



amaze

INTERNATIONAL

**Ways that AMAZE
Videos are Used and
Disseminated
Internationally**

AMAZE is a global initiative implemented by core partners **Advocates for Youth**, **ANSWER**, and **YouthTech Health**, in collaboration with organizations around the world, that provides sexuality education to Very Young Adolescents through short, animated videos as well as resources for parents and teachers.

AMAZE's international partner organizations use and disseminate original, dubbed, and adapted versions of AMAZE videos in many ways. Below is a summary of selected examples of how AMAZE partner organizations choose to make AMAZE videos available to the communities that they serve. Many partner organizations use a combination of mechanisms for disseminating AMAZE videos.



Content

1 INTEGRATION OF AMAZE VIDEOS INTO:

- 1.1 Sexuality education curricula and respective digital platforms for teachers.
- 1.2 Digital platforms focused on sexual and reproductive health education and/or information on services.
- 1.3 Digital platforms or libraries addressing a wide range of development topics.

2 FEATURING AMAZE VIDEOS ON:

- 2.1 Social Media.
- 2.2 National Public Television.
- 2.3 Existing Organizational Websites.
- 2.4 Newly Developed Organizational Websites.
- 2.5 Existing websites through an embedded playlist option from amaze.org
- 2.6 A landing page on amaze.org
- 2.7 A Partial or Full clone website on amaze.org
- 2.8 A YouTube Playlist on amaze.org's YouTube channel.

3 OFFLINE DISSEMINATION OF AMAZE VIDEOS

- 3.1 In classrooms.
- 3.2 As part of community workshop.
- 3.3 As part of community activities for youth.



INTEGRATION OF AMAZE VIDEOS

Into sexuality education curricula and respective digital platforms for teachers.



a selection of AMAZE videos are integrated into lesson plans of the Relationships, Sexual Health and Parenthood (RSHP) part of the national Curriculum for Excellence. Example of lesson plans with AMAZE videos include:

**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

Press click to access
lesson plans

**In
Japan**

two AMAZE videos dubbed by partner organization PILCON are integrated into the Cabinet Office of Japan's online gender equality education site, which is maintained by the **Japanese Girls Scouts Association**.

An example can be seen **here**.

**In The
United
States**

Advocates for Youth has **integrated AMAZE videos** into numerous lesson plans of it's K-12 comprehensive sexuality education curriculum, **Rights, Respect, Responsibility**.

For more, click on the **highlighted text**.

INTEGRATION OF AMAZE VIDEOS

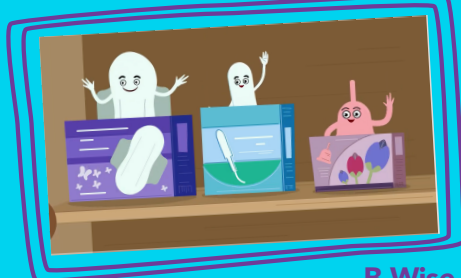
Into digital platforms focused on sexual and reproductive health education and/or information on services



the Ministry of Health's B-Wise platform has integrated AMAZE South African adapted videos into their platform. Here are a few examples of topics where AMAZE videos are featured:

MENSTRUATION

That time of the month
YOUR PERIOD



B-Wise
bwisehealth.com

ABUSE

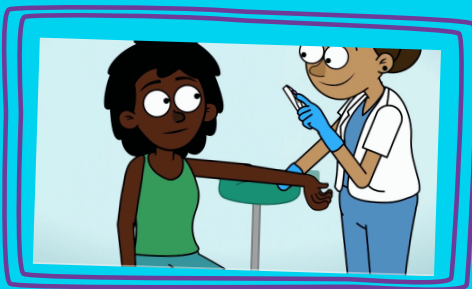
What is abuse?



B-Wise
bwisehealth.com

CONTRACEPTION

Learn about what
contraceptives are



B-Wise
bwisehealth.com

HIV

I've accepted
that I have HIV,
BUT WHAT DO I DO NOW



B-Wise
bwisehealth.com

CONSENT

No means no



B-Wise
bwisehealth.com



Click on the
highlighted text to
watch the videos

INTEGRATION OF AMAZE VIDEOS

Into digital platforms focused on sexual and reproductive health education and/or information on services



In Uganda

AMAZE partner organization Reach a Hand Uganda has integrated some of the AMAZE South African adapted videos into their tv educational app, **SAUTiplus TV**. AMAZE is included as a series with 33 episodes, which can be accessed by users who register for free for SAUTiplus TV.

