



Summary of 2019-2024 Strategy; Transforming stigma, realising potential

We are an award winning, global leader in menstrual health programming, research, advocacy and policy development, transforming girls' lives through period equality.

Irise's vision is a world where everyone can realise their potential, unlimited by their periods. We support young people and their communities in the UK and East Africa to overcome menstruation related barriers- working on issues girls tell us are ways their periods hold them back. We deliver practical programmes, undertake innovative research and advocate for policy and practice change. We believe that when we are led by women and girls' and informed by robust evidence, long lasting social change can be achieved.

Three strands of Irise International's current strategy:

- *Creating solutions*- developing holistic solutions to menstrual health that dismantle menstrual stigma and are led by young people and their communities alongside measures to track their impact.
- *Sharing learning*- developing resources and training to build the capacity of stakeholders to address this issue across cultures and disciplines.
- *Shaping policy and practice*- building platforms for evidence based, beneficiary led advocacy and policy development.

Strategic objectives:

1. Test and promote evidence-based approaches to overcoming menstrual related challenges
2. Collaborate with academia to conduct and facilitate research to evidence impact and improve menstrual health interventions.
3. Disseminate learning and advocate for policy and practice change to improve young people's experience of menstruation in the UK and East Africa.
4. Expand our work to include the most marginalised and vulnerable groups.

Enabling objectives:

1. Build the capacity and autonomy of Irise Uganda
2. Grow and diversify our income base, raising strategic and flexible income, which enables our programmatic and research ambition and ensures agility in our work with young people and their communities.



3. Through compelling communications and stewardship build a network of supporters, donors, activists and partners who share a sense of belonging to Irise and champion our cause

Current learning priorities:

1. Understand how menstrual stigma and shame is perpetuating the neglect of girls' needs and driving negative effects on their education, health and well-being.
2. Develop holistic menstrual health interventions that can dismantle menstrual stigma and drive social change on this issue.
3. Create robust evidence for the impact of menstrual health programmes on girls' education, reproductive health and wellbeing, this includes developing effective, standardised measures.

Implementing our strategy:

Irise believes that a phased approach to intervention development and scale-up produces impactful, cost effective initiatives and avoids inadvertent harm. These phases are:

1. *Piloting and development*: This phase focuses on understanding the issue and how it is affecting young people and their communities and developing and testing interventions.
2. *Testing and transition*: This phase focuses on testing the intervention in other contexts and developing mechanisms and processes to help with scaling-up.
3. *Scale-up*: This phase focuses on rolling out the intervention so that everyone can benefit.

Menstrual health work is at different stages in the two contexts we work in and this is reflected in our initial priorities and focus in each geographical area. In the UK our work is in the piloting and development phase whereas in east Africa we are moving into the testing and transition phase.

As a learning and research focused organisation we are commitment to a continuous cycle of learning. We are committed to regularly reviewing our own learning and that of others and refining our strategy accordingly.





Theory of Change:



