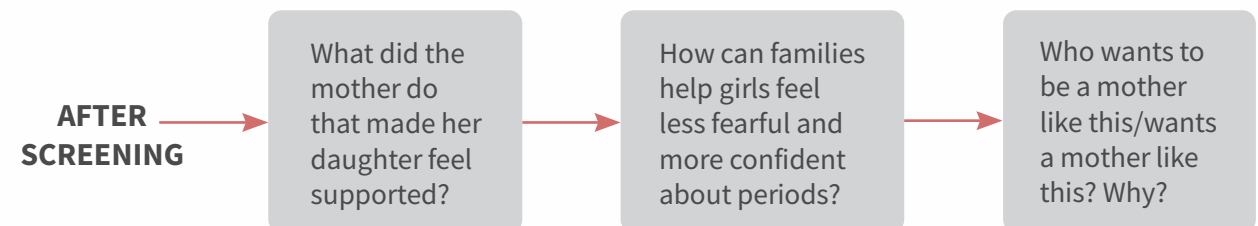
Talking Points



Screen: Maheene Ko Sehat Se Jodo - Mother

1.04 minutes

Talking Points

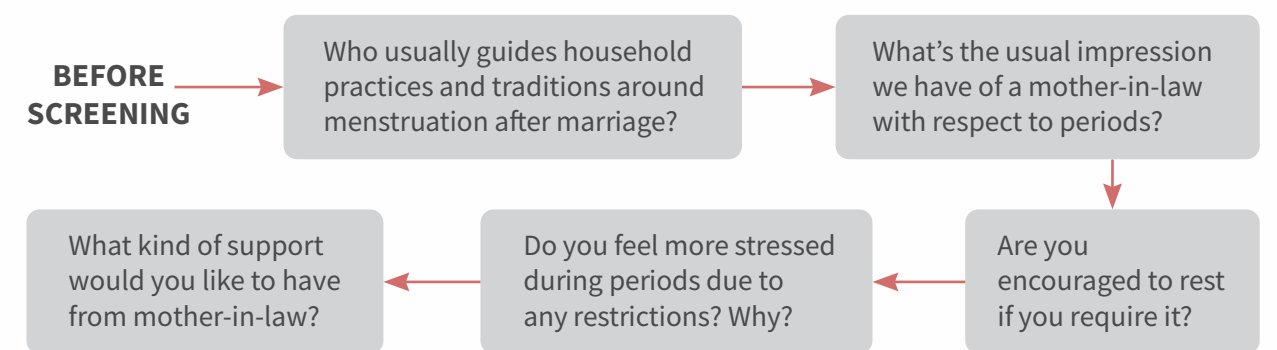


Key Message

Preparing girls for periods by helping them understand that it's just a sign of good health that should be celebrated with care, comfort, can reduce fear and build confidence and healthy practices.

Film for Mothers-in-law

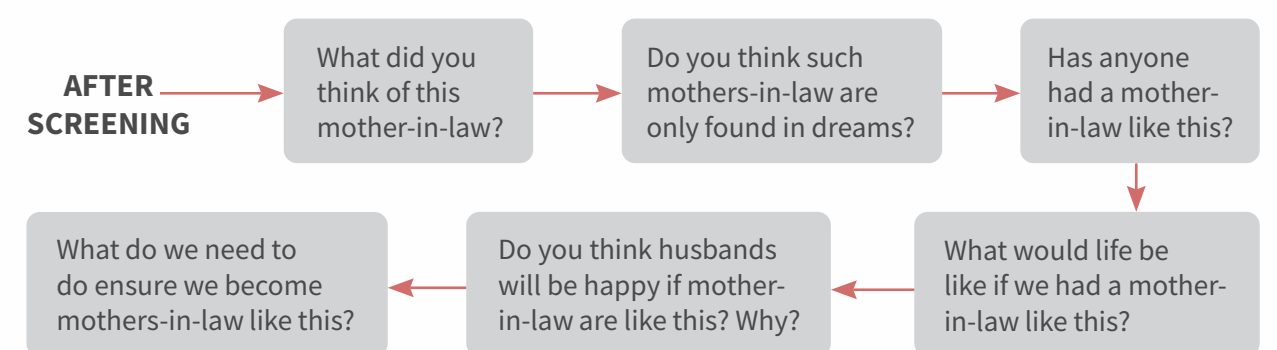
Talking Points



Screen: Maheene Ko Sehat Se Jodo - Mothers-in-Law

1.14 minutes

Talking Points



Key Message

When mothers-in-law reinforce to their young daughters-in-law that periods are a sign of good health, young women will have periods journeys that are comfortable safe and hygienic.

Film for Husbands

Talking Points

BEFORE SCREENING

Do men talk openly about periods? Why? Why not?

When women are on their periods, do they stop doing household work? Or do they continue doing everything as usual?

Let's watch a film about a husband who slowly begins to understand that periods are not shameful, but an important sign of his wife's health.

What are some small ways in which husbands and family members can support women during this time?

Screen: [Maheene Ko Sehat Se Jodo - Husband](#)

1.10 minutes

Talking Points

AFTER SCREENING

What did you think of the husband in the film?

What were some of the things he understood about his wife and her health?

Were these difficult things to do?