In New Zealand

the Auckland University of Technology (AUT), the University of Otago, and Johns Hopkins University are disseminating AMAZE videos through the **Harmonised App**, a social media forum focused on healthy relationships.

In China

UNESCO Beijing Cluster Office has integrated select Chinese-language AMAZE videos into the **You&Me App**. You&Me is a digital platform for promoting sexuality education, which was first developed in China by MSI and is now managed by a locally registered NGO as a spin-off of MSI's localization. The platform provides school teachers and non-formal educators with free CSE resources, including video-based CSE lesson plans, PowerPoint presentations and demonstration teaching videos. Currently, in partnership with UNESCO, You&Me is upgrading its video-based CSE curriculum, by using selected AMAZE videos to develop new lesson plans or integrating them into existing lesson plans.



INTEGRATION OF AMAZE VIDEOS

Into digital platforms or libraries addressing a wide range of development topics.

Serving Multiple Regions

AMAZE partner organization the **eGranary Digital Library** hosts AMAZE videos in their digital library, which provides offline access to the AMAZE.org website, inclusive of videos and other resources.

Storing the Seeds of Knowledge
eGranary
DIGITAL LIBRARY

- About the eGranary
- How it Works
- What's Inside
- Purchase an eGranary
- Contact Us

The WiderNet Project
1906 East NC Highway 54
Suite 100F
Durham, NC 27713 USA
Tel.: 919-240-4622

eGranary Digital Library
[Donate Here!](#)

With permission, we copy thousands of educational Web sites and deliver them to intranet Web servers INSIDE our partner institutions in developing countries and other under-served places around the globe. We deliver millions of multimedia documents that patrons can instantly access over their local area networks at no cost.

The eGranary Digital Library - also known as "The Internet in a Box" - has been adopted by over 2,000 institutions that lack adequate Internet access.



Welcome to the Learning Passport's Global Digital Library

[GET STARTED](#)



[SIGN IN](#)

[Arabic] Edraak



AMAZE videos are also included in **UNICEF's Learning Passport**, an online, mobile, and offline platform that allows countries to easily and quickly adopt the Learning Passport as its national learning management system or use it to complement existing digital learning platforms. Through AMAZE's partnership with Aflatoun International, a selection of AMAZE adapted videos for South Africa are included in the Passport's Gender Equity Package for Zimbabwe, Honduras and others.

For more, click on the **highlighted** text.

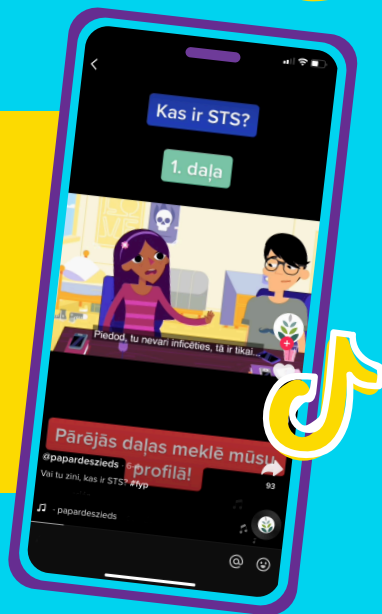


2.1



In Latvia

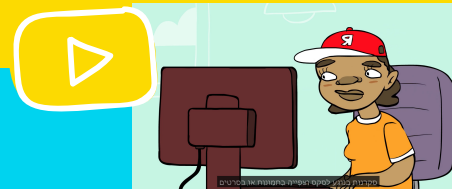
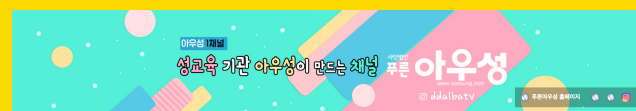
AMAZE partner organization Papardeszieds has launched a **TikTok channel** to engage young people through which AMAZE videos are being shared.



