



Girl Talk: Sesame Street's Fora Into Menstrual Hygiene Management

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Sesame Workshop



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Our mission is to help kids grow
smarter, stronger, and kinder.



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The world's **longest** street.

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WASH UP! and WASH UP! Girl Talk



2015-



WASH UP!

2017-2019



دبي العطاء
Dubai Cares

WASH UP!

girl talk



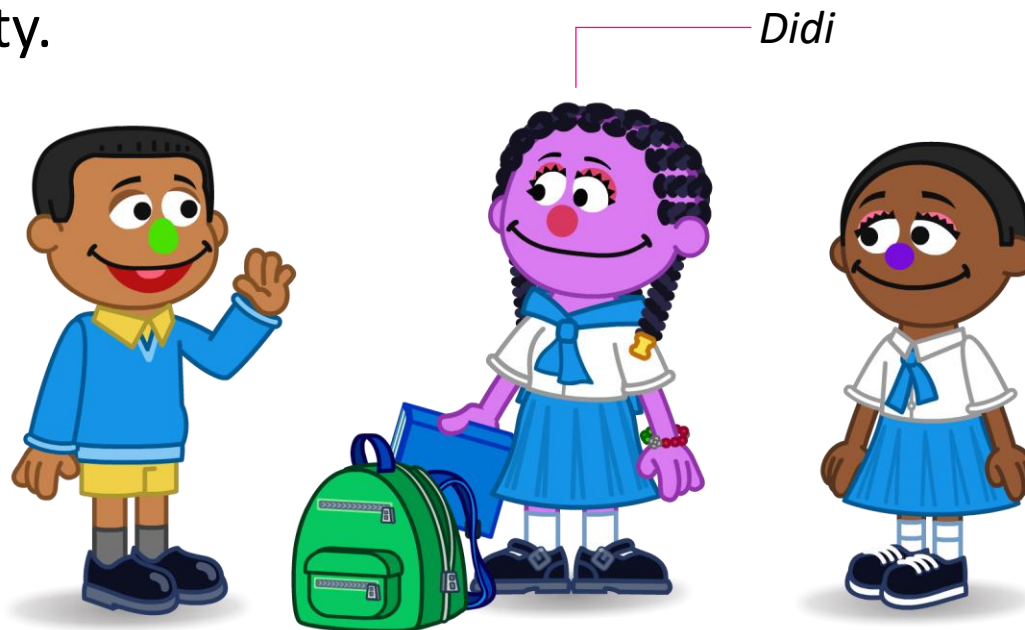
WASH UP!

- Engage young children through in-school, after school, and community-based programs with messages and learning materials contextualized for the participating schools and communities
- Our goal is to promote behavioral changes in sanitation and hygiene by empowering children with the knowledge and skills to teach their friends and family about staying healthy



WASH UP! Girl Talk

- Building on the success of WASH UP!, integrated Menstrual Health Management (MHM) education into the existing WASH UP! curriculum and launched **WASH UP! Girl Talk**.
- Currently in pilot in Zimbabwe in 150 schools, aiming to reach **25,000 girls**.
- Raya's older sister, **Didi**, a **14 year-old MHM expert**, guides boys and girls of ages 10-14 through puberty.



Short and Long Term Aims



Increase in facilitators, boys, and girls' knowledge and practice of healthy hygiene behaviors



Increase in facilitators' knowledge about the importance of adequate water and sanitation facilities for learners, especially girls



Increase in girls' confidence in personal MHM

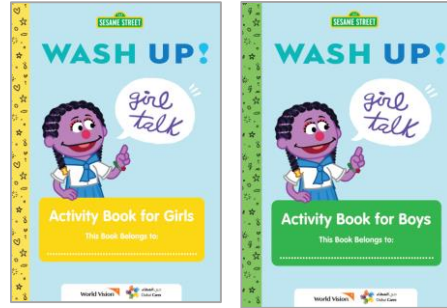


Decrease in girls' school absenteeism and dropout rates

How WASH UP! Girl Talk works



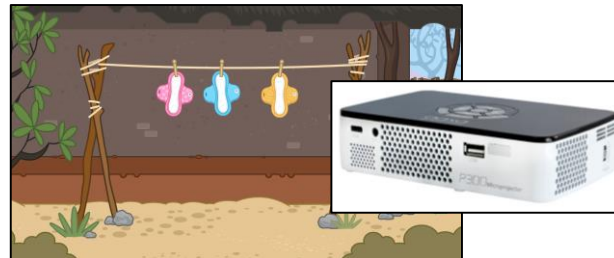
Training Manual



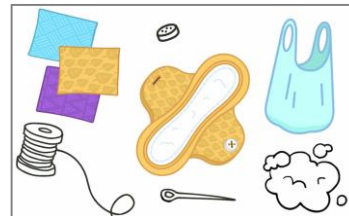
Activity Book for Girls and Activity Book for Boys



