



United Nations
Educational, Scientific and
Cultural Organization



Switched on

An exhibition on digital sexuality education providers

**“*Sex education should go where its audience hangs out*”
says Adrian Radu, creator of the **SEXUL vs BARZA** Romanian sex education portal.**

This series of posters featured as part of an exhibition at ‘Switched On: Sexuality Education in the Digital Space’, a symposium held in Istanbul, Turkey, from 19 - 21 February, 2020. The posters are snapshots of digital sexuality education providers who are doing just that – taking sexuality education to the digital spaces where adolescents and young people can search for and hopefully find, the information they need. These are just a few of thousands of platforms that have emerged throughout the world and have been selected because of their innovative approaches and geographic spread.

This diverse collection of providers operates in over 30 countries, delivering accurate and non-judgemental information in Arabic, Chinese, Dutch, English, Hindi, Kazakh, Kenyan sign language, Russian, Turkish, and other languages. They deliver in areas of high and low connectivity through websites, apps, social media and other platforms.

Their goals include promoting sexual health and rights, reducing violence and stigma, empowering women and girls, shifting gender and sexuality norms, encouraging self-acceptance and love, fostering critical thinking, and using humour and art to break down barriers. Several seek to fill gaps in formal sexuality education received in schools. Some provide information rarely available in certain languages or contexts. Others operate in an environment overloaded with often inaccurate information. They seek to bust myths and help young people decide which information is accurate or inaccurate, useful or not. All try to make sexuality education more fun.

This wide range of products and platforms targets global audiences, including young men, young women, people of all genders and sexualities, LGBTI young people, people with disabilities, pregnant women, HIV positive youth, teachers, parents, rural and urban populations, and more. Content is produced by influencers, activists, technical experts, and communities and users themselves; including by young people, people with disabilities, HIV positive young people, LGBTI groups and individuals, and survivors of gender-based violence.

Together, these innovative outlets have reached hundreds of millions of adolescents and young people throughout the world. Using narratives and numbers to measure impact, these platforms have recorded changes to the way people are educated, increased audience satisfaction, increased HIV testing, and changed attitudes and behaviours. They connect and partner with communities, counsellors, schools, media, police, health services, government bodies, UN agencies, and dating apps.

Governments, donors, and the private sector fund them. A couple make a profit, and several are surviving on almost no money. Each platform finds its own way to negotiate the norms and pressures of their contexts and the transnational online spaces they occupy. Together, they represent a rich and diverse body of online sexuality education for young people living in an increasingly digital world.

With support from



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For more information on the *Switched On* symposium please visit
en.unesco.org/events/switched-sexuality-education-digital-space



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This compilation of case studies on digital sexuality education providers was developed for UNESCO by the Institute of Development Studies in 2020. Some were adapted and updated from existing case studies collected by:

- Love Frankie under a project led by UNICEF East Asia and Pacific Regional Office, UNFPA Asia Pacific Regional Office and UNESCO Bangkok in 2018
- UNESCO Institute for Information Technologies in Education in 2019
- Restless Development under a project led by UNESCO in 2019

UNESCO would like to thank all content developers who participated in interviews for this project.

Agents of Ishq

Multiple platforms enabling discussions of sexuality, grounded in Indian contexts and cultures

Overview

	Country	India
	Creator	Paromita Vohra
	Platform	Website, Facebook, Twitter, Instagram, Soundcloud, and soon, TikTok
	Web link	agentsofishq.com
	Target audience	Mainstream audiences in India, young people, parents and media.
	Goal	Create an easygoing Indian language platform about contemporary sexual experience. Break barriers of awkwardness through humour and art. Challenge the binary way that sexuality is discussed such as man/woman, straight/queer, sex/love, good/bad, appropriate/inappropriate.

Approaches to audience needs

WHAT YOU'LL FIND

Features include celebrations of sexuality in traditional Indian art forms, funky materials on safe sex and sexual health, a queer map of Mumbai, explanations of Indian laws on sexual harassment and gender identity, and discussion on negotiating sexuality while living with parents. The content is grounded in Indian contexts and cultures and material is featured in Hindi and English.

CONTENT DEVELOPMENT

Content is created in response to questions received by users. Topics sidelined in public discussion may also be approached, for example a masturbation poetry contest is held annually, and after the Me Too movement, a call was put out for users to share their most memorable sexual experiences, good, bad or indifferent, to balance out the flood of negative stories in the media.

TRUST & SAFETY

The language used is welcoming and affectionate, and aesthetics are friendly. Experience, rather than identity, is used as the basis of a political conversation which aims to include all audiences, whether you are a bisexual man in Mumbai, or a young woman in a rural area facing an arranged marriage.

AWARENESS & REACH OF PLATFORM

Users are attracted by the use of engaging material on social media, and pop culture material sometimes involving celebrities. People share the material because they like it.



©Agents of Ishq

CONNECTION WITH CONTENT

Users wishing to share personal testimonies on sex or emotional experiences liaise with the editor to co-create their contribution. These are shared under real names, pen names or anonymously, as the author prefers. Misogynist or homophobic stories are rejected, but otherwise all testimonies are included without judgement.

Impact measurement

REACH

Over 5 million users per year on the website, YouTube and Instagram platforms combined.

ENGAGEMENT

On average users spend 3.5 to 4 minutes on the website. Approximately 500 people a month save their stories from Instagram.

IMPACT

Analyses of user interactions and questionnaires are used to explore impact in terms of emotional responses rather than comprehension, and the platform is continually adjusted in light of this information.



'We mine erotic traditions of India and re-purpose them for contemporary life. How do we have a contextual discussion which does not fall into the hands of nationalists? Through art which can deal with the nuances.'

Paromita Vohra

Ahwaa

Online community providing information and enabling discussion on LGBTI+ issues in the Middle East

Overview

- Region** Middle East and North Africa
- Creator** Majal
- Platform** Website
- Web link** <https://ahwaa.org>
- Target audience** Young people aged 15 to 35 from the LGBTI+ community in the Middle East and North Africa region.
- Initial motivation** Ahwaa was created as a safe platform for LGBTI+ people to discuss the issues impacting their lives, share information and seek support.
- Goal** Create a safe online platform for LGBTI+ people in the Middle East and North Africa to connect with other members of the community.

Approaches to audience needs

WHAT YOU'LL FIND

The platform provides informative articles under a range of topics, including sexuality, identity, society, religion, family, relationships and culture.

CONTENT DEVELOPMENT

All content is user-generated, with users either submitting a question or a personal story. A team of trained volunteers moderate content, including comments.

TRUST & SAFETY

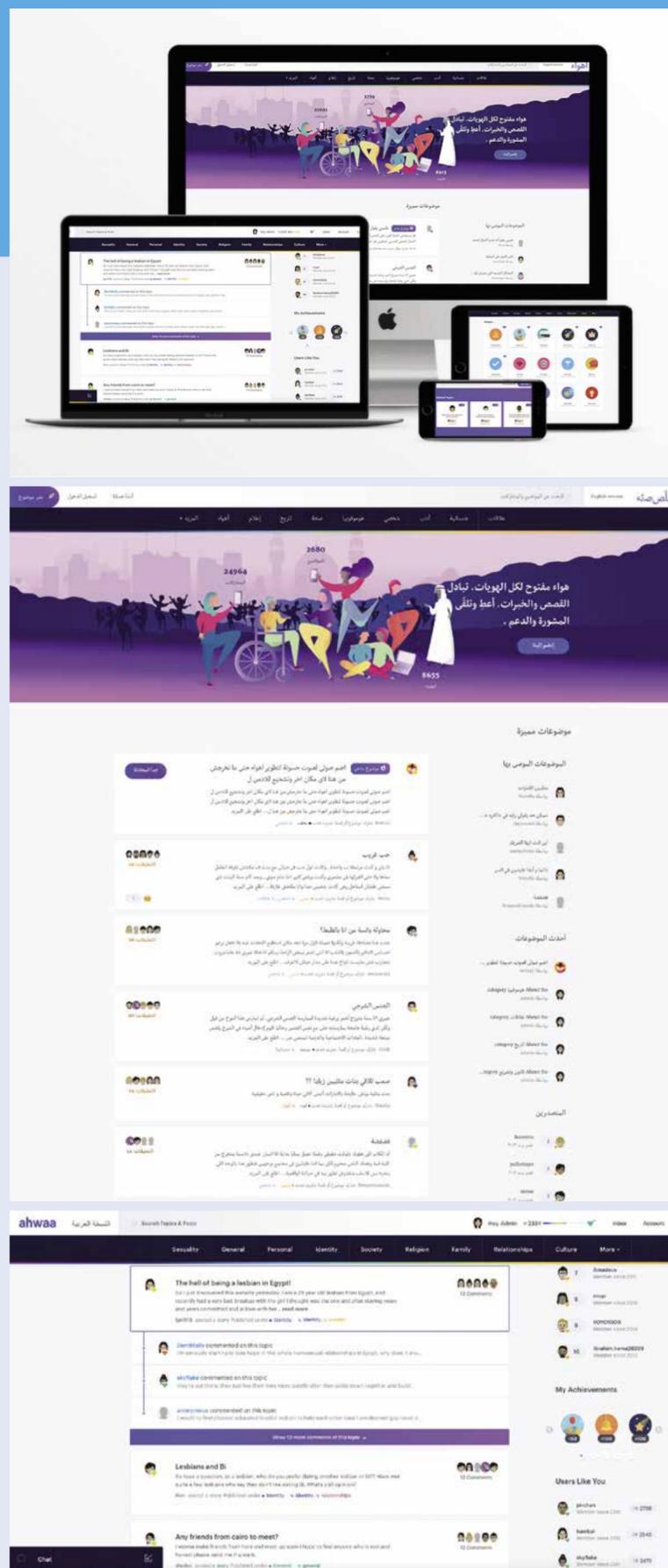
Given the context, guaranteed anonymity is essential. Ahwaa provides users with cartoon avatars for their profiles, to prevent real photos from being published. Users can choose whether to sign-up, participate anonymously or hide their username when posting. Ahwaa also uses gamification to create a safe and secure platform, the forum is organized into three levels, each with a different set of permissions. New users earn points and gain access to areas on the site with each positive interaction.

AWARENESS & REACH OF PLATFORM

While some commercial marketing has been used, including Facebook advertisements, people usually find out about Ahwaa through word-of-mouth.

CONNECTION WITH CONTENT

Content is entirely member generated. Non-members can read content but cannot submit their own content or join discussion forums.



©Ahwaa

Impact measurement

REACH

As of late 2019, there are 9,463 members, and on average over 20,000 unique views per month, many from non-members.

ENGAGEMENT

Members have contributed over 3,000 stories or questions, generating over 28,000 responses.



'We are constantly looking for ways to make anonymity fun. It can be discouraging talking to people with no identity.'

Ahwaa

AMAZE

An engaging, age-appropriate, online sexuality education resource for young people across the globe

Overview

	Creator	Advocates for Youth, Answer and Youth Tech Health (YTH)
	Platform	YouTube channel, website, Facebook, Twitter and Instagram
	Web link	amaze.org , amaze.org/za , amaze.org/es
	Target audience	Young people around the world
	Goal	To provide young people direct access to vital information about sexuality, resources for educators, and support for parents to facilitate open and honest conversations.

Approaches to audience needs

WHAT YOU'LL FIND

The AMAZE website provides young people with short, engaging, age-appropriate and scientifically accurate animated videos on a wide range of sexuality-related topics. It also offers videos, articles and toolkits to enable parents and teachers to have honest conversations about sexuality with adolescents. Amaze's social media channels also provide an opportunity to comment and ask questions.

CONTENT DEVELOPMENT

The AMAZE team includes experts in sexuality education, youth sexual development and parent-child communication who work with animators to develop each video. Video topics are designed to meet the learning objectives outlined in the National Sexuality Education Standards. In addition, the team is in regular contact with classroom educators, parents and members of its youth advisory board to explore new topics. Finally, viewers can suggest video topics through AMAZE's social media channels.

TRUST & SAFETY

Young people primarily interact with the platform through YouTube videos, which they can watch without signing in. Viewers are required to sign-in if they wish to post comments.

AWARENESS & REACH OF PLATFORM

AMAZE's strategy includes both online and off-line campaigns. Social media platforms such as Facebook and Instagram are used to inform communities about new content and resources and to encourage newsletter sign-ups. Engagement with influencers who blog or host YouTube channels is a critical part of the strategy.



CONNECTION WITH CONTENT

A team of AMAZE Youth ambassadors regularly reviews content and suggests new topics. Users can engage or reflect on videos through commenting on YouTube.

Impact measurement

REACH

Over 30 million video views, 6,021 Instagram followers and 1,984 Twitter followers.

ENGAGEMENT

YouTube analytics are used to monitor engagement and characteristics of users.

IMPACT

AMAZE's 90 videos have been adapted and subtitled in Africa, Latin America, and Asia for wider use in over 20 languages.



Digital platforms allow you to create many different versions of the same content in terms of language and characters.

AMAZE

A Dose of Cath

Activist led Facebook and blog entries aiming to confront sexual taboos in Cambodia

Overview

-  **Country** Cambodia
-  **Creator** Catherine Harry
-  **Platform** Facebook page, YouTube channel, blog and Instagram
-  **Web link** www.facebook.com/adoseofcath/
-  **Target audience** 18 to 30 year old women in urban areas in Cambodia
-  **Goal** Address the lack of sexuality education available in Khmer. Catherine Harry aims to educate and raise awareness of gender equality, sexual and reproductive health issues and gender-based violence with a feminist lens.

Approaches to audience needs

WHAT YOU'LL FIND

A Dose of Cath features videos, photos, blogs and short comments by Catherine Harry (Cath), discussing topics including gender equality, sexual and reproductive health and gender-based violence. Cath uses her vibrant personality and unapologetic tone to confront the taboo of sexual and reproductive health.

CONTENT DEVELOPMENT

Topics are chosen based on trending issues in the country, Cath's own interest and audience suggestions. Cath produces content by thoroughly researching and drafting scripts, which she checks with experts. She produces, publishes and advertises content herself.

