



# amaze

Annual Report

2020

# 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.

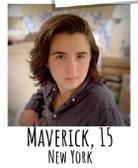
Although Zoom opened up many opportunities for people to connect, it can still be a jarring contrast from in-person connections. This is especially true in situations where youth aren't in supportive environments, or don't feel as if they can have conversations with the adults and people around them.

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



# amaze IS revolutionizing

SEX ED FOR:



The YouTube Generation

4

5

Askable Parents



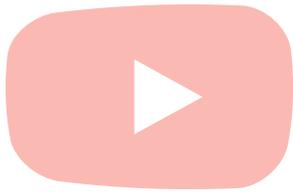
AMAZE-ing Professionals

6

7

The World





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.

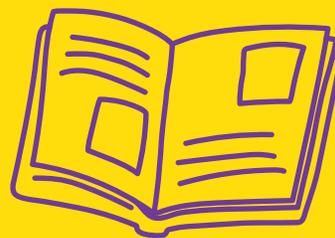


SUPPORTED  
**30+**  
AMAZE YOUTH  
AMBASSADORS

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.

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.**



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.

EXPANDED

YOUTUBE SUBSCRIBERS

FROM

**141,000**

TO

**171,000**



"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

## HELPED PARENTS WORLDWIDE



## PROVIDE BETTER SEX EDUCATION FOR THEIR CHILDREN

### LAUNCHED #AskableParent CHALLENGE

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.



### AIRED SEASON **1** OF THE #AskableParent PODCAST

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



## ENGAGED OVER **20,000** EDUCATORS & HEALTHCARE PROVIDERS

WITH INFORMATION ENCOURAGING THEM TO USE AMAZE VIDEOS WITH THEIR STUDENTS AND PATIENTS

### CONVENED A VIRTUAL EDUCATOR CONFERENCE

*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.



### PUBLISHED TOOLKITS FOR EDUCATORS

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



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.



from the comprehensive, 3Rs sex education curriculum to the digital platform, Google Classroom and linked AMAZE videos to each lesson plan. Sent information about the lesson plans and videos to over 20,000 educators. More than **3,500 EDUCATORS** have requested access to the lesson plans, reaching over **700,000 STUDENTS**.



"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





# 3 MILLION VIDEO VIEWS

OUTSIDE OF THE U.S. FROM PEOPLE IN 180 COUNTRIES.

## ANNOUNCED THE GLOBAL IMPACT AWARDS

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.

# IN ASIA AND

# THE PACIFIC



## 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.





# amaze

## INTERNATIONAL

SPREADS THE WORD

# ABOUT AMAZE

## GLOBALLY

**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](mailto:international@amaze.org) to learn more about our Global Partnerships Programme."

Cynthia Chinchilla Angel | AMAZE International