School-based health education:

Using the power of animation to make it accurate, compelling and effective

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Health education sometimes can be …

- not part of the obligatory curriculum
- not resonating to learners' needs and interests
- a bit boring, too academic and being perceived as just another biology lesson
- not compelling, not impactful

Health education teachers sometimes …

- are not well-prepared
- skip sensitive topics
- share their personal opinion versus scientifically accurate facts and rights-based messages
- prohibitive, moralizing, judgmental
- not compelling, not impactful

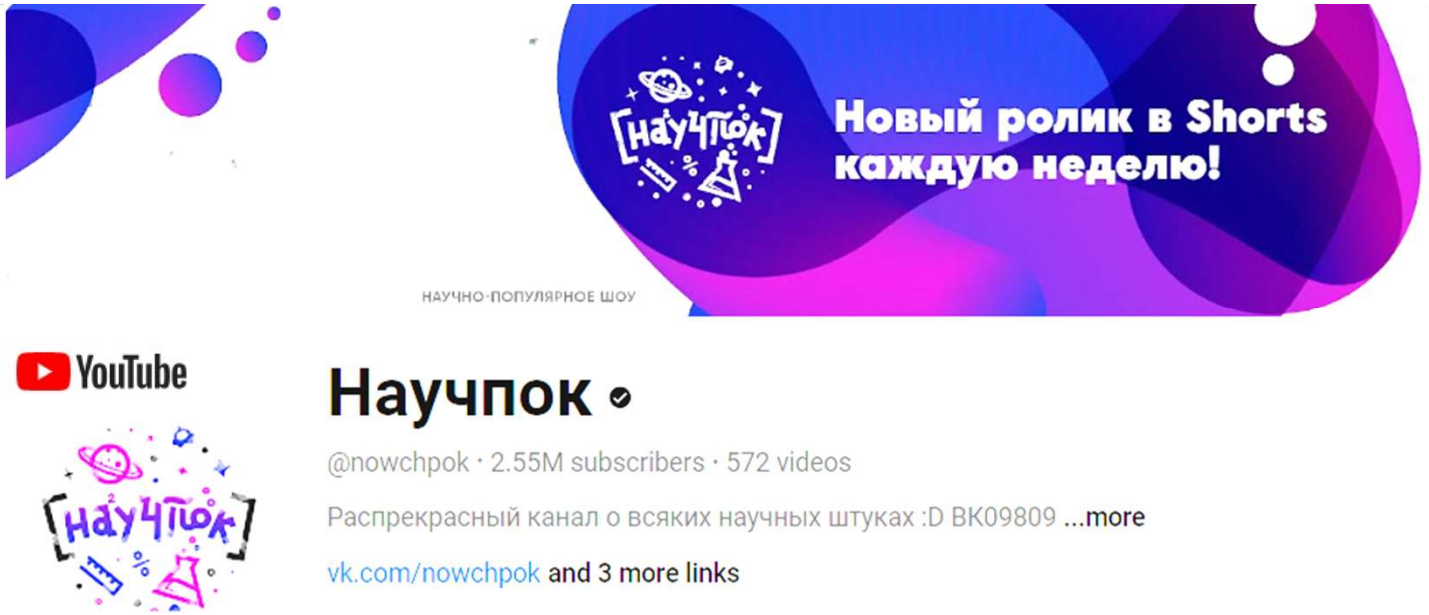
NEED a GOOD TOOL !

A tool to ease the delivery of health education and make it more impactful …

Short animated videos

- bright, catchy, attention-grabbing
- simple graphics and modern language
- explain complex things in simple terms
- use popular science approach

