

# ROLE OF MEDIA CAMPAIGNS IN SHAPING MENSTRUAL HYGIENE BEHAVIOURS IN ADOLESCENTS

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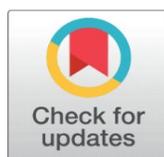
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## ABSTRACT

This study looks at how the media campaigns have influenced teenage menstrual hygiene practices. Specific focus was placed to comprehend how media exposure, campaign awareness and perceived efficacy of campaigns influence menstrual hygiene knowledge and practices. 100 adolescents in Chandigarh, India were questioned as part of this study. Descriptive and regression analyses were conducted to determine the relationships between media exposure, awareness and menstrual hygiene practices. With media exposure and awareness of media campaigns, improvement in menstrual hygiene practices can be noted. Perceived efficacy of media campaigns in changing menstrual hygiene practices was highly predicted by media exposure as well as awareness through media campaign. It was also noted in terms of its influence on knowledge and perception. The implication of these findings is that media campaigns should be used to enhance teenage menstrual hygiene practices significantly. There should be more media work, particularly in the rural regions to comprehend lapses in the knowledge level, improvising behaviour. The recognition of the media influence on the health behaviours of adolescents is a critical result of the study. It also directs the public health professionals and politicians to frame policy framework which could improve the menstrual hygiene practices.

**Keywords:** Media campaigns, Menstrual hygiene, Adolescents, Health behaviour, Regression analysis



## 1. INTRODUCTION

Adolescence is a life phase of transition characterized by a fast physical, emotional, and social developments. Menstruation is also one of the most important milestones in the period of girls. In the case of teenage girls, menstruation

is not only a biological process, but it can influence physical health, emotional growth, academic persistence and social involvement. Properly handled and in a dignified way, it helps build confidence and independence. Nonetheless, in the environment of stigma, misinformation, and insufficiently available resources, menstruation may be a cause of distress and exclusion. Although menstruation has an undoubtedly universal and natural nature, it remains a taboo topic in most societies, especially in low and middle-income countries, where the discriminatory rules and cultural constraints are firmly rooted [Sumpter and Torondel \(2013\)](#). The impact of poor management of menstrual hygiene (MHM) in adolescence is extensive. Poor water and sanitation facilities, inaccessibility to sanitary products and a lack of knowledge on the health aspects of menstruation may expose adolescent girls to infections of the reproductive tract, discomfort and anxiety. On top of physical health consequences, bad menstrual hygiene practices were also associated with school absence, poor academic achievements, and social isolation [House et al. \(2019\)](#). In most of the environments, girls can skip school when they are on their menstrual periods because of the fear of leaking, being mocked, or the unavailability of sanitation bays, which adds to gender-related disadvantages. These issues indicate the necessity of effective interventions that are scalable beyond infrastructure and focus on awareness, attitudes and behavioural change.

It is in this respect that media campaigns have come to be seen as a potential approach to the promotion of menstrual hygiene management. The objectives of the public communication efforts are not only to spread the correct information regarding menstrual care practices but also break the stigma, make the discussion normal, and empower adolescents [Rao et al. \(2022\)](#). With time, the media has developed out of the traditional media adverts whereby the emphasis was on promoting the product to more integrated media adverts that aim at empowering, promoting dignity and teaching health. The growing presence of mass media and the internet has generated new platforms to manipulate knowledge and behaviour of teenagers on a massive scale.

**Figure 1**



**Figure 1 Source:** Tata Trusts, May 2025, Retrieved from <https://www.tatatrusters.org/media/media-reports/social-media-campaign-urges-india-to-view-menstruation-as-a-sign-of-health>

A wide range of media platforms has been utilized to spread awareness regarding menstrual hygiene, including television broadcasts, radio programs, print media, digital campaigns, and online communities [Adhikari et al. \(2020\)](#). Social media platforms, in particular, provide interactive spaces where adolescents can access information, share experiences, and seek clarification anonymously. These initiatives aim to dismantle prevailing taboos and equip teenage girls with accurate, evidence-based knowledge about menstruation. By fostering open dialogue and relatable narratives, media campaigns attempt to cultivate confidence, self-efficacy, and a sense of dignity in managing menstruation.

