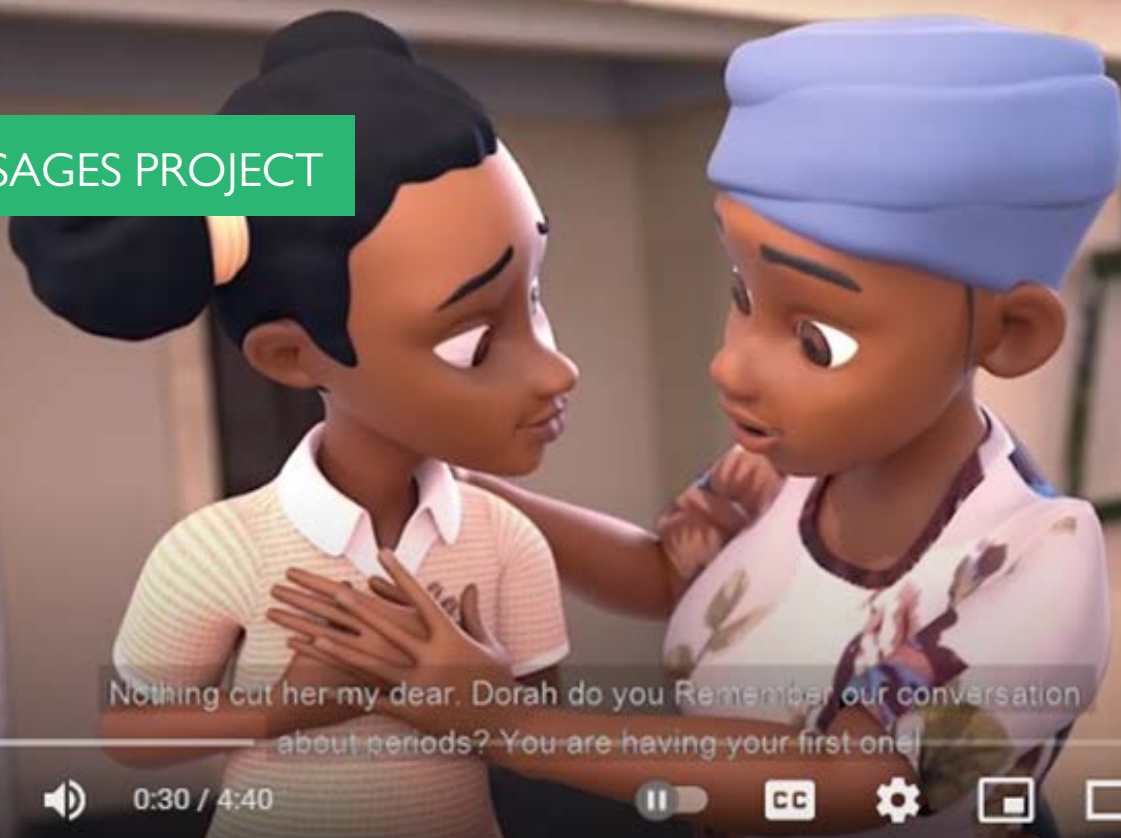


## PASSAGES PROJECT



# Engaging Youth through Fertility Awareness

## A Series of Videos for Youth

### PROJECT OVERVIEW

Under the Passages project, the Institute for Reproductive Health (IRH) partnered with Advocates for Youth under their [AMAZE initiative](#) and the [Sexual Reproductive Health and Rights \(SRHR\) Alliance](#) in Uganda to develop and adapt video contents with tailored fertility awareness messages for adolescent girls and boys. The SRHR Alliance is a consortium of organizations that stand for and promote young people's SRHR with expertise in programming for vulnerable and marginalized groups for adolescents and young people. AMAZE specializes in creating engaging, educational and age-appropriate sexuality education videos.

