

AMAZE Global Partnerships Programme

HOW TO BRING

amaze

TO YOUR COUNTRY

A TOOLKIT FOR PARTNERS



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ABOUT AMAZE

Vision

AMAZE envisions a world that recognizes child and adolescent sexual development as natural and healthy, a world in which young people everywhere are supported and affirmed and the adults in their lives communicate openly and honestly with them about puberty, reproduction, relationships, sex and sexuality. In such a world, young people across the globe would have access to the information and support they need to develop into sexually healthy adults.

Mission

AMAZE harnesses the power of digital media to provide young adolescents around the globe with medically accurate, age-appropriate, affirming, and honest sexuality education they can access directly online—regardless of where they live or what school they attend.

We also strive to assist adults—parents, guardians, educators and health care providers around the globe—to communicate effectively and honestly about puberty and sexuality with the children and adolescents in their lives.






In such a world, young people across the globe would have access to the information and support they need to develop into sexually healthy adults.

History of AMAZE





AMAZE was launched in the United States in 2016 and has since been expanding globally. AMAZE hosts regional partnerships in East and Southern Africa and Latin America as well as in-country partnerships with local NGOs around the world. We provide materials for free as well as technical support to partner organizations that leverage their own expertise and mobilize resources to use, adapt, newly create, and disseminate AMAZE videos locally. As a result, more than 170 translations or dubbed AMAZE videos have been developed in over 30 languages!

SOCIAL MEDIA CHANNELS




AMAZE U.S.

-  [YouTube](#)
-  [Facebook](#)
-  [Twitter](#)
-  [Instagram](#)
-  [Pinterest](#)

AMAZE en Español

-  [YouTube](#)
-  [Featured page](#)
-  [Facebook](#)
-  [Instagram](#)

AMAZE East and Southern Africa

-  [YouTube](#)
-  [Featured page](#)
-  [Facebook](#)

MEET THE TEAM

AMAZE is a collaboration composed by three organizations in the field of youth sexual health and comprehensive sexuality education: Advocates for Youth, Answer, and Youth Tech Health (YTH), implemented in collaboration with partner organizations around the world. For more comprehensive information on AMAZE's team, please visit amaze.org/our-team/



Advocates for Youth is a Washington, DC, non-profit organization advancing young people's rights to honest sexual health information; accessible, confidential, and affordable sexual health services; and the resources to create sexual health equity for all youth.

For more information about Advocates, visit advocatesforyouth.org/



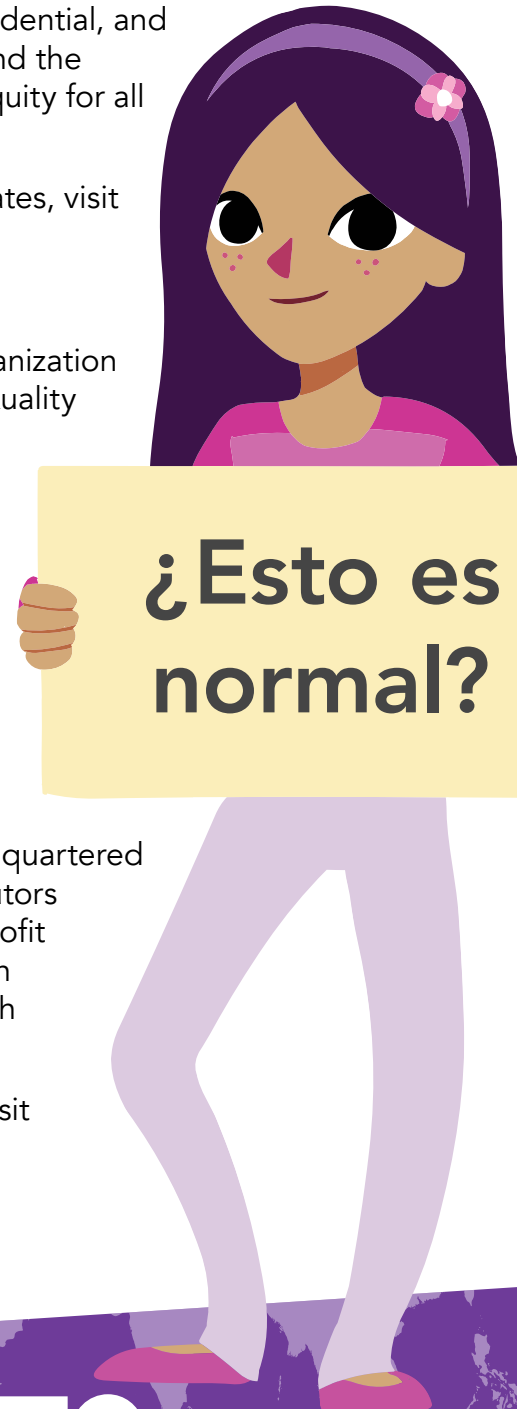
Answer is a New Jersey-based organization by Rutgers University, providing sexuality education resources to millions of young people and adults.

