

#BleedGood at Five

From Crisis Response to Culture Change

Five Years of Advancing Sustainable
Menstrual Health in Sri Lanka
2021-2026

Dedicated to every woman and girl whose
dignity, wellbeing, and opportunity should
never be limited by her period.



#PeriodGood



Period



#PeriodGood

Five years ago, we asked a simple question:

What would it take for every woman and girl in Sri Lanka to manage her period safely, with dignity, and without it costing her an education, a day's wages, or her sense of self?

The answer, it turned out, was more than a product. More than a workshop. More than a campaign.

It even required more than a movement. While movements can spark conversations, mobilise people, and bring attention to overlooked issues, lasting change requires something deeper. It requires the partnerships, systems, institutions, and community leadership that embed menstrual health into everyday life and ensure progress endures long after any single project, champion, or funding cycle ends.

Over the past five years, we have seen this first-hand. We have seen women gain confidence to speak openly about menstruation, mothers begin new conversations with their daughters, teachers challenge long-held misconceptions, employers recognise menstrual health as a workplace wellbeing issue, and institutions begin to engage with standards, policy, and systems that support menstrual dignity. These moments may seem small in isolation, but together they signal something much larger.

We learned that a woman who has never heard the word menstruation spoken without shame can, in one afternoon, leave a workshop and decide to speak differently to her twelve-year-old daughter. When that conversation is repeated in homes, schools, workplaces, communities, and institutions across the country, it becomes something more than awareness.

That is culture change. It is quiet, cumulative, and lasting.

This report documents five years of that journey: the reach, the evidence, the partnerships, the innovation, and the lessons learned. More importantly, it marks the beginning of the next phase: strengthening the systems, institutions, and enabling environments that will allow menstrual dignity to become the norm rather than the exception.

As the Selyn Foundation evolves from initiating change to strengthening the ecosystem that sustains it, we invite you to join us on the journey ahead.

To every partner, champion, volunteer, and community member who has been part of this story, thank you. This progress belongs to all of us.



Director, Selyn Foundation
Chief Growth Officer
Selyn Group of Impact Companies

The Selyn Foundation Story

Selyn Foundation is the social impact arm of the Selyn Group. It was established on a simple conviction: that advancing women's dignity means addressing both economic and bodily freedom together. The Foundation works at the intersection of dignified livelihoods and sustainable menstrual health convening communities, government, civil society, development partners, and the private sector to drive the kind of systems change that individual interventions alone cannot achieve.



The Foundation is guided by a simple belief that every woman deserves both the dignity of meaningful work and the freedom of a healthy body.



Its work is delivered through two flagship programmes:

#SkillsToEmpower



An Ecosystem Partner for Dignified Livelihoods. Supporting women and youth through skills development, livelihood opportunities, entrepreneurship, and pathways to economic participation.

#BleedGood



An Ecosystem Partner for Sustainable Menstrual Health advancing menstrual health through research, education, advocacy, partnerships, community engagement, and sustainable menstrual care solutions.

These programmes do not operate in isolation. Selyn Foundation works as a connector, convening stakeholders, building enabling environments, and supporting the development of collaborative models that go beyond service delivery to drive genuine systems change. Each programme is designed to function as part of a wider ecosystem, strengthening the relationships, institutions, and community capacities needed for impact to endure.

Through this approach, the Foundation seeks to ensure that women and girls across Sri Lanka can thrive with dignity, confidence, and opportunity, not as beneficiaries of isolated interventions, but as active participants in a more equitable society.

Why Menstrual Health Matters

Sri Lanka is home to approximately 5.76 million people who menstruate, representing nearly one quarter of the population (WHO). Despite strong progress in health and education, menstrual health remains a challenge that affects dignity, wellbeing, education, workforce participation, and opportunity.

Period Poverty

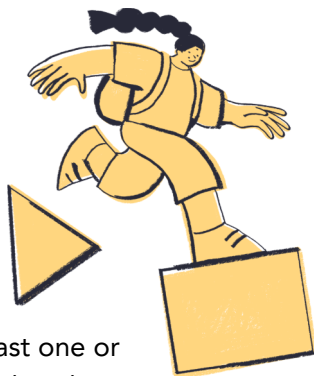
According to the United Nations, Sri Lanka's period poverty rate stands at approximately 40%, meaning four in every ten households with women of menstruating age do not spend money on menstrual products. This challenge has intensified sharply in recent years: the price of menstrual products has increased by approximately 92% since 2021, placing menstrual health increasingly out of reach for low-income households (United Nations Sri Lanka, 2024; UNFPA Sri Lanka, 2024).

Education and Participation

The consequences extend directly into education and economic participation. According to research cited by UNICEF and WaterAid:

60%

of parents in Sri Lanka do not allow their daughters to go to school during their first period.



50–60%

of girls do not attend school during the time of their menses.

37%

of girls miss at least one or two days of school each month due to their period.