Featuring amaze videos on social media

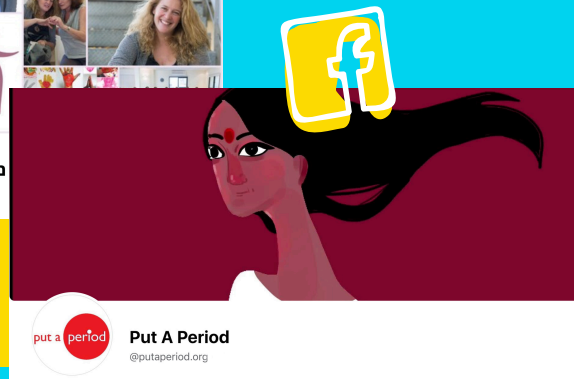
In Japan South Korea Finland and Israel

AMAZE partner organizations host AMAZE videos that they have dubbed on their respective YouTube Channels: **PILCON**, **AOOSUNG**, **Tasasks**, and **Women and Their Bodies**.



In Israel and Bangladesh

AMAZE partner organizations share AMAZE videos that they have dubbed or subtitled on their respective Facebook pages: **Women and Their Bodies** and **Put a Period**.



For more, click on the **highlighted** text.

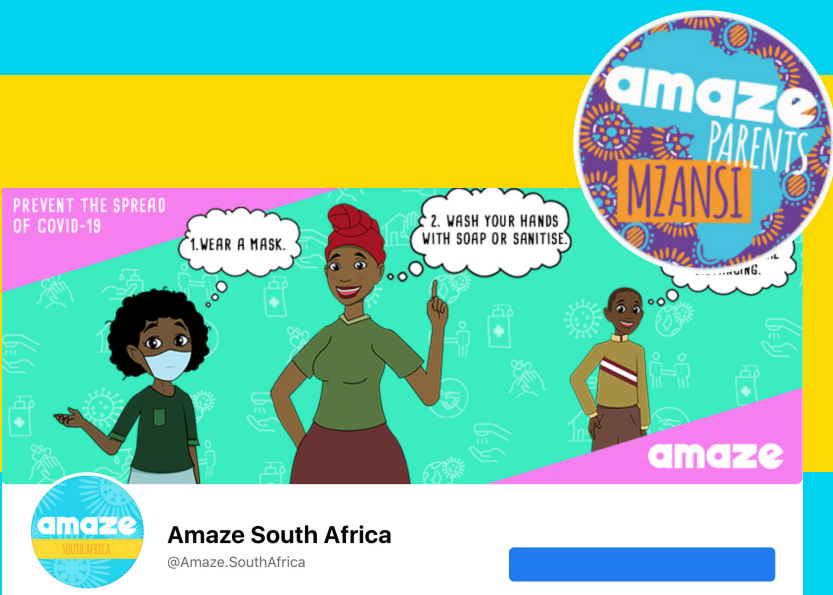


Featuring
amaze
videos on
social
media



In Latin. America

partner organization IPPFWHR hosts a **YouTube Channel**, **Facebook Page** and **Instagram** for parents that features AMAZE dubbed and adapted videos for the region. Both platforms typically run campaigns to raise awareness around particular topics addressed by AMAZE videos, often linked to global and regional days of action and/or in response to regional events or developments that impact adolescent sexual and reproductive health and rights.



In South Africa

AMAZE's video production partner organization Turbulence Studios hosts two Facebook pages focused on **adolescents** and **parents**.

For more, click on the **highlighted** text.

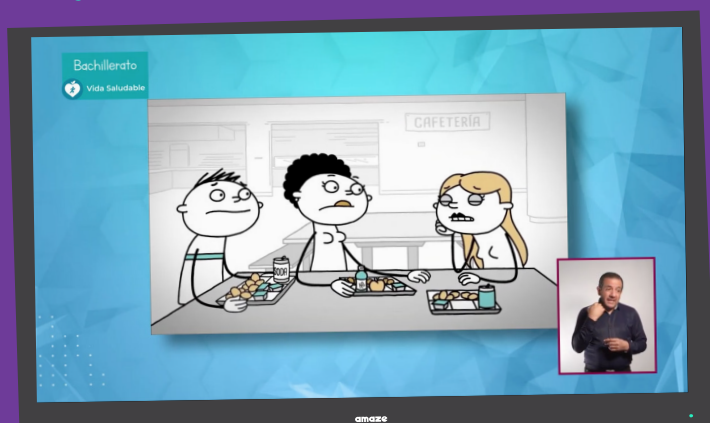
2.2

Featuring amaze videos



On National Public Television

AMAZE en Español videos are recognized by a wide range of education experts and policymakers around the world including the Ministry of Education in Mexico, which has featured several videos on their **Jóvenes en Casa** series, aired on Mexican Public Television to a national audience.