What changes in a home when periods are spoken about with care and understanding?

How do women feel when family members support them during periods instead of not talking about it at all?

How can a husband support his wife during period?

Key Message

When husbands understand that periods are a sign of good health, even small acts of care and support can help women feel comfortable, respected, and cared for.

Step 6: Community Participation

10 minutes

Guidelines

- Invite local leaders or PRI representatives to encourage supportive community dialogue.

Guidelines

Step 7: Post-Session Follow-Up

- Share campaign materials and video links through WhatsApp to all the stakeholders who seek it.
- Record participant feedback and observations.
- Take photographs, video bytes, and audio bytes after obtaining due consent and signed consent forms.

Discussion & Facilitation Tips

- Encourage participants to ask questions and share experiences.
- Keep sessions interactive and participatory.
- Focus on dialogue, not lecturing.
- Use relatable examples from daily life.
- Encourage family and community support systems.
- Encourage respectful listening.
- Ensure adolescent girls feel safe to participate.



3

Guide for Film Screening

At Schools for Adolescent Girls

 Suggested Duration

40 minutes +
MHM modules
session time

Objective

To build confidence, and informed understanding among adolescent girls around menstruation, health, hygiene, and supportive communication, through effective SBCC tool to bring lasting behaviour change.

 Target Group

- School-going adolescent girls (Classes 6-12)

 Venue

- Classroom
- School hall

 Materials Required

- Projector/Smart TV
- Laptop/mobile device
- Speakers
- Films/videos
- Pre/post-test formats
- IEC materials
- Consent forms for documentation



 — **Pre-Session Preparation**



— **Facilitator Preparation**

- ☒ Orient facilitators on discussion flow and film integration.
- ☒ Familiarise facilitators with key behavioural messages.



— **Group Identification**

- ☒ Organise girls in manageable classroom groups of 30-35 at once.



— **Logistical Preparation**

- ☒ Test films and equipment beforehand.



— **Session Planning**

- ☒ Identify suitable integration points within existing school modules.

Step 1: Context Setting

5 minutes

Guidelines

- Begin with simple reflective questions such as:
 - What are signs of good health?
 - How does our body communicate health changes?

Step 2: Screening of Main Film

10 minutes

Talking Points

BEFORE SCREENING

When girls get their periods for the first time, what are some of the first feelings they experience?

Before your first period, did someone explain to you what was happening in your body? How did you understand the change your body was going through?

Let's watch a film that looks at periods a little differently - not as something to hide or fear, but as something our body uses to communicate with us.

Growing up, what were some of the messages you heard about periods? As you reflect on them today, how have they influenced your perceptions of menstruation?

Screen: [Maheene Ko Sehat Se Jodo](#) - Main Film

2:15 minutes

Talking Points

AFTER SCREENING

What was the film trying to say about periods?

Did the film change the way you think about periods in any way?

What changes when we begin seeing periods as a sign of health instead of something shameful?

Do you think girls would feel less scared or embarrassed if periods were spoken about more openly from a younger age?

Key Message

Periods are not something to fear or hide - they are a natural sign that the body is healthy and growing.

Step 3: Integration with Existing Modules

(as planned)

Guidelines

Connect discussions with:
Puberty | Nutrition | Hygiene | Emotional wellbeing | Family support

Suggested Prompts

Introduce the concept that, just like weight gain, clear skin, growth in height, and reduced hair fall are signs of good health, regular menstruation is also a vital indicator.

Explain that a regular menstrual cycle reflects hormonal balance and overall reproductive health. Irregularities in menstruation can signal underlying health issues that may require attention.



Step 4: Additional Film Screenings

🕒 10 minutes

Film for Mothers

Talking Points

BEFORE SCREENING

Who do girls usually speak to first when they get their periods?

Should girls know about periods before it begins?

Who should be the one telling them about it?

Here's a film about a mother whose young daughter has just gotten her first period.

Many mothers want to protect their daughters. But sometimes silence can also create fear or confusion. Have we seen this happen?

Do families openly prepare girls for their first period before it happens?

🎬 Screen: [Maheene Ko Sehat Se Jodo - Mother](#)

1.04 minutes

Talking Points

AFTER SCREENING

What kind of mother was shown in the film?

How did the mother help her daughter feel less afraid or confused?

Do you think girls would feel more confident if conversations about periods started earlier and happened more openly at home?

What are some things girls wish adults explained better about periods?

Key Message

Preparing girls for periods by helping them understand that it's just a sign of good health that should be celebrated with care, comfort, can reduce fear and build confidence and healthy practices.

Step 5: Open Q & A

🕒 15 minutes

Guidelines

- Encourage students to ask questions and share their experiences.