For more information about Answer, visit answer.rutgers.edu



Youth Tech Health (YTH) is an ETR initiative that seeks to advance the health and wellbeing of youth and young adults through technology and new media. YTH's team is headquartered in Oakland, California, with contributors around the country. ETR is a non-profit organization based in California with over 35 years of experience in health education.

For more information about YTH, visit yth.org



PRAISE FOR AMAZE

"Quezada says she likes AMAZE videos because she and her peers need trusted information, which you can't always find on Google."

— **npr**

"Tweens, parents, and educators who use AMAZE as a resource learn about adolescent sexual life as it truly is: a boisterous and sometimes confusing melange of curiosity, doubt, and exploration."

— **VICE**

"Amaze.org teaches adolescents sexuality through illustrations and animations that answer questions relevant to parents and children"

— **EL PAÍS**

"We warmly welcome AMAZE's contribution to the field of reproductive health and rights by normalizing sex education and healthy sexual development among youth, parents, and educators."

— **Global Doctors**
FOR CHOICE

"Such a great tool and resource for those of us working with youth as it will help us assure and educate teenagers, parents and teachers about sexual and reproductive health and rights. I love the videos and I'm sure our youth will love them too. Bravo and thank you!!!"

— **WINGS**
WINGSGUATE.ORG

"It's difficult to find visual teaching tools for young adolescents about puberty and sexual health... let alone ones in Malagasy! I was very pleased to discover AMAZE; the topics align perfectly with Projet Jeune Leader's comprehensive sexuality education curriculum and the videos are both fun and educational! It was easy working with Advocates for Youth to dub them in Malagasy so that Projet Jeune Leader's Educators can use them in the classroom. The middle school students love them!"