80%

of teachers believe that bathing should be avoided during menstruation.

There is also anecdotal evidence of daily workers losing wages on days they cannot access menstrual products.

Stigma and Knowledge Gaps

Menstruation remains surrounded by myths and misconceptions that drive discrimination and exclusion. A 2018 regional study cited by UNFPA found that 66% of girls in Sri Lanka were unaware of menstruation before experiencing their first period (UNFPA Sri Lanka, 2024). Cultural and religious norms frame menstruating women as 'unclean'; normalisation of menstrual pain means women are expected to endure discomfort without complaint or recourse.



Environmental Impact

Disposable menstrual products contribute substantial plastic-containing waste to Sri Lanka's already strained waste management systems, frequently disposed of through open burning, dumping, or flushing. Climate-related disasters compound this further, disrupting access to water, sanitation, and menstrual products precisely when women and girls are most vulnerable (Gunawardana et al., 2024; UNFPA Sri Lanka, 2025).

Menstrual health is not a peripheral issue. It is a gender equality issue, an education issue, a climate issue, and a human dignity issue, and it is the foundation on which #BleedGood's work is built.



Section 1

#BleedGood at Five

Since 2021, the Selyn Foundation's #BleedGood programme has grown from a crisis-response initiative into one of Sri Lanka's most dynamic menstrual health ecosystems, integrating community education, champion-led outreach, sustainable product access, workplace engagement, humanitarian response, and national policy advocacy.

Over five years, the programme has reached 11,764 women and girls, 27 boys, distributed 17,724 reusable menstrual pads across eight districts and one international partner country, trained 103 community champions who have collectively reached a further 9,460 people, and displaced an estimated one million disposable pads, preventing approximately 10 tonnes of menstrual waste.

These numbers matter.
But they are not the full story.

Origins



Founded as a female-led, women-centric social enterprise.

1000+ lives touched since.

When the COVID-19 pandemic hit, sales dropped by 70%.

Our communities couldn't afford menstrual products.

Innovation to sustain impact.



#BleedGood

Crisis response: Selyn Foundation-led Buy One, Give Back campaign.

Launch of the reusable pad and the #BleedGood initiative



Strategic partnerships established to expand the reach and impact of #BleedGood.

Innovation funding secured to develop and standardise the pad.



5000+ pads donated to 600+ women and young girls with menstrual hygiene education and awareness.



Standardised version of the reusable pad launched.

M&E framework for learning in place.

Further improved pad with UNFPA/UNICEF/ UNHCR technical specifications



FemmeCare launched to strengthen sustainable access, innovation, and local manufacturing.





The #BleedGood Ecosystem Model

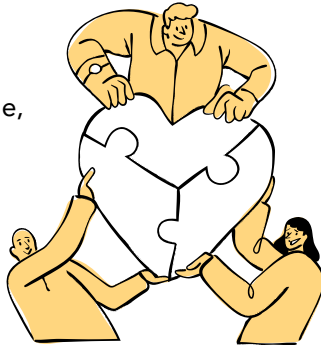
Since its inception, #BleedGood has operated through an integrated, systems-change approach that goes beyond product distribution or standalone awareness sessions. The programme's strength lies in its ecosystem model: a multi-layered framework that combines direct service delivery, community capacity building, institutional partnership, product innovation, advocacy, and humanitarian response.

Our Approach

#BleedGood takes a multifaceted approach, structured around three enduring pillars:

Empowerment

Ensuring access to reusable menstrual products as a sustainable, dignified, and economically sound solution to period poverty.



Education

Building awareness and knowledge on menstrual health, hygiene management, reproductive health, nutrition, self-care, and the environmental impact of menstrual product choices, delivered through qualified health professionals.

Enabling environment

Creating platforms for open dialogue, community leadership, institutional engagement, and systems-level change that challenge entrenched social norms surrounding menstruation.

A Learning-Oriented Model



Over five years, #BleedGood has adopted a learning-oriented approach, continuously refining its model based on participant feedback, programme data, operational experience, and emerging global evidence. This commitment to learning has shaped programme design, product innovation, training methodologies, and partnership approaches, ensuring that interventions remain relevant, effective, and responsive to community needs.

Community Awareness and Education

Community awareness workshops have served as the primary entry point for engaging women, girls, parents, teachers, community leaders, and other stakeholders across multiple districts, including Colombo, Galle, Kurunegala, Batticaloa, and Trincomalee. These workshops cover menstrual health and hygiene management, product use and care, nutrition, self-care, menstrual myths and misconceptions, environmental sustainability, and gender equality. They create safe spaces for dialogue, encourage positive behavioural change, and contribute to reducing stigma.



"I had very limited knowledge on menstruation before this workshop. Now I understand so much more, the right foods to eat, how to maintain hygiene, how to take care of myself. I'm also grateful for being connected to the right medical personnel and institutions to contact for support".

