An Open Letter
From Malik & Lucy
AMAZE Youth Ambassadors

2020 brought many challenges for people around the world, especially young people. Students had their lives upended, milestones postponed, and sleepovers canceled by a global pandemic. For us and our friends, a lack of connection and communication brought on feelings of isolation, stress, and anxiety that were only heightened by the events and uncertainty surrounding us.

Although Zoom opened up many opportunities for people to connect, it can still be a jarring contrast from in-person connections. This is especially true in situations where youth aren’t in supportive environments, or don’t feel as if they can have conversations with the adults and people around them.

That’s why sex education that’s honest, engaging, and includes all young people, is so important. Young people want simple, honest, and reliable sex education. As AMAZE Youth Ambassadors, we’ve been in community with our cohort over the past year, discussing and coming up with new video, content, and strategy ideas.

Sex education is so much more than ‘just the birds and the bees’ — it’s about setting up ALL young people with information they need to lead safe and healthy lives, which includes resources and education around mental health, relationships, conflict, and more.

Malik & Lucy
2020 AMAZE Youth Ambassadors
Table of Contents
Annual Report 2020

3

4
The YouTube Generation

5
Askable Parents

6
AMAZE-ing Professionals

7
The World
The YouTube Generation
Annual Report 2020

50 MILLION VIEWS ON YOUTUBE

PROVIDING COUNTLESS YOUNG PEOPLE WITH
INCLUSIVE & AFFIRMING
PUBERTY & SEX EDUCATION INFORMATION

CREATED
30
NEW VIDEOS
covering topics including: pregnancy prevention, HIV and health disparities, bullying, self-harm, masturbation, contraception, virginity, pornography, sexual orientation, and more.

FEATURED IN MEDIA ARTICLES
including a high-profile New York Times story titled, “The Sex Talk is Actually a Series of Talks”. AMAZE also was featured in Jezebel, Slate, Ms. Magazine, and NPR, among others. In total, these articles garnered nearly 235 MILLION MEDIA IMPRESSIONS.

SUPPORTED 30+
AMAZE YOUTH AMBASSADORS
to provide valuable insights on video topics, animation, art, design, marketing, and social media. Youth Ambassadors engaged their friends to review AMAZE videos and represented AMAZE with the media, at conferences, on Facebook Live events, on parenting and teen podcasts.

EXPANDED
YOUTUBE SUBSCRIBERS
FROM
141,000
TO
171,000

LAUNCHED
#Ask AMAZE
a shorter-form video series that answers young people’s common questions about topics such as social anxiety, and mood swings during puberty. Each video drives viewers to additional resources and related AMAZE videos.

“My favorite amaze video is Friends Forever? because I value all of my friendships, and when they hit a rough patch it’s hard to figure out why or exactly what to say. This video helped me understand that friendships naturally drift apart, and that’s okay! At the end of the day, we grow with each other and if we change along the way it’s still okay! This video is also my favorite because of the animation style and Yeti characters!”

Jillian | AMAZE Youth Ambassador
engaging celebrities and brands as partners and disseminating a sophisticated six-day newsletter program, offering parents opportunities and resources each day to engage their children in conversations about sexuality and sexual health and to become “askable parents”. More than 1,200 PARENTS signed up for the email newsletter.

LAUNCHED #AskableParent CHALLENGE

and published a parents’ newsletter for more than 2,000 active subscribers; cultivated an engaged Amaze Facebook parents’ community; and published seven Facebook Live broadcasts for parents, securing more than 25,000 VIEWS.

“I’m a big fan all of the Amaze videos about personal safety and tech that reinforce positive messages today’s students need to hear about being safe in the digital world.”

Leticia Barr | Parent
for school nurses and clinical providers to include AMAZE videos. These adolescent reproductive and sexual health education training modules have been approved by the CDC and the Division of Adolescent School Health and will be used to train school nurses in the year ahead.

Delivering Sex Ed in the Digital Age, a one-of-a-kind experience to build the capacity of educators to integrate AMAZE into remote learning curricula. More than 2,300 EDUCATORS registered and 1,350 ATTENDED. In addition, 8,000 accessed the conference recording through the AMAZE website.

