At both the international and national level, we aim to achieve the following outcomes:

**Vision**

All women and girls are empowered to fully and equally participate in society and live a healthy and productive life.

**Mission**

By 2030, the Menstrual Hygiene (MH) Alliance will turn menstruation into a normal fact of life. We will enable every woman and girl to manage her menstruation hygienically, with confidence, in dignity and without stigma.

**Long Term Outcome**

By 2030, the MH Alliance has helped create enabling environments for menstrual hygiene management (MHM) both at international and national level, characterised by high political priority for MHM and adequate funding for MHM to ensure access to MHM education, hygienic products and infrastructure for all women and girls.

**Outcome 1: Increased priority for MHM among key actors (in particular governments) across thematic areas related to MHM**

- At the international level, MHM is integrated into relevant international instruments
- In target countries, policies on MHM are in place and are implemented
- At the international level and in target countries, MHM is integrated into the work of relevant sectors, such as WASH, reproductive health and rights, education and gender
- In target countries, local civil society organisations have increased capacity to hold governments to account for progress on MHM
- Improved national-level coordination on MHM

**Outcome 2: Increased funding for menstrual hygiene**

- At the international level, increased availability of dedicated funding for MHM from government agencies (multilateral and bilateral), foundations, corporates and other actors
- In target countries, increased availability of dedicated funding for MHM from all key funders, including in particular governments
- Development of new financing mechanisms for MHM at the international level and in target countries

**Outcome 3: Increased awareness, changed attitudes and improved social norms on menstrual hygiene**

- Increased media coverage on MHM and increased percentage of coverage on MHM with positive tonality globally and in target countries
- Increased relevance of MHM among key target audiences (tbd) and increased action for MHM (including participation in campaigns) globally and in target countries
- Availability and accessibility of evidence and good practices on MHM
- Policies and programmes on MHM are informed by evidence and good practices
- Investments in MHM are informed by evidence and good practices

**Outcome 4: Evidence-based decision-making on MHM**

- Policies and programmes on MHM are informed by evidence and good practices
- Investments in MHM are informed by evidence and good practices

All women and girls are empowered to fully and equally participate in society and live a healthy and productive life.