Flashcards



Videos and Pico Projector



Materials for making reusable menstrual pads

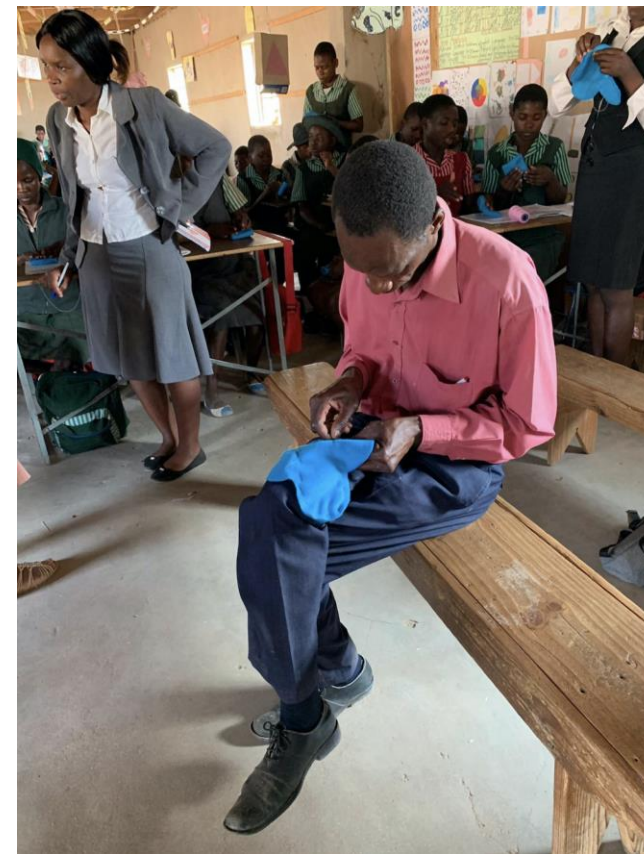
Video: Like Any Other Day



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Girl Talk in Action

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Girl Talk in Action

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Lessons Learned

- We conducted two rounds of formative research to help refine Girl Talk content. The research showed:
 - Local language is crucial for understanding
 - Myths and long-held beliefs about menstruation will be difficult to change locally
 - Teachers need more information and training to feel confident
- Expect the unexpected: Coups, cyclones, and currency issues