Jesintha | Welimada



Training of Champions (ToC) Model



A significant programmatic innovation, the Training of Champions model equips community members “**champions**” with the knowledge, skills, and confidence to facilitate menstrual health awareness sessions within their own communities. This cascading approach expands programme reach beyond what direct delivery models can achieve, sustains awareness activities beyond individual project cycles, and places ownership firmly at community level. To date, 103 community champions have been trained, who have collectively reached approximately 9,460 community members through outreach activities.

Reusable Menstrual Product Distribution

A key component of the #BleedGood model is improving access to sustainable menstrual care solutions,

Alongside #BleedGood, the Selyn Group established FemmeCare in 2025, a women-led FemTech company advancing sustainable menstrual health innovation. Drawing on insights generated through #BleedGood, FemmeCare focuses on product innovation, accessibility, manufacturing, and standards development, helping strengthen a more sustainable menstrual health ecosystem.



FemmeCare and #BleedGood now operate in complementary directions: #BleedGood focused on education, research, community engagement, and systems change; FemmeCare on product innovation, accessibility, manufacturing, and standards engagement. Together, they connect community impact to sustainable enterprise, and local learning to global standards.

BleedGood

Empower Sri Lankan Women
Communities to End Period
Poverty through the Distribution of Sanitary Pads and
Education on Menstrual Hygiene and
Reproductive Health



EMPOWER

SELYN FOUNDATION

"The pads are great, and both my daughters wanted them straight away, I had to divide the eight between the three of us! It's gentle on their skin, and the best part is we received them at no cost. We've stopped spending on plastic pads and we're saving money every month. I hope for more workshops in our area, many people here are eager to learn".

Mother from Pothuhera | Kurunegala

Humanitarian Response



The programme's response to Cyclone Ditwah, implemented in partnership with World Vision Lanka, demonstrated that the #BleedGood model is adaptable to emergency settings. Menstrual health is not a secondary concern during crises, it is an essential component of dignity, health, and recovery. The humanitarian experience established a replicable model for integrating menstrual health into future emergency responses.

Period Positive Workplaces

PERIOD
POSITIVE
WORKPLACE



Recognising that menstrual health extends beyond schools and communities into professional environments, #BleedGood partnered with the global Period Positive Workplace (PPW) movement. The PPW initiative provides organisations with a culture-first framework that integrates menstrual health into workplace wellbeing and gender inclusion practices, including free product access, trained focal points, multilingual educational resources, and awareness programming.

International Partnerships and Knowledge Exchange

The #BleedGood model has demonstrated transferability beyond Sri Lanka. The 2025 pilot initiative with the Afghan Family Guidance Association (AFGA) extended the programme's reach to women and girls in Afghanistan. Simultaneously, FemmeCare's participation in ISO/TC 338 processes contributed Sri Lankan learning to the development of the world's first global standards for menstrual products.



Key Impact Results

11,764

Women & girls supported

27

Boys educated and supported

17,724

Reusable pads distributed

~1 Million**

Disposable pads displaced

103

Community
champions trained

~10 tonnes**

Menstrual waste prevented

37

MHHM workshops and awareness
sessions conducted

9,460

Women and girls reached
through champion outreach

***Environmental impact figures are estimates derived from the number of reusable pads distributed, reflecting distributions made in both 4 pads and 8 pads per pack, applying an average of 6 reusable pads per beneficiary and an average use of 20 disposable menstrual products per month. Actual impacts may vary depending on product utilization, longevity and individual menstrual management practices.*

Reusable menstrual pads distributed by location.



Programme Outputs by Component

Programmatic Reach

Direct #BleedGood Workshop implementation



Workshops & awareness sessions



Women & girls impacted by workshops and awareness sessions



Men & boys impacted by workshops and awareness sessions

Special Projects - DFAT & AFGA (to date)



Workshops & awareness sessions



Women & girls impacted by workshops and awareness sessions



Champions trained



Women and girls impacted by Champion outreach



Period Positive Workplace



Women & girls impacted by workshops and awareness sessions

"Even as a health professional, I had gaps in my own knowledge about menstrual health that I didn't realise were there... If a programme like this can reach someone like me, working in medicine, imagine what it can do for women who have had no access to this information at all".

Ms. Siriwardana, Health Professional | Padeniya

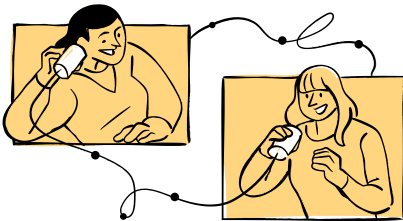


Building the Evidence Base Reusable Product Satisfaction

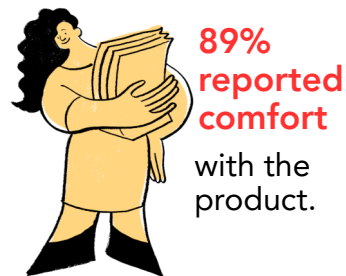
A sample of

183 reusable pad users

was assessed on their product experience. Data is reflective of sample collected across Sri Lanka from 2021 to early 2025.