TRUST & SAFETY

Content is verified with medical experts to ensure its accuracy. The platform refers the audience to clinics and other experts where appropriate. Cath chooses not to delete hateful comments, in order to expose audiences to the prevalence of such attitudes in Cambodia.

AWARENESS & REACH OF PLATFORM

Paid social media advertisements, public relations, media activity and teaser videos are used to attract and increase exposure to the platform across a range of channels. Content covers multiple and diverse topics, such as sexual and reproductive health, gender norms and gender equality, in order to attract different audiences.



©A Dose of Cath



©A Dose of Cath



©A Dose of Cath

CONNECTION WITH CONTENT

The content is relatable, informative and friendly in tone, using a vlog format. Cath engages the audience directly in the comments section on YouTube and private messenger on Facebook. Comments are monitored closely.

Impact measurement

REACH

352,967 Facebook followers and 65,300 YouTube subscribers since 2017.

ENGAGEMENT

Engagement is measured through social media analytics tools.



'I would never be able to do [discuss] the topics that I'm talking about in traditional media like TV. They are too sensitive. With the rise of social media, I have more freedom in what I can talk about.'

Catherine Harry

Bish UK

A website guide to sex, love and you, in the UK

Overview

-  **Country** UK
-  **Creator** Justin Hancock
-  **Platform** Website, Twitter, Instagram, Facebook, YouTube
-  **Web link** <https://www.bishuk.com/>
-  **Target audience**
Young people aged 14 and over, who are (or are thinking about) having sex and relationships. For people of all genders and sexualities, from different backgrounds, and with different beliefs and values.
-  **Goal**
Become a go-to resource for young people with questions about sexuality.

Approaches to audience needs

WHAT YOU'LL FIND

Bish UK provides videos, images, infographics, quizzes, questions and answers, and short articles on topics such as: Am I pregnant? Is masturbation better than sex? What to do when sex is awkward, relationship negotiation, on and offline abuse, how to practice consent, and romance.

CONTENT DEVELOPMENT

The platform has only one part-time staff member; creator and editor, Justin Hancock. Justin relies on young people's feedback and questions to guide content development.

TRUST & SAFETY

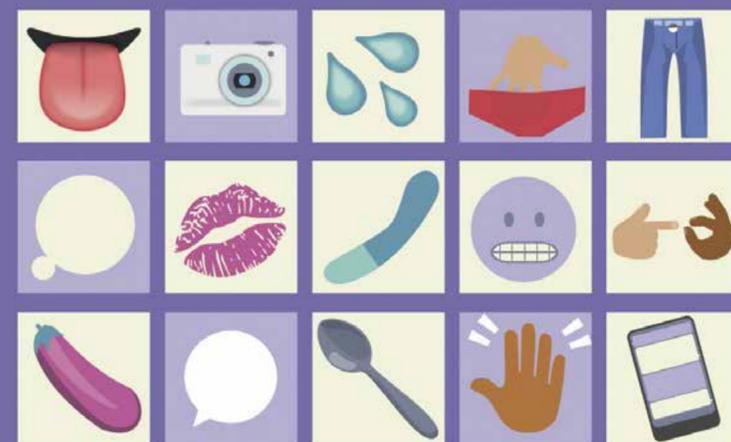
Young people trust the content because Bish UK is evidence-based, friendly, and not trying to sell anything. There are no ads or pop-ups, and no overt promotion of Durex, the sponsor. Site content is welcoming to diverse groups including trans and asexual people, and people with disabilities.

AWARENESS & REACH OF PLATFORM

Search engine optimisation is the key strategy, with 85% of users reaching the site through a Google search on their mobile phone.

CONNECTION WITH CONTENT

Young people can ask questions anonymously which Justin answers either individually or publically on the site. The 'Your call' interactive space of the website invites users to make their own one-minute 'talking about sex and love' videos, comment on UK policy on sex education, or join team BISH.



Try to think of sex as a big menu of things that you may or may not like ...

HOW TO **ENJOY SEX MORE** 

©Bish UK

Impact measurement

REACH

970,000 unique page views in 2019. The site has been going for almost ten years, and traffic rises and falls, largely due to changing google algorithms.

ENGAGEMENT

On average users stay on the site for 2.38 minutes.

IMPACT

84% of site users who responded to the most recent survey said that the content was helpful or very helpful.



Much sex education is very sex negative. At the same time young people are often bombarded with the opposite message from broader culture which says that sex is inherently valuable and that we have to do it (and that "it" is intercourse). I try to make BISH neither of those things and instead occupy a "sex critical" space - to explore the messages that we receive about sex and to critique them. This is to help us all tune into what we might actually want from sex and relationships rather than have the sex and relationships we feel we should have'

Justin Hancock

Frisky App

Sexual health information and risk assessment mobile app, Nigeria.

Overview

	Country	Nigeria
	Creator	Education as a Vaccine (EVA)
	Platform	Android mobile app and Facebook
	Web link	http://bit.ly/2DvhaPZ
	Target audience	Young people aged 15-24 years old
	Goal	To improve access to accurate sexual and reproductive health information and help young people minimize their sexual health risks.

Approaches to audience needs

WHAT YOU'LL FIND

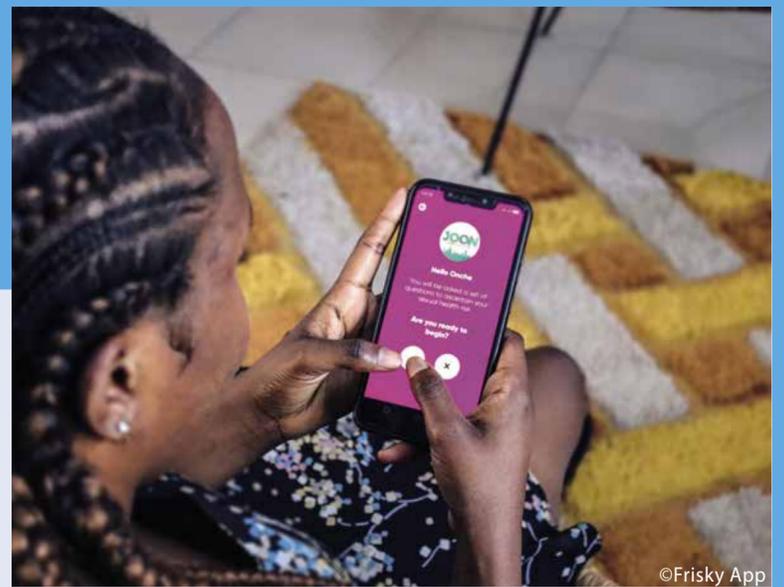
Frisky App provides sexual and reproductive health (SRH) information including information on body image, sexual abuse, abortion, HIV/AIDS, female genital mutilation, contraceptives, gender-based violence, puberty, sexual dysfunction, and early and forced marriages. Through the app, young people can assess their sexual health risks and learn ways to minimize such risks. Embedded in the app, is the 'My Question and Answer Service' that allows adolescents and young people to connect to a trained counselor through SMS, Phone call or WhatsApp, at any time and location of their convenience to access SRH information and locate youth-friendly services.

CONTENT DEVELOPMENT

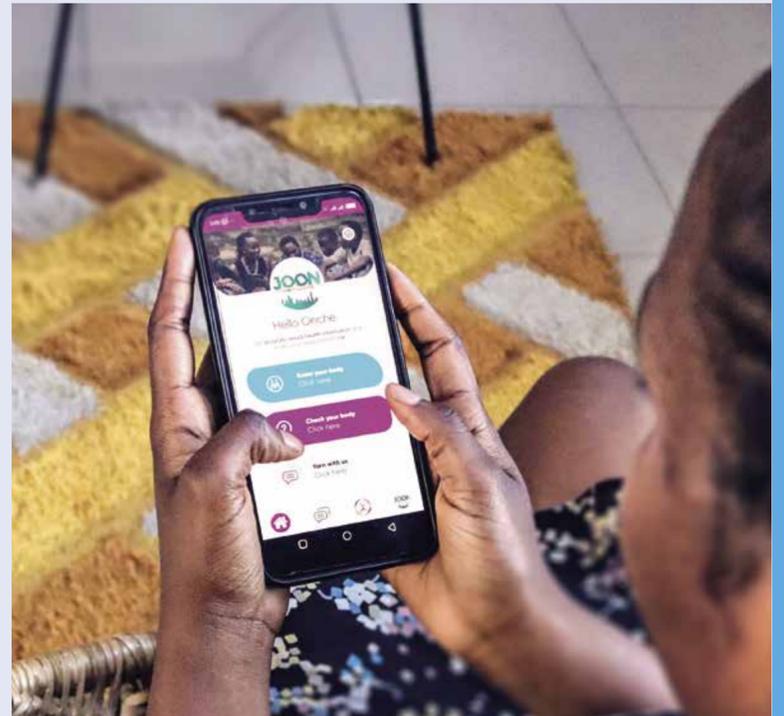
Content is drafted from relevant resources and tested on adolescents and young people (AYP) through Focused Group Discussions (FGDs). Based on the recommendations from the AYP, the content is adjusted and improved for clarity, language, image use and engagement. The final content draft is then shared with relevant stakeholders in the government, private and CSO sectors for validation before being included into the app.

TRUST & SAFETY

Under EVA's privacy policy, data is stored in a safe and secure server and EVA does not grant access to any third party. EVA is a well-known organization in Nigeria and has a partnership with the Nigerian Government.



©Frisky App



©Frisky App

AWARENESS & REACH OF PLATFORM

EVA promotes Frisky App and other services both offline and online. It uses paid social media advertising and traditional media advertising in print, radio and electronic media. The organization also hosts off-line edutainment events to promote the app.

CONNECTION WITH CONTENT

As well as providing information, users can engage with counsellor on relevant topics. It also encourages feedback from users, and ensures a timely response to comments and enquiries.

Impact measurement

REACH

Since the launch of the app in 2016, Frisky App has received 1356 registered users.

ENGAGEMENT

Frequent interaction of followers via Facebook and use of the interactive function of the app.

Hablemos de Todo

Website and social media channel for young people in Argentina

Overview

	Country	Argentina
	Creator	National Youth Institute, Government of Argentina
	Platform	Website, Facebook and Instagram
	Web link	www.hablemosdetodo.gob.ar/
	Target audience	15 to 25 year olds
	Goal	To present sexuality-related information in a form and language that resonates with young people, recognizing it is sometimes difficult to relate to formal sexuality education in schools. Also to plug gaps in the public provision of sexuality-related services.

Approaches to audience needs

WHAT YOU'LL FIND

Hablemos de Todo's website seeks to provide young people with accessible and relevant information on a broad variety of issues they might be facing, including sexuality, identity, diversity, bullying and relationships. It also offers a live chat service.

CONTENT DEVELOPMENT

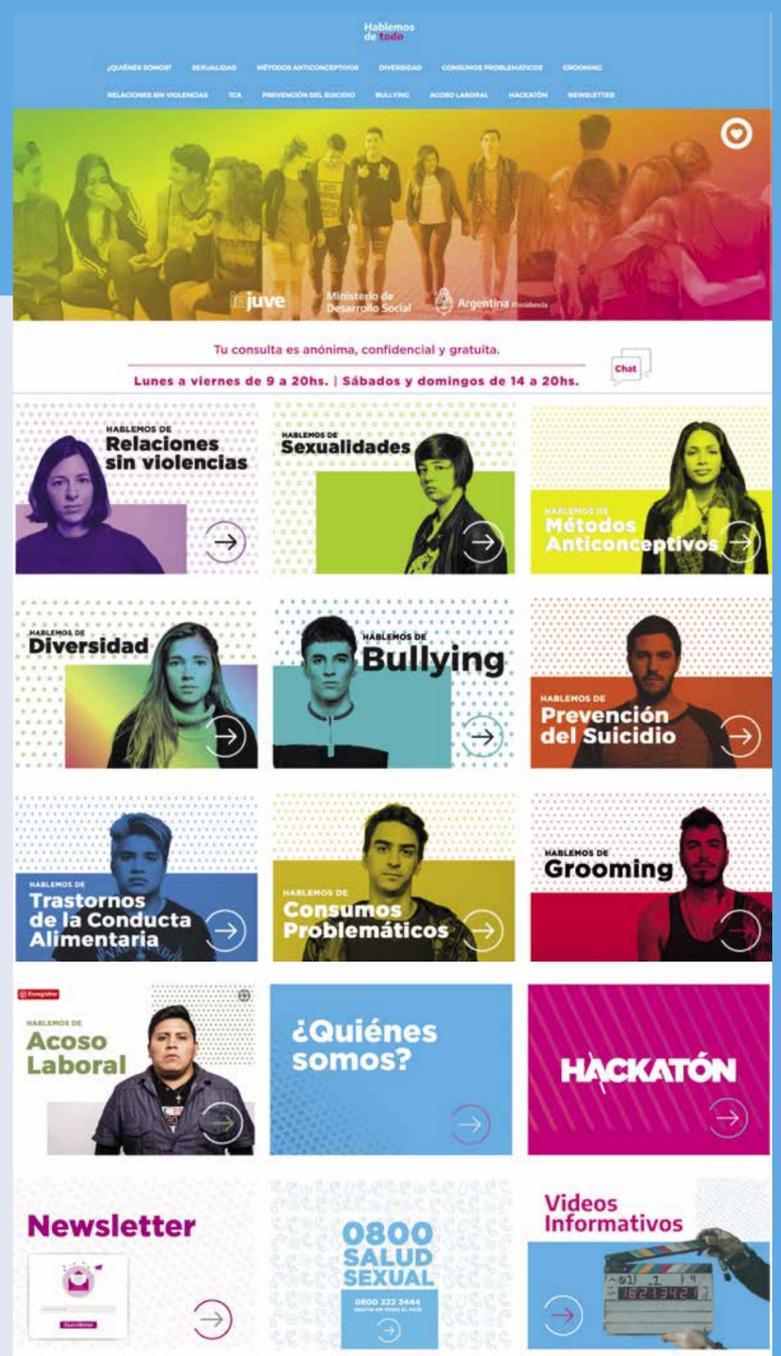
Content is designed in consultation with Ministries of Health, Education, and Social Development, as well as UNICEF, and experts including sociologists and psychologists.

