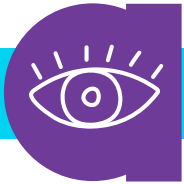


Update and

Looking AHEAD 2023



VISION

AMAZE International envisions a world where...

- ★ Young people have the information and resources they need to lead happy and healthy lives.
- ★ Parents and teachers have the tools and resources to help support young people to become healthy and happy adults.
- ★ AMAZE is the go-to referral for comprehensive sexuality digital information and education for young adolescents, parents, teachers, and health workers.



OVERVIEW OF ACTIVE PARTNERSHIPS

805+

INTERNATIONALLY
DUBBED
AND ADAPTED
VIDEOS

40+

LANGUAGES AND
DIALECTS

28

NEW MOU'S
IN 2022
AS OF SEPTEMBER 22, 2022

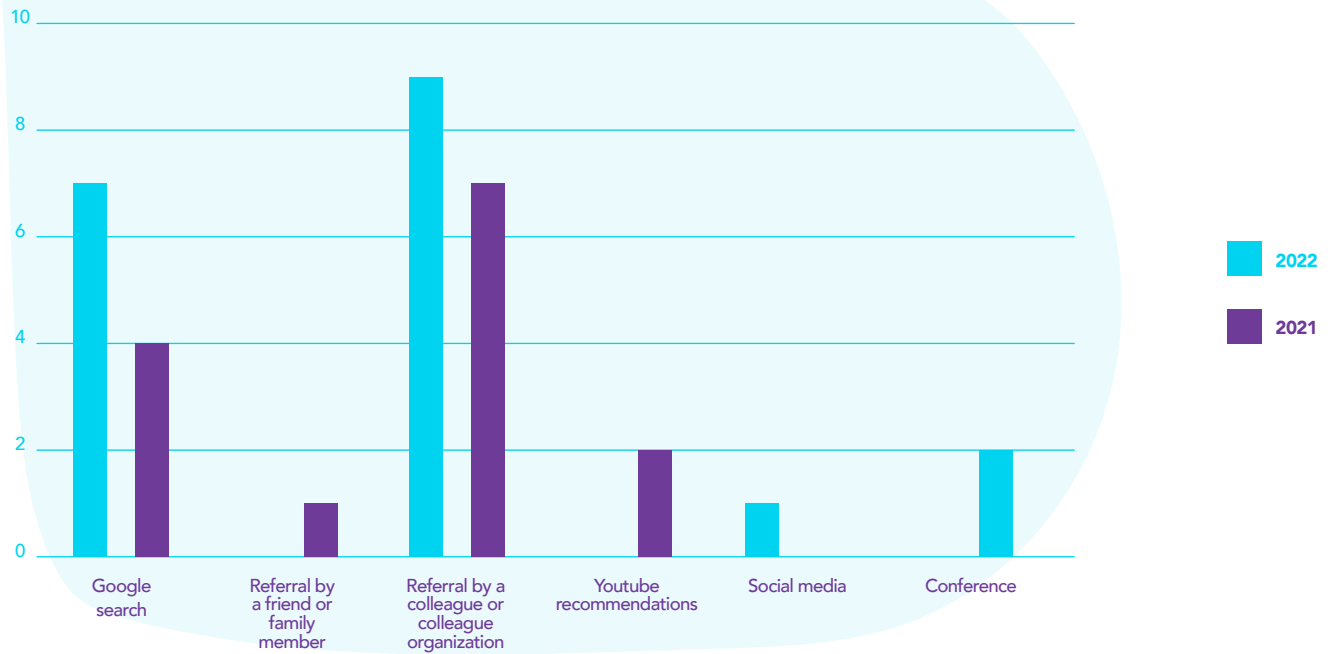


SNAPSHOT OF PARTNER PREFERENCES AND TRENDS

HOW DID YOU LEARN ABOUT AMAZE?