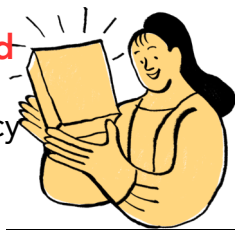


87% reported satisfaction
with the product.



89% reported comfort
with the product.

87% reported satisfaction
with absorbency levels.



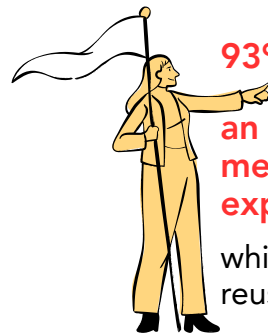
75% indicated willingness



to continue using
reusable pads.



91% reported that reusable menstrual pads eased their financial burden
compared to disposable alternatives.



93% reported an improved menstruation experience
while using reusable pads.

Menstrual Health Knowledge and Practice

The pre and post assessment data presented in this section draws on the World Vision-led DFAT-funded Menstrual Health and Hygiene Management project in Koralaipattu and Mutur, the programme's most comprehensive evidence-generation effort to date. This reflects a deliberate evolution in #BleedGood's approach to monitoring, evaluation, research, and learning (MERL): earlier years of the programme generated valuable reach and output data, but the tools and systems used were still being developed and refined. The Koralaipattu and Mutur dataset benefited from a more robust MERL framework, a larger and more consistent sample, and a defined assessment methodology, making it the strongest basis currently available for measuring knowledge and attitude change. As MERL systems continue to mature across all programme components, future reports will expand this evidence base further.

Pre- and post-assessments conducted across Mutur and Koralaipattu (Trincomalee and Batticaloa districts) with a combined 782 participants provide robust evidence of programme impact on knowledge and attitudes:

Koralaipattu

397 participants | average age 16 years



18% increase in
average knowledge scores
following participation in
awareness sessions.



Following participation,
this increased to 80%
a 75-percentage-point
improvement.



Prior to participation,
only 5% of participants
believed reusable menstrual
products were safe to use.

Mutur

385 participants | average age 18 years



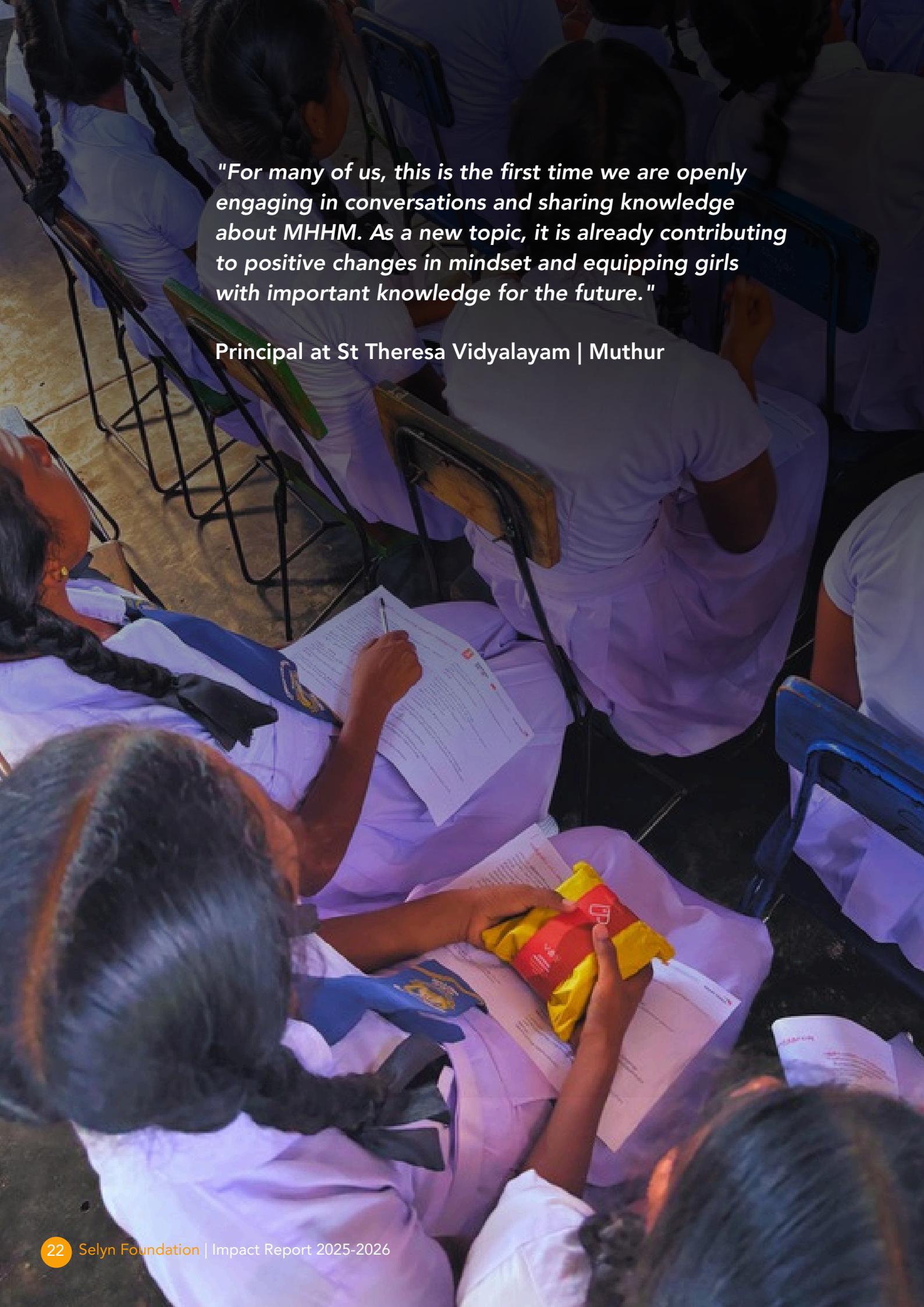
8% increase
in overall knowledge scores.