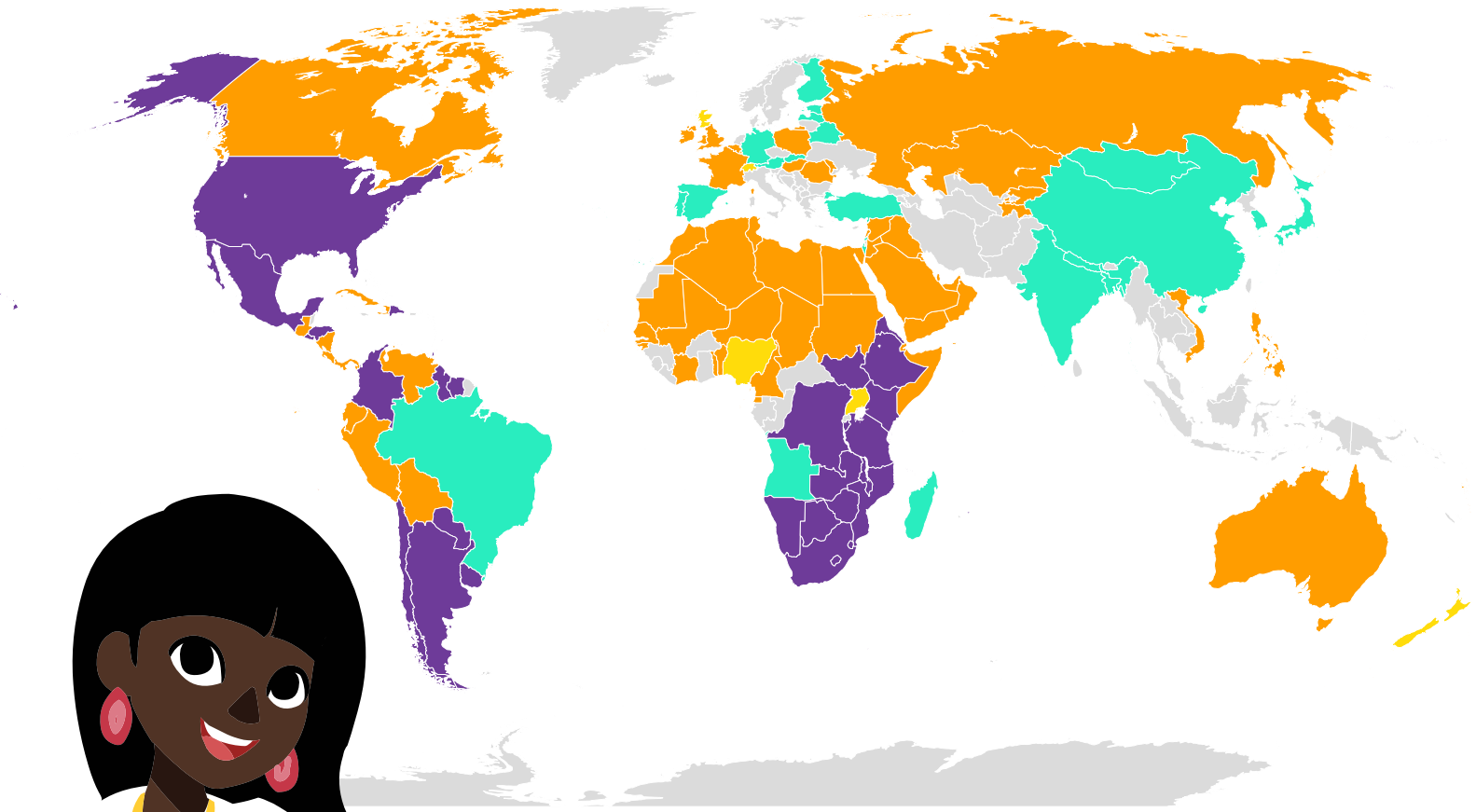
— Maia Ramarosandratana, executive director
of Projet Jeune Leader, Madagascar



"Adolescents and children deserve fun and accurate resources to know more about their bodies and relationships, and Amaze is the perfect tool for giving them information to decide. We are working with AMAZE from Mexico to Argentina to provide this very important resource."

— **IPPFWHR**

AMAZE AROUND THE WORLD



- Full AMAZE coverage
- Local language videos
- AMAZE Subtitles
- Special projects
- Not yet reached

AMAZE GLOBAL PARTNERSHIP LEVELS

We partner with organizations around the world to integrate existing AMAZE content into programming or resources, as well as subtitle, dub, and/or adapt AMAZE videos for local contexts. We also welcome collaborations with organizations interested in creating new videos. Partner organizations can engage in one, or several types of partnership, depending on their needs and interests.

Integration of Existing AMAZE Videos into Programming

A partnership between AMAZE and a local, in-country organization interested in integrating existing AMAZE videos into its programming or resources. Below are the steps for integrating AMAZE and/or related resources such as educator toolkits and lesson plans:

- 1 Partner identifies and informs AMAZE of the videos or resources that they would like to integrate into existing programming and/or dissemination platforms.
- 2 AMAZE provides access to the videos selected by the partner, or will assist the partner in utilizing AMAZE's Embedded Playlist tool.
- 3 Partner may make use of or upload AMAZE content, and provide AMAZE access and available metrics pertaining to the usage of AMAZE.

Case Study

RSHP, Scotland

RSHP

Relationships, Sexual Health and Parenthood

National resource for the **Relationships, Sexual Health and Parenthood (RSHP)** curriculum of Scotland, a free to use education resource for schools across the country, integrates existing AMAZE videos as part of lesson plans for teachers.

