



amaze

Annual Report

2022



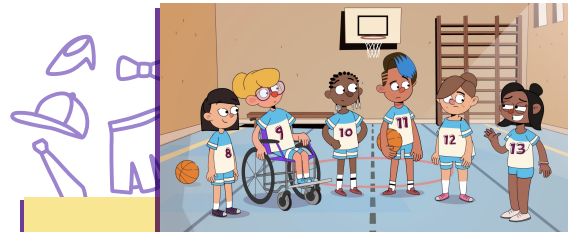
amaze

#MoreInfoLessWeird



It's AMAZE-ing!

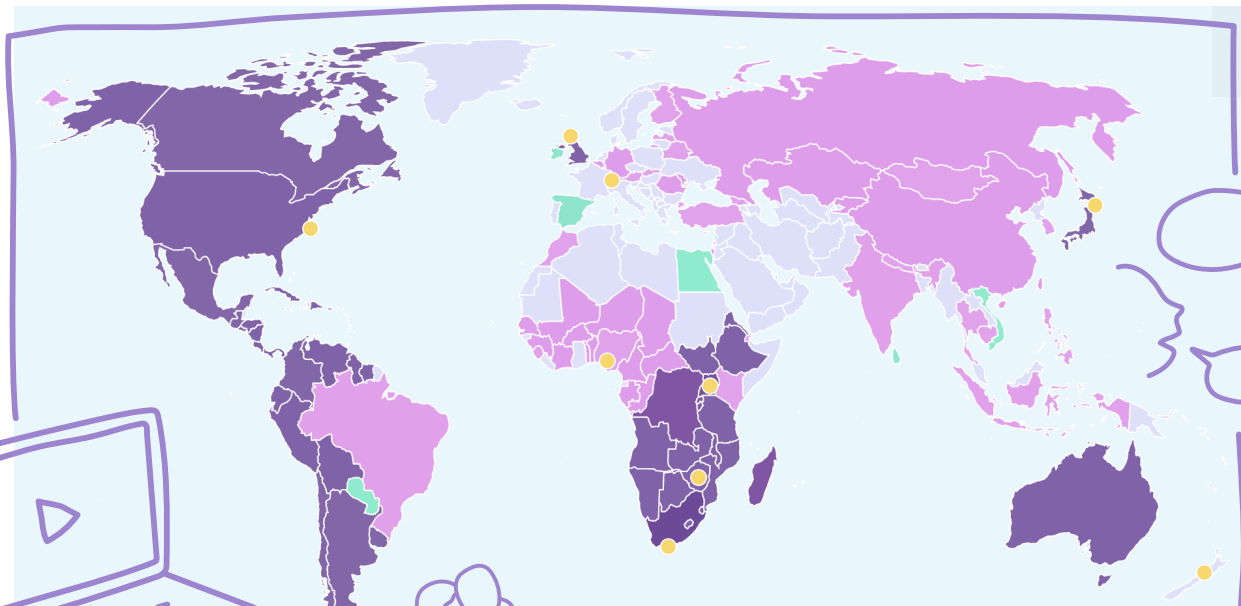
Advocates for Youth is the lead partner on AMAZE, a collection of short, animated videos and other resources designed to provide adolescents around the globe with medically accurate, age-appropriate, affirming, and honest sex education they can access directly online—regardless of where they live or what school they attend. In 2022, AMAZE expanded its work in every direction—from international partners, to educators, to young people, to parents. The AMAZE YouTube channel hosts over 160 videos; this year we added videos on menstrual hygiene, condom negotiation, and abortion with pills, among other topics. Since its launch in 2016, the videos have been viewed more than 66 million times through YouTube in the United States alone.



AMAZE is Everywhere

AMAZE International supports approximately 35 partnerships annually and has adapted more than 800 videos in collaboration with partner organizations in more than 50 countries and languages, exceeding 14 million online views around the world. AMAZE added 28 new partners in 2022. AMAZE works deeply with partners to ensure that videos are not just translated, but culturally appropriate and fully adapted to country context.

- AMAZE web sites
- Local content & resources
- Special projects
- Coming soon



South Africa



South Africa Basic Education Deputy Minister, Dr. Reginah Mhaule, welcomed the launch of the Life AMAZE Video Series by the Department of Basic Education (DBE) in collaboration with the UNFPA East and Southern Africa Regional Office (UNFPA ESARO). The videos currently air on the DBE national education channel and complement their efforts towards the prevention of HIV, while also addressing pregnancy, STIs, and reproductive health. The partnership with UNFPA ESARO continued to grow regionally, reaching adolescents with original and adapted videos in 23 countries.

AMAZE Ambassadors Shine

Advocates worked with over 30 young people in the United States, 17 in Latin America, and 28 in Asia as AMAZE Ambassadors who advised on video content, received training on a variety of reproductive health and rights topics, and represented AMAZE at conferences and events.



Garvey, 13

I am an AMAZE Ambassador because I think it's important to share sex education and create access for individuals who can't get it or have fair, accurate sex education.

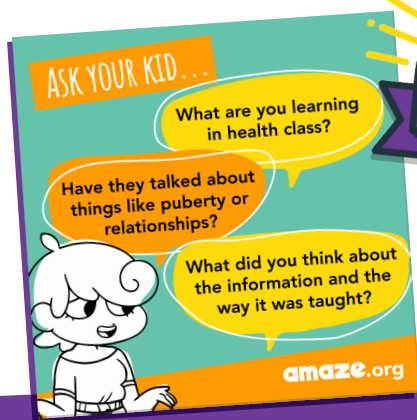
I love being able to interact with people who respect and understand my journey. There are many people contributing to our fight for safe accurate sexual health, and when we are joined together, amazing things happen.



Jeselin, 16

AMAZE for Educators

AMAZE continued to deepen its work with educators in the U.S. and around the world, hosting an educator conference with over 1000 registrations. AMAZE launched a partnership with Kahoot to provide fun quizzes as supplements for sex education lessons with AMAZE. AMAZE continued to support educators working with AMAZE lessons on a one to one basis.



AMAZE for Parents

AMAZE published its newsletter for nearly 1000 parents and hosted social media content to help parents start having "the talks" and keep having them.