Recognition of the
environmental impacts of
menstrual product disposal
**increased from
72% to 92%.**



Knowledge of reusable
product safety
**increased from
71% to 90%.**



"For many of us, this is the first time we are openly engaging in conversations and sharing knowledge about MHM. As a new topic, it is already contributing to positive changes in mindset and equipping girls with important knowledge for the future."

Principal at St Theresa Vidyalayam | Muthur

From Products to Permanent Change

The central measure of #BleedGood's success is not how many pads were distributed. It is whether the conditions for menstrual dignity are becoming embedded, in communities, workplaces, institutions, and policy, in ways that will outlast any single intervention.

Built to Last



At community level

Trained champions sustain awareness and behaviour change beyond project cycles.



At product level

Reusable pads with a two-year lifespan provide a self-sustaining exit from disposable product dependency; 91% of users reported reduced financial burden.



At enterprise level

Femme Care's social enterprise model ensures local manufacturing, product innovation, and value chain development are embedded within the ecosystem.



At institutional level

Engagement with national standards bodies, government ministries, global coalitions, and the private sector is building the systemic infrastructure within which progress can be sustained and scaled.

The Next Five Years

The foundations for lasting change are now in place. The next phase is about strengthening the ecosystem of partners, champions, institutions, and enabling environments through which menstrual health progress can be sustained, scaled, and ultimately embedded within the systems that shape everyday life.

As an ecosystem partner, #BleedGood's role is not simply to deliver programmes, but to strengthen the conditions that enable lasting change. This means convening partners around the Training of Champions model so communities can lead their own menstrual health journeys; working with government, regulators, and standards bodies to create the policy and regulatory frameworks needed for responsible scaling; supporting workplaces to embed menstrual dignity within organisational culture through the Period Positive Workplace framework; and strengthening the evidence base that enables partners, funders, and policymakers to make informed investments in menstrual health.



"I used to feel shame about menstruation, I avoided religious activities and even medical care because of the beliefs I had grown up with. After the BleedGood workshop, I finally understood what was really happening in my body. Now I seek medical help when I need it, and I talk openly with my 12-year-old daughter so she grows up knowing better".

Mrs. Annakili | Buddhanapitiya

Section 2

Partnerships, Innovation & Systems Change

Lasting change is never the work of a single organisation. Over five years, #BleedGood has invested in building the partnerships, evidence, community leadership, and institutional relationships needed to support sustainable menstrual health. Having validated its approach across diverse contexts, the programme is now focused on leveraging these partnerships to strengthen the broader ecosystem and contribute to lasting culture and systems change.



Lasting change requires collaboration. Over the past five years, #BleedGood has worked alongside a diverse ecosystem of partners spanning government, civil society, academia, development cooperation, the private sector, and community-based organisations. These partnerships have helped expand access, strengthen evidence generation, support innovation, influence policy and standards, and integrate menstrual health into a growing number of systems and institutions. Together, they reflect #BleedGood's evolution from a programme to an ecosystem approach to sustainable menstrual health.

