

A hand holding a sign with the Amaze logo and title. The background features a purple and blue color scheme with various icons representing technology, communication, and social interaction. A stylized globe is visible at the bottom.

amaze

TOOLKIT FOR PARTNERS

**HOW TO
BRING
amaze
TO YOUR
COUNTRY**

Last updated March 2023



TABLE OF CONTENTS

- 2 About the AMAZE initiative**
- 3 AMAZE Around The World**
- 4 Meet the Team**
- 5 Praise for AMAZE**
- 7 Overview of the AMAZE Global Partnerships Programme**
- 13 Frequently Asked Questions**
- 16 Partnering with AMAZE**



Welcome!

ABOUT THE **amaze** INITIATIVE

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.*

FOLLOW
amaze
ON SOCIAL MEDIA



amaze

AROUND THE WORLD

AMAZE launched in 2016 and is implemented globally with regional initiatives in sub-Saharan Africa, Latin America and the Caribbean (LAC), and Asia, in addition to in-country collaborations, including partnerships with community-based organizations, youth-led and or youth-centered groups, non-profits, and governmental agencies in approximately 50 countries. These partners lead the adaptation, creation, and dissemination of AMAZE videos internationally.

Click here!

TO FIND AMAZE VIDEOS FROM YOUR COUNTRY, LANGUAGE OR REGION.





MEET THE TEAM

AMAZE is an initiative led by Advocates for Youth and implemented in collaboration with partner organizations around the world. For more information about the AMAZE team, please visit amaze.org/our-team/

To learn about our international partners, visit amaze.org/partners

Advocates for Youth

Rights. Respect. Responsibility.

Advocates for Youth is a non-profit organization based in Washington, DC, that works to advance 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/





PRAISE FOR amaze

"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

"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

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

EL PAÍS

"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





PRAISE FOR amaze

WHAT OUR PARTNERS SAY ABOUT AMAZE.

"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*

**PROJET
JEUNE
LEADER**

"It is extremely generous of Amaze to be so willing to allow partner organisations to slightly amend the videos to suit other jurisdictions."

*From 2022 AMAZE Global
Partnership Survey*

"The AMAZE team is very helpful and very generous for letting us use their resources in our existing initiatives. I also appreciate how they map AMAZE videos which makes it easy for us to identify videos we use. It's also great that they coordinate efforts among different organizations to avoid duplication of resources."

*From 2022 AMAZE Global
Partnership Survey*

OVERVIEW OF THE

amaze

GLOBAL PARTNERSHIPS PROGRAMME

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

INTEGRATION OF EXISTING AMAZE VIDEOS INTO PROGRAMMING

If you are interested in integrating AMAZE videos into your existing programming or resources (such as organizational websites, social media channels, curriculum, educator toolkits, or lesson plans), the AMAZE team will provide access to video files. We can assist you in using the AMAZE [Embedded Playlist tool](#) to integrate AMAZE videos into your website or blog.



In
Scotland

a selection of AMAZE videos are integrated into lesson plans of the Relationships, Sexual Health and Parenthood (RSHP) as 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

CASE STUDIES

An orange silhouette map of Japan is positioned at the top left. A curved orange arrow points from the map down towards the text below.

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**.

An orange silhouette map of the United States is positioned at the top right. A curved orange arrow points from the map down towards the text below.

In The United States

Advocates for Youth has **integrated AMAZE videos** into numerous lesson plans of its K-12 Comprehensive Sexuality Education curriculum, **Rights, Respect, Responsibility**.

An orange silhouette map of Mexico is positioned at the top right of the lower section. A curved orange arrow points from the map down towards the text below.

In Mexico

In Mexico, AMAZE videos have been featured as part of the Jóvenes en Casa series aired by the **Ministry of Education** in Mexico on National Public Television in 2021.



SUBTITLING AMAZE VIDEOS

- Step 1** To subtitle AMAZE videos, you first should identify the list of videos that you would like to translate.
- Step 2** Once you have a list, the AMAZE team will provide the necessary script files and guidance explaining how to create and translate subtitles.
- Step 3** The AMAZE team will review the translations, share any suggested edits and upload the final subtitles to the corresponding videos on the AMAZE YouTube channel(s). Partners will be credited for their translations in the description of each video.