TRUST & SAFETY

The website's online chat is anonymized.

AWARENESS & REACH OF PLATFORM

A national campaign gained traction through television, radio, billboards and digital formats. Off-line events and meetings also help raise the platform's popularity and online trends such as the #condomchallenge campaign generate awareness. The platform also uses music events and was part of the Plan ENIA campaign to reduce teen pregnancy.



©Hablemos de Todo

CONNECTION WITH CONTENT

Users can engage through questionnaires, videos, online consultations and the Facebook page.

Impact measurement

REACH

6.7 million Facebook views and over 108,000 Facebook followers. Over 79,000 Instagram followers.

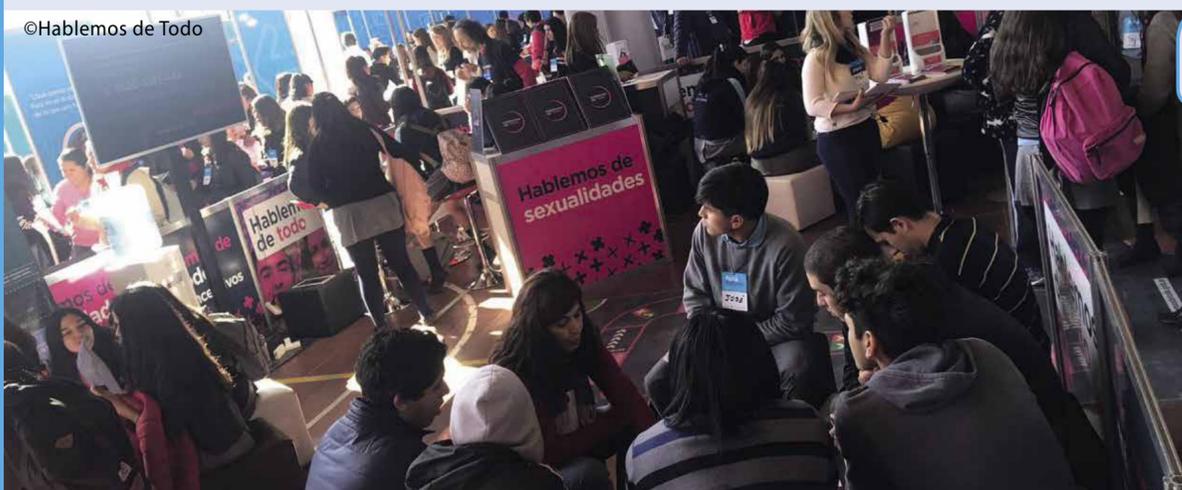
ENGAGEMENT

Over a million youth engage with the platform monthly. Engagement is measured through social media analytics.

IMPACT

Chile wants to reproduce the model and will be launching in the next 6 months.

©Hablemos de Todo



'Digital spaces have a very good impact, but [there is a] difference in access across social classes, wherein vulnerable people from lower social classes need to be reached through [bridging the] digital divide.'

Hablemos de Todo

Hannah Witton

Powerful UK influencer educating about sex, relationships and disability

Overview

 Country	UK
 Creator	Hannah Witton
 Platform	Instagram, YouTube, Twitter, podcast and Facebook
 Web link	youtube.com/hannahwitton
 Target audience	Hannah doesn't prescribe her target audience – rather, content is aimed at anyone who wishes to engage. The actual audience on YouTube and Instagram is about 85% 18–34 year olds, and largely from UK, USA, Europe and Australia.
 Goal	To make a difference educating people about sexuality and disability.

Approaches to audience needs

WHAT YOU'LL FIND

Hannah brings a feminist and sex-positive approach to sex education. She shares about eco-friendly period products, latest research on contraception, abortion rights, heteronormativity, the new Vagina museum in London, life, love and sex with ulcerative colitis, proposing to her boyfriend and more.

CONTENT DEVELOPMENT

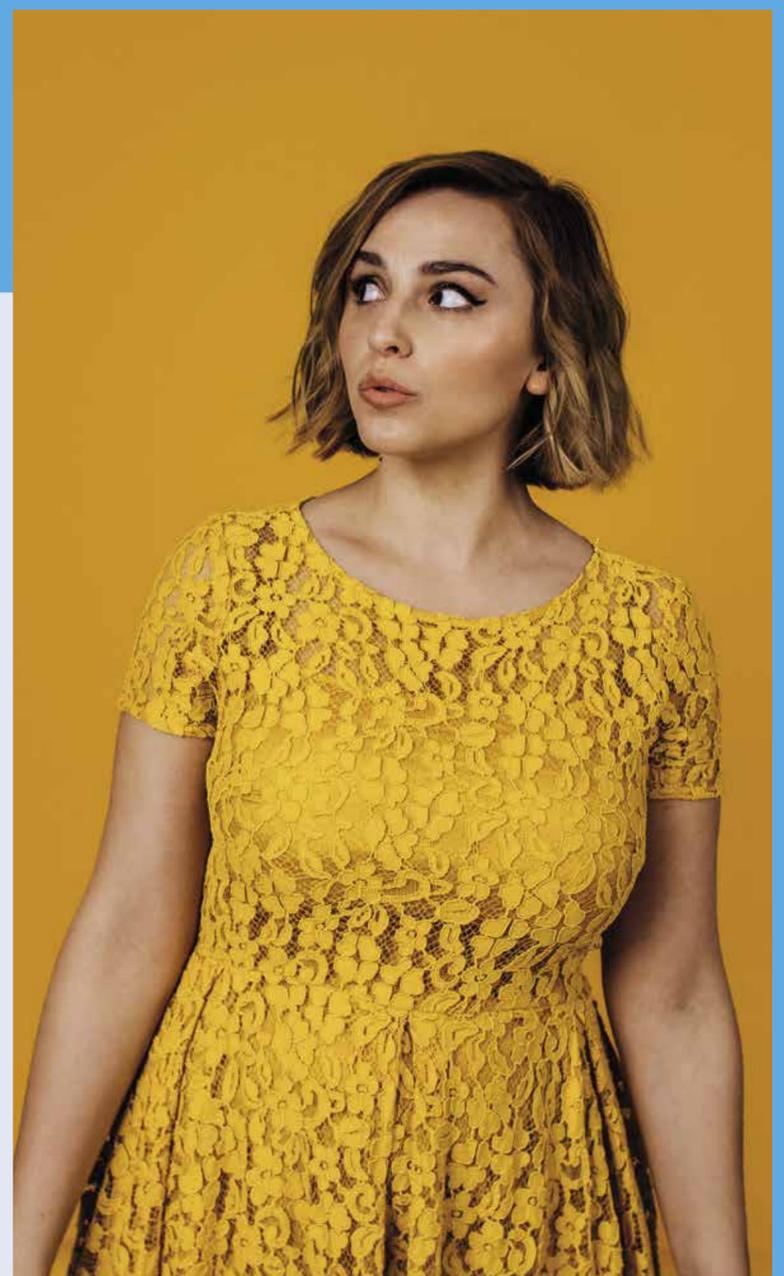
Hannah was getting much of her own education on sexuality from online sources and felt comfortable talking about it, so she started posting on these issues, and gained popularity. She uses her own experiences and persona to provoke change. Two years ago she became disabled, and has since addressed issues of sexuality and disability, including sharing platforms with other disability activists in the UK. Hannah decides content in response to users' input, media discussions, new research, conversations with friends, and her own experiences.

TRUST & SAFETY

There is no facility to ask questions privately. This creates a healthy boundary for Hannah and for her fans. People trust Hannah because she's an open book. She's not embarrassed. People know they'll get an honest answer to their questions.

AWARENESS & REACH OF PLATFORM

Hannah advertises through social media and tries to make as much noise on the internet as possible. Algorithms can work for or against her, with her work sometimes categorized by YouTube as explicit. Luck also plays a part in increasing her reach.



©Rebecca Need-Menear

CONNECTION TO CONTENT

Users can ask questions publicly on Hannah's Twitter, YouTube, Instagram and Facebook pages.

Impact measurement

REACH

Hannah is probably the UK's biggest sex and relationships influencer, with over 50 million unique views of her YouTube channel and 186,000 followers on Instagram.

ENGAGEMENT

Viewers post hundreds of comments in response to each YouTube video.



'I've found the internet to be an incredible place to foster a community of curious people who want to learn and educate others. It's a great tool to change attitudes towards sex, especially female pleasure and LGBTQ+ rights and raise awareness around disability and sex.'

Hannah Witton

Judies



Sex education game and online community in Thailand

Overview

	Country	Thailand
	Creator	Opendream
	Platform	Mobile game, browser game (desktop only) and Facebook page
	Web link	www.opendream.co.th/en/project/judies-en https://judies.opendream.co.th/game/ https://www.facebook.com/safesexnaja/
	Target audience	Adolescents in Thailand, especially girls
	Goal	Empower adolescent girls to have negotiating power, provide accurate information about sex and reproductive health, and educate young people on contraception methods.

Approaches to audience needs

WHAT YOU'LL FIND

A brightly coloured app-based game tackling the taboo of contraception usage by girls in Thailand. The game helps players learn how to protect themselves before having sex, for example, showing the correct way to use a condom. Throughout the game, it provides tips for safe sex.

CONTENT DEVELOPMENT

Content is informed by research and published in collaboration with UNFPA. Content is frequently created and shared via Facebook, in line with questions sent via FAQs or Facebook Messenger.

TRUST & SAFETY

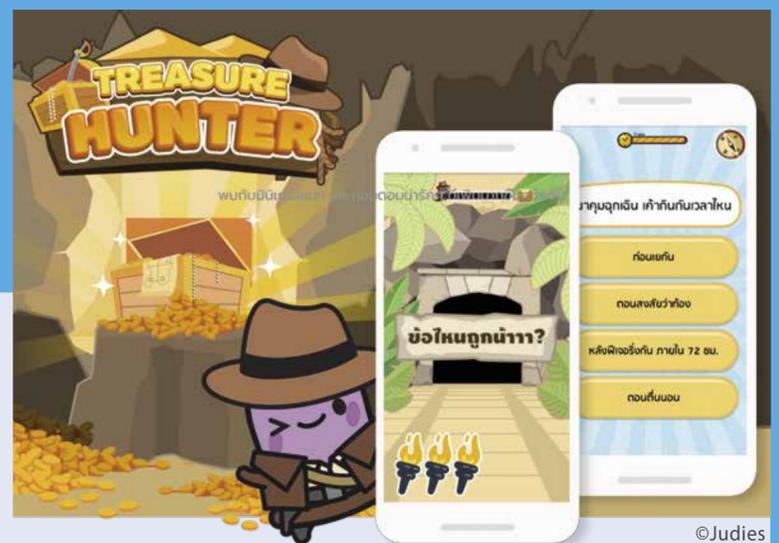
The collaboration with UNFPA builds confidence in the content among users, and Opendream itself has a strong reputation for developing sex education games. There is complete anonymity when using the app, although this is not the case on the Facebook page.

AWARENESS & REACH OF PLATFORM

Social media advertising, and featuring as a 'Popular Game' on Google Play Store has attracted new audiences. The game uses attractive illustrations that appeal to new users, especially young women.

CONNECTION WITH CONTENT

The game is friendly and engaging, and provides an interactive learning experience. Users can also interact and ask questions via the Facebook page – and the team can refer users to other online or off-line services as needed. Users can compare their score on the leader board within the app.



©Judies



Impact measurement

REACH

800,000 app downloads since launch and 110,000 Facebook followers since 2017.

ENGAGEMENT

Average time on the game is 13 minutes, 6 seconds.

IMPACT

App level data tracks changes in users' knowledge.



Digital offers a way for users to experience a simulation of real life experiences and consequences around sex and sexuality. Sex education doesn't come from teachers in school at the moment but on the internet, from porn or online forums.'

Judies

Lily Health

Mobile messaging service focusing on women's health, Kenya

Overview

	Country	Kenya
	Creator	Lily Health USA Inc.
	Platform	Mobile messaging service , Facebook Messenger, and WhatsApp
	Web link	https://lily.health/
	Target audience	Women in emerging markets
	Goal	The creators identified huge untapped potential in using mobile technology to give women personal health advice and information. The aim is give one billion women a personal health advisor to guide them through their menstrual and reproductive health journey.

Approaches to audience needs

WHAT YOU'LL FIND

Lily Health's messaging service delivers personal women's health advice via mobile chat services such as SMS and Facebook Messenger. The platform also allows users who do not own a smart phone to access information and advice.

CONTENT DEVELOPMENT

The platform's messaging service allows users to seek personalized information and advice related to menstruation, and sexual and reproductive health.

TRUST & SAFETY

Lily Health uses trusted sources to develop its content. All messages are reviewed by an obstetrician or gynecologist. Lily Health's disclosure on its website explains that the platform maintains a log of all information and does not sell data that could be used to identify users.

AWARENESS & REACH OF PLATFORM

The platform's outreach strategy is primarily based on social media and successful peer-to-peer recommendations.

CONNECTION WITH CONTENT

Lily Health has developed message templates for period updates and health tips that are sent to users depending on their personal attributes. A response directory maintains answers to user questions in a Q&A format.



©Lily Health



©Lily Health

Impact measurement

REACH

Lily Health has more than 100,000 users on Facebook Messenger and WhatsApp.

ENGAGEMENT

Lily Health uses Facebook analytics to monitor usage. 34% of users are active daily, and over 2.7 million messages have been received from users.

IMPACT

In a recent survey, over 70% of users said that the platform helps them achieve their reproductive health objective. 96% of users reported that they feel more confident and 86% have learned something new. All users surveyed said they would recommend the service to friends.



"The success of Lily Health in Kenya has shown that mobile technology is a powerful complementary tool in sexual education. A mobile chat service can not only deliver information in an efficient way but can also give advice and emotional support to help women reach their desired health outcomes."

Lily Health

Love and Life

Multiple platforms delivering sexuality education for all ages, from kindergarden onwards, China

Overview

-  **Country** China
-  **Creator** Professor Wenli Liu, Beijing Normal University
-  **Platform**
Public WeChat account, microblog, website, and MOOC (Massive Open Online Courses)
-  **Web link** <https://sexualhealth.airdiode.cn>
-  **Target audience**
Chinese public interested in sexuality education.
-  **Goal**
To share accurate information with young people, who do not get appropriate sexuality education at home or in school and are left to negotiate the wide range of online information. To tackle popular myths such as that sexuality education will make children too sexual too early or turn them gay.

Approaches to audience needs

WHAT YOU'LL FIND

Short articles are shared about the team's in-school sexuality education programmes, which are run from kindergarten up to university-level; addressing questions such as, What is comprehensive sexuality education? How to train teachers? How to communicate with parents? Thought pieces are also featured on topics such as sexual rights, and homosexuality. Content also deals with subjects such as child abuse.

CONTENT DEVELOPMENT

Content is produced by a team of 20 people, including students and volunteers. All content is checked by Professor Liu before it is published.

TRUST & SAFETY

Content is fully referenced, draws on academic research, and is led by Professor Wenli Liu, from one of the top universities in the country. The content is well-respected.

AWARENESS & REACH OF PLATFORM

Users primarily find the platform through content forwarded by WeChat friends or in group chats, publicity at off-line events, and through content reposted and publicized on other public platforms.

CONNECTION WITH CONTENT

Users can ask questions which are anonymized, amalgamated and answered, and then shared on the account.



©Love and Life



©Love and Life

Impact measurement

REACH

Currently 30,000 people follow the WeChat account.

ENGAGEMENT

The most popular article so far was read 43,000 times (September 2019). On average, articles are shared and forwarded 57 times per day (April–November 2019).

IMPACT

Not measured. However, regular communication from readers is received, reporting how they have used the information provided on the platform.



Our online and off-line work is complementary. For example, our school curriculum cannot include topics such as homosexuality, but our public WeChat account can influence broader attitudes to help change the larger environment for our research and work in schools.'

Professor Wenli Liu

Love Matters Arabic

Online community providing information on love, sex and relationships, Egypt and beyond

Overview

- Country** Egypt and wider Middle East and North Africa region
- Creator** Love Matters, RNW Media
- Platform** Website, Facebook, Twitter, YouTube, Instagram
- Web link** <https://lmarabic.com/>
- Target audience** Young people from the Middle East and North Africa region, married and unmarried, between the ages of 18-30.
- Goal** To engage young people with the sexuality education and information they have not received in their schools and homes. To support them to make informed decisions, to accept who they are, to love and be loved.

Approaches to audience needs

WHAT YOU'LL FIND

The Love Matters Arabic website presents articles addressing bodies, online dating, safer sex, marriage, sexual orientation, disability, female genital mutilation and more.

CONTENT DEVELOPMENT

The Love Matters Arabic team creates content responding to questions from users, topics where information in Arabic is lacking, and issues trending on social media.

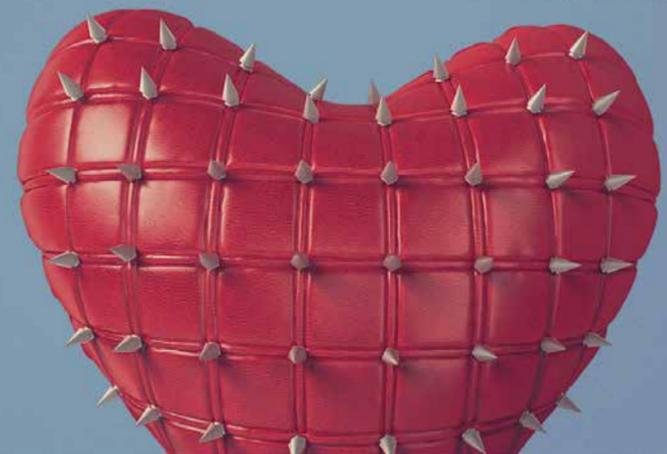
©Love Matter Arabic



من حق كل إنسان أن يكون سعيد جنسياً.

#أكثر-حميمية

lmarabic.com الثقافة الحب



©Love Matter Arabic

TRUST & SAFETY

Users can participate anonymously. Discussions are carefully moderated. If one user harasses another, they are warned, and if harassment continues, they are blocked.

AWARENESS & REACH OF PLATFORM

Traffic comes largely through organic searches. Love Matters Arabic performs well in searches because there is so little other information of this kind in Arabic.

CONNECTION WITH CONTENT

Users can ask questions, share experiences, and comment and post in an anonymous forum and on social media pages.

Impact measurement

REACH

In 2019, over 7.4 million users visited the website. Social Media reach includes over 1 million fans on Facebook, 58,000 Twitter followers, 471,000 subscribers on YouTube, and 48,000 followers on Instagram.

ENGAGEMENT

In 2019, the average time spent on the website was 1.43 minutes. During 2019, Love Matters Arabic website and social media platforms received a total of 99,769 comments, 172,453 shares and 1,089,375 likes.

IMPACT

In this tumultuous political environment, surviving, reaching audiences, building partnerships, and increasing SRHR content sharing by mainstream media is already an impressive result. A review of Love Matters Arabic shows the platform has increased knowledge and generated enthusiasm among audiences.

LoveYourself

A web and social networking community for men who have sex with men in the Philippines

Overview

	Country	Philippines
	Creator	LoveYourself
	Platform	Website, Facebook, Instagram, Twitter and SafeSpacesPH mobile app
	Web link	www.loveyourself.ph
	Target audience	Young men who have sex with men (MSM)
	Goal	Encourage self-love among young men who have sex with men, including through educating about HIV/AIDS, and testing for HIV and sexually transmitted infections (STIs).

Approaches to audience needs

WHAT YOU'LL FIND

LoveYourself provides content and services exclusively for the MSM community in the Philippines, aiming to provide a safe and enabling space for this particular group, which is otherwise lacking. Short articles, FAQs and videos cover topics such as safe sex, sex positivity, HIV and STIs, alongside information about HIV test sites and local support groups.

CONTENT DEVELOPMENT

Article content is produced by volunteers from the MSM community who understand the insights and perspectives of users. Video content on the website and YouTube channel is funded by reputable organizations.

TRUST & SAFETY

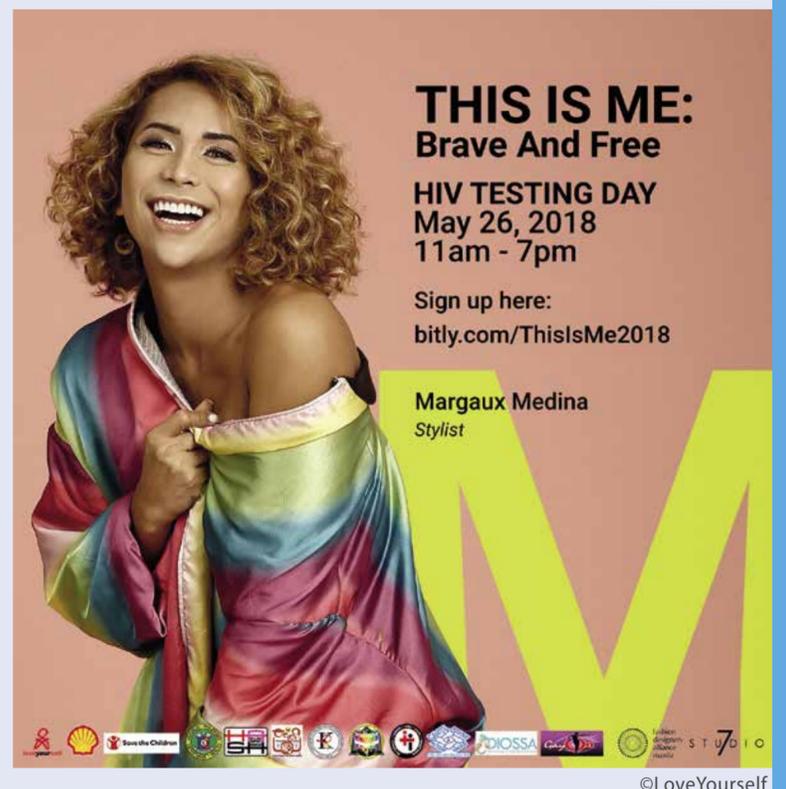
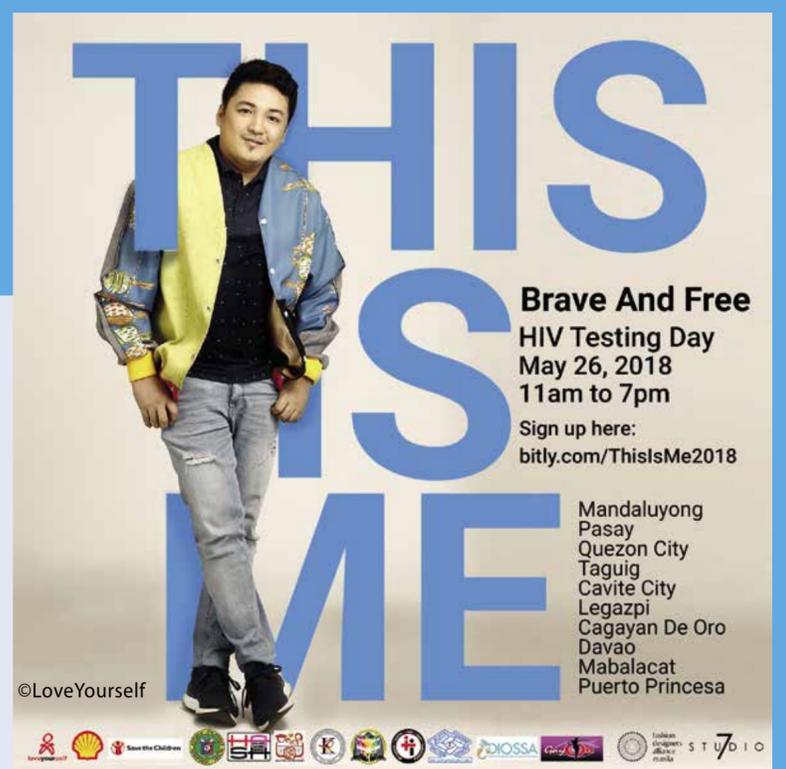
LoveYourself owns several HIV/STI testing clinics and includes a referral directory to HIV and STI test locations and support groups. Users can access the website and app anonymously.

AWARENESS & REACH OF PLATFORM

LoveYourself uses social media advertising and off-line events to attract people to the platform. Twitter has been identified as a particularly strong channel for reaching the MSM community. LoveYourself also generates users through off-line and online word-of-mouth, and has established partnerships with social networking apps Grindr and Hornet to better reach the target audience.

CONNECTION WITH CONTENT

There are no direct interactive features but users can engage with the platform via social media, and refer to off-line testing clinics for face-to-face conversations.



Impact measurement

REACH

More than 57,723 Facebook followers and 1,000 Android app downloads since 2011.

ENGAGEMENT

LoveYourself accounted for 40 per cent of testing of newly diagnosed HIV cases in Manila*

* Love yourself in numbers, 2018 accomplishments », infographic, loveyourself.ph/p/about-us.html



We're able to use digital platforms to better reach the target audience... [for example] using Twitter or collaborating with Grindr and Hornet.'

Love Yourself

Maymay

Mobile app and Facebook page providing maternal, child and female health information, Myanmar

Overview

	Country	Myanmar
	Creator	KoeKoe Tech
	Platform	Android app, Facebook page, Viber and Messenger chatbots
	Web link	www.koekoetech.com/maymay
	Target audience	Young women 20 years old or over. An app called Pyo Pyo May was also launched in January 2018 for adolescent girls.
	Goal	To provide accurate health information to pregnant women and mothers with the overall goal of improving the long-term health outcomes of both mother and child.

Approaches to audience needs

WHAT YOU'LL FIND

The Maymay app provides information about health, lifestyle and relationships to women via a mobile app. The app features articles, games, quizzes, and daily tips on topics such as maternal, child and female health, pregnancy and nutrition.

CONTENT DEVELOPMENT

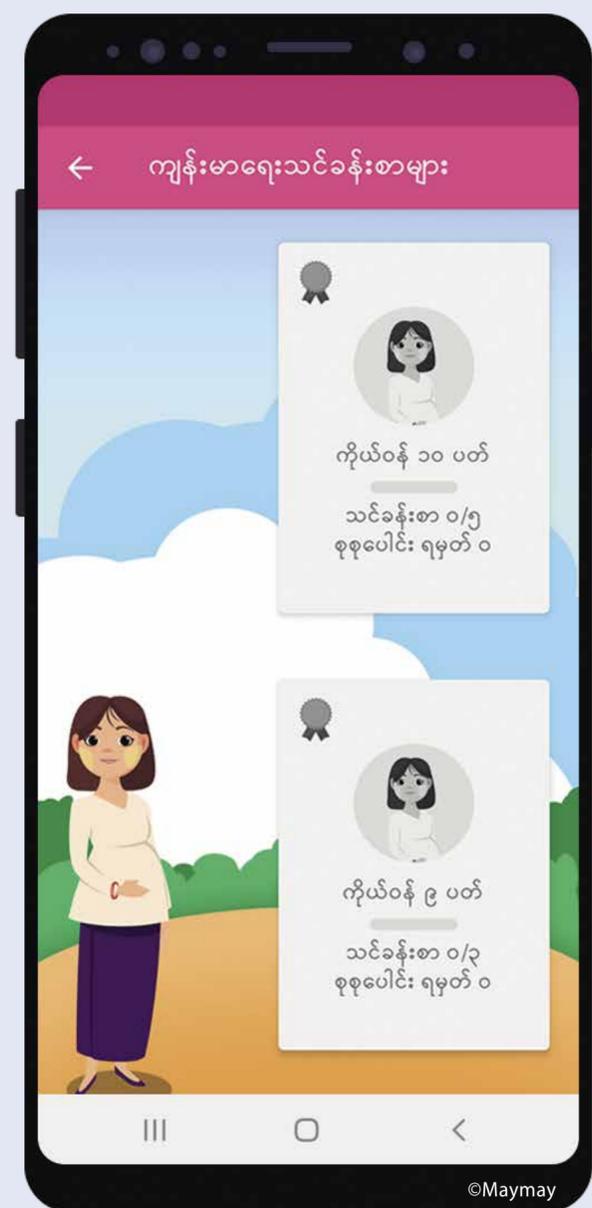
To ensure accuracy, content is supplied by expert organizations (e.g. UNICEF, HelpAge and Population Services International) and digitized by KoeKoe Tech. Users are frequently surveyed to ensure the platform understands its audience's needs and interests, with content being developed and adapted as a result. Content is tailored to the week of pregnancy and/or child's age, which users select on entry.