Enabling partners



Institutional partners



BleedGood partners



Knowledge partners



Implementing partners

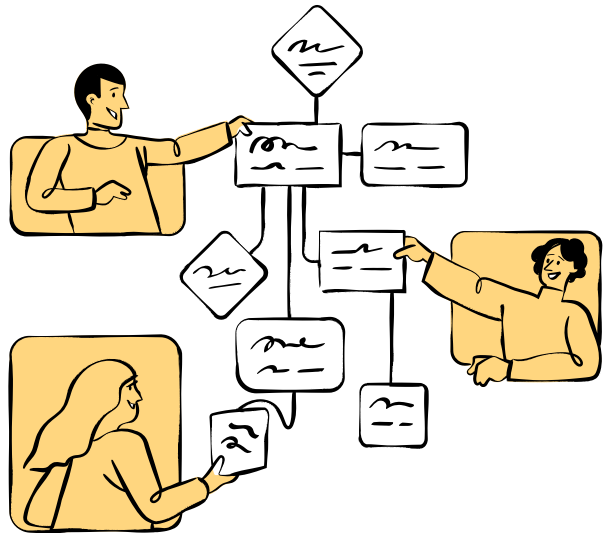


Beyond formal partnerships, the programme has benefited from the contributions of international volunteers and technical experts who have supported monitoring, evaluation, research and learning (MERL), resource mobilisation, strategic planning, and organisational development. These contributions have helped strengthen evidence generation, organisational learning, and institutional capacity across the Selyn ecosystem.

The following examples illustrate how #BleedGood is working to mainstream menstrual health across multiple spheres of influence - from communities and workplaces to partnerships, public dialogue, and enabling environments.

The Training of Champions Model

The ToC model, introduced in the Ecosystem Model section, proved its value in one of the most demanding contexts possible: humanitarian response following Cyclone Ditwah, where 103 champions were trained and subsequently reached 9,460 community members. The model reflects a core lesson of #BleedGood's journey: lasting change occurs when menstrual health knowledge is owned and shared by communities themselves.



By empowering trusted local champions to lead conversations, provide support, and challenge stigma, the model helps embed menstrual health into everyday community life, creating a scalable and cost-effective mechanism for sustained impact beyond individual projects or funding cycles.

Digital Awareness Resources

The development of mobile-friendly menstrual health awareness resources and a trilingual MHHM Training Manual in Sinhala, Tamil, and English has helped extend the reach and accessibility of #BleedGood's educational content. By making information available beyond in-person workshops, these resources support more consistent and scalable delivery of menstrual health education while enabling champions, educators, and facilitators to continue awareness and behaviour-change efforts within their own communities. In doing so, they help embed menstrual health knowledge more broadly and sustainably across diverse populations and settings.



Integrating Menstrual Health into Reproductive Health Systems with AFGA

Through a partnership with the Afghan Family Guidance Association (AFGA), Afghanistan's leading reproductive health organisation, #BleedGood expanded its learning beyond Sri Lanka and explored how menstrual health can be integrated into existing reproductive health services.



This initiative, funded by the International Planned Parenthood Federation (IPPF) and delivered in collaboration with FemmeCare, is estimated to reach 200 women and girls aged 10 - 49 years across four AFGA delivery points in Balkh, Laghman, Herat, and Parwan Provinces. The pilot demonstrated that the principles underpinning the #BleedGood approach - education, product access, community engagement, and local ownership - can be adapted across diverse contexts, reinforcing the importance of embedding menstrual health within broader health and wellbeing systems.

Period Positive Workplaces Advancing Worker Wellbeing

The Period Positive Workplace (PPW) initiative represents #BleedGood's efforts to integrate menstrual health into workplace wellbeing and employee support systems. As coalition partners for the global Period Positive Workplace movement in Sri Lanka, the Selyn Foundation and FemmeCare have worked to introduce this framework to local employers, positioning menstrual health as an important component of worker wellbeing, inclusion, dignity, and productivity. In 2025, Selyn became one of the country's first certified Period Positive Workplaces, while Dialog Axiata became the first corporate organisation in Sri Lanka to achieve certification. Building on this momentum, the Selyn Foundation is now working with Women in Management (WIM) to integrate menstrual health considerations into the Respectful Workplace Awards, helping embed menstrual wellbeing within broader conversations on workplace culture, employee wellbeing, and organisational excellence. Together, these efforts reflect a growing recognition that menstrual health is not solely a women's issue, but an important workplace and wellbeing issue that should be mainstreamed within institutions that influence the daily lives of working people.



National Advocacy Engagement with the Prime Minister

In 2025, #BleedGood engaged with the Prime Minister of Sri Lanka, Dr. Harini Amarasuriya, as part of ongoing efforts to elevate menstrual health within national policy discussions. Conversations explored opportunities to integrate sustainable menstrual health solutions into education and public sector programming, reflecting a growing recognition that menstrual health is not a standalone issue but one that intersects with health, education, wellbeing, and equality. The engagement represents an important step towards mainstreaming menstrual health within national systems and institutions and highlights the programme's growing role in shaping dialogue on the future of menstrual health in Sri Lanka.



#BleedGood Ambassadors Circle

As part of a broader knowledge-sharing series, the Selyn Foundation hosted the inaugural #BleedGood Circle in 2025, convening ambassadors, advocates, environmental activists, development practitioners, private sector representatives, and community leaders around the theme, Climate and Menstruation: The Missing Link. The event highlighted the often-overlooked links between menstrual health, environmental sustainability, and women's wellbeing, while creating a platform for dialogue across sectors. More broadly, it reflected #BleedGood's commitment to ensuring that menstrual health is not treated as a standalone issue, but is integrated into wider conversations on climate action, health, education, workplace wellbeing, and sustainable development. By bringing together diverse stakeholders around a shared agenda, the #BleedGood Circle contributed to growing recognition that lasting progress requires menstrual health to be mainstreamed within the systems, institutions, and partnerships that shape everyday life.