Step 6: Post-Session Follow-Up

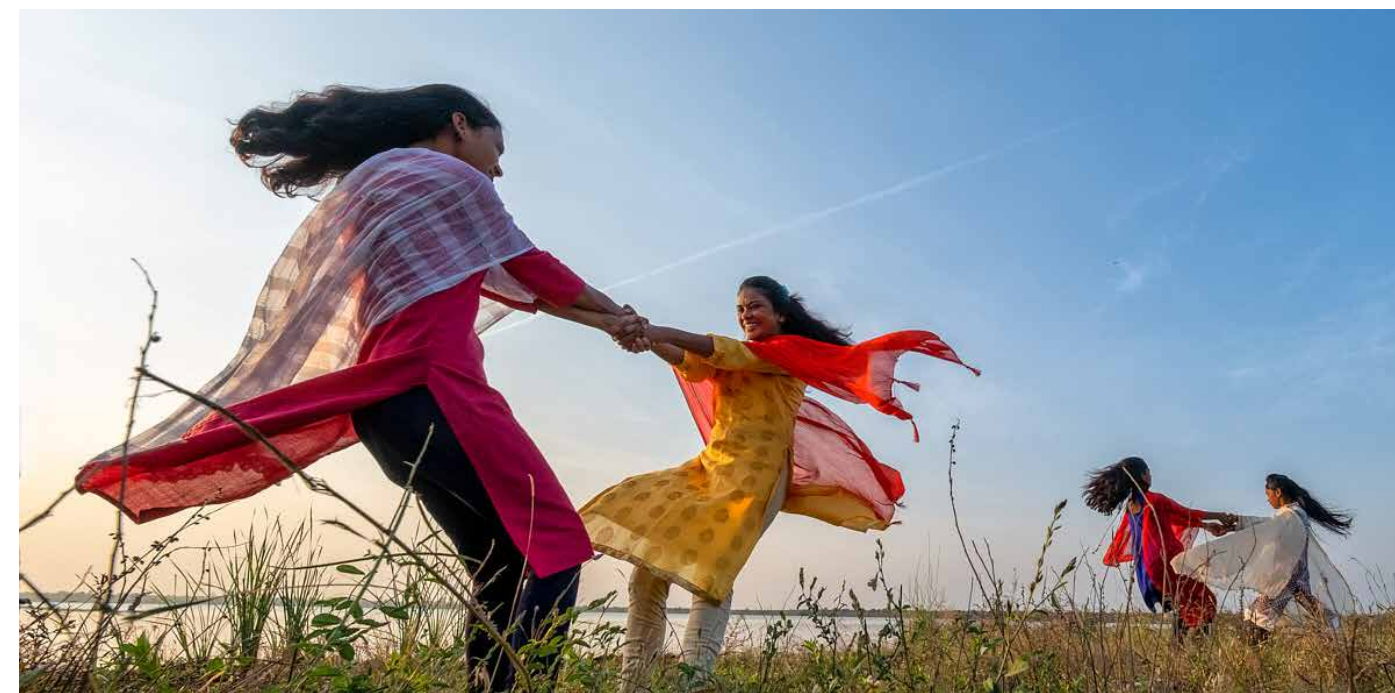
Guidelines

- Share films/resources with teachers.
- Conduct pre/post reflections where applicable.
- Encourage continued engagement in classrooms through interactive activities.
- Take photographs, video bytes, and audio bytes after obtaining due consent and signed consent forms.



Discussion & Facilitation Tips

- ✓ Use age-appropriate language.
- ✓ Avoid fear-based messaging.
- ✓ Encourage questions without embarrassment
- ✓ Normalise menstruation as part of overall health.
- ✓ Ensure privacy and comfort for students.
- ✓ Encourage confidence and self-awareness.



4

Guide for Film Screening

During MHHM Sessions With Community Women



Suggested Duration

45 minutes +
MHHM modules
session time

Objective

To enable a positive mindset shift around menstruation through increased awareness, safe menstrual health practices, and informed health-seeking behaviour.



Target Group

Women (age 19 - 45)



Venue

Identified community spaces



Materials Required

- Laptop/Mobile device
- Activity materials
- IEC materials
- Consent forms for documentation



Pre-Session Preparation



Permissions & Coordination



Seek required permissions to confirm venue availability in advance.



Community Mobilisation



Inform participants during Session 2 about screening in session 3.



Venue Logistical Preparation



Ensure adequate seating arrangement and visibility.



Test all audio-visual equipment before the session.



Activity Preparation



Carry coin game, snake and ladder game.

Step 1: Opening & Revision

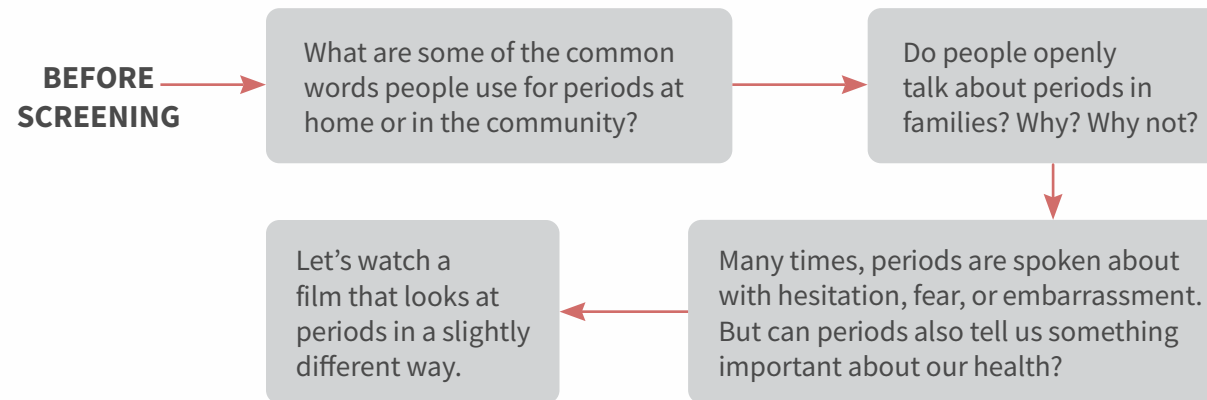
🕒
5 minutes

Guidelines

- Welcome the participants.
- Conduct a revision with participatory approach.