TRUST & SAFETY

As well as content being provided by expert Non-Governmental Organizations, the app is endorsed by the Ministry of Health and Sports. Maymay's established position in the market encourages trust from users. The app includes a referral directory to relevant healthcare providers.

AWARENESS & REACH OF PLATFORM

Due to limited digital literacy in Myanmar, an off-line distribution team manually downloads the app on behalf of users. However, 25% of users come through off-line word-of-mouth and file-sharing apps such as Zappya. The Ministry of Health and Sports' endorsement also allows Maymay to be marketed in hospitals.



CONNECTION WITH CONTENT

The app sends push notifications to users to remind them to engage with content and continue certain positive behaviours. Users can contribute or comment on the app directly, and are also able to chat with medical experts via Facebook Messenger.

Impact measurement

REACH

403,865 Facebook followers and more than 380,000 app installations since it was launched on Google Play in 2014.

ENGAGEMENT

60,000+ monthly app users.

IMPACT

The app carries out user testing for base-line and end-line assessments. A randomized controlled trial of Maymay is also being carried out to measure impact.



'Most hear about the app from our outreach team, going out to hospitals, parks and shopping malls. Because people in Myanmar don't know how to download apps, we manually distribute through a Bluetooth file sharing app called Zappya.'

Maymay

Ndolo360

Mobile app offering sexual health services, Cameroon

Overview

	Country	Cameroon
	Creator	Mallah Tabot
	Platform	Android mobile app
	Web link	https://play.google.com/store/apps/details?id=cm.itsolutions.cookcms.app56b1f7f88ef7b&hl=en
	Target audience	13 to 30 year olds
	Goal	To provide educational content on sex and sexuality in engaging, fun formats that are relatable to the audience and user friendly.

Approaches to audience needs

WHAT YOU'LL FIND

Ndolo360 provides young people with reliable information on sexuality and sexual health, in a context where discussing such issues remains taboo and young people are often subject to myths and misinformation. The app provides information to users on sex, menstruation, contraception, pregnancy, sex myths, Sexually Transmitted Infections (STI) and HIV.

CONTENT DEVELOPMENT

The content for the app was based on recognized international guidance on sexuality education. Content around abortion and sexual pleasure is very carefully created, because abortion is illegal in Cameroon and sexual pleasure is a socially taboo topic.

TRUST & SAFETY

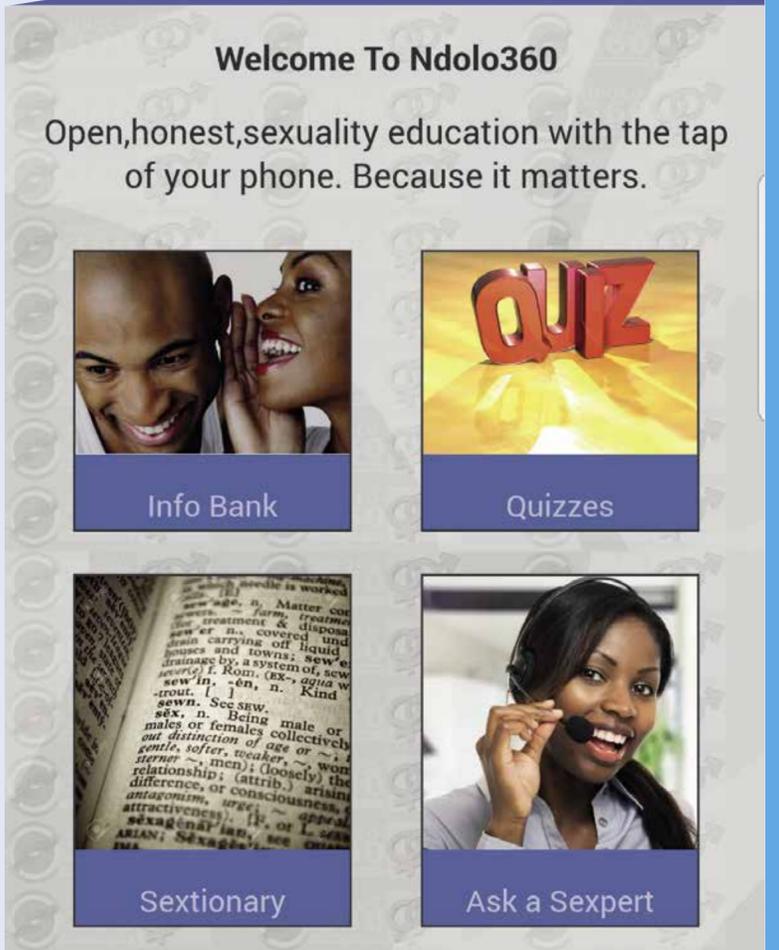
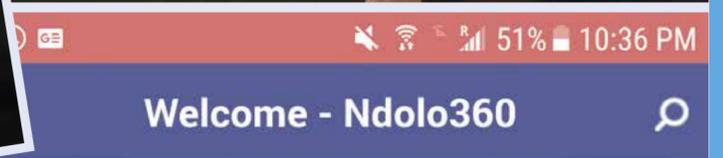
Information is provided by health professionals in both French and English. Users remain anonymous throughout their engagement with the app and are not required to provide any personal information to access content.

AWARENESS & REACH OF PLATFORM

The app received significant positive media coverage when it was launched in 2016. There continues to be positive feedback from both young people and their parents who have said the app is a good starting point for becoming better informed and more able to have open discussions about sensitive subjects.

CONNECTION WITH CONTENT

The app allows users to access content through information banks, and to test their knowledge through games and quizzes.



©Ndolo

Impact measurement

REACH

Since 2017 the Android App has been installed 1,000+ times.



'It was important for us to come up with our own app because already existing apps didn't contextualize the information, so it wasn't necessarily useful for young people in Cameroon.'

Ndolo360

Nowchpok

Short animated films voiced by popular blogger, Russia

Overview

	Country	Russia, Belarus, Armenia and Kyrgyzstan
	Creator	UNESCO Institute for Information Technologies in Education with STS Media (Caramba TV)
	Platform	Youtube and VK.com social media network
	Web link	https://www.youtube.com/channel/UCaY08MNW5C097-0je7xT6fA and https://vk.com/nowchpok
	Target audience	Teens and young people aged 12 to 25
	Goal	Raise awareness amongst Russian-speaking young people on topics including sexual and reproductive health (SRH), and contribute to the prevention of substance abuse and violence.

Approaches to audience needs

WHAT YOU'LL FIND

Nowchpok offers short, scientifically accurate, animated films on questions such as, 'how do contraceptives work?' or, 'when is it appropriate to have sex for the first time?' The videos answer questions in an 'edutainment' format while debunking common myths and are narrated by a popular video blogger. Viewers are invited to form their own opinions based on the facts provided.

CONTENT DEVELOPMENT

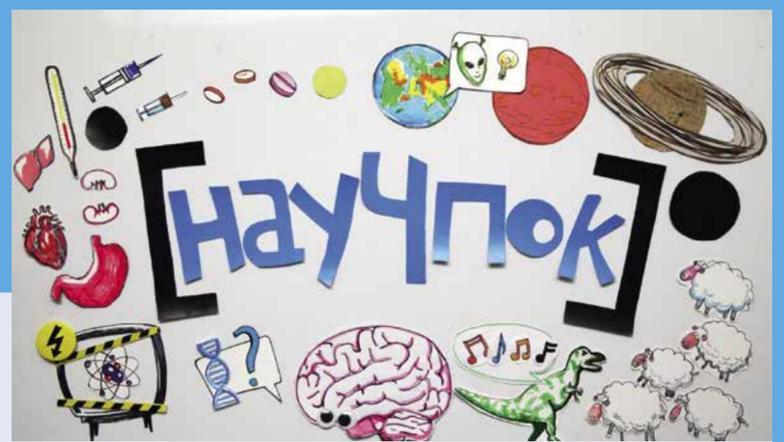
The Nowchpok team, which includes illustrators, scriptwriters, journalists and editors, produces the films. The authors invite viewers to send in questions and suggest topics to cover. Alongside non-commercial production, Nowchpok occasionally takes commercial orders creating and posting videos with elements of advertising.

TRUST & SAFETY

Providing accurate and reliable information is at the core of Nowchpok's trusted brand. The team uses relevant scientific data from verified sources and engages further experts, including certified psychologists, if needed. The simple hand-drawn graphics give the content a warm, friendly and safe feel.

AWARENESS & REACH OF PLATFORM

Nowchpok is one of the top popular science channels on the Russian-language internet. The 'suggested videos' section on YouTube and cross-posting are Nowchpok's primary promotion tools. A series of videos has been adapted for use outside Russia, and the Ministries of Education in Belarus and Kyrgyzstan have recommended the videos for use in healthy lifestyle classes in secondary schools.



©Nowchpok

CONNECTION WITH CONTENT

Video content is adapted to suit the audience's interests and needs. Content is accessible in tone and explains technical concepts in non-technical ways. The channel invites topic suggestions from viewers, and user comments serve as a tool for fact-checking and sharing additional information.

Impact measurement

REACH

2 million subscribers to the YouTube channel and 190 million viewers of all videos.

ENGAGEMENT

High number of comments and likes for each video.

IMPACT

Focus groups with students and teachers during video creation helped ensure content was relevant, accessible and appropriately presented.



Edutainment, an approach which combines education and entertainment, has long been established as an effective method of reaching out to young audiences.'

Popek Popek

Sexuality education webshow, Malaysia



Overview

	Country	Malaysia
	Creator	June Low
	Platform	YouTube and Facebook
	Web link	https://www.youtube.com/c/popekpopek
	Target audience	Adolescents
	Goal	Tackling the taboo status of sexuality education in Malaysia where sex-positivity is rarely discussed

TRUST & SAFETY

Ensures accuracy of content by referring to the International Technical Guidance on Sexuality Education (ITGSE).

AWARENESS & REACH OF PLATFORM

PR via radio stations, podcasts and online articles. Professional referrals from healthcare practitioners and PE teachers.

CONNECTION WITH CONTENT

Users can comment and ask questions on Facebook and YouTube.

Approaches to audience needs

WHAT YOU'LL FIND

Short, fun and informative videos presented by sex educator June Low and performance artist Sudarshan Chandrakumar. The videos are presented in the national language, Bahasa Malaysia, albeit colloquially. In each episode, the hosts answer a question posed by a "caller". Content covers topics that are often neglected, such as sexual pleasure, and options for sexual health. Hosts also provide practical solutions to help young people navigate the often treacherous sexual health scene in Malaysia, such as going to buy emergency contraception with a hidden camera.

CONTENT DEVELOPMENT

Video content is informed through offline workshops and talks with adolescents and parents. Although the "call" is staged, the questions tackled are the ones that June has been asked the most throughout her career. The scope of the answers provided also reflects the concerns that young people usually have. The set is designed to feel familiar to the audience, encompassing elements of a typical setting in Malaysian schools and public departments.

Impact measurement

REACH

1,000+ Facebook followers. 737 YouTube subscribers. Videos are known to be downloaded and used in classrooms.

ENGAGEMENT

309,600 total video views since launch in 2015.



'The main challenge is to get sex education outside of the classroom. Online sex education resources help kids get better access to education.'

June Low

Sense

State-sponsored sexuality education website, Netherlands

Overview

-  **Country** Netherlands
-  **Creator** Soa Aids Nederland and Rutgers
-  **Platform** Website, Facebook, Twitter, Snapchat, Instagram, YouTube
-  **Web link** www.sense.info
-  **Target audience**
The Dutch version of the website targets 12-25 year olds in the Netherlands, the English version targets foreign students in the Netherlands.
-  **Goal**
To help young people know their bodies, discover how sex can be pleasurable, and develop sexual identities with the ultimate goal of preventing STIs, unplanned pregnancies and non-consensual sexual behaviour.

Approaches to audience needs

WHAT YOU'LL FIND

Content includes interactive virtual dolls which help users understand how it feels to be touched on erogenous zones, game scenarios where users can press a button when they think one of the characters has breached consent, as well as a whole range of information on body, love, sex, relationships, and sexual health. A section on sex and the internet addresses: online flirting, online dating, watching porn, webcam sex, sexting and online grooming.

CONTENT DEVELOPMENT

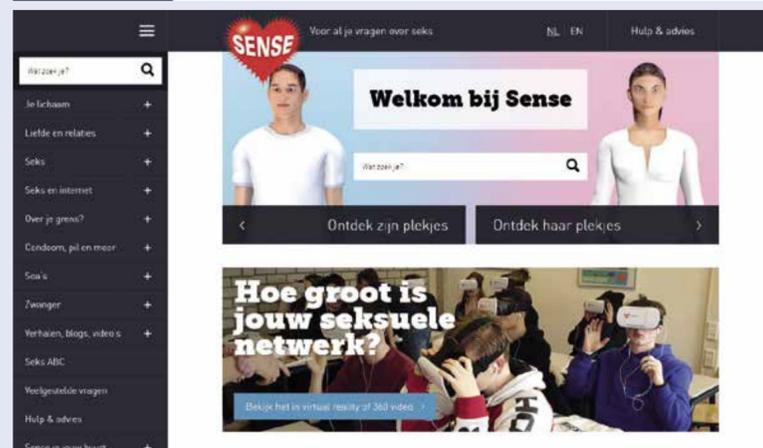
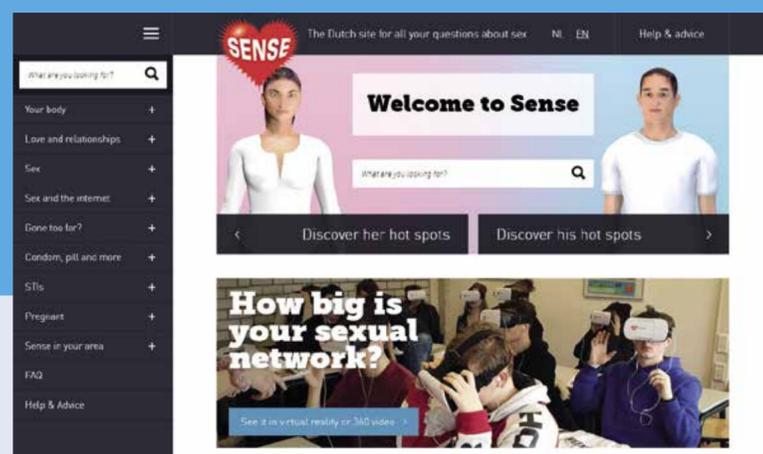
National publicly funded longitudinal research on young people's sexualities is used to help inform site content.