- **Consent Part 1: What consent means in a relationship**
- **My Body Now: Part 3 Menstruation**
- **My Body Now: Part 4 Masturbation**
- **Sexual Intercourse: Part 1 How people have sex/Having sex for the first time**
- **Sexual Intercourse Part 2: Making my choices/Waiting for sex**

Subtitling Existing AMAZE Videos

A partnership between AMAZE and a local, in-country organization interested in subtitling existing AMAZE videos. Below are the steps to subtitle AMAZE:

- 1 Partner identifies and informs AMAZE of the videos or content they would like to subtitle or caption into a foreign language.
- 2 AMAZE provides available script files to facilitate subtitling of these videos. For larger requests and if desired by the partner, AMAZE can provide translations from a video captioning and translation services provider, for the partner organization to review and check for accuracy.
- 3 Partners may choose to either produce or revise AMAZE-provided translations and submit changes to AMAZE, preferably as script file (SRT, SBV, SSA), or through the captioning platform offered by AMAZE.
- 4 AMAZE conducts a review of the translations, shares any suggested edits with the partner, and reviews final changes to the translations.
- 5 AMAZE uploads the subtitle file to corresponding videos on AMAZE.org and the AMAZE YouTube channel, crediting the partner organization's translations on the video description.
- 6 Partners may promote subtitled videos as desired.

Case Study

ROOTS OF HEALTH, The Philippines

Roots of Health (Ugat ng Kalusugan; ROH) provides educational and clinical services to women, youth, and families in the Philippines. ROH has subtitled five AMAZE videos into Tagalog (Filipino), which are available at AMAZE's YouTube channel. AMAZE videos with closed-captions in Filipino are:



- **HIV: How to Protect Yourself and Others**
- **Menstruation: What to Expect**
- **Sexual Orientations Explained: Lesbian, Gay, Heterosexual and Bisexual**
- **What Makes a Relationship Healthy**
- **Understanding Sexual Consent and the Law**

Dubbing or Adapting Existing AMAZE Videos

Dubbing

A partnership between AMAZE and a local, in-country organization seeking to directly translate and voice-over AMAZE resources (i.e. without adaptation).

Adapting

A partnership between AMAZE and a local, in-country organization interested in adapting AMAZE videos to its country-specific context or at the regional or sub-regional level.

Below are the steps for partnering with AMAZE to dub or adapt existing videos:

- 1 Partner identifies and informs AMAZE of the videos or content they would like to dub or adapt into a or several foreign language(s).
- 2 AMAZE provides available script files and/or available translations, as well as relevant video and sound files to facilitate dubbing or adaptation of the videos.
- 3 Partner organizations may choose to either produce or revise AMAZE-provided translations and submit changes to AMAZE for review.
- 4 Partners provide AMAZE with the dubbed or adapted videos and new voice track files for final review, and may include an end card crediting their dubbing of videos, contributing funders, and other partners.
- 5 Partners may promote the videos as desired, and may upload them on their website, YouTube and social media channels, in compliance with branding guidance agreed upon with AMAZE.
- 6 If desired, AMAZE can create a page on Amaze.org to provide easy web access to the dubbed or adapted videos and/or create a language playlist on the AMAZE YouTube Channel.

Specifying a Video

To inform AMAZE of the videos you would like to integrate into existing programming, subtitle, dub, or adapt, please follow these steps:

- 1 Identify the video(s) you are interested in within our website at amaze.org.
- 2 Once you have identified a video, select the “more info” sticker at the bottom right corner of the clip. This will take you to the video’s individual site on our website.
- 3 Select the hyperlink icon at the bottom of the video. This will automatically copy the video’s link.
- 4 Compile a list of videos along with their respective hyperlinks that you can share with us.



Case Study — Subtitling and Dubbing

AOOSUNG, South Korea



AOOSUNG is a non-profit organization educating South Korean teachers, parents, and teenagers on the topics of youth development and sexuality. AOOSUNG partnered with AMAZE in dubbing 64 videos, which they disseminate through their organizational **website** and **YouTube** channels. AMAZE also has a feature page at <http://amaze.org/south-korea/> as well as a Playlist on **AMAZE's YouTube channel**, hosting AOOSUNG's dubbed videos. Examples of AOOSUNG's dubbed videos include:

- Where Do Babies Come From? **청소년 성교육 만화**
- Condoms: How To Use Them Effectively **콘돔을 효과적으로 사용하는 방법**
- Masturbation **자위의 모든것**
- What is a Wet Dream? **청소년 성교육 만화**
- Female Masturbation **여성자위**

Case Study — Subtitling and Dubbing

PILCON, Japan



The Program for Ideal Life through Communication & Networking (PILCON) is a non-profit organization based in Japan that provides sex education lectures to junior and senior high school students and parents. PILCON has subtitled and dubbed adapted versions of 45+ AMAZE videos, which they disseminate on their **YouTube channel**. AMAZE also hosts a feature page at amaze.org/japan/, as well as a Playlist on **AMAZE's YouTube channel**, featuring PILCON's subtitled and dubbed videos.