Also, media efforts aim to reach an extensive demographic, especially underprivileged & isolated regions where customary menstrual health education may be limited [Haver \(2021\)](#). Considering the great potential of media initiatives, no adequate study has already been accomplished to determine how such commercials could influence teenage behaviour & menstrual hygiene habits in the decades to come. This study investigates how media campaigns influence juvenile menstrual sanitation behaviours. It concentrates on looking at the ways in which these marketing campaigns influence how people handle their menstrual hygiene knowledge, attitudes, & behaviours, especially in rural areas where

there is restricted access to sanitary products & education. This study seeks to expand knowledge of how media could potentially be utilised to alleviate menstrual health issues. It also encourages improvement in hygiene practices among teenagers globally through determining the beneficial effects of media-driven initiatives.

## 2. REVIEW OF LITERATURE

Adolescents' menstrual hygiene habits have been influenced by media campaigns, that are becoming more commonly recognised being an important tactic to help improve health outcomes in countries with middle and low incomes. From 2017 to 2024, a growing scope of study shows how media might alter how humans perceive menstruation while encouraging young people to adopt better menstrual hygiene.

- [Tomlinson \(2024\)](#) examines How media coverage, social media, & the menstrual movement have contributed to helping young people in Great Britain avoid feeling discriminated against concerning their periods. The study intended to investigate how these mediums affect teenagers' perspectives on menstruation & the movement's approach to inclusive gender representation. Focus groups with 77 male, female, & non-binary teens in Yorkshire have been utilised in the study. The results revealed that young people are now accepting menstruation as a regular physiological process because of its more prominent presence on digital media, which promotes candid conversations in mixed-gender contexts. Even while many young males indicated a willingness to find out more, many were feeling disconnected from the interaction and remained unclear on how to proceed with this issue. Incorporating men as sympathisers & elevating the experiences of activists from ethnic minority groups could help in eliminating stigma, based on the study. Also, social media has had an important effect on how adolescents participate in campaigning and menstrual health lobbying, corresponding to the research.
- [Papadopoulou et al. \(2024\)](#) explores customer views in the feminine hygiene domain as an outcome of femvertising, an approach to advertising that integrates promoting goods with trends of empowering for women. Advertising in this domain has hitherto frequently used stereotypical & stigmatised depictions of women. Yet more progressive & liberating themes have become more prevalent in recent years. To determine the consequences of each on consumer purchasing behaviour, the study contrasts insightful advertising focusses on giving customers accurate information about a product, with transformational advertising. This research seeks to intuitively engage and inspire consumers. The study's four experimental investigations demonstrate that transformational collaboration outperformed messages that provide information in terms of their beneficial impact on consumer behaviour. The alignment of the message structuring with the consumer's construal level mindset—the degree to which an individual understands conceptually or precisely about a problem—is an essential element determining this level of achievement. The successful outcome of femvertising has also been shown to vary significantly mediated by perceived integrity. These results demonstrate that for femvertising to be productive, marketers must communicate messages that are legitimate, comprehensible, and precisely adapted to the conceiving of the consumers they are targeting. This study demonstrates the significance of psychological involvement & congruence with customer preferences, equipping firms wishing to use femvertising strategies with beneficial knowledge.
- [Sharma and Kakchapati \(2023\)](#) examines linking mechanism between maternal healthcare access & mass media exposure in Nepal, alongside an aim of enhancing women's physical and mental health. In rural as well as urban regions, 14,085 women within the age group of 15 and 49 had their data investigated using logistic regression, bivariate analysis, & descriptive analysis. According to the research, women who are regularly exposed to media are far more inclined to use health services and adopt healthier routines like HIV comprehension and testing, alcoholic apathy, menstrual hygiene management, along with nonsmoking. In low-resource contexts, the study stresses the valuable impact of media on health outcomes & proposes that concentrated media campaigns can be an effective means to promote maternal healthcare & broad wellness awareness.
- [Bengtsson et al. \(2022\)](#) investigates how media endeavours influence Swedish teenagers' objectives to practise optimised menstrual hygiene. In line with this study, the most successful marketing strategies for transforming adolescents' menstrual hygiene practices incorporated peer evidence along with individual anecdotes. Adolescents were inspired to take on sanitary menstruation practices by the emotional connection these narratives enabled them form with the experiences they encountered. According to the report, media initiatives should encourage teenagers by providing real experiences in lieu of imparting information.

