



Harnessing the power of digital and social media to disseminate comprehensive sexuality education for adolescents using the AMAZE Africa digital campaign

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Africa Region Office

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BACKGROUND:

- Despite the importance of comprehensive sexuality education (CSE) in preparing adolescents for safe and healthy lives, **several barriers exist to its full implementation** in Africa.
- **A key barrier to CSE access** is the digital divide.
- Through its animated videos, AMAZE harnesses the power of digital media to provide CSE resources to adolescents in Africa, **addressing the gaps in knowledge of sexual and reproductive health (SRH)**.

LESSON LEARNED:

• In-person youth participation enriches digital CSE initiatives

In-person youth participation in the AMAZE Africa program is invaluable for engaging marginalised youth with limited access to the internet and technology. Direct interaction addresses the gap in access and complements AMAZE digital CSE initiatives.

• Partnership and collaboration create more holistic CSE programs

Partnership with stakeholders on various levels has been key to the successful dissemination of AMAZE CSE resources in the African region. Partnership and collaboration from Youth Ambassadors, regional partners, and government ministries are vital, enabling contextual tailoring and ensuring stakeholder buy-in. Support from government partners such as the DBE has led to the national dissemination of AMAZE CSE videos on local television.

• Meaningful youth participation helps identify key issues

AMAZE works with 10 Youth Ambassadors (YA) aged 13-25, comprising 8 young girls, 1 boy and 1 non-binary teenager, from 6 African countries who provide strategic guidance on which CSE topics are most relevant to their context and facilitate similar discussions with their peers in schools, and in their communities. Encouraging youth participation without imposing restrictions, and allowing adolescents to select the resources and CSE content most relevant to them. The top three topics identified by adolescents throughout our engagements with the YAs, were teen pregnancy, menstruation, and puberty.