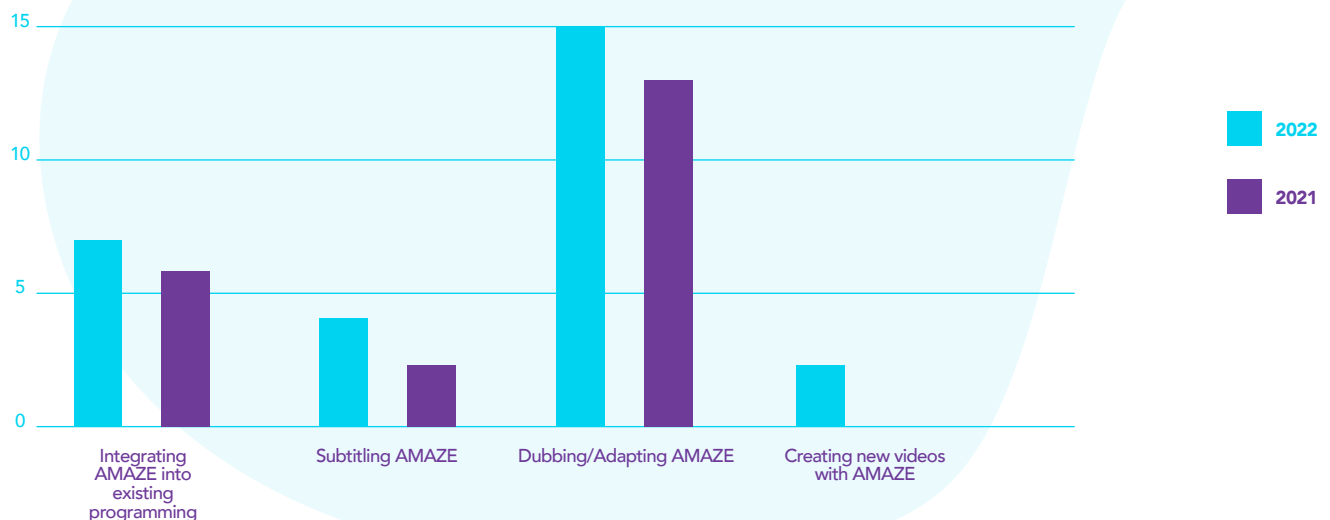
In August 2022, the AMAZE International team sent a survey to 47 active partners to better understand their experiences using AMAZE. The survey achieved a **43% response rate**, with a total of 20 responses.

One of the survey questions asked partners about their first encounter with AMAZE. AMAZE partners reported first learning about AMAZE through referrals by a colleague or colleague organization, followed by organic google searches. This is consistent with the findings from our 2021 survey.



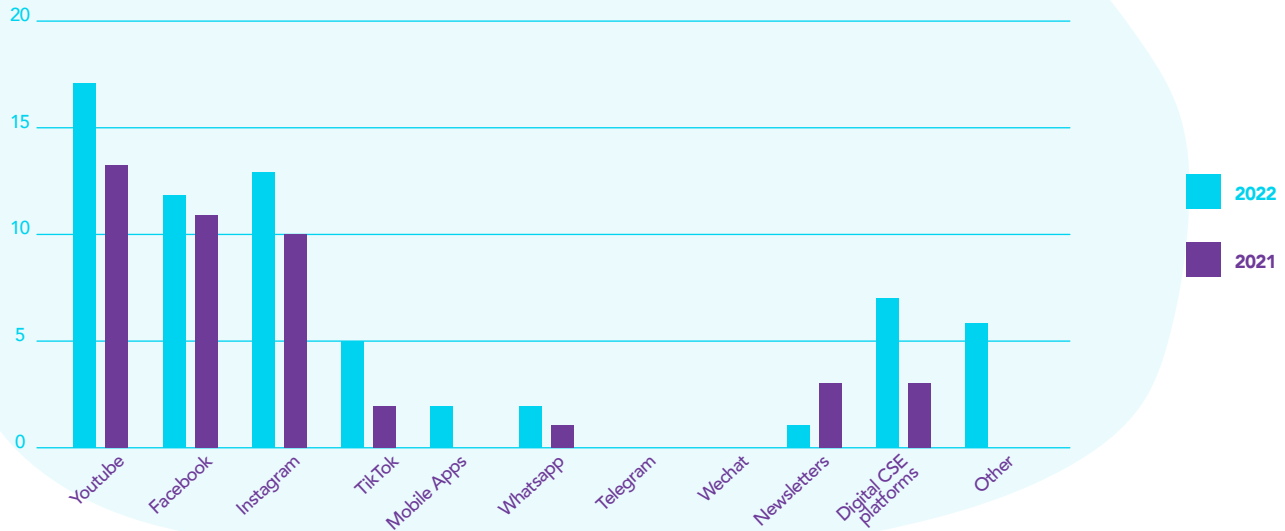
TYPE OF PARTNERSHIP

Our survey also asked partners to share what kind of collaboration they are engaging in with AMAZE. Most partners reported to be **dubbing or adapting AMAZE videos**, followed by integrating AMAZE into existing programming. This is also consistent with last year's results.



