



CO-CREATING DIGITAL SEXUALITY EDUCATION WITH YOUNG PEOPLE IN GEORGIA

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AGENDA:

- **RFSU: Introduction and background**
- **RNW Media: Process and ways of working**
- **Tanadgoma: Project overview and results**
- **Q&A**

BACKGROUND: RFSU

- RFSU established in 1933, working for **‘a world in which everyone is free to make decisions about their own bodies and sexuality’**
- Sida-funded International Programme established in 2010, working in partnerships with other CSOs globally in order to:
 - ❖ **Strengthen civil society voices and agency**
 - ❖ **Harvest, generate and share knowledge**
 - ❖ **Influence and hold governments to account**



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CENTRAL AMERICA REGIONAL

BOLIVIA

GHANA
LIBERIA

KENYA

GEORGIA

SRI LANKA

CAMBODIA

ASIA REGIONAL



BACKGROUND: DSE

- *'All children and young people, regardless of their life situation, have equal access to sexuality education and knowledge about sexuality, the body and relationships'*
- **Several RFSU partners reporting how backlash against CSE in schools is increasing globally**
- **Looking into reaching young people directly with information about their bodies and rights**





WAYS OF WORKING:

- Need for technical expertise – initiated a **technical partnership** with Dutch media organisation RNW Media to support ways of working and learning for RFSU
- Identifying partner to do a first DSE Pilot Project: **Tanadgoma**
 - Georgian context: slow progress with regards to formal CSE, high digital literacy rates, organisation planning to explore digital space
- Starting a pilot project with a **learning oriented approach**, 3-way partnership to learn and explore best solutions together
 - Convening relevant stakeholders and engaging rights-holders in order to collaboratively explore context and pathways forward



RNW
media

Vision

We believe in a world in which young people, in all their diversity, confidently claim their rights, assume their place in society and drive social change.





Mission

Our mission is to accelerate the impact of changemakers by co-creating youth-centred digital media solutions built on data insights and mutual learning experiences.

How we work?

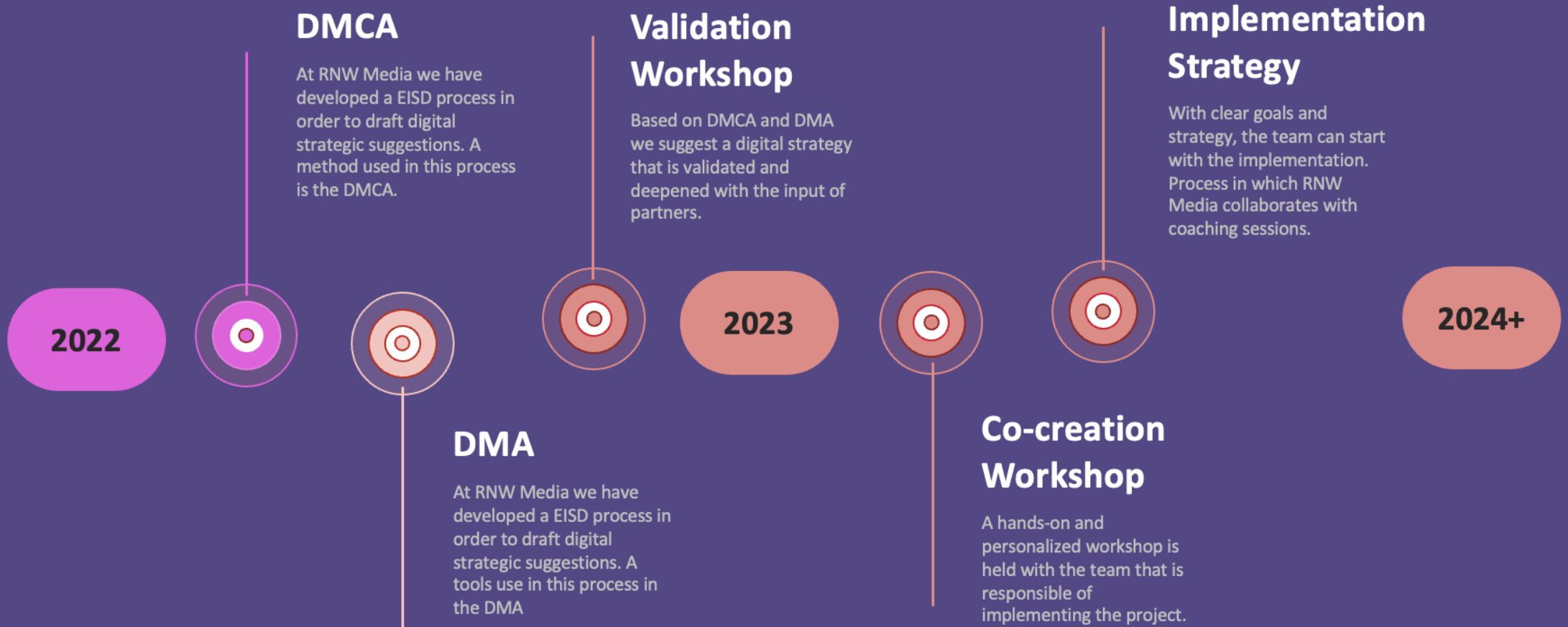
- ❖ Partner with diverse changemakers.
- ❖ Co-create digital media solutions: inclusive digital media engagement, fact-based content for young people, and data-informed capacity strengthening trajectories.
- ❖ Media for social change: international network members