CASE STUDY



Roots of Health The Philippines

Roots of Health (Ugat ng Kalusugan; ROH), an organization that provides educational and clinical services to women, youth, and families in the Philippines, has subtitled several AMAZE videos into Tagalog (Filipino), all of which are available at AMAZE's YouTube channel.

AMAZE videos with closed-captions in Filipino include:

- 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

What is Dubbing?

Dubbing is one of the most prevalent methods used to make video content available in multiple languages. It involves the translation and re-recording the dialogue of a video, without changing the message of the original video.

What is Adapting?

Adapting involves translating, re-recording the dialogue of a video, and making changes to the animation and script to ensure that it is culturally relevant to a target audience.

VS

To dub or adapt an AMAZE video:

- Step 1** Inform AMAZE of the videos that you would like to dub or adapt. The AMAZE team can assist you in identifying videos based on topics of your interest.
- Step 2** The AMAZE team will give you access to all the files you will need to translate, voiceover, and make changes to the videos. You will be asked to send all new files to AMAZE at the end of the collaboration.
- Step 3** The AMAZE team will offer technical assistance and will review and approve your translations and the new dubbed or adapted videos.
- Step 4** You may publish and disseminate the videos as desired, and the AMAZE team can help you create a language page on Amaze.org to provide easy web access to the dubbed or adapted videos.



CASE STUDIES

#AUSGESPROCHEN

Lil* Zentrum für Sexuelle Bildung, Kommunikations- und Gesundheitsförderung Austria

Lil*, a non-profit organization based in Austria that provides modern comprehensive sexuality education and health services with a focus on diversity, equality, gender rights, and social responsibility, has dubbed a variety of AMAZE videos, all of which are available on their youth-facing website, **Ausgesprochen**.



Pilcon Japan

The Program for Ideal Life through Communication & Networking (PILCON), a non-profit organization based in Japan that provides sexuality education to junior and high school students and parents, has subtitled and adapt many 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.



CREATING NEW VIDEOS WITH AMAZE

Are you interested in a collaboration to develop a new AMAZE video? If so, reach out to us sharing your idea or a topic of interest which has not been covered by AMAZE. Our sexuality education experts can work alongside partners to capture the overarching tone, main educational messages, background and resources relevant to the video. Our team can ensure video content is in line with standards set out by the International Technical Guidance on Sexuality Education (ITGSE). The creation of new videos can be credited to the partner and their sponsors, in compliance with branding guidance agreed upon by AMAZE.

CASE STUDY



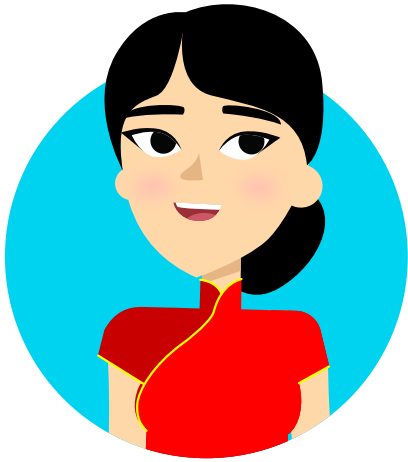
The Smile Outreach Nigeria

In Nigeria, AMAZE works with the Smile Outreach- an organization based that partners with individuals and organizations to fight against cross-generational sexual relationships.

In 2021, AMAZE and The Smile Outreach collaborated on the development of a video and comic book exploring the issue of intergenerational, transactional sexual relationships, particularly between older men and girls.



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.

To find out how much it may cost you to dub an AMAZE video, our team recommends reaching out to at least three local dubbing studios and, in the case of adaptations, three animation companies, and request estimates.

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. Please reach out to international@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.

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** section of this toolkit

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, 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, 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.

Do you have
any more
questions?

Please reach out to
international@amaze.org
and a member of our team
will assist you!



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.

