

ABOUT THE CAMPAIGN

Who is Sustainable Health Enterprises?

SHE is a social enterprise that helps women in Rwanda jumpstart social businesses that manufacture and distribute affordable maxi pads. Coupled with health education and advocacy, SHE works to ensure Rwandan girls and women have the opportunity to live productively, healthfully, and with dignity.

What's the purpose of the #SmallThings campaign?

Every month, one in ten African girls misses up to five school days due to menstrual hygiene barriers and cultural taboos. And women who are unable to work during their period risk losing their jobs.

SHE believes no woman or girl should have to put her life on hold every 28 days because she doesn't have the one small thing she needs: maxi pads. That's why we've created an innovative, long-term solution that's changing their story.

Our business model to locally produce 5-cent menstrual pads from banana fibers is cost-effective, scalable, and eco-friendly. SHE is creating an affordable menstrual hygiene product and economic opportunities that can transform entire communities.

SHE's small thing has generated big wins in Rwanda, and we've created this campaign to celebrate the small things that make a big impact on reaching our full potential.

Join us and celebrate the #smallthings that keep you standing tall.

TWITTER

Follow @SHEnterprises and #SmallThings to join the campaign. We will be tweeting interesting facts about small things that create big changes and powerful messages from inspiring women, like SHE founder Elizabeth Scharpf, Arianna Huffington, and Gloria Steinem.

Hashtags

#SmallThings #SHEro #Smallthingselfie

Sample Tweets

- Our 5-cent menstrual pad is changing Rwandan girls' and women's lives. What #smallthings help you stand tall? <http://bit.ly/1iwfORK>
- 1 in 10 African girls do not attend school during menstruation due to menstrual hygiene barriers and taboos. #smallthings
- Many African girls miss up to 5 days of school each month due to menstrual hygiene barriers and taboos. #smallthings
- When girls don't have access to pads, they miss up to 20% of their school days. #smallthings
- When women don't have access to pads, they miss work and risk losing their jobs. #smallthings
- [.@SHEnterprises](#) production center in Rwanda delivers a holistic, long-term solution by providing pads and quality jobs for women. # <http://bit.ly/Sir2Tx>
- Girls in Rwanda say having access to affordable pads would make their period a more positive experience. #smallthings <http://bit.ly/1oOBWMg>
- Girls and women deserve the right to manage their menstruation needs hygienically, safely, and with dignity. #smallthings
- [.@SHEnterprises](#) health educators are breaking taboos by speaking out about menstrual hygiene. #smallthings #SHEro <http://bit.ly/1kOHkhD>
- What does a girl miss out on when she misses 5 days of school every month? <http://bit.ly/1pBD6uu> #smallthings

#SMALLTHINGS CAMPAIGN DIGITAL TOOLKIT

SHE

- What does a woman miss out on when she misses 5 days of work every month? <http://bit.ly/1iwfORK> #smallthings
- “Maxi pads help me a lot, but sometimes I can’t afford them.” Learn how @SHEnterprises changes lives w/ #smallthings. <http://to.pbs.org/1mdhuC6>
- “You can’t ask for money for pads when you didn’t have dinner.” Learn how @SHEnterprises changes lives w/ #smallthings. <http://bit.ly/1iwfORK>
- Sometimes it’s the #smallthings that give us the most self-confidence. <http://bit.ly/1iwfORK>
- What small thing can change her story? A menstrual pad. Find out how: <http://bit.ly/1trv2N6> #smallthings
- @SHEnterprises makes menstrual pads affordable for all girls and women. Sometimes #smallthings make the biggest difference. <http://bit.ly/1trv2N6>
- Learn how @SHEnterprises makes big changes w/ #smallthings. <http://to.pbs.org/1mdhuC6>
- What’s one small thing you can do to make big changes? Become a monthly supporter of @SHEnterprises. <http://bit.ly/TXFrWA> #smallthings #SHEro
- What’s one small thing you can do to make big changes? Organize a fundraiser for @SHEnterprises. <http://bit.ly/1IQXrbc> #smallthings #SHEro
- What’s one small thing you can do to make big changes? Share your expertise! <http://bit.ly/1r7Hcij> #smallthings #SHEro
- What’s one small thing you can do to make big changes? Sign up for our quarterly newsletter. <http://eepurl.com/zfW6X> #smallthings #SHEro

Note: All tweets have been fact checked and sources are available.

FACEBOOK AND INSTAGRAM

Visit our Facebook page ([facebook.com/SHEnterprises](https://www.facebook.com/SHEnterprises)) or on Instagram (@shenterprises) to find sharable graphics and photos throughout the campaign. Don’t forget to tag us in your posts!

ADDITIONAL WAYS TO AMPLIFY THE MESSAGE

- **Use your expertise to write an original blog post.**

#SMALLTHINGS CAMPAIGN DIGITAL TOOLKIT

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Do you have a story about a small thing that changed your life? Send an email to supportshe@sheinnovates.com to inquire about opportunities to write for our blog.

- **Mention this campaign in a news article or on your blog.**

SHE founder Elizabeth Scharpf is available for interviews. All media inquiries should be sent to prelations@sheinnovates.com.

CAMPAIGN GRAPHICS

You are welcome to use our campaign graphics on your website, blog, and social media. Please do not modify them.