Partnership DSE Project in Georgia



Activities 2023



How evidence can inform your digital strategy



THE DEMANDS

Digital Media Context Analysis (DMCA)

- Method to collect and analyse information and data to understand the implementing environment
- Country/region profile, digital context analysis, media context analysis and SDGs-related context analysis

THE SUPPLY

Digital Maturity Assessment (DMA)

- Tool (questionnaire), that allows you to assess your digital maturity
- Digital culture and expertise, digital interventions and use of data from digital activities



DMA Tanadgoma

Based on the results of DMA we recommend the following trainings:

Digitalisation Workshop

Identify digital platforms to use (road map)

Define strategy and impact

Series of trainings to implement digital strategy

Training – **Building your SRHR Community**

Training – **Creating Engaging and Persuasive SRHR Content**

Training – **Create and Moderate Digital Safe Spaces**

Training – **Campaigning for Social Change**

Coaching for implementation

Data strategy

Engagement & content

Strategic Suggestions

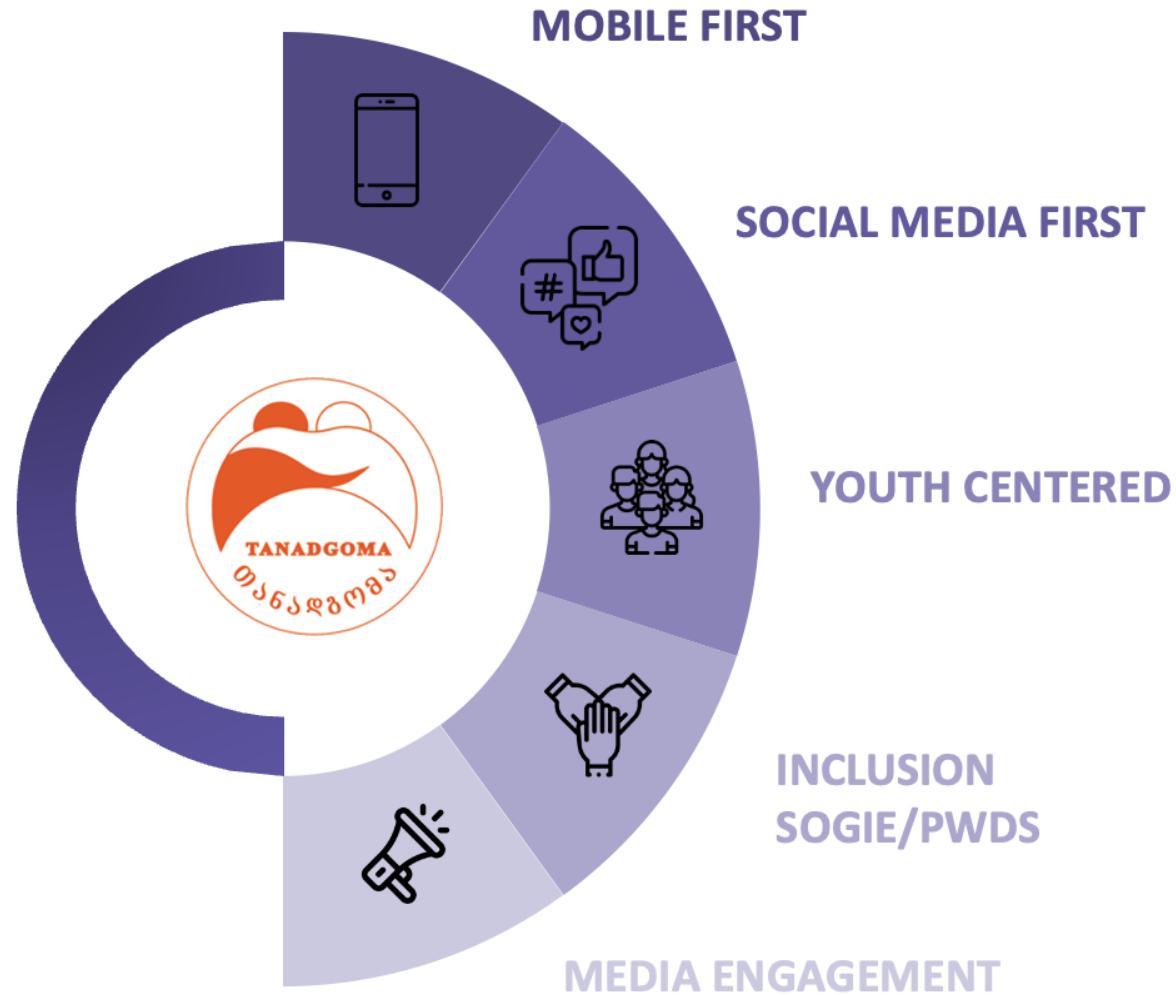
Suggested approach drawing from the findings of the DMCA and DMA:

- **Year I:** 5 pillar approach (social media first)
- **Year II:** Continued 5 pillar approach + deepening engagement with media + SRHR learning platform for YP (depending on progress in year I)

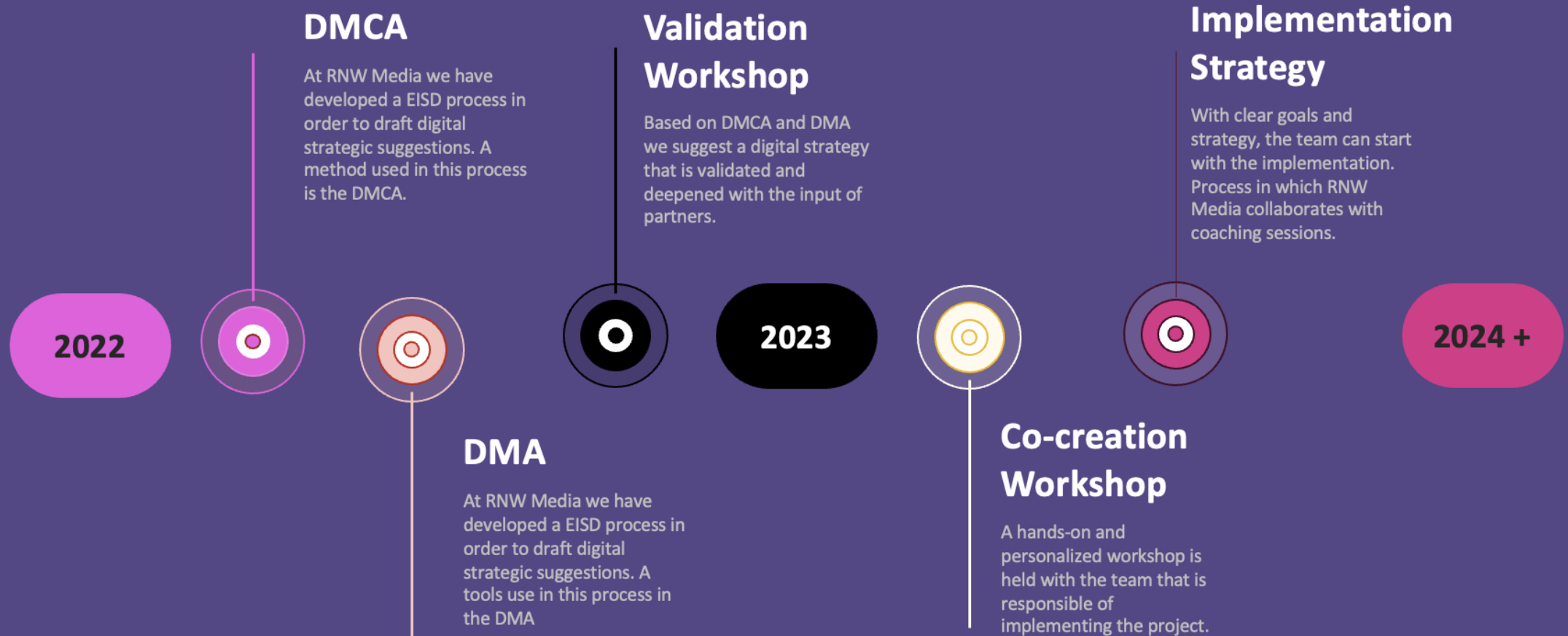
Year 1: 5 Pillar Approach

Building your Digital Community

Tanadgoma can benefit from having a more content-driven project that translates the SRHR knowledge and research into youth-friendly formats. In order to reach a broader audience, the project needs to find a balance between adapting to how the youth engage and providing science-based information to become a trusted source that helps young people make informed decisions about their sex and reproductive health rights.