- [Sood et al. \(2021\)](#) through a social & behaviour change communication (SBCC) program, the effect of social norms on menstrual health and hygiene management (MHM) among rural teenage girls in Uttar Pradesh, India. Social norms are translated into practice in the study employing two measures: a social restriction-based measure & a composite multiplicative measure (self-approval, perceptions of others' approval, & practices). The composite measure revealed a higher model fit, indicating the broad spectrum of social norms. Girls in the intervention group reported higher levels of favourable social norms, while individuals who reported optimistic norms were 1.66 times more likely to comply with high MHM, according to the findings. The results indicated that SBCC interventions which reinforce constructive social norms may strengthen MHM procedures.
- [Zhou et al. \(2021\)](#) examined Chinese media strategies along with how they help de-stigmatize teenage menstruation. In accordance with this study, media campaigns in which both male and female role models took part in straightforward discussions about menstruation were valuable in lowering stigma & influencing young people to see menstruation as a natural and beneficial biological occurrence. Also, through facilitating positive conversations in households and communities, such attempts established a broader view on menstruation hygiene.
- [Buchanan et al. \(2020\)](#) carried out a study that examines the impact of Instagram promotions on the knowledge & behaviour of adolescents concerning menstrual hygiene. Teenagers could interact with instructional material, discuss their own circumstances, along with guidance on collaborative social media channels, corresponding to the study, allowing them to comprehend more about menstruation. The study emphasised that social media endeavours conducted by peers & influencers help in acquiring information about menstrual hygiene. Information that is more relatable can result in behavioural improvements as well, especially within adolescents and young adults.
- [Ghosh et al. \(2020\)](#) discovered that marketing campaigns on social media that incorporated relevant stories with fascinating content had a substantial effect on how young people perceived about menstruation. To foster acceptance of menstruation, alleviate stigma, & promote better menstrual practices, these programs utilised use of peer educators & influencers. As social media is collaborative, teenagers were given the opportunity to communicate, share what they had learnt, along with ask questions, establishing a helpful network for discussions regarding the hygiene of menstruation.
- [Bharadwaj and Patkar \(2019\)](#) studied how a national media campaign in Bangladesh improved the menstrual hygiene habits of teenage girls. Teenagers were significantly more inclined to use hygienic menstrual products. It was observed that stigma as well declined when menstruation was presented as a healthy and acceptable process in advertisements on radio and television. It also shown how messages in the media are more likely to be understood by the audience and result in better knowledge and practice when they are customised to the local cultural environment.
- [Sumpter et al. \(2019\)](#) examined the function of radio programs in sub-Saharan Africa, highlighting the key role that these platforms play in promoting healthy menstrual hygiene management (MHM) by giving young people accurate and culturally relevant information. These advertisements have a particularly strong effect in rural communities where there is limited access to alternative healthcare and education options. The researchers discovered that media campaigns on the cleanliness of menstruation could significantly increase the attitudes and behaviours of teens towards menstruation.
- [Saxena et al. \(2018\)](#) investigated the potential of applying digital media to educate the teenage Indian females on managing their menstrual hygiene (MHM). The research revealed that online media (social media, smartphone applications and others) were important in busting the myths associated with menstruation and spreading the correct information, which then positively affected menstrual health behaviour and knowledge. Therefore, it is clear from the research that media campaigns whether digital, social, or mass have a significant impact on how adolescents behave when it comes to menstruation. When these efforts are culturally aware, participatory, and emotionally compelling, they can successfully lower stigma, educate youth, and alter behaviour. Future advertisements should, however, address issues like language difficulties, accessibility, and context-specific restrictions to optimise their impact.

### 3. OBJECTIVES

- Examining the relationship between media exposure, awareness of media campaigns, and the influence of media campaigns on knowledge, perception, and menstrual hygiene practices, and their collective impact on the perceived effectiveness of media campaigns.
- Assessing the behavioural impact of media campaigns on menstrual hygiene practices and its contribution to the perceived effectiveness of media campaigns among the target population.

### 4. METHODS

This paper examined the impact of media adverts on teenage menstrual hygiene habits on a cross-sectional basis. To better comprehend how exposure to the media and consciousness and menstrual hygiene practices influence teenage behaviour among different demographic groups, the research focused on these relations.