Step 2: Screening of Main Film 🕒 10 minutes

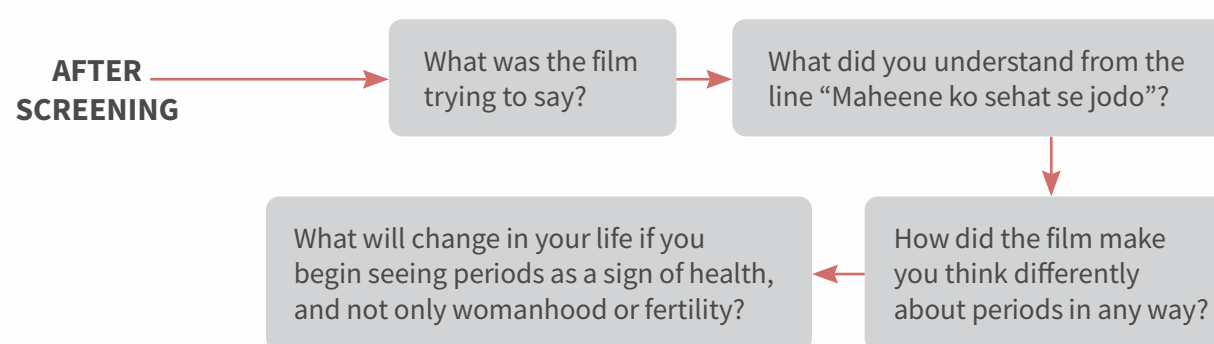
Talking Points



🎬 [Screen: Maheene Ko Sehat Se Jodo - Main Film](#)

2:15 minutes

Talking Points



Key Message

Periods are a natural sign of good health and should be spoken about openly, without shame or fear.

Step 3: Facilitated Activity & Discussion

🕒 10 minutes

Guidelines

Activity: Wheel game and coin game

Discuss:

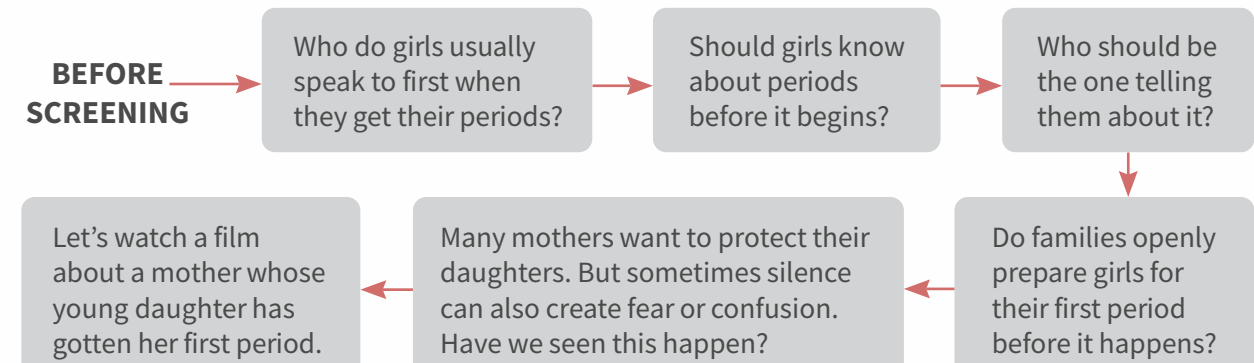
- Menstruation and health
- Myths and misconceptions
- Importance of supportive environments

Step 4: Additional Film Screenings

🕒
20 minutes

Film for Mothers

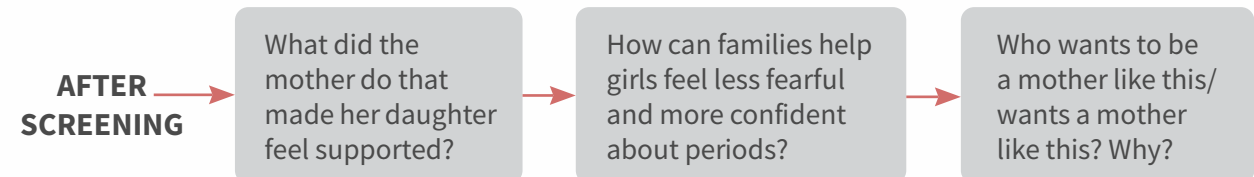
Talking Points



🎬 [Screen: Maheene Ko Sehat Se Jodo - Mother](#)

1.04 minutes

Talking Points



Key Message

Preparing girls for periods by helping them understand that it's just a sign of good health that should be celebrated with care, comfort, can reduce fear and build confidence and healthy practices.

Film for Mothers-in-law

Talking Points

BEFORE SCREENING

Who usually guides household practices and traditions around menstruation after marriage?