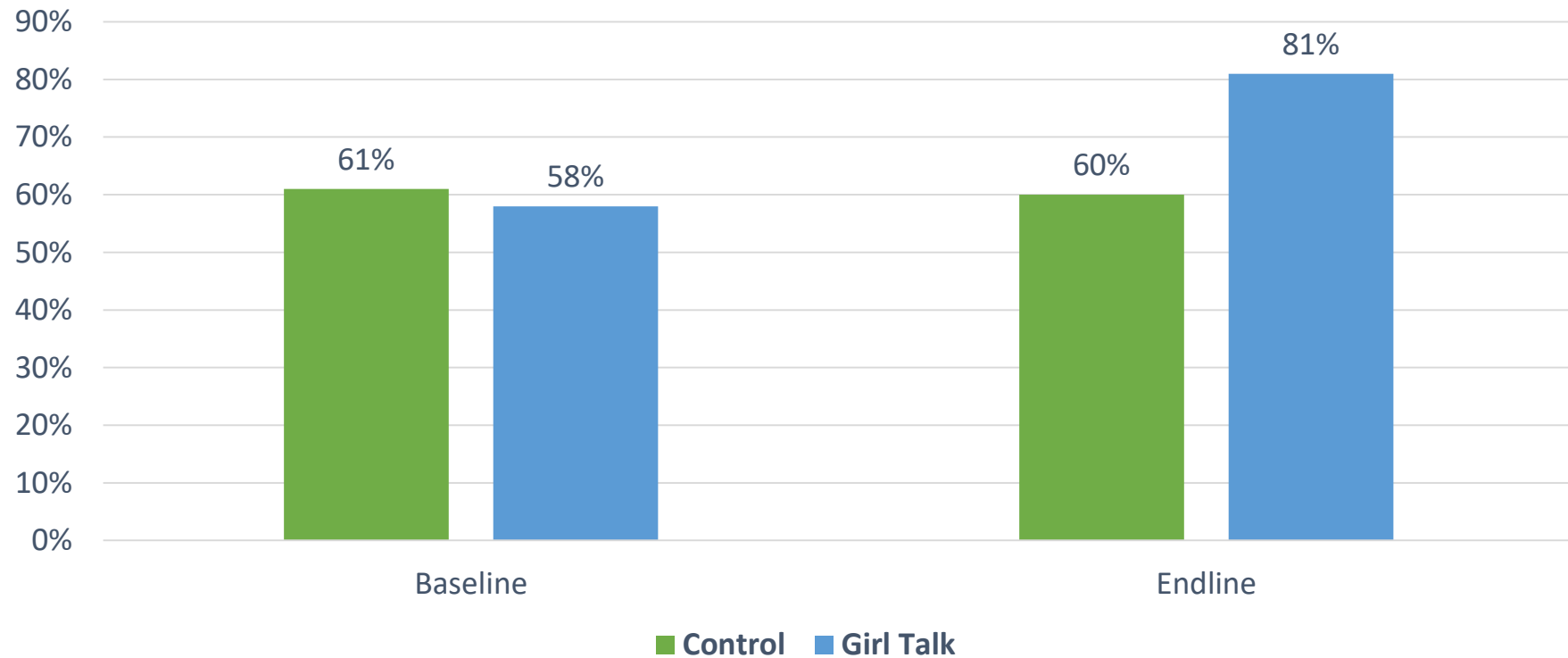
Key Findings

- Participants in the Girl Talk clubs show significant increases (+21%) in their knowledge of puberty and menstruation
- Girl Talk helps dispel several common myths about menstruation that often exclude girls from important activities
- Students in Girl Talk are talking more to adults in their lives about puberty and menstruation. Students in Girl Talk who now talk to their mothers and teachers about these topics increased 11% and 13% respectively.

Key Findings

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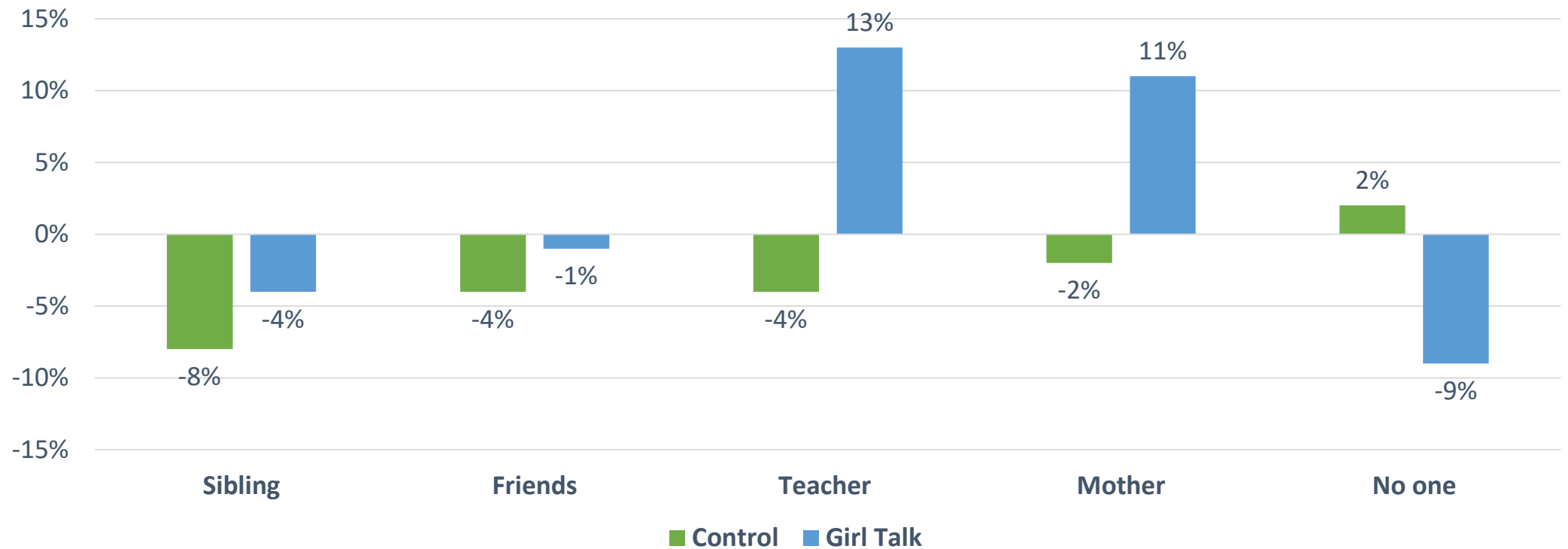
% change in average score on puberty knowledge assessment



Effect size = 0.978 (large)

Key Findings

% change in students who spoke with the following people about puberty or menstruation in the previous month



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Questions?



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Thank you!

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