A tool to ease the delivery of health education and make it more impactful …

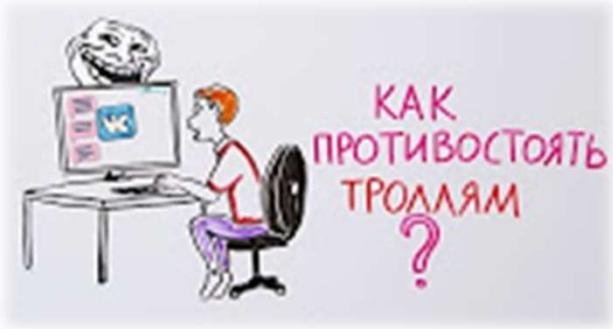


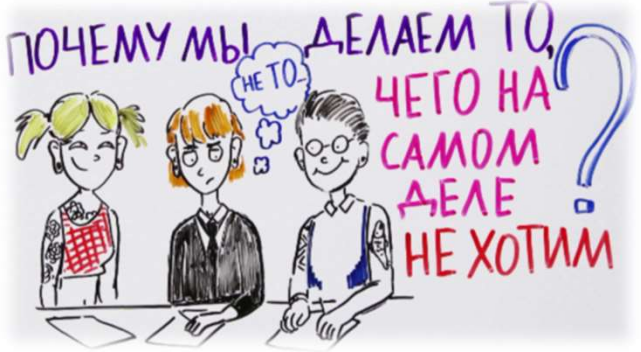
A popular platform

- Videos at their own popular platform
- Likeminded team already producing content about health and relationships for adolescents

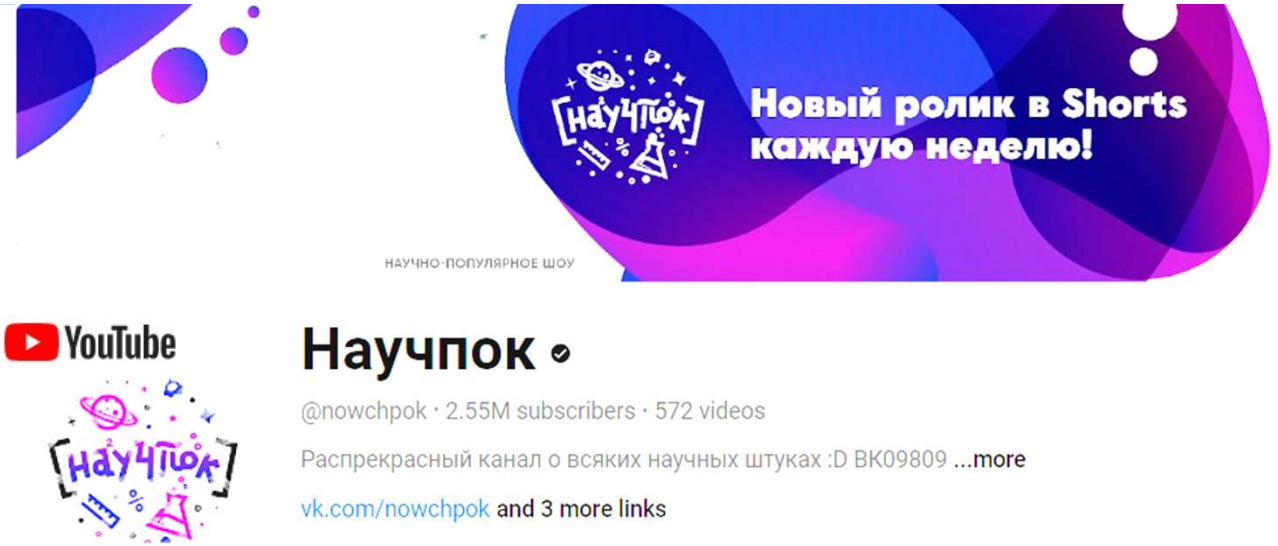
6 new videos co-crafted by UNESCO IITE and NAUCHPOK

15 million views





What makes NAUCHPOK a popular platform ?



11 years
573+ videos
340+ mln views

- Edutainment approach
- Non-trivial answers
- Telling a interesting story
- Scientifically accurate information
- Sense of humor
- Sketch-type drawing
- Very dynamic