Examples of PILCON's subtitled videos include:

- What is AMAZE? **性のギモンに答える**
- What if my Kids Don't Ask? **もし子どもが性について聞いてこなかったら?**
- Where Do Babies Come From? **赤ちゃんはどこからくるの?**

Examples of PILCON's dubbed videos include:

- Being Safe on the Internet **インターネットの安全な使い方**
- Condoms: How to Use Them Effectively **コンドーム: 上手な使い方**

Creating New Videos with AMAZE

A partnership between AMAZE and a local, in-country organization interested in creating new videos in collaboration with AMAZE. If working in partnership with us to create new videos, we can provide information about the process and content expertise. Below are the steps in partnering with AMAZE to create new videos:

- 1 Partner informs AMAZE of the video they would like to create and or a topic of interest or language that has not been covered by AMAZE.
- 2 Sexuality Education experts from AMAZE will work alongside the partner to create or revise the video content brief capturing the overarching tone, main messages, background and resources relevant to the video. Our team can help ensure video content is in line with standards set in the International Technical Guidance on Sexuality Education (ITGSE). AMAZE and the partner may also work together to develop the video's script.
- 3 Partner uses in-house capacity or identifies and engages animators or a video production company to develop the videos, and provides AMAZE with the newly created videos and relevant files for final review.
- 4 Creation of videos can be credited to the partner organization and/ or sponsors in compliance with branding guidance agreed upon with AMAZE.
- 5 If desired, AMAZE can create a page on the Amaze.org web site to provide easy web access to the newly created videos and/or create a language playlist on the AMAZE YouTube Channel.

Case Study

IPPFWHR, Latin America

AMAZE works with International Planned Parenthood Federation Western Hemisphere Region (IPPFWHR) in Latin America, along with IPPF country member associations, APROFA (Chile), FUSA (Argentina), MEXFAM, PROFAMILIA, and Iniciativas Sanitarias, among others, to bring AMAZE to the region. So far, over 50 videos have been dubbed, adapted, or newly created for the Latin America region, including in Mexico, Uruguay, Argentina, Colombia, Chile, and the Leeward Antilles. AMAZE en Español videos are disseminated on [Amaze en Español's YouTube channel](#) and organizational [Facebook page for Parents](#) and [Instagram for young adolescents](#). AMAZE also hosts a full website available at [amaze.org/es](#) featuring all of AMAZE en Español's content. Examples of their videos include:

- What is Bullying? [¿Qué es el bullying? \(México\)](#)
- Porn: Fact or Fiction? [Pornografía, ¿Realidad o ficción?](#)
- Long Acting Contraception Explained [Anticonceptivos reversibles de larga duración, Uruguay\)](#)
- Consent and Communication [Consentimiento y comunicación \(Chile\)](#)
- Is it Love? [¿Cómo saber si es amor? \(Colombia\)](#)



COLLABORATIONS FOR VIDEO DISSEMINATION

All AMAZE videos are published under the Creative Commons License. Partner organizations may promote videos as desired and are encouraged to indicate the location of such videos to AMAZE to facilitate dissemination and distribution. Below are some of the ways that global partner organizations have chosen to disseminate AMAZE videos:



נשים לגופן المرأة וכיאנה
Women and Their Bodies

Community Mobilization Activities and/or Edutainment Activities as Part of Existing Programming

Women and Their Bodies (WTB) is disseminating AMAZE videos dubbed in Arabic and Hebrew through social media as well as in-person workshops conducted throughout Israel, with special emphasis on the periphery and border regions.