#### 4.1. STUDY REGION AND POPULATION

The Chandigarh city of India where the study was conducted had both rural settings and urban settings. The study population was composed of one hundred teenagers aged 15-19 and whose proportion between rural and urban environment was 50:50. This approach helped to examine potential differences in the effectiveness of media campaigns across geographic area. Taking into consideration that the surveyed people were chosen among both the students of the public (55%) and the students of the private (45%) school, the sample was diverse in the sense of the environment of learning. The participants identified the teenagers at various stages of secondary education, and they belonged to two educational stages: 32% were in the 11th grade and 68% in the 12<sup>th</sup> standards.

#### 4.2. SAMPLING TECHNIQUE

The research used stratified random selection approach to ensure that there was appropriate representation of both the public and the private schools, rural and urban areas. This technique was able to include adolescents with various educational backgrounds of parents, starting with literate (27) to post-graduate (28). Furthermore, the sample was balanced in terms of parents with different educational qualifications, which brought a holistic perspective in the way social-economic status can influence the impacts the media campaigns have on menstrual hygiene practices. Stratified sampling was a more rigorous analysis of the effectiveness of media campaigns in different circumstances as it ensured that the study was representative of the population in geography, type of school, education level, and parental education [Chatterjee and Kundu \(2025\)](#).

#### 4.3. MORAL ASPECTS TO TAKE INTO ACCOUNT

This study was ethically appropriate to safeguard the safety and wellbeing of the participants. The informed consent was provided by all participants who were informed about the objectives of the study, the methods of conducting it, and their right to terminate their participation at any point. In the case of minors, parental consent was sought too. Confidentiality was maintained throughout the study and anonymisation of data preserved participant identification. The research adheres to all the ethical stipulations in conducting a research involving human subjects and ensured that no harm or distress was caused to any participant.

### 5. RESULTS AND DISCUSSION

These findings and discussion section give an inquiry into the relationship between exposure to the media, media campaign mindfulness and the influence on juvenile menstrual hygiene behaviours. The conclusions of the study show the close interconnections between these variables and how the media campaign can change the attitude of people, their knowledge and real menstrual hygiene behaviours. The paper will discuss the implications of these results, considering how media coverage and impression of effectiveness of promotes can promote changes in menstrual hygiene behaviour as well as provide recommendations on how these interventions can be further tailored to result in the best outcome.

**Ha1: There is a significant positive correlation between media exposure, awareness of media campaigns, influence of media campaigns on knowledge and perception, and the behavioural impact on menstrual hygiene practices.**

		Correlations				
		Media Exposure and Access	Awareness of Media Campaigns on Menstrual Hygiene	Influence of Media Campaigns on Knowledge and Perception	Behavioural Impact of Media Campaigns on Menstrual Hygiene Practices	Perceived Effectiveness of Media Campaigns
Media Exposure and Access	Pearson Correlation	1	.698**	.801**	.580**	.528**
	Sig. (2-tailed)		.000	.000	.000	.000
Awareness of Media Campaigns on Menstrual Hygiene	Pearson Correlation	.698**	1	.641**	.594**	.774**
	Sig. (2-tailed)	.000		.000	.000	.000
Influence of Media Campaigns on Knowledge and Perception	Pearson Correlation	.801**	.641**	1	.626**	.653**
	Sig. (2-tailed)	.000	.000		.000	.000
Behavioural Impact of Media Campaigns on Menstrual Hygiene Practices	Pearson Correlation	.580**	.594**	.626**	1	.643**
	Sig. (2-tailed)	.000	.000	.000		.000
Perceived Effectiveness of Media Campaigns	Pearson Correlation	.528**	.774**	.653**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

\*\* Correlation is significant at the 0.01 level (2-tailed).

1) **Media Exposure and Access:** Awareness of Media Campaigns on Menstrual Hygiene (0.698), Influence of Media Campaigns on Knowledge and Perception (0.801), and Behavioural Impact of Media Campaigns on Menstrual Hygiene Practices (0.580) were found positively correlated at high degree. Pearson correlation coefficient between Media Exposure & Access is also significantly positive and strong (p = 0.000). This suggests that increased media exposure is closely linked to improved menstrual hygiene habits, better understanding and perception of menstrual hygiene, and increased awareness of media initiatives.