Activities 2023



Program Overview

Day 1



Goal Setting,
Target groups
& personas

Goals definition (to
follow-up with M&E)
Persona validation

Day 2



Channel &
Referral
Strategy

Objectives and KPIs
per channel
User map for online
referrals

Day 3



Content
Strategy &
Planning

Content for SRHR
Popular platforms
Planning first
content

Day 4



Engagement
Approach

SMART Targeting
Engagement Ideas
Expert Talk

Considerations & Learnings

- In-house expertise. The team and resources was an essential discussion point in order to start the implementation.
- Challenges using TikTok - The platform is time intensive in terms of keeping up with the trends and knowing what could click with the audience – an experimentative, daring approach.
- Ensuring safety of YP, especially those marginalized and vulnerable in the Georgian context: What are the current risks? And how do we mitigate these risks? This will entail mapping of allies and oppositions and strengthen in the Moderation training.
- Linking issues of digital rights with DSE in Georgia (disinformation, censorship, digital safety and security etc.) - these will be ongoing points of discussion, but imperative to be linked with how we understand digital sexuality education

Tanadgoma – implementer of DSE in Georgia

Tanadgoma is Georgian NGO established in 2000, with the **mission to improve the physical and mental health of Georgian population** through implementing prevention, educational, diagnostic and rehabilitation programs, as well as advocacy of these programs.

Tanadgoma runs a **Sexual and Reproductive Health and Rights Program**, with the goal to contribute to realization of Sexual and Reproductive Health and Rights issues in Georgia

Comprehensive Sexuality Education has been our priority for the last 10 years:

Contributing to implementation of CSE in Georgia through its incorporation into formal education system as well as through innovative informal education approaches.

Digital Sexuality Education has become another dimension of this work since 2022. DSE project was suggested as a logical complementary way of increasing CSE as well as aligned with our digitalization intentions. Project aims to develop, implement, test and evaluate a digital sexuality education solution in Georgia.

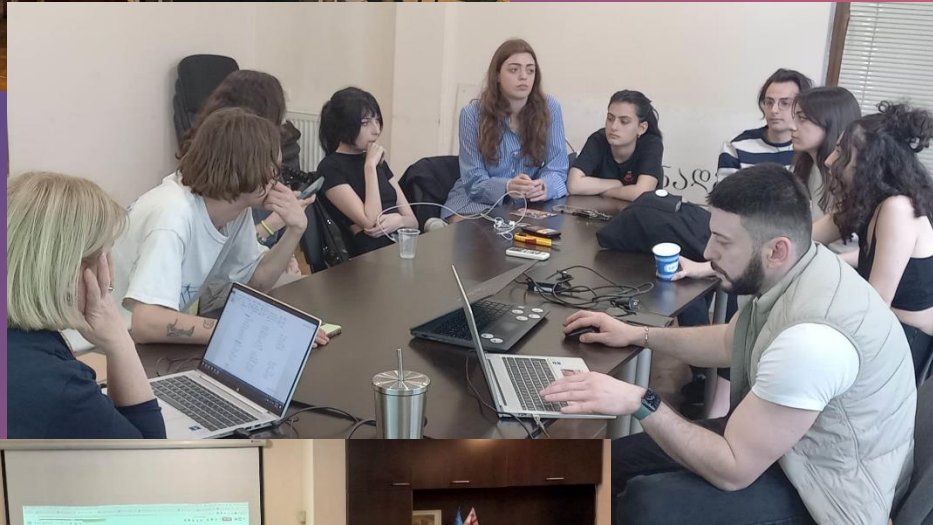


DSE Project

As soon as the project started, Tanadgoma assembled an expert group of 6 people, which were actively involved in the planning and implementation of each activity. Until now Tanadgoma had implemented and participated in:

- **Digital Media Context analysis:** The research was about the organization, the project target group, services. On country level: safety & security, focus on public health and public policy, focus on media, and focus on digital space.
- **Project planning workshop with RNW Media and RFSU;**
- **Deep dive** - Understanding the people involved and the problems they face: conducting a qualitative research among youth
- **Stakeholder mapping** - identifying relevant actors who might be affected by the project, and related motivations.
- **Co-creation workshop** - Creating Inclusive SRHR Content Strategy
- **Moderation workshop** – How to moderate TikTok channel
- **Social Media Campaigns training**
- **Coaching sessions**



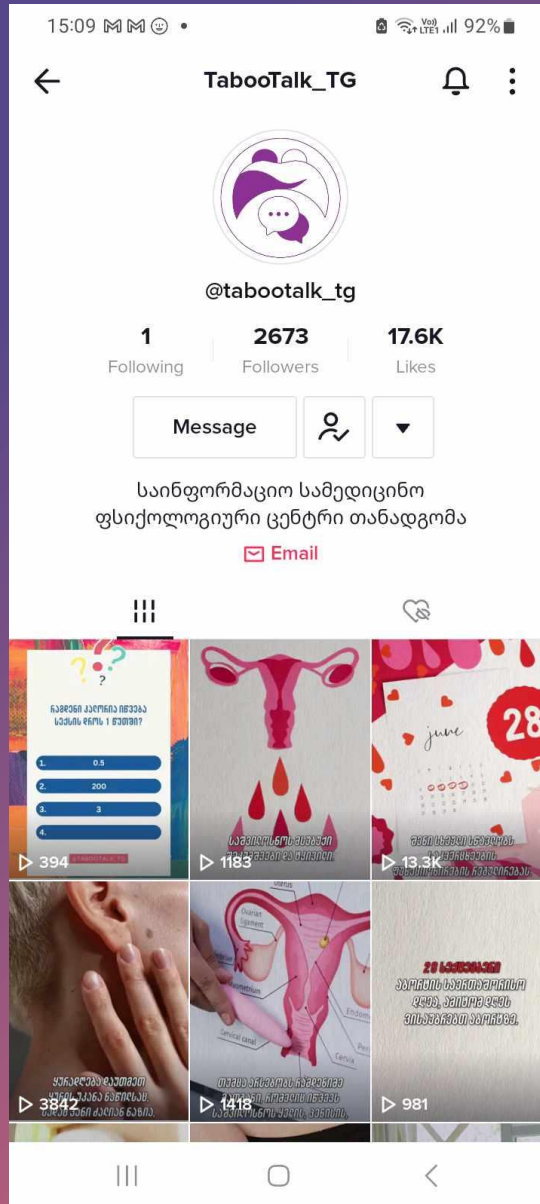


Volunteers

A group of young volunteers, consisting of six students from different specialties such as Digital Art, PR, and Psychology, are involved in the project.

They attended a co-creation workshop and actively participate in the planning and development of both content and design.