What's the usual impression we have of a mother-in-law with respect to periods?

What kind of support would you like to have from mother-in-law?

Do you feel more stressed during periods due to any restrictions? Why?

Are you encouraged to rest if you require it?

Screen: Maheene Ko Sehat Se Jodo - Mothers-in-Law

1.14 minutes

Talking Points

AFTER SCREENING

What did you think of this mother-in-law?

Do you think such mothers-in-law are only found in dreams?

Has anyone had a mother-in-law like this?

What do we need to do to ensure we become mothers-in-law like this?

Do you think husbands will be happy if mother-in-law are like this? Why?

What would life be like if we had a mother-in-law like this?

Key Message

When mothers-in-law reinforce to their young daughters-in-law that periods are a sign of good health, young women will have periods journeys that are comfortable safe and hygienic.

Step 5: Post-Session Follow-Up

Guidelines

- Share campaign materials and video links through WhatsApp to all the stakeholders who seek it.
- Record participant feedback and observations.
- Take photographs, video bytes, and audio bytes after obtaining due consent and signed consent forms.



Discussion & Facilitation Tips

- ✓ Encourage participants to ask questions and share experiences.
- ✓ Keep sessions interactive and participatory.
- ✓ Focus on dialogue, not lecturing.
- ✓ Use relatable examples from daily life.
- ✓ Encourage family and community support systems.
- ✓ Encourage respectful listening.



5

Guide for Film Screening

With Government Stakeholders

 **Suggested Duration**
35 - 45 minutes

Objective

To engage government stakeholders on the importance of menstrual health communication and encourage integration of the campaign within existing community outreach and awareness platforms.

Target Group

- Integrated Child Development Services (ICDS) representatives
- Women and Child Development department officials
- Block and district-level officials
- Health department representatives
- Education department representatives

Materials Required

- Laptop/mobile device
- Campaign videos
- Presentation deck on Maheene Ko Sehat Se Jodo campaign
- IEC materials
- Case studies/examples
- Projector/Pico projector
- Consent forms for documentation

Venue

- State office
- District office
- Meeting hall
- Training venue



— Pre-Session Preparation

— Coordination & Permissions

- ☒ Coordinate with relevant departments and officials in advance.
- ☒ Confirm session agenda, venue, and participant availability.

— Content Preparation

- ☒ Prepare campaign overview and implementation highlights.
- ☒ Keep videos and presentations ready for screening.

— Logistical Preparation

- ☒ Test audio-visual equipment before the session.

Step 1: Welcome & Introduction

5 minutes

Guidelines

- Introduce the Maheene Ko Sehat Se Jodo campaign

Talking Points

- Menstrual health continues to be shaped by limited awareness, stigma, and misconceptions**, often preventing women and girls from accessing timely information and support. While significant efforts have focused on menstrual hygiene, there remains a **need to strengthen conversations around menstruation as an indicator of health**.
- Through Social and Behaviour Change Communication (SBCC), the Maheene Ko Sehat Se Jodo campaign seeks to foster a positive mindset shift by **enabling supportive family and community environments where menstrual health can be discussed openly and confidently**.

Step 2: Campaign Overview

5 minutes

Guidelines

- Present and talk about:
- Campaign objectives, target groups.
 - Community engagement approach.
 - Behaviour change focus areas.

Talking Points

- Maheene Ko Sehat Se Jodo complements the Tata Trusts' MHHM Programme by **promoting menstruation as a natural indicator of health**.
- The campaign engages adolescent girls, women, families, and community influencers through films and community-based activities** that challenge stigma, encourage positive attitudes and behaviours, and strengthen health-seeking practices. Its focus is to **normalise menstrual health conversations and create supportive ecosystems that enable informed decision-making**.

Step 3: Film Screening

15 minutes

Guidelines

Screen main campaign film to introduce key campaign narratives and communication approaches.

Talking Points

BEFORE SCREENING

Even today, many menstrual health conversations begin only after there is a problem - pain, irregularity, discomfort, infertility concerns, or severe health symptoms.

Why do you think periods are still largely seen through silence, shame, or fertility, instead of being discussed as a routine indicator of health?

This film explores a simple but important shift: what if periods were understood not as something embarrassing, but as an important sign of health?

What changes in community behaviour when conversations around periods become preventive rather than reactive?

Screen: [Maheene Ko Sehat Se Jodo - Main Film](#)

2:15 minutes

Talking Points

AFTER SCREENING

Do you think linking periods as a sign of health can strengthen community-level conversations and care-seeking?

What role can community systems and frontline communication play in enabling this shift?

If conversations around periods become more open and health-focused at the community level, could that encourage women and girls to recognise symptoms earlier and seek timely support?

The film presents a simple but important shift - what changes when periods begin to be seen as an indicator of health, and not only through stigma, silence, or fertility?

Key Message

Simple, relatable, and community-rooted communication tools can help normalise conversations around menstrual health and strengthen existing SBCC and outreach efforts.

Film for ASHAs

Talking Points

BEFORE SCREENING

Many women quietly tolerate pain, weakness, itching, irregular periods, or discomfort thinking: “Yeh toh normal hai.”

When women have health problems or discomfort during periods, do they always speak openly about it? Why? Why not?