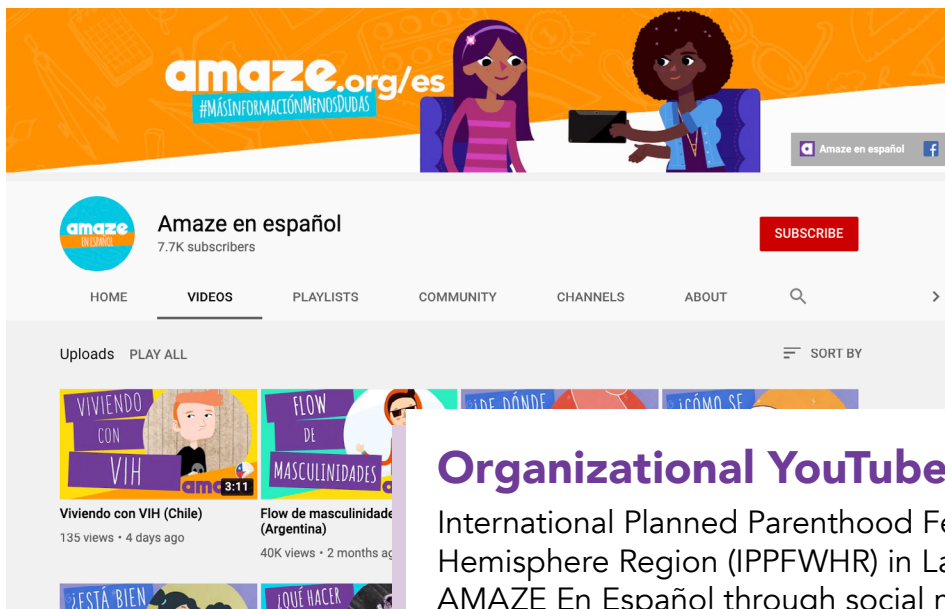
Partnerships with Schools and Teachers by Sharing AMAZE Videos in Classrooms

Projet Jeune Leader (PJL), a youth-founded, youth-led, and youth-centered organization in Madagascar is disseminating AMAZE in 45 public middle schools across the Vakinankaratra, Amoron'i Mania, and Haute Matsiatra regions of Madagascar, reaching approximately 16,000 students.



Partnerships with Ministries of Education whereby AMAZE resources are made available on a national scale.

The Clinton Health Access Initiative and the National Department of Health of South Africa are disseminating select AMAZE videos through **B-Wise**, a digital platform aimed at providing access to free, accurate and non-judgmental information related to sexual and reproductive health for young people ages 10-24. The revamped platform includes several AMAZE videos, like this one on **consent!**



Organizational YouTube Channels and Playlists

International Planned Parenthood Federation Western Hemisphere Region (IPPFWHR) in Latin America, is disseminating AMAZE En Español through social media platforms and [Amaze en Español's YouTube channel](#).

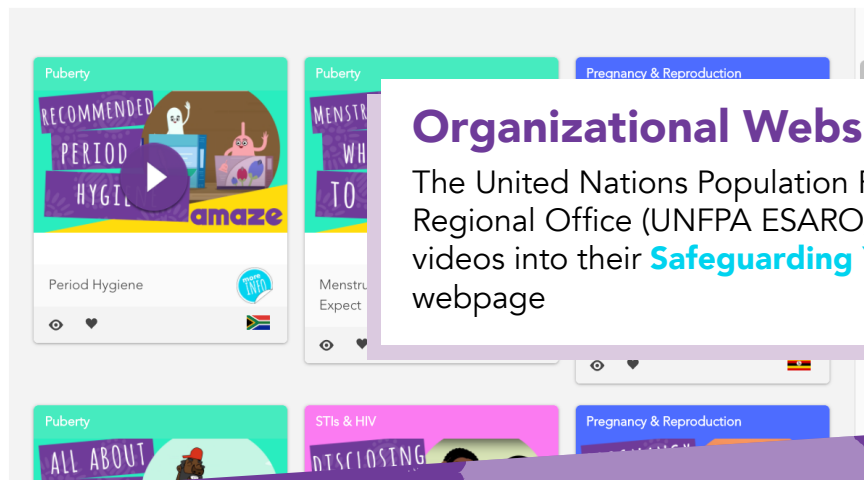


Organizational Social Media Platforms and Mobile Apps

The Auckland University of Technology (AUT), the University of Otago, and Johns Hopkins University are disseminating AMAZE in New Zealand through the [Harmonised App](#), a social media forum focused on healthy relationships.

Have you seen our AMAZE videos yet?

