

Call for Expression of Interest

Strengthening Global Communications, Advocacy and Partner Engagement for the Shared Agenda for Action on Menstrual Health and Hygiene

CEF/USA/2026/011

1 Timeline

Posted	Jul 27, 2026
Clarification Request Deadline	Aug 2, 2026
Application Deadline	Aug 11, 2026
Notification of Results	Aug 31, 2026
Start Date	Sep 14, 2026
End Date	Dec 30, 2027

2 Locations

- A United States of America
 - a New York

3 Sector(s) and area(s) of specialization

- A WASH and Environment
 - a Basic sanitation
 - b Hygiene
 - c WASH in emergencies

4 Issuing Agency

UNICEF

5 Project Background

Menstrual health and hygiene (MHH) is increasingly recognized as a cross-sectoral development issue that contributes to improved health, education, gender equality, water and sanitation, economic participation and human dignity. Despite growing evidence and global momentum, MHH remains under-prioritized within many national policies, programmes and financing mechanisms. To address this challenge, UNICEF and partners are coordinating the development of the Shared Agenda for Action on Menstrual Health and Hygiene (SA), a collaborative global initiative designed to strengthen political prioritization, advocacy, coordination and investment for MHH. The Shared Agenda is being co-created through an extensive consultation process involving governments, UN agencies, civil society organizations, researchers, private sector partners and people with lived experience from more than 70 countries. Development of the Shared Agenda has been informed by a global Political Economy Analysis (PEA), national and regional consultations, and engagement with

the Global Menstrual Collective and other strategic partners. These processes identified five priority advocacy pathways: • strengthening the integration of MHH across development sectors; • addressing evidence and data gaps; • promoting cohesive global messaging while supporting country-led advocacy; • strengthening government leadership and accountability; and • positioning MHH within broader development and financing agendas. To support implementation of these priorities, UNICEF seeks to establish a strategic partnership with an international organization that has demonstrated expertise in strategic communications, advocacy, public campaigns and stakeholder engagement related to gender equality, health, education, WASH or menstrual health. The selected partner will support the development of advocacy products and communication approaches that translate evidence into practical policy messages and strengthen engagement around the Shared Agenda through Menstrual Hygiene Day, global advocacy events and year-round communications. The selected organization should demonstrate strong experience in: • global advocacy and communications; • campaign development and implementation; • policy communication; • stakeholder engagement and coalition building; • design and dissemination of communication products; • working with international development organizations and global partnerships. The work should be implemented through a collaborative process involving UNICEF, the Global Menstrual Collective, AiMHI, WaterAid and other Shared Agenda partners, ensuring technical accuracy, broad ownership and alignment with the overall Shared Agenda process.

6 **Expected Results**

Outcome Governments, global partners, civil society organizations and advocates have improved access to high-quality communications, advocacy products and engagement opportunities that strengthen political commitment, cross-sectoral collaboration and investment for menstrual health and hygiene through implementation of the Shared Agenda for Action. Output 1. Policy Briefs on MHH and Development Priorities Evidence on the links between menstrual health and hygiene and broader development outcomes is translated into practical policy briefs that support advocacy and political engagement across sectors. Activities 1. Develop three policy briefs translating existing evidence briefs into audience-focused advocacy products. 2. Coordinate technical review with UNICEF, AiMHI and Shared Agenda partners. 3. Design the policy briefs in line with the Shared Agenda visual identity 4. Disseminate the policy briefs through Menstrual Hygiene Day, Shared Agenda and partner communication channels. Output 2. Shared Agenda Communications and Engagement Strategy A comprehensive communications, advocacy and stakeholder engagement strategy is developed to support implementation and uptake of the Shared Agenda. Activities 1. Conduct consultations with key stakeholders. 2. Map priority audiences and engagement opportunities. 3. Develop audience-specific messaging and advocacy approaches. 4. Develop a two-year communications and engagement strategy aligned with the Shared Agenda accountability framework. 5. Identify priority advocacy moments, events and communication channels. Output 3. Communications and Advocacy Activation Strategic communications products and advocacy activities increase awareness, engagement and uptake of the Shared Agenda among global, regional and national stakeholders. Activities 1. Develop communication materials supporting implementation of the Shared Agenda (e.g. campaign materials, one-pagers, infographics, media toolkit). 2. Integrate Shared Agenda messaging into Menstrual Hygiene Day communications. 3. Produce year-round communication products across digital channels. 4. Support strategic positioning of the Shared Agenda during selected global advocacy events.

7 **Indicative Budget**

65000.00000

8 **Other Information**

Indicative budget includes the capacity strengthening cost

9 **Selection Criteria**

Name	Description	Weight
Sector expertise and experience	• Demonstrated expertise in global communications, advocacy and stakeholder engagement related to MHH, gender equality, WASH, health or education. • Proven experience developing policy briefs, advocacy strategies, campaigns and communication products for international audiences. • Experience working with global partnerships, civil society networks, governments, UNICEF or other UN agencies	50

Relevance of proposal to achieving expected results	• Clear understanding of the Shared Agenda's objectives, audiences and intended advocacy outcomes. • Strong approach for translating evidence into accessible, audience-specific policy and advocacy messages. • Relevant strategy for engaging and activating global, regional and national partners through MH Day and other advocacy platforms	30
Clarity of activities and expected results	• Clear and feasible methodology, including consultation, drafting, review, design and dissemination processes. • Realistic workplan with appropriate sequencing, timelines and allocation of responsibilities. • Strong quality-assurance approach to ensure technical accuracy, coherence with the Shared Agenda and timely delivery.	20

10 **Attachments**

Description	URL
Table of Expected Project Outputs and Associated Activities and Performance	Download the document here

11 **Concept Note Template**

[Download the document here](#)

12 **For more information on this partnership opportunity, and to apply, please visit**

[UN Partner Portal](#)