Let’s watch a film about an ASHA worker helping women understand that periods are not something to tolerate quietly, but one that is an indicator of good health.

Who do women usually feel comfortable speaking to about such concerns?

 [Screen: Maheene Ko Sehat Se Jodo - ASHA](#)

1.13 minutes

Talking Points

AFTER SCREENING

What role was the ASHA worker playing in the film?

How will women’s lives change when health workers also promote the idea of menstruation as a sign of health.

What changes in a community when periods are spoken about more openly and without shame?

Can one good, informed conversation encourage women to seek help earlier and take better care of their health?

Key Message

When trusted health workers create safe and supportive conversations around periods, women feel more confident seeking care, support, and information about their health.

Screen the following films if time permits:

 [Screen: Maheene Ko Sehat Se Jodo - Mother](#)

 [Screen: Maheene Ko Sehat Se Jodo - Husband](#)

 [Screen: Maheene Ko Sehat Se Jodo - Mother-in-Law](#)

Step 4: Interactive Discussion

 5 minutes

Guidelines

Facilitate discussion on:

- Community-level dissemination mechanisms through the campaign and existing MHHM programme.
- Role of government systems in dissemination; possible convergence opportunities.

Talking Points

- The effectiveness of behaviour change communication depends on its ability to **reach communities through trusted and existing platforms**.
- As we reflect on the campaign, let us explore how government systems, frontline networks, schools, health facilities, and community platforms can support wider dissemination. We would also **welcome suggestions on convergence opportunities that can help integrate menstrual health communication into ongoing outreach and awareness efforts**.

Step 5: Closing & Dissemination Support

 20 minutes

Guidelines

- Share campaign materials and video links; encourage further circulation through departmental platforms and WhatsApp groups.
- Document feedback and recommendations.
- Take photographs, video bytes, and audio bytes after obtaining due consent and signed consent forms.

Discussion & Facilitation Tips

-  Position menstrual health as both a health and social wellbeing issue.
-  Reinforce the importance of sustained community engagement.
-  Use field examples wherever possible.

6

Guide for Film Screening With Frontline Workers (FLWs)

 Suggested
Duration

50 minutes +
MHM modules
session time

Objective

To strengthen the capacity of frontline workers to facilitate empathetic, informed, and community-centered conversations around menstrual health, while equipping them with effective SBCC tools for community engagement.

Target Group

- ASHA workers
- Anganwadi workers
- Teachers
- Nurses
- Doctors
- Community facilitators

Venue

- Community hall
- School
- Health facility
- Training venue

Materials Required

- Laptop/mobile device
- Projector/Pico projector & Speakers (if available)
- Campaign videos
- IEC materials
- Training notes
- Attendance and feedback formats



— Pre-Session Preparation



Participant Identification

- ☒ Identify FLWs and facilitators by geography and institution.
- ☒ Organise participants into manageable groups of 35-40 people.



Mobilisation

- ☒ Inform participants in advance regarding training schedules and venue details.



Facilitator Preparation

- ☒ Orient facilitators on:
 - film sequencing,
 - discussion flow cues,
 - and community engagement approaches.



Logistical Preparation

- ☒ Test videos and audio systems before the session.

Step 1: Welcome & Context Setting

5 minutes

Guidelines

Introduce:

- Purpose of the training
- Role of FLWs in menstrual health communication
- Importance of supportive ecosystems & conversations

Step 2: Screening of Main Film

10 minutes

Talking Points

BEFORE SCREENING

Many women continue tolerating pain, discomfort, irregular periods, or weakness assuming: “Yeh toh normal hai.”

In our field interactions, how often do conversations around periods begin only after symptoms become severe?

Let’s watch a film that introduces this shift in perspective.

What changes when periods begin to be discussed not just as a monthly occurrence, but as an indicator of health?

Screen: [Maheene Ko Sehat Se Jodo - Main Film](#)

2:15 minutes

Talking Points

AFTER SCREENING

What was the film trying to communicate about periods and health?

Do you think positioning periods as a sign of health can encourage earlier conversations and care-seeking at the community level?

How can this message be integrated into routine community interactions and awareness sessions?

Key Message

Reframing periods as an indicator of health can help strengthen awareness, conversations, and timely health-seeking behaviour.

Step 3: Guided Film Based Discussions

20 minutes

Guidelines

- Use supporting films to discuss different community and family dynamics. Suggested sequencing:

Film for Mothers

Talking Points

BEFORE SCREENING

Many girls still experience fear, confusion, or embarrassment during their first period because conversations happen too late.

Who do girls usually trust most during this phase?

Let’s watch a film about a mother supporting her daughter through this experience.

How can mothers and caregivers help girls experience periods with more confidence and less fear?

Screen: [Maheene Ko Sehat Se Jodo - Mother](#)

1.04 minutes

Talking Points

AFTER SCREENING

What role did the mother play in helping her daughter feel comfortable?

How can FLWs encourage earlier and more open conversations within families?

What are some common concerns girls share during community interactions around first periods?

Key Message

Early, supportive, informed conversations can help girls experience periods with confidence and dignity.

Film for Mothers-in-law

Talking Points

BEFORE SCREENING

In many households, mothers-in-law strongly influence practices and conversations around periods after marriage.