TRUST & SAFETY

The site is state endorsed, professional, up to date and tailored to young people's interests. Any personal testimonies are anonymised. Matomo is used instead of Google Analytics to analyse user information so all the data stays on Sense's own servers.

AWARENESS & REACH OF PLATFORM

Search Engine Optimisation is the key method used to promote the site. Most users find the site through organic searches. The site is also promoted through Ministry of Health publicity campaigns. They have also worked with popular influencers who endorse and spread the word about the website.



©Sense

CONNECTION WITH CONTENT

Sense has a 'stepped care model'. Most young people are satisfied with the information, games and chatbots they find on the website. Among the remaining numbers, some contact the Sense helpline, others sign up for online consultations, and further users go to a consultation at Sense-branded clinics.

Impact measurement

REACH

The website has a total of 3 million visits per year.

ENGAGEMENT

Users stay on the website for an average of almost two minutes each.

IMPACT

Plans are underway to carry out research to measure impact.



We don't judge or stigmatise. For example, we promote safer sex, but if you don't want to use a condom, that's your choice. But you need to know the risks you are taking, and why changing risky sexual behaviour is a good idea.'

Yuri Ohrichs and Hanneke Roosjen

Sex eLimu

A Sexual and Reproductive Health app in Kenyan sign language, Kenya and global

Overview

-  **Country** Kenya
-  **Creator** Deaf eLimu Plus Limited
-  **Platform** Android, iOS, and Messenger
-  **Web link** <https://www.deafelimuplus.co.ke/products/sexelimu/>
-  **Target audience**
Young people with a hearing impairment, the broader Deaf community, allies and service providers in Kenya and beyond.
-  **Goal**
To develop a shared language on sexual and reproductive health and rights (SRHR) in Kenyan Sign Language, to enable free communication on these topics within the Deaf community, and with educators and service providers; ultimately resulting in better health and rights for people with hearing impairments.

Approaches to audience needs

WHAT YOU'LL FIND

A dictionary of terms related to SRHR, with videos demonstrating the signs in Kenyan sign language, and written definitions in English.

CONTENT DEVELOPMENT

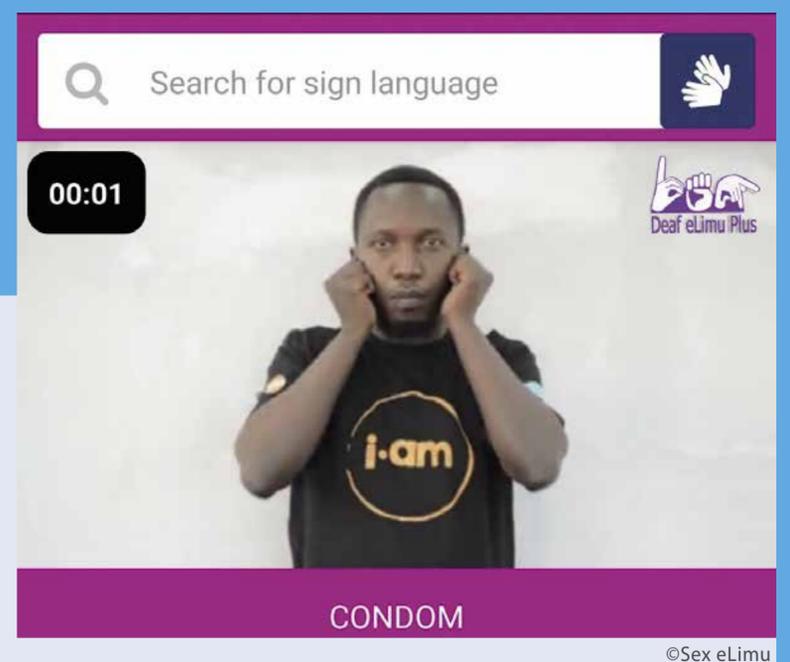
Content is produced by a team of four people who are Deaf or members of families with Deaf people. They plan to establish teams in the different counties of Kenya who can develop signs for SRHR vocabulary based on local sign languages, and agree on a common sign for each word.

TRUST & SAFETY

Several online sign language dictionaries exist, but none on SRHR topics. Sex eLimu emphasizes that they are complementing not competing with these platforms. The app links to the broader eLimu online dictionary in Kenyan Sign Language, which offers a facility 'Ask Anything' where you can write a word and be shown the sign for it. Sex eLimu provides the SRHR vocabulary for this service.

AWARENESS & REACH OF PLATFORM

Advertising is through the Facebook page, and the Sex eLimu demo is shared on WhatsApp and Facebook groups. Sex eLimu is also publicized through word of mouth in the Deaf community in Kenya. One challenge is that Kenya's Deaf community lacks access to smart phones. Some can access the app through computers in schools. Sex eLimu also plans to print posters with some sign language pictures for those who don't have access.



©Sex eLimu

CONNECTION WITH CONTENT

No interactive features, but users can post comments on the Facebook page. Future plans include features that will enable users to contribute short stories about sexuality told in sign language from different African countries.

Impact measurement

REACH

3,959 downloads from playstore, and 336 from app store, since establishment in 2016. Audiences are primarily from India, Kenya, USA and China.

ENGAGEMENT

Users spend an average of 2.5 minutes on eLimu.

IMPACT

As of January 2020, the app has been downloaded 4,295 times and there has been 15,929 user sessions.



'Language is often a challenge for Deaf people since they need visual language to understand. Hearing parents may make up their own signs to communicate with their Deaf children. Schools for Deaf children teach a more formal sign language which may not be consistent in all Deaf schools and causes the child to adopt two different visual languages at home and school. Both often lack a vocabulary around sexuality which creates obstacles for young Deaf people to learn about sexuality, whether from formal or informal sources. Sex e-Limu seeks to address this gap.'

Dorothy Andesia

Sexuality and Disability

A website for women and girls with disabilities, and those interested in the topic, India and global

Overview

 Country	India
 Creator	Point of View
 Platform	Facebook, Twitter, Instagram, website, Skin Stories, an online zine. Also off-line workshops, film festivals, research and publications
 Web link	sexualityanddisability.org https://medium.com/skin-stories
 Target audience	The primary audience is women, girls, people with disabilities, and people with diverse gender identity and expression. The site is India-focused, with global appeal.
 Goal	To help women, girls, people with disabilities, and people with diverse gender identity and expression, to find information on sexuality and be able to share their experiences. To address the absence of representation of sexuality of women and girls with disabilities.

TRUST & SAFETY

Sexuality and Disability references disability activists, psychologists, and academic sources, and audiences see it is a well-researched site, trusted by the community. 'Skin Stories' writers can choose to remain anonymous, although few have chosen to do so.

AWARENESS & REACH OF PLATFORM

Initially the website was promoted through social media, paid Facebook ads, and postcards distributed at global conferences and off-line events. An advisory group of Indian and international disability rights and sexual rights activists act as ambassadors promoting the platform. Now it is better known, and the audience grows organically.

CONNECTION WITH CONTENT

The team is too small to manage interactive features other than 'Skin Stories'. The site is connected to offline activities such as workshops to reach people who do not have internet access and to complement the online work.

Approaches to audience needs

WHAT YOU'LL FIND

The site shares short articles, video blogs, personal testimonies, and answers to common questions, addressing a wide range of issues on bodies, sexuality, relationships, marriage, parenting and violence. They bust myths such as 'women with disabilities don't need sex' or 'women with disabilities are oversexed' or 'women with disabilities have more important needs than sex'.

CONTENT DEVELOPMENT

The editor invites women and people with diverse gender identity and expression and with disabilities to share their personal experiences as part of the 'Skin Stories' series. They write an initial draft, and the editor works with them to edit and finalise the story. Writers are paid.

Impact measurement

REACH

Over 1 million users to date. The top five countries from which the audience comes are India, USA, Canada, Germany and Pakistan.

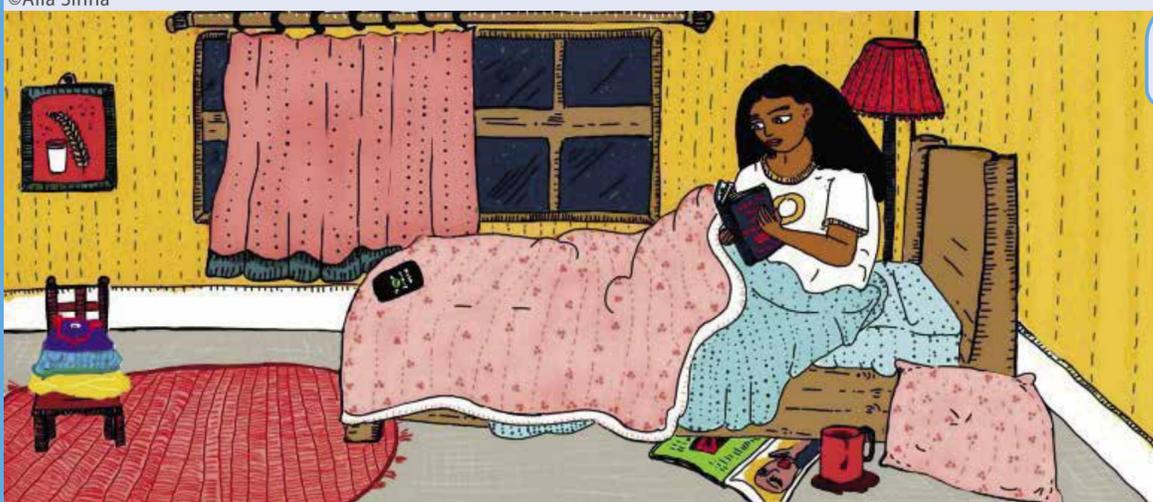
ENGAGEMENT

Users frequently email the team and post social media messages.

IMPACT

Not specifically measured, but some civil society organisations in India and other countries have started focusing more attention on these issues after engaging with the site.

©Alia Sinha



This is the website we've all been waiting for.

Nidhi Goyal

SEXUL vs BARZA



SEXUL vs BARZA

Video-led sex education platform for young Romanian women and men

Overview

 Country	Romania
 Creator	Adriana Radu
 Platform	YouTube, Facebook, and project web portal
 Web link	www.youtube.com/user/SEXULvsBARZA ; http://www.sexulvsbarza.ro/sustine/
 Target audience	Teenagers and young adults, mostly 13-24 years old
 Goal	Create a user-friendly digital platform to provide informal education to Romanian teens on topics such as growing up, sexual and reproductive health, and healthy relationships.

Approaches to audience needs

WHAT YOU'LL FIND

The SEXUL vs BARZA (SEX vs THE STORK) platform provides the first educational resource of its kind for Romanian youth. It features more than 100 educational videos. Adriana Radu answers common questions about health and relationships in an easy-to-understand manner, adding animation, graphics and humour, sharing her own experience and inviting guest speakers to contribute to live broadcasts.

CONTENT DEVELOPMENT

The channel answers questions that concern young people. The high number of questions asked in comments and personal messages indicates that the content is relevant. In addition, a number of university students are directly involved in generating content, keeping it relevant to the target audience.

TRUST & SAFETY

Adriana responds to 'uncomfortable' user questions in an honest, straightforward manner. She aims to avoid judgment, relying on humour to build trust. Cooperation of the platform with Save the Children Romania helps to ensure timely responses to the requests and high quality of counseling. Users can follow the blog anonymously, without a subscription, if they wish.

AWARENESS & REACH OF PLATFORM

Adriana provides interviews and comments on the importance of sex education to mass media and uses cross-posting with guest contributors to promote the platform. She has also addressed numerous European conferences on sex education and participated in TEDx events in Romania. The project has been promoted via schoolteachers and more than 2,000 Romanian libraries as part of the national Biblionet programme.

CONNECTION WITH CONTENT

Adriana invites users to send questions that she answers via her video blog. YouTube channel subscribers can ask questions of clarification in comment threads. User donations contribute to the project's running costs, creating a sense of ownership among users.