For more, click on the **highlighted** text.

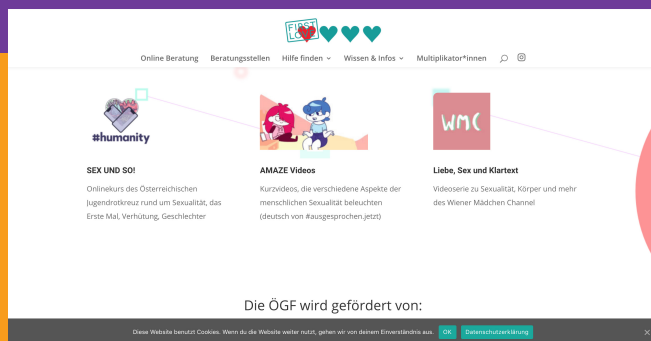
2.3

Featuring
amaze
videos on
existing organizational
websites



In Austria

AMAZE partner organization Österreichische Gesellschaft für Familienplanung, the IPPF member association in Austria, has featured German-language AMAZE videos on their **website**.

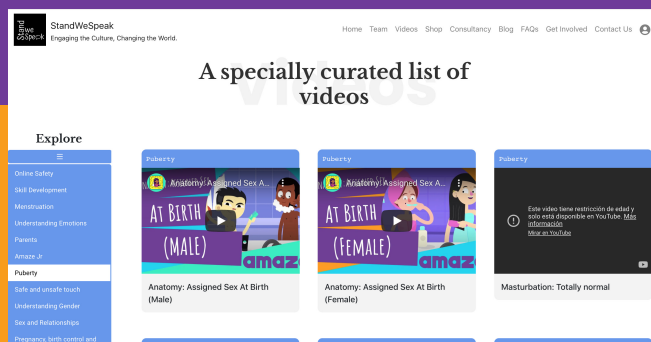


In Finland

AMAZE partner organization Tasaseks has also featured AMAZE videos on **their website**.

In India

AMAZE partner organization Stand We Speak has embedded 50+ AMAZE videos, divided by topic area, into multiple sections of **their website**.



For more, click on the **highlighted** text.

2.4 Featuring amaze videos on Newly developed organizational websites

In Austria

AMAZE partner organization Lil* also features AMAZE videos that they have dubbed on a website they developed specifically for this purpose, **#Ausgesprochen**.