Let's watch a film that explores how family support can influence menstrual experiences positively.

How do family attitudes affect women's comfort, hygiene practices, and ability to openly discuss menstrual concerns?

 [Screen: Maheene Ko Sehat Se Jodo - Mothers-in-Law](#)

1.14 minutes

Talking Points

AFTER SCREENING

What kinds of support and understanding were reflected in the film?

How can frontline workers encourage more supportive family conversations around periods?

Have similar household dynamics emerged during your community interactions?

Key Message

Supportive family environments can help women experience periods more safely, comfortably, and confidently.

Film for Husbands

Talking Points

BEFORE SCREENING

Men and boys are often excluded from conversations around periods, even though family support can significantly influence women's comfort and wellbeing.

In your experience, how comfortable are men in discussing menstrual health openly?

Let's watch a film that explores this shift.

What changes when husbands and family members begin understanding periods as connected to health?

 [Screen: Maheene Ko Sehat Se Jodo - Husband](#)

1.10 minutes

Talking Points

AFTER SCREENING

What kinds of supportive behaviours were reflected in the film?

How can frontline workers encourage greater male participation and understanding around menstrual health?

What challenges arise while engaging men and families on these conversations?

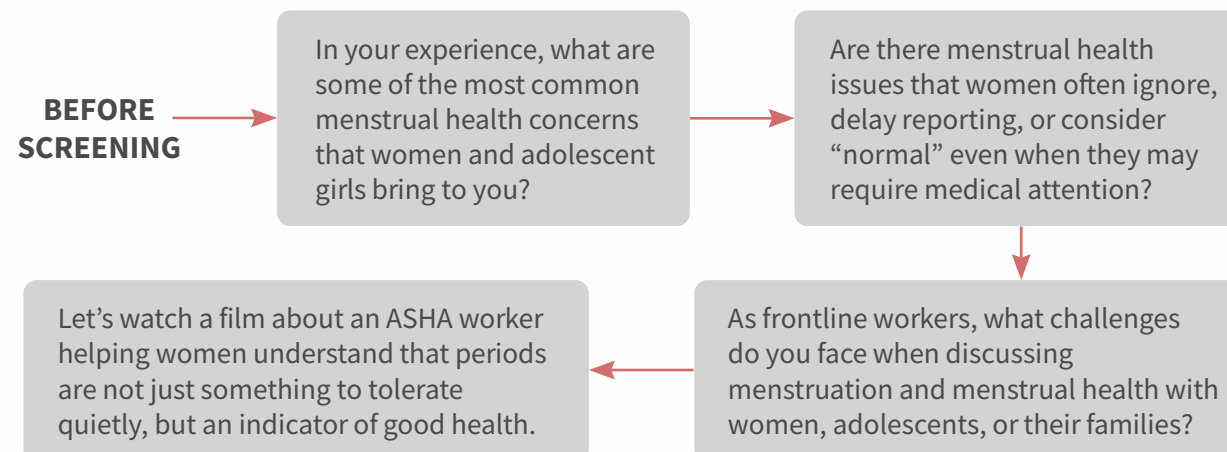
Key Message

Supportive family behaviour and male engagement can help create healthier and more comfortable environments for women and girls



Film for ASHAs

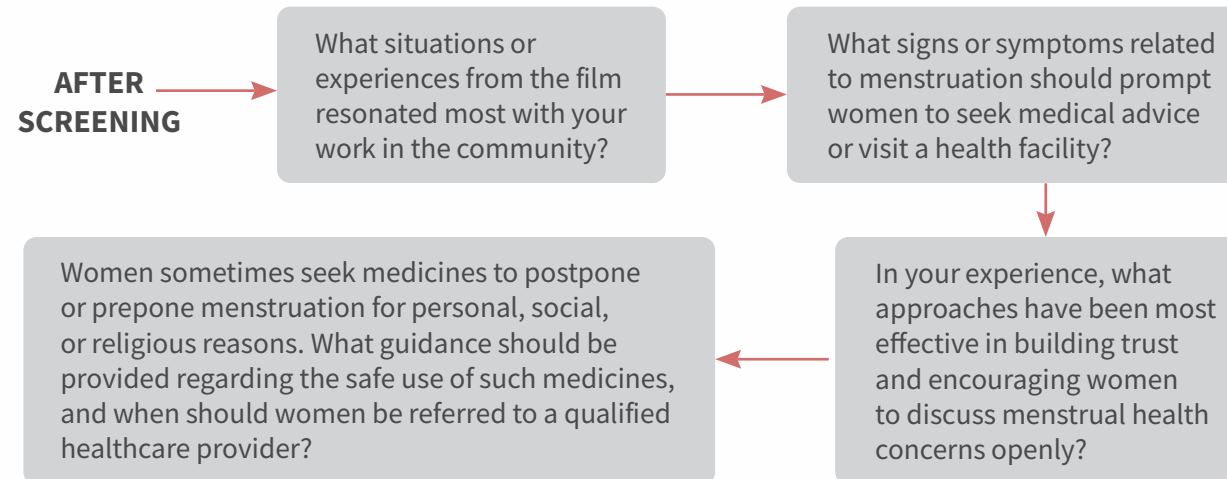
Talking Points



Screen: [Maheene Ko Sehat Se Jodo - ASHA](#)

1.13 minutes

Talking Points



Key Message

Trusted and empathetic conversations can encourage women to recognise concerns earlier and seek timely support and care.

