

PARTNERSHIPS IN THE MENSTRUAL HEALTH SECTOR: HOW DO MISSION-DRIVEN ORGANIZATIONS COLLABORATE TO CREATE SOCIAL IMPACT?

Background

Menstruation

Menstruation is surrounded by stigma and taboo. Menstruators around the globe face social exclusion and discrimination. Period Poverty, lack of knowledge and shame lead to societal challenges with regards to menstruation.

Mission-driven Organizations

Mission-driven Organizations thrive at solving social or environmental problems. Literature claims that such organizations are able to create social change.

Methods

Research Approach

To answer the Research Question, a qualitative research approach is used. The inductive multiple-case study involves Western-European organizations. Seven semi-structured interviews were conducted.

Interviews

Questions on goals of collaborations, actors in the field, and menstruation were posed. The Interviews were coded by using the Gioia (Gioia, Corley & Hamilton, 2012) Method.

Results

Menstruation

Systematic challenges in the field of education, stigma and taboo, period poverty, governmental engagement and health services. All actors consider themselves as changemakers in the field.

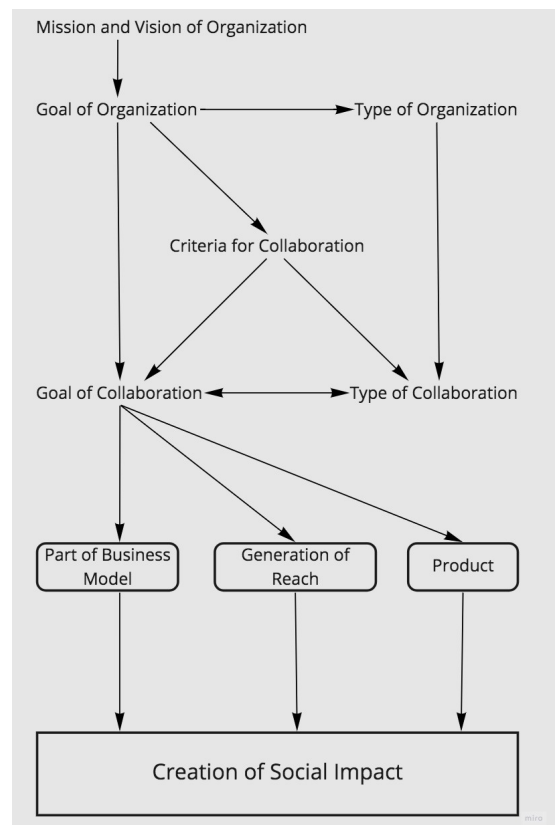
Collaboration

An organizations' mission, its goal and the type of the organization influence the criteria for collaborating with others, as well as the goal and the type of the collaboration.

Social Impact

Perceived creation of social impact either through supporting NGOs or associations, through progressive communication about the topic, or advancing menstrual education.

Conceptual Framework



Conceptual Framework

Explanation Framework

The developed framework shows the relation between organizational and collaborational aspects and identifies collaboration as part of the business model, as the product, or as a tool to generate reach as strategies to create social impact.

Mission-driven organizations consider themselves as being able to create social change.

Cross-sectoral collaborations are necessary to sustainably change cultural and societal narratives.

The government needs to engage in de-stigmatizing menstruation by adjusting policies and reforming educational systems.

Menstruation is a complex health, economic and cultural topic which requires progressive and open communication.