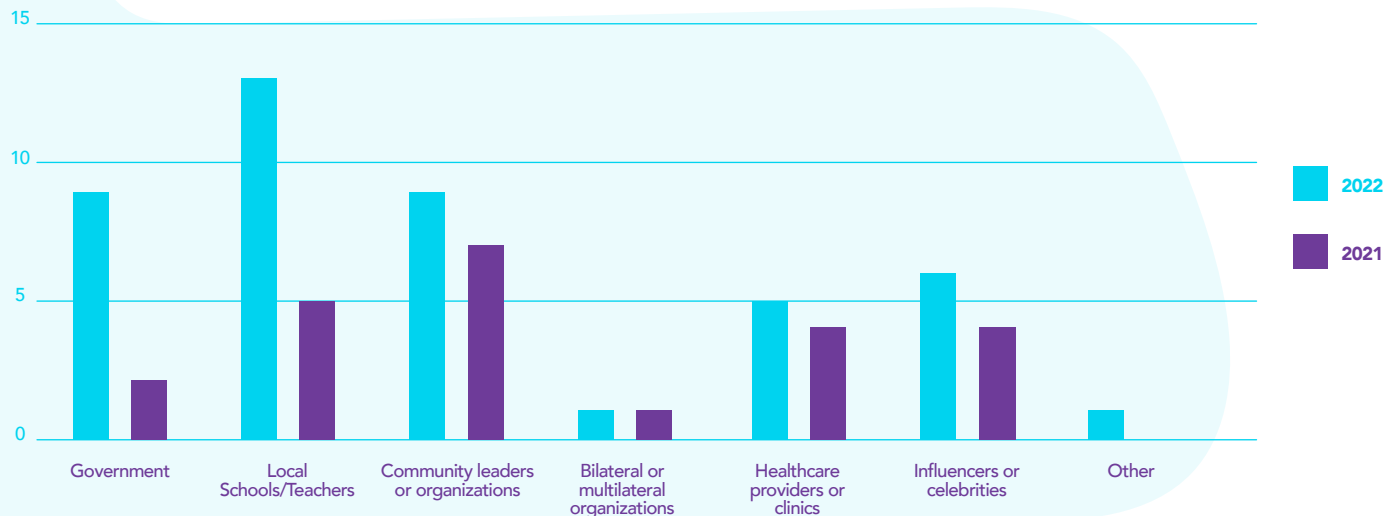
DISSEMINATION PLATFORMS USED BY PARTNERS

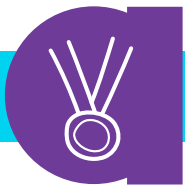
When it comes to video dissemination, AMAZE partners use an array of mechanisms and strategies. Similar to last year, our survey respondents reported primarily using **YouTube and social media** to disseminate their videos. This year, we saw an increase in partners reporting using TikTok and Digital CSE platforms to support dissemination.



COLLABORATIONS REPORTED BY AMAZE PARTNERS

AMAZE partners typically engage in collaborations and partnerships outside of AMAZE. This year, our survey respondents reported primarily **partnering with local schools/ teachers, government agencies including Ministries of Health and Education, and Community leaders or community-based NGOs** to support the dissemination of AMAZE videos. Some partners also reported disseminating the videos in collaboration with healthcare providers or clinics, and/or working with influencers or local celebrities to increase awareness of the existence of AMAZE videos and complementary resources.





SNAPSHOT OF 2022



- ★ In 2022, seven organizations were awarded funding to expand AMAZE in key geographic areas.
- ★ 296 videos are being dubbed and adapted in **Cambodia, Ecuador, Georgia, India, Lebanon, Rwanda** and **Togo**. This will result in videos produced in 11 spoken languages and two country-specific versions of sign language.



- ★ In 2022, AMAZE International continued the AMAZE Partner Star Awards programme, which provides seed funding to AMAZE International partners that have demonstrated the ability to work well with AMAZE by dubbing, adapting, creating, and/or disseminating AMAZE videos.
- ★ So far, seven awards have been given to partners across **Asia, Eastern Europe, Sub-Saharan Africa, MENA**, and the **LAC** region.



- ★ AMAZE is collaborating with several ministries in various countries including **South Africa, Northern Ireland, Ecuador**, and **Uganda**.
- ★ UN Agencies have also been partnering with AMAZE in the following countries: **Bangladesh, Cambodia, Fiji, Lao PDR, Malawi, Morocco, Mongolia, Papua New Guinea, Thailand**, and **Vietnam**.