**Figure 2**



**Figure 2** Source FII, (Feb 2018) Retrieved from <https://feminisminindia.com/2018/02/08/pad-man-acquisitive-marketing/>

- 2) **Awareness of Media Campaigns:** With exceptionally substantial correlations to Perceived Effectiveness of Media Campaigns (0.774) & Influence of Media Campaigns on Knowledge & Perception (0.641), awareness of media campaigns has a significant association with all the remaining variables. These results demonstrate that a better understanding of the programs performs a major role towards enhancing menstrual hygiene and generating favourable opinions.
- 3) **Influence on Knowledge and Perception:** Media campaigns' influence on enhancing comprehension and understanding has an important influence on real-life procedures and the effectiveness of campaigns, in accordance to the correlation between their effects on knowledge along with perception and their behavioural impact on menstrual hygiene practices (0.626) along with perceived effectiveness (0.653).
- 4) **Behavioural Impact:** Campaigns that lead to positive behavioural changes have been recognised as being more successful, as seen by the link between the behavioural impact of media campaigns on menstrual hygiene practices & the perceived effectiveness of media campaigns (0.643). The significance of behavior-oriented marketing in promoting the effectiveness of media initiatives is emphasised by this correlation.

**Ha2: The perceived effectiveness of media campaigns on menstrual hygiene is significantly predicted by media exposure, awareness of media campaigns, the influence of media campaigns on knowledge and perception.**

The R value of 0.841 along with the R<sup>2</sup> value of 0.708 indicate an outstanding resemblance between the independent variables (Media Exposure, Awareness of Media Campaigns, Influence on Knowledge, and Behavioural Impact) and the dependent variable (Perceived Effectiveness of Media Campaigns), according to the model summary. These factors account for 70.8% of the variation in the perceived efficacy of media efforts.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841	.708	.695	.45058
a. Predictors: (Constant), Behavioural Impact of Media Campaigns on Menstrual Hygiene Practices, Media Exposure and Access, Awareness of Media Campaigns on Menstrual Hygiene, Influence of Media Campaigns on Knowledge and Perception				
b. Dependent Variable: Perceived Effectiveness of Media Campaigns				

The ANOVA results show that the model is statistically significant ( $F = 57.447, p = 0.000$ ), confirming that the combination of predictors (Media Exposure, Awareness, Influence on Knowledge, and Behavioural Impact) significantly predicts the perceived effectiveness of media campaigns.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.653	4	11.663	57.447	.000 <sup>b</sup>
	Residual	19.288	95	.203		
	Total	65.940	99			
a. Dependent Variable: Perceived Effectiveness of Media Campaigns						
b. Predictors: (Constant), Behavioural Impact of Media Campaigns on Menstrual Hygiene Practices, Media Exposure and Access, Awareness of Media Campaigns on Menstrual Hygiene, Influence of Media Campaigns on Knowledge and Perception						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.104	.287		.362	0.718
	Media Exposure and Access	.357	.097	.371	3.661	.000
	Awareness of Media Campaigns on Menstrual Hygiene	.696	.089	.644	7.827	.000
	Influence of Media Campaigns on Knowledge and Perception	.318	.079	.395	4.003	.000

Behavioural Impact of Media Campaigns on Menstrual Hygiene Practices	.259	.085	.229	3.040	.003
a. Dependent Variable: Perceived Effectiveness of Media Campaigns					

Media access and exposure have an appealing and substantial effect on how effective media campaigns are perceived ( $\beta = 0.357, p = 0.000$ ). This signifies that increased understanding of media efforts results in more positive perception of their efficacy. Awareness in regard to Media Campaigns ( $\beta = 0.696, p = 0.000$ ) was found indicating perceived effectiveness to a significant extent. It reveals that with an elevated level of awareness in regard to media campaigns, menstrual hygiene results in higher perception of their performance. Perceived usefulness has a major impact primarily by the influence of media campaigns on understanding and point of view ( $\beta = 0.318, p = 0.000$ ), indicating that effective media efforts are those that increase consciousness as well as perception of menstrual hygiene. Behavioural Impact of Media Campaigns ( $\beta = 0.259, p = 0.003$ ) illustrates that the more media campaigns are thought to be feasible, the more they bring about significant behavioural changes connected with menstrual hygiene.

## 6. CONCLUSION

There is a favourable correlation between the perceived success of media campaigns on menstrual hygiene and media exposure, awareness of media campaigns, their influence on knowledge and attitudes, and the actual behavioural impact of these programs, according to the statistical results. Perceived efficacy appears to be most significantly predicted by awareness of media campaigns and the capacity to shape attitudes and knowledge. The goal of media efforts should therefore be to increase exposure and raise awareness in order to have the greatest possible influence on menstrual hygiene.

## CONFLICT OF INTERESTS

None.

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