CONVENED A VIRTUAL EDUCATOR CONFERENCE

PUBLISHED TOOLKITS FOR EDUCATORS on emotional health, LGBTQ topics, and puberty. The toolkits were accessed by almost 5,000 EDUCATORS.

“"I love the menstruation video because it normalizes and destigmatizes this important pubertal milestone in girls. The STD video is a close second. I showed it to my adolescents to help me choose. They wondered, “Do they show this in school? They should.” Given the rates of STDs in the US among young people, early, accurate, and accessible sexual health education is critical. #AMAZEfan.”

Maria Trent, MD, MPH, FAAP, FSAHM
Chief, Division of Adolescent/Young Adult Medicine, Johns Hopkins University School of Medicine Children’s Center

ENGAGED OVER 20,000 EDUCATORS & HEALTHCARE PROVIDERS WITH INFORMATION ENCOURAGING THEM TO USE AMAZE VIDEOS WITH THEIR STUDENTS AND PATIENTS

UPDATING 6 TRAINING MODULES

ADAPTED 32 LESSON PLANS

Delivering Sex Ed in the Digital Age, a one-of-a-kind experience to build the capacity of educators to integrate AMAZE into remote learning curricula. More than 2,300 EDUCATORS registered and 1,350 ATTENDED. In addition, 8,000 accessed the conference recording through the AMAZE website.

CONVENED A VIRTUAL EDUCATOR CONFERENCE

PUBLISHED TOOLKITS FOR EDUCATORS on emotional health, LGBTQ topics, and puberty. The toolkits were accessed by almost 5,000 EDUCATORS.

“"I love the menstruation video because it normalizes and destigmatizes this important pubertal milestone in girls. The STD video is a close second. I showed it to my adolescents to help me choose. They wondered, “Do they show this in school? They should.” Given the rates of STDs in the US among young people, early, accurate, and accessible sexual health education is critical. #AMAZEfan.”

Maria Trent, MD, MPH, FAAP, FSAHM
Chief, Division of Adolescent/Young Adult Medicine, Johns Hopkins University School of Medicine Children’s Center

ENGAGED OVER 20,000 EDUCATORS & HEALTHCARE PROVIDERS WITH INFORMATION ENCOURAGING THEM TO USE AMAZE VIDEOS WITH THEIR STUDENTS AND PATIENTS

UPDATING 6 TRAINING MODULES

ADAPTED 32 LESSON PLANS

Delivering Sex Ed in the Digital Age, a one-of-a-kind experience to build the capacity of educators to integrate AMAZE into remote learning curricula. More than 2,300 EDUCATORS registered and 1,350 ATTENDED. In addition, 8,000 accessed the conference recording through the AMAZE website.

CONVENED A VIRTUAL EDUCATOR CONFERENCE

PUBLISHED TOOLKITS FOR EDUCATORS on emotional health, LGBTQ topics, and puberty. The toolkits were accessed by almost 5,000 EDUCATORS.

“"I love the menstruation video because it normalizes and destigmatizes this important pubertal milestone in girls. The STD video is a close second. I showed it to my adolescents to help me choose. They wondered, “Do they show this in school? They should.” Given the rates of STDs in the US among young people, early, accurate, and accessible sexual health education is critical. #AMAZEfan.”

Maria Trent, MD, MPH, FAAP, FSAHM
Chief, Division of Adolescent/Young Adult Medicine, Johns Hopkins University School of Medicine Children’s Center
to support organizations in their efforts to adapt and distribute AMAZE videos.

EXPANDED GLOBAL, REGIONAL, & COUNTRY PARTNERSHIPS with UN agencies and other international organizations, such as UNESCO, UNFPA, IPPF, and Love Matters.

INITIATED 19 PARTNERSHIPS with organizations based in West, East, and South Africa, Central America, South America, Asia, Europe, and the Middle East.

“My favorite AMAZE video is How to be an LGBTQIA+ Ally, because this seems to be a topic that is not talked about a lot. It is helpful to put into words something that serves an LGBTQIA+ person, such as how to show our support and how to help.”