TRIP AROUND THE WORLD: SNAPSHOT OF AMAZE BY REGIONS



ASIA AND THE PACIFIC

In Asia and the Pacific, AMAZE International maintains 35 partnerships in 16 countries and is collaborating with select UN agencies and youth leaders to:

- ★ Identify through a desk review, the priority SRHR areas within the region.
- ★ Adapt and dub nine videos for Southeast Asia.
- ★ Develop lesson plans to accompany the adapted videos.
- ★ Create discussion guides for peer educators.

In 2022, AMAZE International

- ★ Selected Ibis Reproductive Health South Africa Office as the Africa Regional Lead partner to oversee efforts to expand the use of AMAZE videos in the region, with 5 priority countries (**South Africa, Botswana, Zimbabwe, Kenya, and Nigeria**).
- ★ Engaged with governmental and entertainment entities in South Africa to broadcast videos on television.
- ★ Completed adapted and two new videos in collaboration with the SRHR Alliance Uganda, with dubbing into four local languages underway.
- ★ Launched of the first partnership in Namibia to adapt videos in East and Southern Africa with organizations serving girls and young women living with and affected by HIV.



SUB-SAHARAN AFRICA



EUROPE

In 2022, AMAZE has continued its expansion in the Caucasus region, with 24 active partnerships in 19 countries. Select AMAZE videos are being dubbed and adapted in universal sign language as well as the following spoken languages: Georgian, Armenian, and Azerbaijani.

In Latin America and the Caribbean, AMAZE International

- ★ Collaborated with Fòs Feminista to launch the second cohort of the AMAZE Youth Ambassador Program, with ambassadors from **Mexico, Ecuador, Peru, Bolivia, Honduras, Venezuela, Argentina, Paraguay, Guatemala, and Chile.**
- ★ Extended a Global Impact Award to the Ministry of Education in Ecuador, to support the adaptation of 50 AMAZE videos into Spanish, with dubbing into Kichwa and Shuar, and the development of 50 comic books.
- ★ Re-engaged organizations in the IPPF network throughout the region, including Profamilia in **Colombia**, ADS/Profamilia in **El Salvador**, and Mexfam in **Mexico.**



LATIN AMERICA AND THE CARIBBEAN



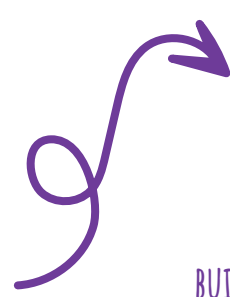
LOOKING FORWARD: WHAT DO PARTNERS WANT TO SEE NEXT?

In our recent survey, 17 partners suggested the following



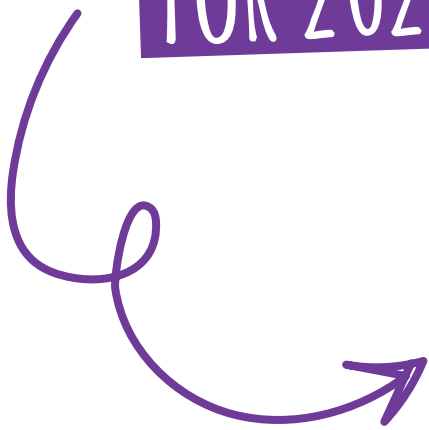
TOPIC
IDEAS

for AMAZE videos

- 
- FEMALE GENITAL SCHISTOSOMIASIS
 - CIRCUMCISION
 - TEEN PREGNANCY
 - RESPONSIBILITIES OF PARENTING, AND BUILDING EMPATHY FOR ADOLESCENT MOTHERS
 - SUBSTANCE USE AND SEX
 - HOW TO ACCESS SRH SERVICES AS A MINOR
 - WHAT YOU CAN DO IF YOU KNOW SOMEONE AFFECTED BY VIOLENCE
 - REPRODUCTIVE ANATOMY
 - GENDER-BASED VIOLENCE
 - VISITING THE OBGYN
 - TELEMEDICINE
 - MEDICAL ABORTION
 - ANXIETY, DEPRESSION, INTIMACY, BOUNDARY SETTING, SELF-CONFIDENCE, SELF-RESPECT, AND CRITICAL THINKING



WHAT IS AMAZE INTERNATIONAL'S STRATEGY FOR 2023?



AMAZE International's strategy consists of the cultivation of partnerships with multiple types of organizations at the global, regional, and in-country levels, in addition to the coordination and provision of technical support, and management of grants through the Global Impact Awards and Star Awards.

Learn more about us!