### ENGAGING YOUTH

The SRHR Alliance conducted a needs assessment and consulted with the Youth Advisory Committee to guide this process, from conceptualization to production, pretesting and dissemination. With this information, the Alliance adapted and developed videos to address four themes: sexuality and human development; sexuality and relationships;

### What is Fertility Awareness (FA)?

**Fertility Awareness** (FA) is actionable information about fertility throughout the life course and the ability to apply this knowledge to one's own circumstances and needs. It includes basic information about the menstrual cycle, when and how pregnancy occurs, the likelihood of pregnancy from unprotected intercourse at different times during the cycle and at different life stages, and the role of male fertility.

teenage pregnancies; and menstrual health. The videos provided information on physical and emotional changes during puberty and addressed myths and misconceptions related to journey through puberty.

## VIDEOS ADAPTATION

Following government guidelines, the Youth Advisory Committee adapted two existing AMAZE videos: “Puberty and Finding Out Who You Are” and “Taking Care of Yourself and Others: What are Sexual and Reproductive Health Services?”, making small animation and audio changes to better suit the Ugandan context.

- “**Puberty and Development**,” normalizes the changes caused by hormones such as mood swings and sexual feelings. The video also discusses typical teenager anxieties, such as concerns about friendships and relationships and next steps in adulthood.
- “**Access to Sexual and Reproductive Health and Services**”, encourages adolescents to use the reproductive health services available at local clinics in Uganda for adolescents and teenagers. These services include counseling and support services, , checkups, menstrual health management, sexually transmitting infection testing and treatment, support services, cervical cancer screening, and pregnancy testing, among others. The video aims to destigmatize visiting health clinics.

## NEW VIDEOS DEVELOPMENT

Working with its Youth Advisory Committee, the SRHR Alliance team developed two new videos on teenage pregnancy and menstrual health, with the aim of educating and destigmatizing, while warning about the risks of teenage pregnancy, rates of which are high in Uganda. Alongside the contracted animation company **Uplift Creative**, the team developed concept notes, scripts, storyboards, and character visuals for two videos, 4 to 5 minutes in length.

- “**Teenage Pregnancy: Risks and Prevention**” is centered around a sexuality education class, where a friendly and non-judgmental adult responds to adolescents’ questions and concerns regarding teenage pregnancy, its risks and how to prevent it. The video provides information on fertility, sexuality education, contraception, and abstinence.
- “**Menstrual Health Awareness**” centers around a young girl and her brother getting ready for school, when she notices her first menstrual bleeding has stained her dress. The children’s mother talks to them about menstruation, emphasizing that it is normal and the experience may be different for each girl and woman. She explains what menstruation is, how often periods come, and how to manage bleeding, menstrual cramps and mood swings, including information on menstrual products and hygiene. The video also addresses common myths and misconceptions about menstruation. Including the girl’s brother in the conversation conveys the message that menstrual health is an important topic for both girls and boys.



**SRHR Alliance Team**  
[Photo Credit: SRHR Alliance Uganda]

## PEER-TO-PEER DISSEMINATION

The videos will be disseminated through the Alliance’s peer network and will leverage social media, television, and radio. Using a peer-to-peer model, the Alliance will select peer educators and train them on the topics addressed in the videos. The peer educators will then hold discussions with young adolescents to answer any questions and help them apply the learning to their own lives.

## CONCLUSIONS

Throughout this initiative, the four principal values of the SRHR Alliance Uganda were put into practice: Meaningful and Inclusive Youth Partnership, Equity, Inclusiveness, and Collaborative Partnerships. By engaging the Youth Advisory Committee throughout the process of development and adaptation, the Alliance ensured that the videos addressed issues relevant and meaningful to adolescents. Collaborating with Advocates for Youth and IRH ensured that the information was accurate, age-appropriate, and affirming. The four final products, two newly developed and two adapted videos with Ugandan-specific considerations in mind, will help empower adolescents to understand their changing bodies and risk of pregnancy and, know when to seek services with the aim of supporting healthy reproductive behavior.

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<https://www.irh.org/fertility-awareness-resource-repository/>



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