Step 4: Reflection & Open Discussion

15 minutes

Guidelines

- Encourage participants to:
- Share field experiences
 - Discuss challenges
 - Identify local solutions

Step 5: Post Session Follow-Up

Guidelines

- Share campaign videos digitally where possible.
- Encourage FLWs to continue discussions within their networks and sessions.
- Collect participant feedback and observations.

Discussion & Facilitation Tips

- ☒ Encourage open participation without judgement.
- ☒ Use practical examples from community settings.
- ☒ Keep language simple and relatable.
- ☒ Reinforce respectful and non-stigmatising communication.

Key Reminders

- ☒ Frontline workers are trusted community messengers.
- ☒ Encourage listening-led conversations rather than one-way instruction.
- ☒ Reinforce menstruation as a normal and healthy biological process.
- ☒ Promote dignity, empathy, and supportive behaviour throughout interactions.

Overall Facilitation Aids



— Key Facilitation Principles

- **Focus on dialogue**, not lecturing.
- Encourage **empathy and supportive behaviour**.
- Promote **dignity and respect** in all discussions.
- Ensure adolescent girls and women **feel heard and included**.
- Build trust through **active listening and participation**.



— Do's for Facilitators

- Use simple and **respectful language**.
- **Encourage participation** and discussion.
- **Listen actively** and empathetically.
- Create a **safe and comfortable environment**.
- Reinforce menstruation as a **normal biological process**.
- Encourage participants to **seek support when required**.
- **Use relatable examples** from everyday life.
- **Be patient** while addressing sensitive questions.



— Don'ts for Facilitators

- **Do not shame** or judge participants.
- **Avoid fear-based or stigmatizing language**.
- **Do not force** anyone to speak or participate.
- **Avoid dismissing** personal experiences or beliefs.
- **Do not share incorrect medical information**.
- Avoid making participants uncomfortable or embarrassed.



— Tips for Facilitating Discussions

- Allow participants enough **time to respond**.
- **Encourage quieter participants** gently and respectfully.
- **Use examples and stories** to explain concepts.
- Keep discussions **inclusive and participatory**.
- **Acknowledge different experiences and perspectives**.
- **Redirect misinformation** calmly and respectfully.



— Handling Sensitive Questions

- Respond calmly and **without judgement**.
- **If unsure** about a medical concern, encourage participants to **consult a health professional**.
- **Avoid dismissing** concerns or questions as unimportant.
- **Maintain confidentiality and privacy** wherever possible.



— Participation Activities

Facilitators may use **interactive activities to encourage engagement**, such as:

- Snake and ladder game
- Poster and/or rangoli making
- Story writing
- Quiz sessions
- Group discussions
- Reflection activities

IEC for SBCC Campaign



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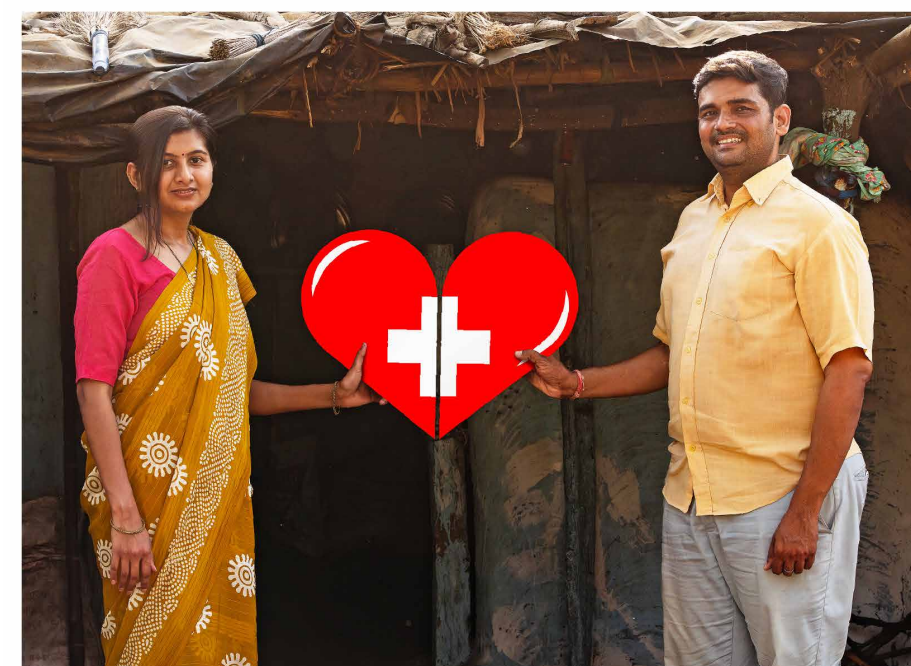
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Standard Operating Procedure

for Maheene Ko Sehat Se Jodo

June 2026

Menstrual Health &
Hygiene Management
(MHHM) linked **Social
and Behavioral Change
Communication**

Know more on:
[https://www.tatatrusts.org/
menstruation-and-health](https://www.tatatrusts.org/menstruation-and-health)