Agus Vaccani | Member of FUSA’s Youth Network | Argentina
**In Latin America and The Caribbean**

**Adapted or Created**

**23 AMAZE VIDEOS** with partners in Chile, Argentina, Uruguay, Brazil, Mexico, and Colombia, that were viewed approximately 2 million times.

**Produced Complementary Resources**

such as video discussion guides for educators in the region.

**Engaged Youth**

with TikTok campaigns through local youth networks to expand the use of AMAZE.

**Strengthened Partnerships**

in Bolivia, Ecuador, Paraguay, Belize, and Guyana to launch campaigns on sexual violence, puberty, isolation during COVID, and child marriage.

**Reached Over 2 Million Views**

through over 45 local-language AMAZE videos.
ADAPTED AMAZE VIDEOS THROUGHOUT THE REGION AND SUBTITLED THESE INTO MULTIPLE LANGUAGES.

REACHED MORE THAN 1.1 MILLION VIEWS
through over 100+ local-language AMAZE videos.

DUBBED MORE THAN 60 VIDEOS IN CHINESE
resulting in more than 150 AMAZE videos for the region, including 40+ Japanese-language videos and 50+ Korean-language videos.

SUBTITLED AND INITIATED DUBBING
of AMAZE videos in Vietnamese.

DISSEMINATED DUBBED AND ADAPTED VIDEOS THROUGH MULTIPLE PLATFORMS,
such as in Japan where 40+ dubbed and subtitled videos were viewed more than 500,000 times and in South Korea where 64 videos were viewed about 600,000 times through local YouTube Channels.
In West, East, and Southern Africa

**RELEASED 19 VIDEOS FOR EAST AND SOUTHERN AFRICA, INCLUDING VIDEOS SPECIFIC TO SOUTH AFRICA AND UGANDA.**

- **REACHED MORE THAN 250K VIEWS** through approximately 90 local-language AMAZE videos.
- **ADAPTED 15 AMAZE VIDEOS AND PRODUCED 4 NEW VIDEOS** on COVID-19, HIV treatment adherence, intergenerational/transactional relationships, and alcohol use.
- **PRODUCED COMPLIMENTARY RESOURCES** such as posters by LoloTalks, a sex educator and activist in Nigeria.

**DISSEMINATED AMAZE VIDEOS VIA ONLINE PLATFORMS** such as B-Wise, hosted by the National Department of Health of South Africa (NDoH) for young people ages 10-24, and through social media by Love Matters Kenya.
IN EUROPE

INITIATED PARTNERSHIPS TO DUB AMAZE VIDEOS INTO RUSSIAN, LATVIAN, ESTONIAN AND SLOVAK IN BELARUS, LATVIA, ESTONIA AND SLOVAKIA.

DISSEMINATED SUBTITLED VIDEOS such as in Hungary reaching 30,000 views on YouTube.

DEVELOPED COMPLIMENTARY RESOURCES including worksheets for students in Finland.

INTEGRATED EXISTING VIDEOS into the National Curriculum for Excellence in Scotland.

CONTINUED TO CULTIVATE PARTNERSHIPS in the Netherlands, Germany, Austria, Hungary, Scotland, Switzerland, Finland, Poland, Romania, and Scotland, and a new opportunity in Ireland.

IN THE MIDDLE EAST AND NORTH AFRICA

DUBBED SELECT AMAZE VIDEOS INTO HEBREW AND ARABIC, AND INITIATED PARTNERSHIPS TO DUB MORE AMAZE VIDEOS INTO ARABIC AS WELL AS TURKISH.
PRESENTED AT KEY CONFERENCES,

such as UNESCO’s International Symposium on Sexuality Education in the Digital Space, webinars, coalitions, technical working groups, and more!

DISSEMINATED AMAZE INTERNATIONAL NEWS AND VIDEOS,

through newsletters, listservs, and digital platforms, like the eGranary Digital Library, which provides digital content to users lacking internet access globally.

“It’s so easy to become an AMAZE partner and to adapt and disseminate AMAZE materials locally — plus AMAZE resources are free! Email us at international@amaze.org to learn more about our Global Partnerships Programme.”

Cynthia Chinchilla Angel | AMAZE International