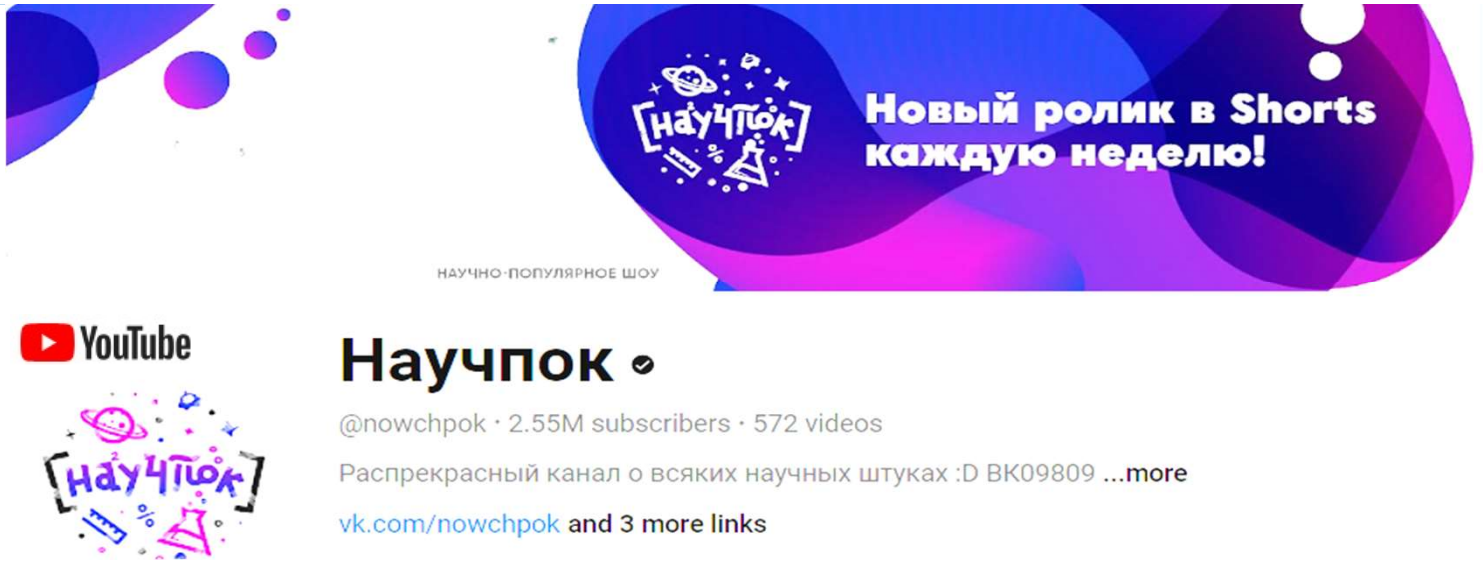
How to bring videos to school ?

Videos should:

- relate to school curriculum and/or extracurricular activities
- be recommended by experts as age- and culturally appropriate, accurate and relevant
- adapted to country context and dubbed into local language
- supplemented by a user guide for teachers

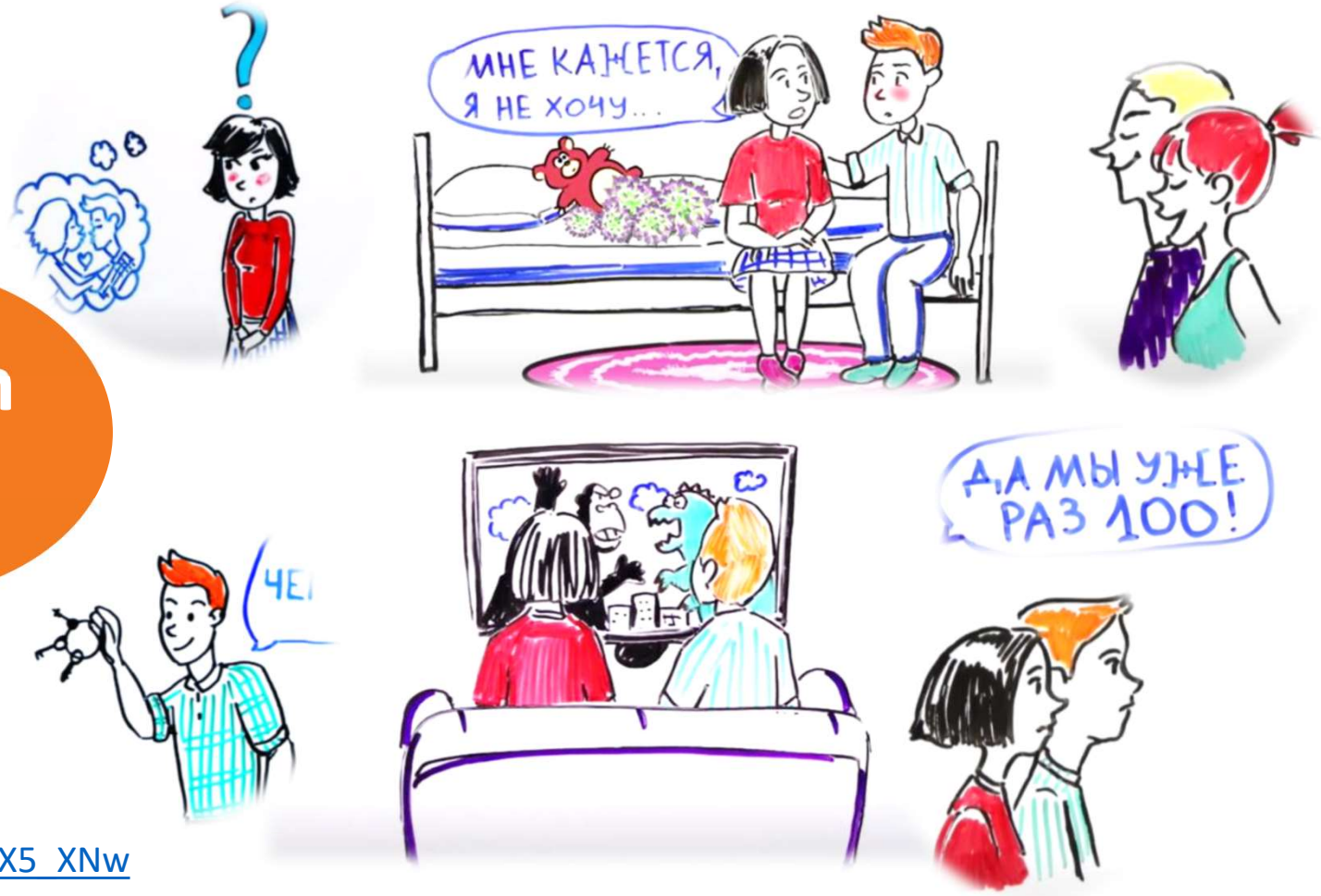
Videos approved
and used in Armenia, Belarus, Kyrgyzstan, Kazakhstan