Impact measurement

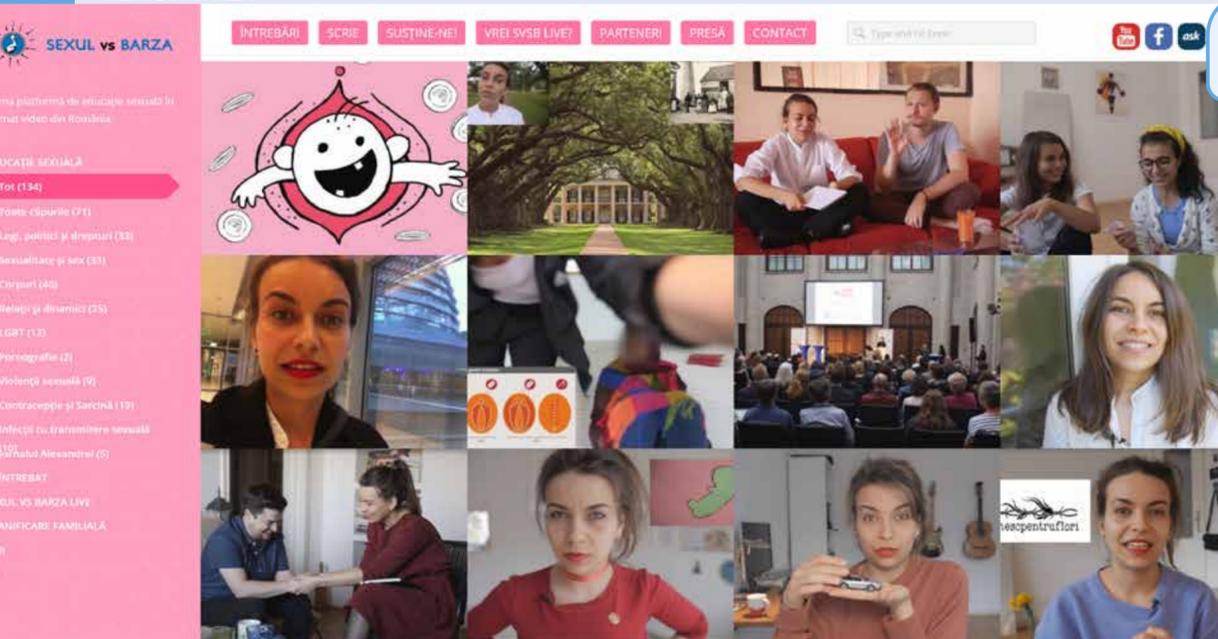
REACH

Over 90 000 YouTube subscribers. Videos have been viewed more than 10 million times. There are more than 17,000 Facebook subscribers.

ENGAGEMENT

Comments, likes, questions and donations provide an indicator of user engagement.

©SEXUL vs BARZA

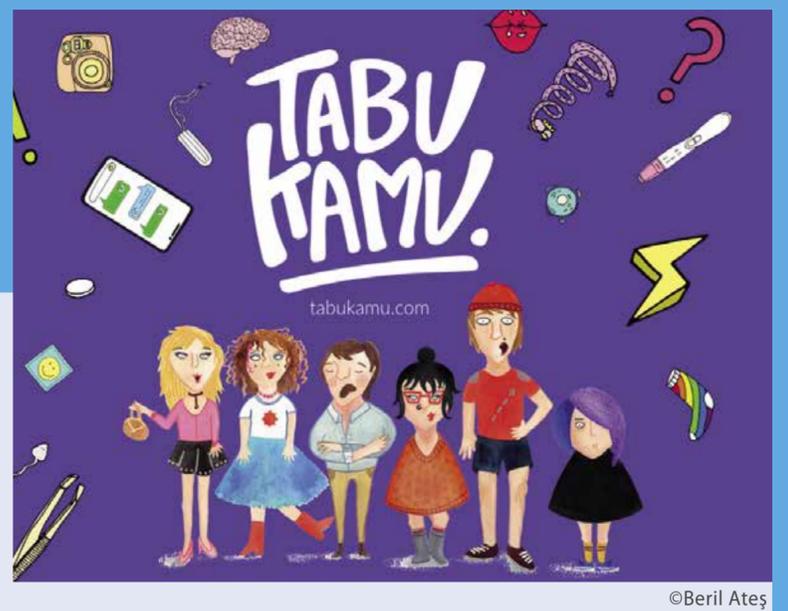


'Sex education should go where its audience hangs out, i.e. on YouTube. I also believe that sex education should address whatever issues young people are talking about at the moment.'

Adriana Radu

tabukamu

Sexuality education platforms to encourage critical thinking, Turkey



Overview

	Country	Turkey
	Creator	Rayka Kumru
	Platform	Website, Facebook, Instagram
	Web link	http://www.tabukamu.com/ https://www.facebook.com/tabukamu/ https://www.instagram.com/tabukamu/
	Target audience	Young people in Turkey, Turkish-speaking young people from surrounding countries, parents and experts.
	Goal	To bring comprehensive sexuality education to as many Turkish and Turkish-speaking young people as possible. To foster critical thinking.

Approaches to audience needs

WHAT YOU'LL FIND

tabukamu includes content for young people, parents and experts. It offers information on a range of topics, including puberty, breakups, HIV, condom use, dating violence, sexual orientation and gender identity. Fictional characters are used to represent desire, emotion, intellect, personal values, peers, and social pressure. These characters bring different dimensions to common dilemmas such as "I want to have sex but I'm not married". Ultimately, the platform presents short yet comprehensive, sex-positive and evidence-based information.

CONTENT DEVELOPMENT

Content creator, Rayka Kumru writes most of the content, but a young volunteer team including a lawyer, psychologist, artist, specialist on dating violence, and researchers also contribute.

TRUST & SAFETY

Input by experts and professionals ensure Tabukamu stays up to date with the latest research and language. Contributing writers can decide to publish their names or not.

AWARENESS & REACH OF PLATFORM

The team will initially promote tabukamu through interviews, stakeholders and Instagram, and eventually through search engine optimization.

CONNECTION WITH CONTENT

Very little information around sexuality and related subjects exists online in Turkish.

Impact measurement

REACH

The platform was launched at the end of 2019 and has 11,700 followers

ENGAGEMENT

1,000 people have subscribed to the newsletter launch page via Instagram, and followers regularly engage through Instagram posts.



There are more than 14 million young people in Turkey, with more Turkish speaking youth across neighbouring countries and Europe. Young people in Turkey have constant access to the Internet, yet no credible source of sexuality information. Sexuality education is not a part of the curriculum, and there are no national standards for sexuality education. Online peer discussions on sex and relationships between young people often lack reference to accurate knowledge and are consumed by myths. Professionals lacking training in the field of sexuality further hinder access to credible information. tabukamu aims to provide accurate information and promote diversity and inclusion, while building young people's skills to better communicate, make healthier decisions and recognise what is real or fake, useful or harmful for themselves and those around them.'

Rayka Kumru

Teenergizer!

Adolescent movement using web and social content, Ukraine, Russia, Kazakhstan and Kyrgyzstan

Overview

- Country** Ukraine, Russia, Kazakhstan and Kyrgyzstan
- Creator** Adolescent movement, funded by Yana Panfilova, an activist living with HIV.
- Platform** Website and social media accounts
- Web link** <https://teenergizer.org/>
- Target audience** Teens and young people aged 14 to 24, including people living with HIV.
- Goal** Educate young people about HIV prevention and testing, create a friendly environment to access psychological support, and involve youth in decision-making about their health, wellbeing and rights.

Approaches to audience needs

WHAT YOU'LL FIND

Teenergizer! provides a social space and opportunities for learning and activism for young people, with special efforts to target young people living with HIV. Teens can access help and online counselling on relevant topics. Users share their experiences, offer support to others, and discuss issues and solutions.

CONTENT DEVELOPMENT

Teenergizer! is a peer-based movement, with users actively involved in creating content. To retain and attract users, the platform provides both educational and entertaining content in a range of formats (articles, videos, podcasts) creating an engaging learning experience.

TRUST & SAFETY

The platform offers free, confidential, online counselling from a trained counsellor or peer. By providing profiles of each counsellor, users can choose the best person to respond to their concerns.

AWARENESS & REACH OF PLATFORM

The team hosts 'HIV parties' – online events featuring celebrity guests, to provide entertainment and educate young people. The platform's activists, supported by international organizations and non-profits, attend events on relevant issues. This allows the group to consolidate, gain recognition from the expert community, and develop leadership and advocacy skills.



CONNECTION WITH CONTENT

In addition to online counselling, the platform provides confidential support groups for HIV-positive teens off-line, as well as peer-led training sessions. This approach allows users to connect with authors and find friends off-line. The platform also features an interactive map showing HIV testing sites in different cities – users can rank locations and suggest new ones.

Impact measurement

REACH

The platform has 11,000 unique visits each month, alongside more than 4,000 Facebook subscribers, 1,600 VKontakte subscribers, 3,300 Instagram subscribers, 110 YouTube subscribers, and 500 Twitter followers.

ENGAGEMENT

Engagement is measured by numbers of counselling sessions completed, volunteers recruited and pieces of user-generated content produced, as well as levels of online interaction.

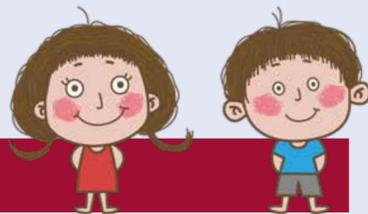


Teenergizer! is unique because teens themselves come up with ideas and turn them into projects for other teens. Because we know better than anyone else what we really need.'

Teenergizer!

TinTin

Animated film and online community providing sex education for children and parents, China



©TinTin

Overview

-  **Country** China
-  **Creator** Guangdong Rural Women's Development Foundation
-  **Platform** Weibo, WeChat group and Mini-Programme, NetEase (e-learning)
-  **Web link** www.zcool.com.cn/work/ZMjQ5NDUzMjA=.html
-  **Target audience**
6-12 year old children and their parents
-  **Initial motivation**
Educate children and parents on sexual and reproductive health and the importance of sex education, and prevent children from forming negative attitudes toward sex.
-  **Goal**
Fill the gap in sexuality education in China's formal education system. Uses an online platform to increase reach, presenting a lower cost than reaching out off-line.

TRUST & SAFETY

The cartoon is produced by the Guangdong Luya Rural Women Development Foundation and the Guangzhou Academy of Fine Arts, which have experience in sexuality education in China. Users can watch and comment on the cartoon anonymously.

AWARENESS & REACH OF PLATFORM

The producers hired a public relations company to promote the content in local news, and used WeChat advertising mechanisms. The animation's format allows the platform to effectively reach the target audience.

CONNECTION WITH CONTENT

Viewers can comment and rate the videos within the platform anonymously.

Approaches to audience needs

WHAT YOU'LL FIND

The platform features a six-episode animated cartoon for children aged 6-12 years old and their parents, providing age-appropriate sexuality information. It ensures that children have support from parents and develop healthy attitudes and conversations around sexuality and related content from an early age.

CONTENT DEVELOPMENT

The content is produced in collaboration with sex educators, primary and secondary school teachers, biologists and gender experts from local and international NGOs, who decide which topics to focus on and the best approach to use. User-testing events examine audience feedback. The organization is planning to release another season of episodes in 2020 to expand the topics featured.



©TinTin

Impact measurement

REACH

120,000 visits on Weibo since 2017.

ENGAGEMENT

1,100 engagements on NetEase e-learning website.



©TinTin



Online platforms can reach more people, especially people in rural area[s]. If we do on-the-ground education, it's going to cost a lot and we cannot cover everyone. But with the internet we have the opportunity to cover everyone in China.

TinTin

Tune Me

Mobile site designed for areas with high data charges and poor network coverage, southern Africa

Overview

-  **Countries** Botswana, Eswatini, Lesotho, Malawi, Namibia, Zambia and Zimbabwe
-  **Creator** Funded by UNFPA and developed by Praekelt Foundation, with additional contributions from Ford Foundation and DFID for the in-country adoption
-  **Platform** Mobile site and Facebook
-  **Web link** <http://tuneme.org/globalsite/countries/>
-  **Target audience** Youth in southern Africa
-  **Goal** Tune Me uses a range of freely available or low-cost technologies to engage adolescents and deliver behavior change communication that empowers young people to improve their sexual and reproductive health.

Approaches to audience needs

WHAT YOU'LL FIND

The mobile site includes short articles, stories, quizzes, surveys and a section to share tips and comments. It is designed to engage users rather than lecture them. The platform also uses characters (e.g. 'CityPrincess' or 'LoveBoy') to discuss questions on sensitive topics. Country-specific versions of the site reflect each country's legal and health protocols.

CONTENT DEVELOPMENT

Content covers most areas in the UN International Technical Guidance on Sexuality Education. Content is created by the Praekelt Foundation, or provided by content partners and adapted and published with their consent. All content is designed for environments where access to online services is limited through high data charges and poor network coverage.

TRUST & SAFETY

Logins are required, but not mandatory. Young people can access the website and share tips anonymously. Some content is tagged to indicate the minimum recommended age for viewers.



©Tune Me

AWARENESS & REACH OF PLATFORM

Tune Me has a detailed marketing and communication strategy. Users are attracted to the platform through targeted social media campaigns, off-line community event boosts, and celebrations of important days. The platform uses prize-based incentives to attract youth.

CONNECTION WITH CONTENT

Users can anonymously share tips on the website and can also comment on articles if they sign-up for an account. Young people can ask questions and suggest topics through a live chat on Tune Me's Facebook page.

Impact measurement

REACH

2 million users across 7 countries. Tune Me's 730 articles have been viewed by over 4 million people. More than 63,000 Facebook followers.

ENGAGEMENT

Built-in analytics measure numbers of page views, time on page and bounce rate. A satisfaction survey provides further information.

IMPACT

A survey in 2017 recorded 92% satisfaction. Tune Me has a target of 3 million users (52% men, 48% women).



©Tune Me



'Don't rush your digital platforms. Develop plans to involve youth from beginning to end, conduct audience surveys and design rich, accessible and context-specific content – and build in finance and sustainability questions.'

Renata Tallarico, SYP Regional Coordinator, UNFPA ESARO

UyatEmes

Educational website for Kazakhstani teenagers and their parents

Overview

	Country	Kazakhstan
	Creator	Karlygash Kabatova
	Platform	Web portal, Facebook, Instagram and VK.com
	Web link	https://uyatemes.kz/
	Target audience	Teens 14-19 years old and their parents
	Goal	Improve young people's knowledge of reproductive health and sexual relations, promote positive attitudes around sex education, and encourage trusted relationships between teens and parents.

Approaches to audience needs

WHAT YOU'LL FIND

UyatEmes is an online education platform for young people and concerned parents in the Kazakh and Russian languages. It is the first digital sex education resource in Kazakhstan designed to fill knowledge gaps and encourage discussion. The platform contains short articles, illustrations, real-life stories and an opportunity for anonymous questions to be answered by trained reproductive health counsellors.

CONTENT DEVELOPMENT

Informative content is sourced from foreign websites on youth health and wellbeing, and then verified by the UyatEmes team. In addition, users 18 years old or more can share their personal experiences with others through writing real-life stories.