Strengthening the Enabling Environment



Beyond programme implementation, #BleedGood has contributed to efforts to strengthen the enabling environment for menstrual health in Sri Lanka and beyond.

Drawing on insights generated through the programme, FemmeCare has engaged with the Sri Lanka Standards Institution (SLSI) and other national stakeholders to support the development of quality and safety standards for reusable menstrual products, helping lay the foundations for the responsible growth of the sector. Internationally, FemmeCare represented Sri Lanka at the International Organization for Standardization's Technical Committee on Menstrual Products (ISO/TC 338) and continues to contribute to discussions on product quality, safety, accessibility, sustainability, and innovation.

Through engagement with organisations and platforms including the Reusable Menstrual Products Manufacturers Alliance (RMPMA), the Menstrual Health Action for Impact (MHAI) consortium, the Reproductive Health Supplies Coalition (RHSC), and the United Nations Sanitation and Hygiene Fund (UNSHF), #BleedGood and FemmeCare have also contributed to regional and global learning and knowledge exchange.

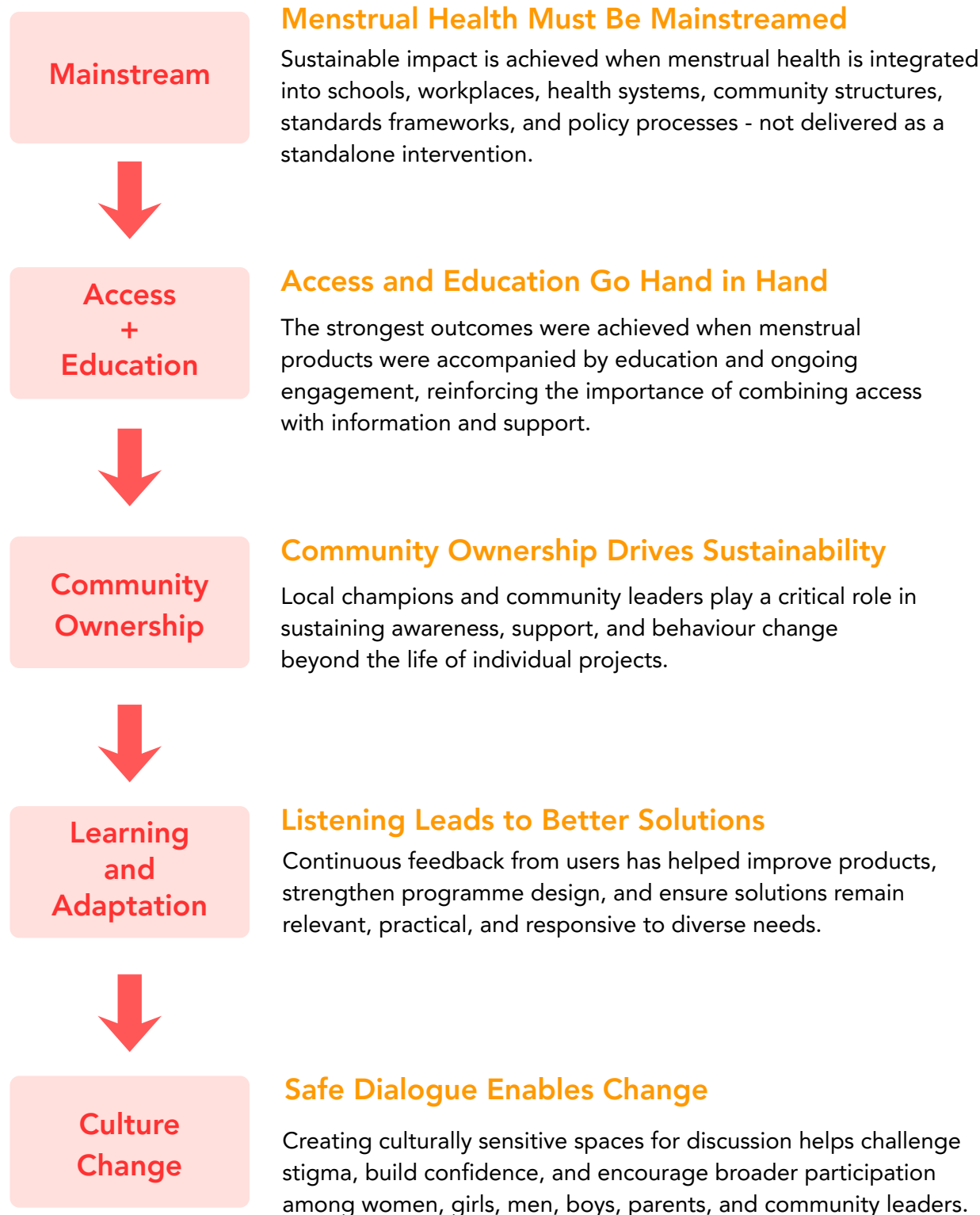
Together, these efforts help ensure that the experiences and needs of women and girls are reflected in the systems, standards, and conversations shaping the future of menstrual health.