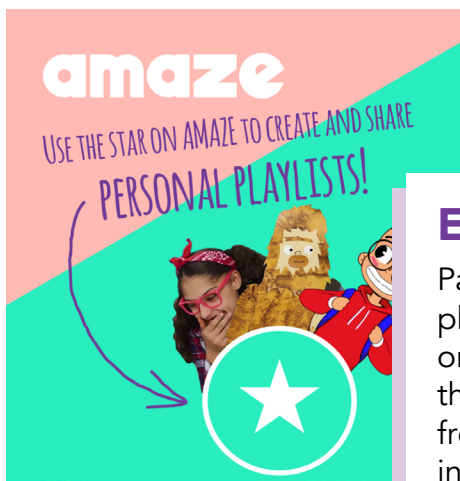
TIP: Scroll down to watch all the videos and share with friends and family.



Organizational Websites

The United Nations Population Fund East and Southern Africa Regional Office (UNFPA ESARO) has embedded select AMAZE videos into their [Safeguarding Young People Programme](#) webpage

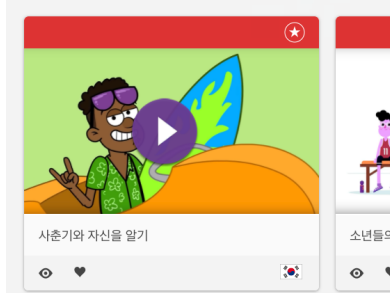
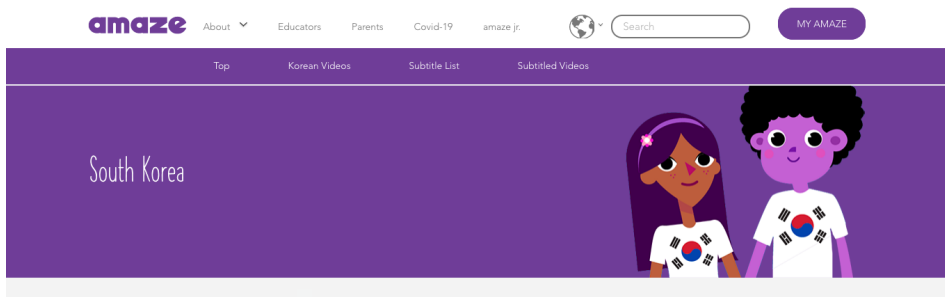
Partner organizations can also collaborate with amaze.org to facilitate dissemination and distribution of AMAZE videos, making use of AMAZE's existing web infrastructure to establish a web presence for local and regional content. Types of collaboration can include:



Embedded Playlists

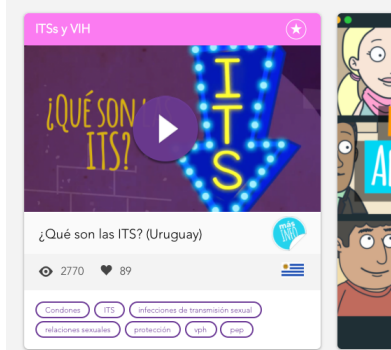
Partners can make use of the My Amaze playlist feature to create playlists of AMAZE videos that can be embedded into a partner organization's website. This allows groups to present their work within their website, but the video and content infrastructure will be driven from AMAZE's server. Partners may customize the color and branding in the playlists to match their existing web content.

To learn more about My Amaze and the steps to set up an Embedded Playlist, [click here](#).



Feature Page on amaze.org

AMAZE can create a feature page on our site, a dedicated page for the partner's language, country or region to host partner organization's subtitled, dubbed, and/ or adapted videos. Viewers will see and access this content on amaze.org. By having a feature page on amaze.org, organizations can benefit from the AMAZE brand and the search optimization effect of existing content and traffic to our web site. For an example of this option, please refer our [Korean language page](#), containing videos from South Korean partner organization, AOOSUNG.



Full Website on amaze.org

(a full web site for extended content hosted and run by AMAZE)

AMAZE can create and maintain a full regionalized website hosting the partner organization's subtitled, dubbed, and/or adapted videos. Viewers will see and access this content on amaze.org. By having a full regionalized website on the site, partner organizations can access features, such as for video discovery and additional sections like pages for Parents, Educators, and Amaze Jr. Partner organizations can also benefit from the AMAZE brand and the search optimization effect of existing content and traffic to our web site. For an example of this option, please refer to the Latin America regional initiative maintained by IPPFWHR at amaze.org/es.