TRUST & SAFETY

Content is verified by medical professionals, counselors and peer educators to ensure maximum accuracy. Posting local expert profiles and contact details on the platform helps build trust.

AWARENESS & REACH OF PLATFORM

Karlygash Kabatova promotes UyatEmes by engaging with mainstream and online media in Kazakhstan. She also speaks at youth festivals and forums, contributes to training events, and meets with representatives of youth centres, government institutions and other authorities.

CONNECTION WITH CONTENT

Publication of user-generated content in the form of real-life stories facilitates personal discussion and contributes to viral promotion. Illustrations create a unique visual style and a relaxed atmosphere. Podcasts have recently been added and more interactive features are planned.



©UyatEmes

Impact measurement

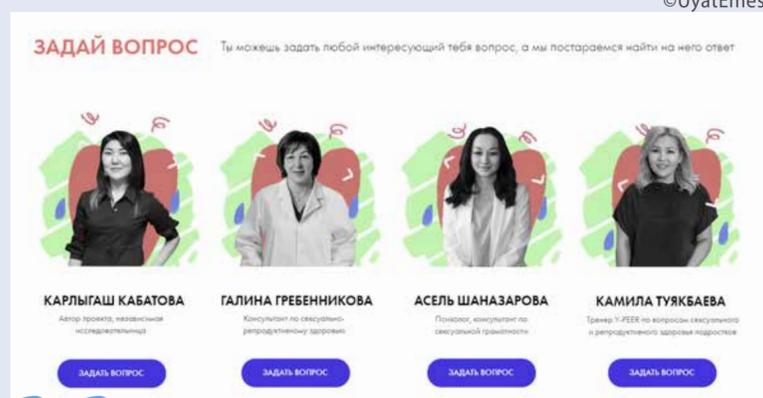
REACH

Currently, 6,000 visits by 1,500 unique users each month. 472 Facebook followers and 2,542 Instagram followers.

ENGAGEMENT

On average, users spend 4 minutes 31 seconds on the platform and visit three pages.

©UyatEmes



"The key message that I wish to convey through UyatEmes is that sexual and reproductive health is not something to be ashamed of, and that everyone has the right to know about these things."

UyatEmes

Vamos

Mobile app providing details of sexual and reproductive health services, Latin America and the Caribbean

Overview

	Region	Latin America and the Caribbean
	Creator	International Planned Parenthood Federation - Western Hemisphere Region (IPPF/WHR)
	Platform	Android mobile app, Facebook page, and website
	Web link	https://vamoslac.org
	Target audience	15 to 24 year olds
	Goal	Enable users to locate providers of sexual and reproductive health services and rate service quality. Information on contraceptives, HIV and STI testing, breast and cervical screening and reproductive and sexual health services. An online chat function allows users to ask questions related to sexual and reproductive health.

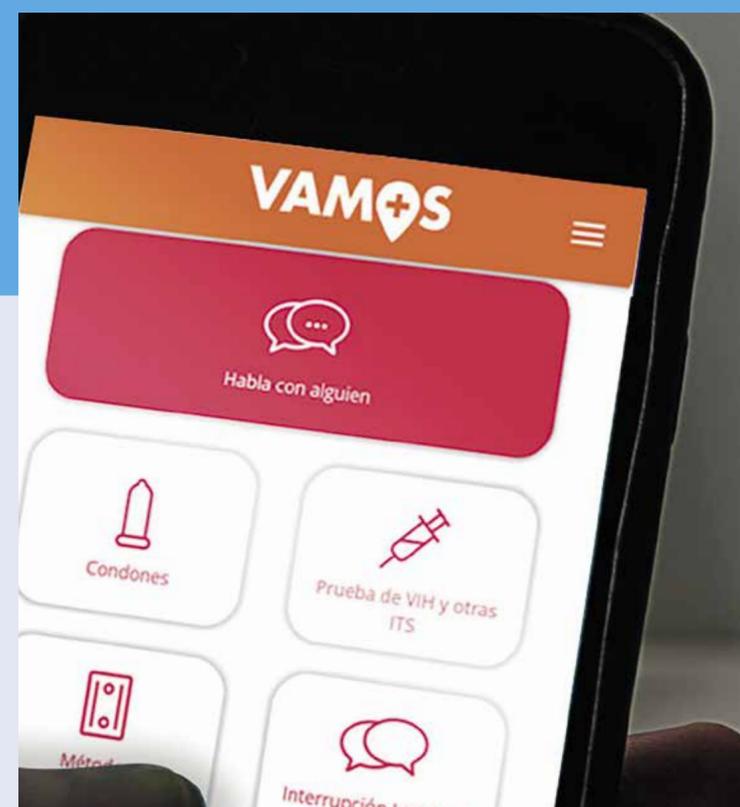
Approaches to audience needs

WHAT YOU'LL FIND

The Vamos app enables users to find centres offering a range of sexual health and reproductive services including condom distribution, contraceptives, HIV and Sexually Transmitted Infection (STI) testing, breast and cervical cancer screenings and legal abortion services. The app geo-references the location of various centers offering sexual health and reproductive services.

CONTENT DEVELOPMENT

VAMOS includes a database of health services, composed of 503 locations in 30 countries, with organizations in each country assisting in coordinating the information. Vamos also includes information on sexual and reproductive health (SRH), through online counselling by a trained team. The information offered it's based on international guidelines, rights-based, gender-focused and comprehensive. It is updated regularly.



©Vamos

TRUST & SAFETY

Users can access the app and online chat without signing up. There is an option for users to allow the app to track their location to identify the services closest to them. Users can also manually enter the name of the location they wish to search in.

AWARENESS & REACH OF PLATFORM

Vamos recently started a Facebook page to promote the platform among younger users, and is now looking to Instagram. Additionally, the team is exploring alliances with other online platforms to increase its audience and improve the service.

CONNECTION WITH CONTENT

Users can ask questions related to contraceptive methods, HIV and STI testing, safe abortion, sexual and reproductive health and breast cancer through the online chat.

Impact measurement

REACH

In 2019 the android app was installed more than 10,000 times.

©Vamos

VAMOS



'Safety [is] not only related to the quality of the information, but also to services that [users] can receive without judgment.'

Vamos

Vpershe

Online sex education platform for Ukrainian youth

Overview

	Country	Ukraine
	Creator	Katya Myachina, Yuliia Kovalchuk, and Liza Panchenko
	Platform	Web portal and social media accounts
	Web link	https://vpershe.com/
	Target audience	Young people 13-30 years old
	Goal	Destigmatize sex education in Ukraine, debunk common myths about reproductive health and sexual relations and normalize discussion of these topics.

Approaches to audience needs

WHAT YOU'LL FIND

Content is developed to respond to the topics users find most engaging, from teens curious about their first sexual relationship through to young adults interested in how orgasms work. Content also covers safe sex and STI prevention and focuses on topics that are inclusive and relevant for LGBTI+ teens. The resources are fun and easy to understand, with vibrant illustrations, live broadcasts, stories and amateur videos.

CONTENT DEVELOPMENT

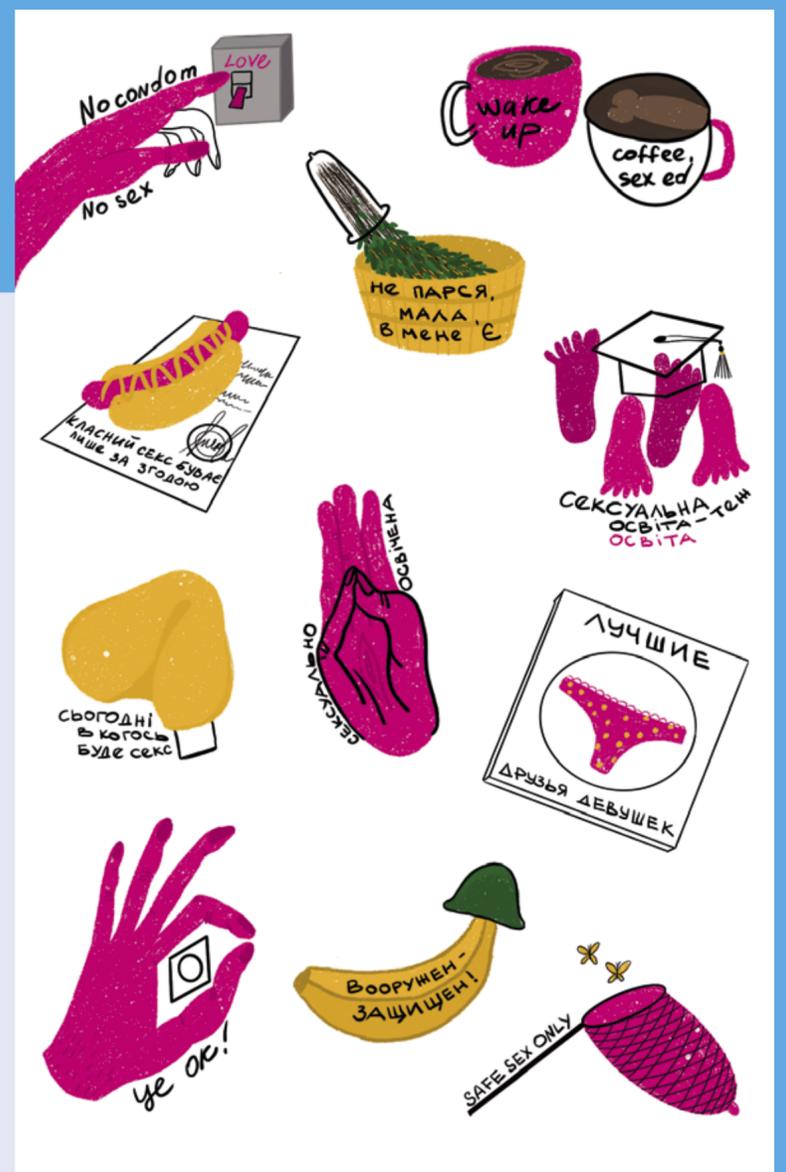
A small team of writers produce text, videos and blogs. Advice can be asked using a web-based, email form.

TRUST & SAFETY

The platform's core principles are reliability of information, user-friendliness, trust and inclusivity. Users can seek confidential advice, with contact details of medical doctors and psychologists available. Online questions can be directed at either a medical professional, counsellor or peer. Content references the authors or the academic sources used.

AWARENESS & REACH OF PLATFORM

Vpershe collaborates with a network of partners in off-line events that help expand its audience. The platform developers also provide interviews to Ukrainian media. There are plans to translate content into other languages such as Russian, and to strengthen off-line promotion.



©EvgenYakshin

CONNECTION WITH CONTENT

Personal stories generate an emotional connection with users. Audiences are encouraged to ask questions via social networks, such as Instagram live, with popular topics becoming permanent social media content. Online flash mobs around trending hashtags encourage engagement.

Impact measurement

REACH

An average of 9,000 visits and 36,000 views each month. 1,800 Facebook subscribers and 2,300 Instagram followers.

ENGAGEMENT

The platform uses metrics such as viewing duration, number of views, likes or reposts and number of questions and personal stories submitted.

©EvgenYakshin



'Besides providing quality information, our goal is to raise awareness that sex is normal – not a forbidden fruit... but an integral part of our lives. One just needs some essential knowledge to experiment with it and enjoy it.'

Vpershe

You&Me

Multiplatform support for school teachers to deliver sexuality education, China

Overview

	Country	China
	Creator	Marie Stopes International China (MSIC)
	Platform	Website, WeChat, mini program (Xiao Chengxu)
	Web link	www.niwo.org.cn
	Target audience	Teachers, schools and educators who are interested in delivering sexuality education to students 6-24 years old
	Goal	To enable every child and adolescent in China to have access to quality comprehensive sexuality education. By end 2020 they aim to have facilitated high quality sexuality education classes for over 1 million students, at an eventual cost of less than one USD/student.

Approaches to audience needs

WHAT YOU'LL FIND

The platform provides free-of-charge support to interested educators with basic teaching skills to conduct sexuality education. Teachers are supported with lesson plans, PowerPoint presentations, demonstration teaching videos, cartoon videos and interactive games. Classes can also be livestreamed with one teacher delivering a class online, which is livestreamed into several classrooms in several schools at the same time. Courses include topics such as: reproduction, puberty, love, marriage, pregnancy, abortion, STIs, gender, LGBT, sexual pleasure, sexual violence and abuse.

CONTENT DEVELOPMENT

Content is developed using existing technical resources such as guidelines, textbooks and curriculum manuals, including those that target ethnic minorities, people living with HIV, or people living with disabilities. A curriculum plan is drafted, and reviewed by teachers, experts, and students. Some modules are pilot-tested before being made available to the public, and content is revised regularly.

TRUST & SAFETY

Partnerships with government bodies such as education bureaus and centres for disease control, reassure users that information is accurate and not politically sensitive.



©You&Me

AWARENESS & REACH OF PLATFORM

MSIC promotes off-line events through partners, and also pays influencers to feature You&Me on their WeChat platforms. Some educational NGOs use and promote the platform. The programme builds relationships with Chinese civil society and philanthropy. Several Chinese foundations now provide funding support to the program.

CONNECTION WITH CONTENT

All users are encouraged to give feedback, on the basis of which a score is calculated. Users can trade accumulated scores for teaching aids, and opportunities to attend trainings.

Impact measurement

REACH

Videos have been viewed a total of over 10 million times. 2,259 schools in total have used the platform to date.

ENGAGEMENT

As of December 2019, a total of 590,000 students had received sexuality education classes conducted by teachers supported by the You&Me platform, with over 40% from rural areas.

IMPACT

Several impact studies have been conducted by MSIC itself, as well as by independent evaluators. Positive changes have been shown in students' knowledge, attitude and behaviors. Currently, You&Me is collaborating with researchers from Tsinghua University to conduct a cluster randomized control trial to evaluate the effectiveness of the You&Me platform as well as a cost-benefit analysis. This is the first and most rigorous evidence-based study on sexuality education ever conducted in China. The study will be completed in July 2020.



'Every child and young person should receive quality sexuality education. You&Me can help make this happen!'

Longxi Wang, You&Me