Section 3 From Movement to Culture

Year 5 marked an important shift in the evolution of #BleedGood. While awareness and access remain at the heart of our work, our focus increasingly expanded towards strengthening the broader menstrual health ecosystem through partnerships, evidence generation, workplace engagement, standards development, and policy dialogue. These milestones reflect our journey from mobilising action to helping build the conditions for lasting culture change.

Over five years, programme implementation, community engagement, and evidence generation have provided valuable insights into what drives sustained menstrual health outcomes. These lessons have shaped the evolution of #BleedGood from a crisis response initiative into an ecosystem approach focused on strengthening access, awareness, community ownership, and the systems that support lasting change.



Looking Ahead

Five years of #BleedGood have helped demonstrate that lasting menstrual health impact requires more than products, awareness campaigns, or individual projects. Through implementation, research, partnerships, and community engagement, the programme has generated valuable insights into what drives sustainable change. The next phase of #BleedGood will build on these learnings, focusing on strengthening the systems, institutions, and partnerships that can help make menstrual health a normal and supported part of everyday life.



Mainstreaming Menstrual Health

The strongest lesson from the past five years is that sustainable impact is achieved when menstrual health becomes part of the systems and institutions that shape everyday life. Over the next phase, #BleedGood will continue working with government, educators, employers, health sector partners, and standards bodies to support the integration of menstrual health into policy, programming, workplace wellbeing, quality standards, and public discourse.

Deepening Community Ownership

The Training of Champions (TOC) model has demonstrated that lasting change is most effective when communities lead it themselves. Future efforts will focus on expanding and strengthening the champion network, supporting peer learning, enhancing monitoring systems, and increasing engagement of men, boys, and community leaders as advocates for menstrual dignity.



Integrating Menstrual Health into Workplace Wellbeing

Building on the success of Sri Lanka's first certified Period Positive Workplaces, #BleedGood will continue supporting employers to embed menstrual health within broader employee wellbeing, inclusion, and workplace culture initiatives. Future efforts will also explore opportunities to integrate menstrual wellbeing into existing workplace recognition and accreditation frameworks.

Strengthening Evidence and Learning

As menstrual health gains greater visibility nationally and internationally, the need for robust evidence becomes increasingly important. Future investments in monitoring, evaluation, research, and learning (MERL) will focus on understanding long-term outcomes, strengthening adaptive management, and generating insights that can inform policy, programming, and sector-wide learning.



Listening, Learning, and Innovating

Continuous engagement with women and girls will remain central to the programme's evolution. Future priorities include strengthening feedback mechanisms, improving products and programme approaches, and ensuring that solutions remain practical, inclusive, and responsive to diverse community needs.

The next phase of #BleedGood is not about doing more of the same. It is about contributing to the conditions that allow menstrual health to become part of everyday life - within communities, workplaces, health systems, education, policy, and public discourse.

The past five years demonstrated the power of a movement to spark conversations and mobilise action. The next phase is about helping that momentum take root in systems, institutions, and everyday practice. By strengthening partnerships, evidence, community leadership, and enabling environments, #BleedGood aims to contribute to the transition from movement to culture change - where menstrual dignity is no longer exceptional, but expected.

Acknowledgements

This journey has never belonged to one organisation.

Over the past five years, thousands of women and girls have welcomed us into their communities, shared their experiences, challenged long-held beliefs, and helped shape what #BleedGood has become. To each of you, thank you. Your voices have been our greatest teachers.

To our community champions, volunteers, educators, health professionals, researchers, advocates, and supporters, thank you for carrying these conversations into homes, schools, workplaces, and communities across Sri Lanka. Every conversation mattered.

To our partners across government, civil society, academia, philanthropy, development cooperation, and the private sector, thank you for believing that menstrual health is not a niche issue, but a matter of dignity, wellbeing, equality, and opportunity. Your support has helped transform ideas into action and action into lasting change.

To the FemmeCare and Selyn Foundation teams, thank you for your commitment, resilience, and belief in a future where no woman or girl is limited by her period. Every workshop delivered, every product improved, every partnership built, and every challenge overcome has contributed to the journey documented in these pages.

Most importantly, thank you to the women and girls whose courage, trust, and leadership continue to inspire this work. This report is dedicated to you.

Five years ago, we asked what it would take.

Today, we know the answer.

It takes all of us.

And together, we are helping build the conditions for lasting change.

A special thank you to our enabling partners



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We welcome your partnership in making a positive impact on the planet and the lives of menstruators burdened by period poverty.

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