Feature on Monthly Newsletter "AMAZE Around the World"

Dedicated to celebrating all that is AMAZE global, this monthly newsletter is designed to foster information sharing through increased awareness of AMAZE partners' efforts around the world and exchange of resources related to the sexual and reproductive health and rights of very young adolescents. **AMAZE Around the World** has a dedicated section to feature the work AMAZE's International Partners, such as campaigns and video releases, as well as resources for Comprehensive Sexuality Education and opportunities to engage.

FREQUENTLY ASKED QUESTIONS

What does it cost to be able to subtitle, dub or adapt AMAZE videos?

Video production costs often depend on the type of animation, length of the video, number of characters, and extent of changes being made (if being adapted). These costs vary by country and video editing capacity within partner organizations, but on average for AMAZE videos:

- Dubbing can cost around USD 2,500-3,000. Often, voice actors and facilities to make quality recordings will be required as well as capacity to mix voice and animation files.
- Adaptation can cost approximately USD 3,000–4,500.
- Newly created videos can cost between USD 5,000- 8,000 to produce.

What are the different ways that partners are acknowledged for subtitling, dubbing, or adapting AMAZE videos?

Subtitled videos are credited within the video's description on AMAZE's YouTube channel. For dubbed and adapted videos, partners may also include on-screen credits for their work and sponsors.

Can we sell AMAZE videos?

This can depend on the circumstances and so is handled on a case by case basis. All AMAZE videos are published under the Creative Commons License and so are available for all to use for free. Please reach out to info@amaze.org!

Can we fundraise to subtitle/dub/adapt AMAZE videos? What kind of support can AMAZE provide in our fundraising efforts?

Yes. We encourage our partners to raise funds to carry out subtitling/dubbing/ adaptations of AMAZE videos and can provide guidance and background information on AMAZE to inform proposals. Partner organizations are encouraged to let AMAZE know if they are engaging in fundraising efforts, so that AMAZE can provide helpful information.



We raised funds to subtitle/dub/adapt AMAZE videos and our funder would like to be credited in some way—how can we achieve that?

AMAZE is open to discussion around the best way to credit funders or contributors, such as including an end card crediting the funder(s) for supporting dubbing and/or adaptations of videos.

What are the steps to join AMAZE's Global Partnerships Programme?

To inquire about a collaboration with AMAZE, once you have fully reviewed this toolkit, please fill out the form found at [Partnering With AMAZE](#).

Once we have reviewed your form, AMAZE will reach out to schedule a meeting with your organization. If both parties agree to collaborate, AMAZE will sign a Memorandum of Understanding (MOU) agreement with the partner organization whereby AMAZE grants permission for the partner to initiate subtitling/dubbing/adapting of videos.

Who is involved in the creation of AMAZE animated videos?

AMAZE videos are heavily informed by technical guidance, including the US [National Sex Education Standards](#) for its US videos, as well as UNESCO's [International Technical Guidance on Sexuality Education](#), regional, and/or national standards in other countries. In the development of AMAZE videos, a sexuality education content expert, usually from Advocates for Youth or ANSWER, develops a content brief that outlines the learning objectives for the video, provides key messages, and background information, with references. For videos produced outside the United States, sexuality education content experts from Advocates and/or AMAZE regional and in-country partner organizations follow this same process. This brief is then used by animators/video production companies to develop a script, which is done in close collaboration with the content expert, followed by the storyboard and actual animation. The videos are also informed by young people, including Youth Ambassadors in the US, who work to review and inform US AMAZE videos, and young leaders and peer educators from existing youth networks in other countries who work to review and inform videos and dissemination efforts at the country or regional level.



PARTNERING WITH AMAZE



- ☐ Review this international toolkit in full.
- ☐ Consider how you might want to use AMAZE videos in your work and within your country.
- ☐ Think about what partnership type(s) you're interested in.
- ☐ Fill out this **simple form** to let us know more about you and what you're interested in doing with AMAZE and we'll reach out to schedule a meeting!
- ☐ Sign a Memorandum of Understanding (MOU) that details the terms of your partnership with AMAZE.