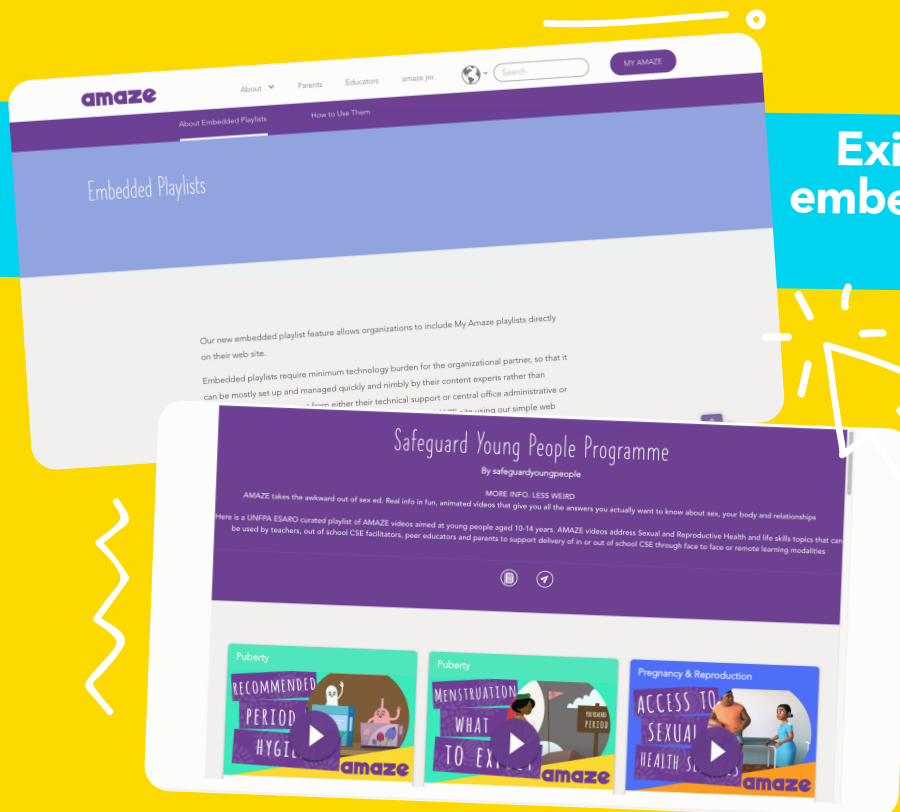


2.5 Featuring amaze videos on

Existing websites through an
embedded playlist option from
amaze.org

In East and Southern Africa

partner organization UNFPA's East and Southern Africa Regional Office has embedded a playlist of AMAZE videos that they adapted on their **Safeguard Young People Programme website** using the **amaze.org embedded playlist feature**.



For more, click on the **highlighted text**.

2.6 Featuring amaze videos

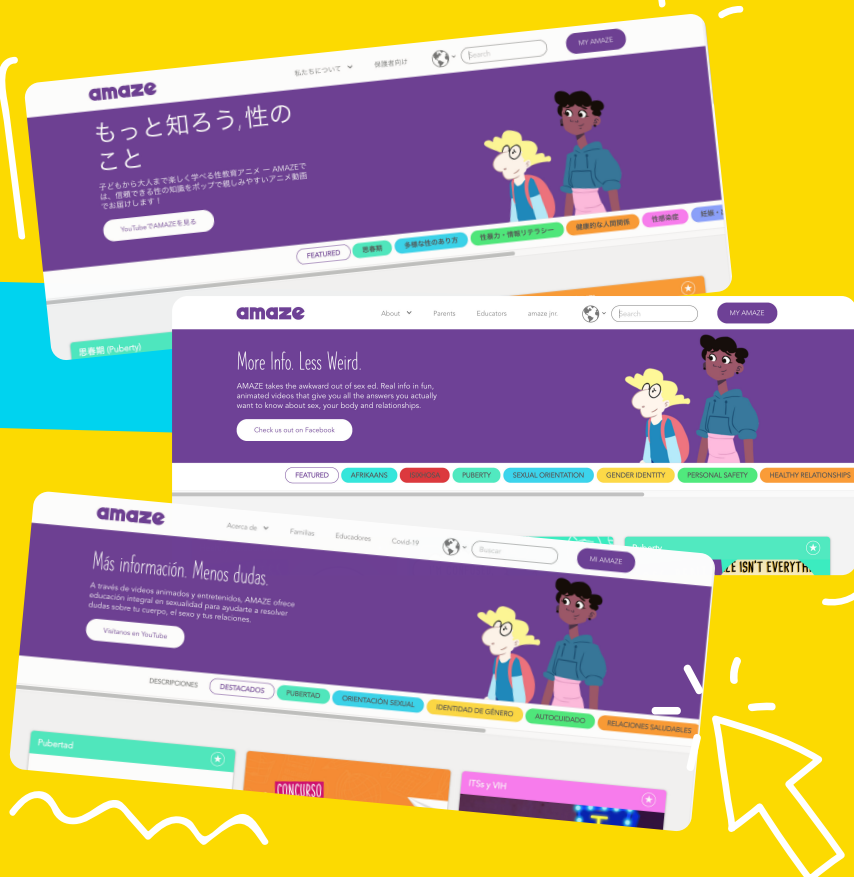
Through a landing
page on AMAZE.org

AMAZE.org hosts several landing
pages for dubbed or adapted
AMAZE videos by partner
organizations, such as for **Nepali**,
German and **Korean-language**
videos and videos for the **South**
Asia region.



2.7 Featuring amaze videos

Through a partial or full clone
website on AMAZE.org



Partner organizations in **Japan**, **South Africa**, and **Latin America**, in collaboration with AMAZE, host partial or full AMAZE clone websites, which contain country and/or regionally-focused videos as well as content for educators, parents and youth.