NAUCHPOK remains committed to produce videos about reproductive health and relationship

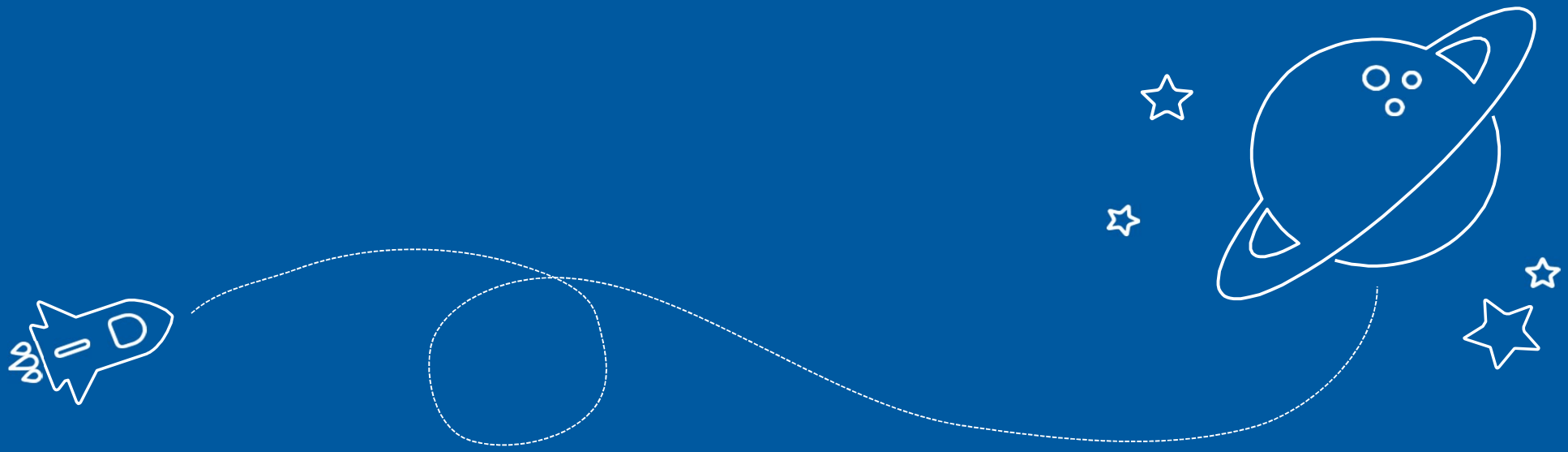


The most viewed video: «When Should It Be for the First Time»

8,6 mln views



https://www.youtube.com/watch?v=9qziRX5_XNw



Thank you!