These web sites can host My Amaze playlists and be used to easily embed content on organizational web sites or social media platforms.

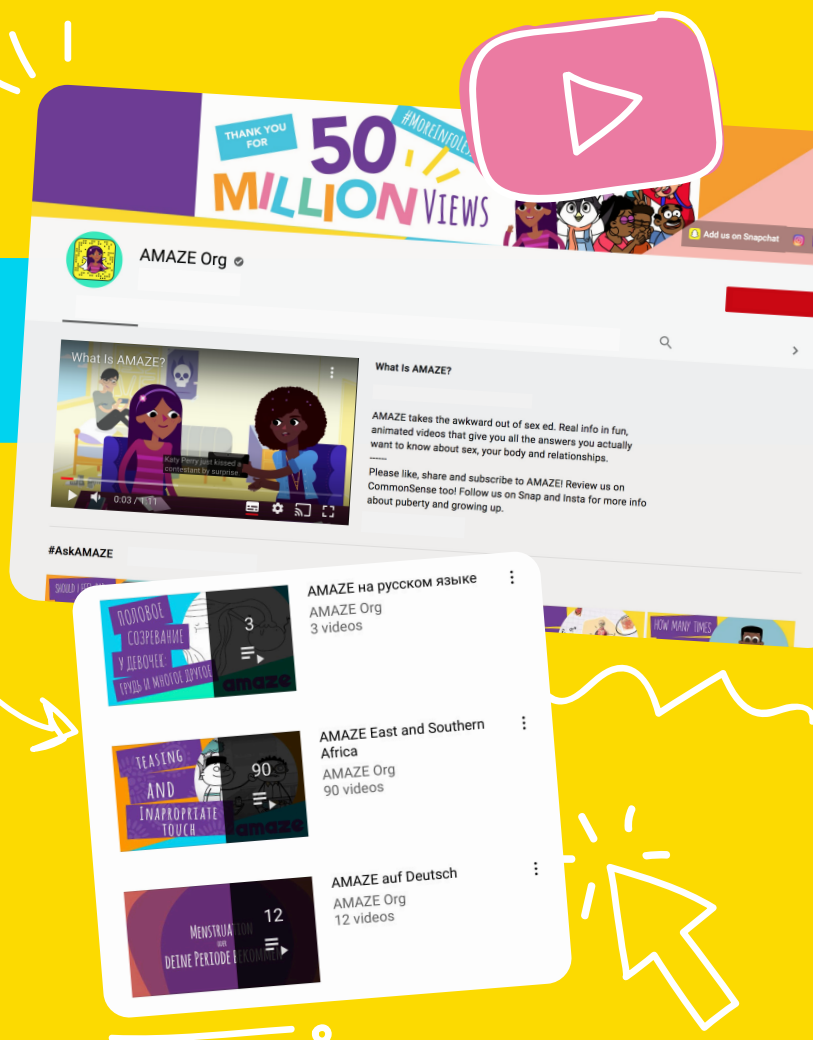
For more, click on the **highlighted text**.

2.8 Featuring amaze videos

Through YouTube playlists
on AMAZE.org's YouTube
Channel

In Israel
Austria
Finland Japan
South Korea
Latin America
East and
Southern Africa

AMAZE partner organizations' dubbed
or adapted videos are featured in
playlists on **AMAZE's YouTube
Channel.**



For more, click on the highlighted text.



OFFLINE DISSEMINATION OF AMAZE VIDEOS

**PROJET
JEUNE
LEADER**

Featuring
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

Using
amaze
videos

As Part of Offline Community Workshops

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.



Using
amaze
videos

As Part of Offline Community-based Activities for Young People

The Smile Outreach, a non-profit organization raising awareness of cross-generational sexual relationships, developed a new video "**Unexpected**" in collaboration with AMAZE and has disseminated 500+ copies of the **comic book version** of the story! In just a few months, they have been able to directly reach over 1,800 adolescents with the comic book and video.

For more, click on the **highlighted text**.





If you are interested in learning more about AMAZE, our Global Partnerships Programme, or how partners use and disseminate AMAZE videos, visit us at

amaze.org/amaze-around-the-world/

or email us at **international@amaze.org**.

Don't forget to follow us on **Social Media!**

AMAZE U.S.

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