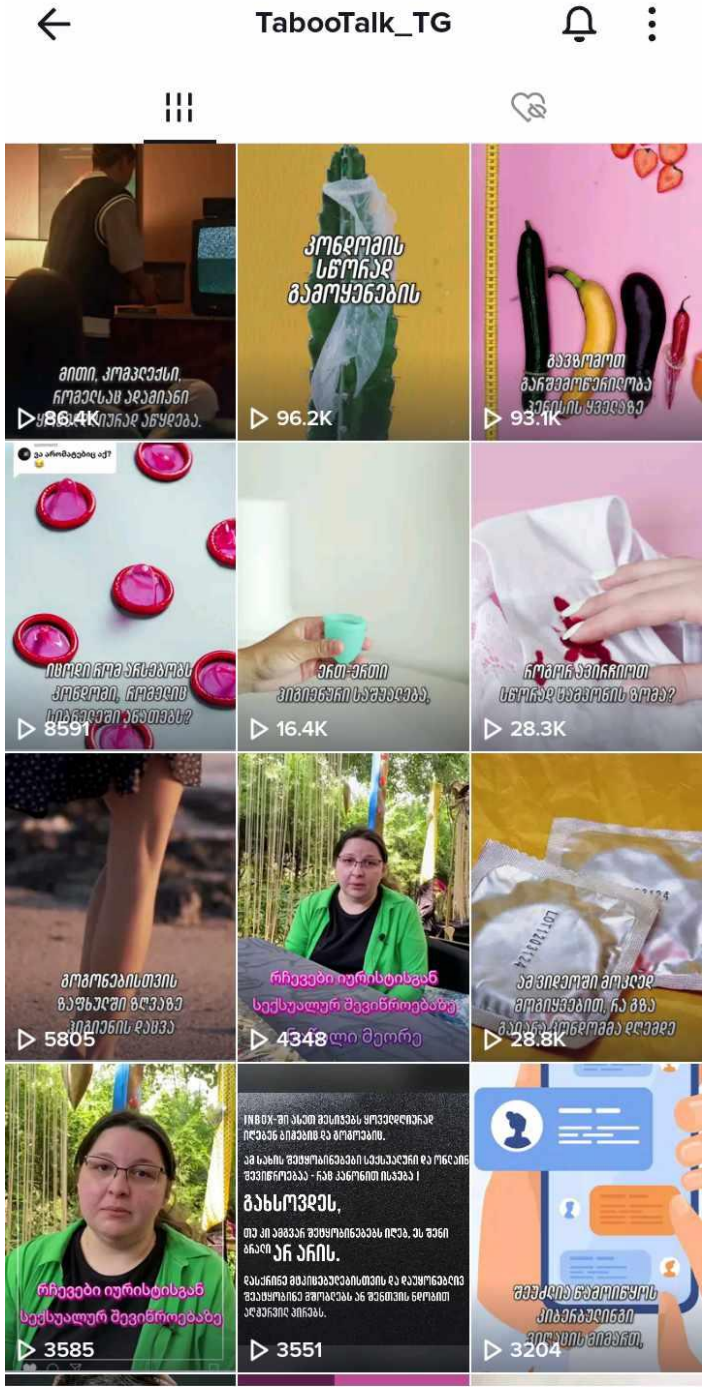




Achievements to date:

- Strategy and workplan developed, monthly workplan created and analysis done
- Team accomplished, functions distributed, coaching – ongoing
- The TikTok channel named **TabooTalk_TG**
- Pilot launched in May 2023
- Up to 40 videos created until now on topics such as:
 - "Masturbation"
 - "Sex during menstruation"
 - "Condom use"
 - "Safe sex"

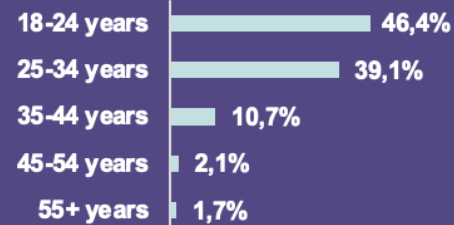
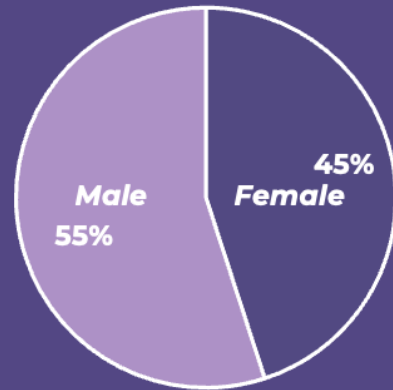




Output 1: Social media presence is created and increased over time

2K Followers

Georgia
Italy
Germany
Poland
Greece
USA



Note: The reached countries are with the highest number of Georgian immigrants.

While the primary target audience consists of Gen-Z and teenagers, TabooTalk's content extends to a broader demographic due to the prevailing sex education landscape in Georgia. Consequently, content is not created exclusively for teenagers but for a wider audience.



Output 2: Relevant content is created for and with young people

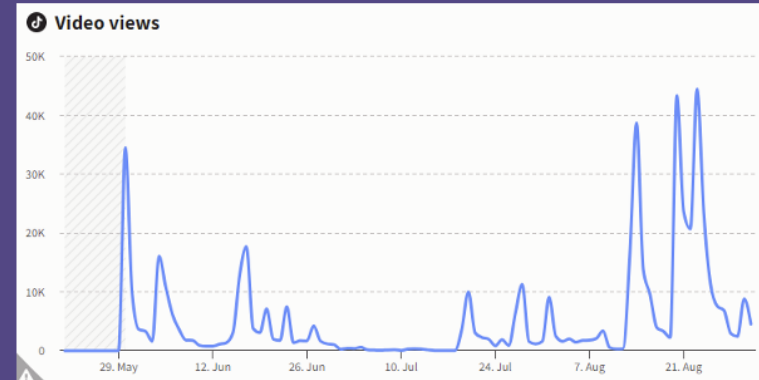


**535K
Video Views**

**10K
Profile Views**

**16K
Total Likes**

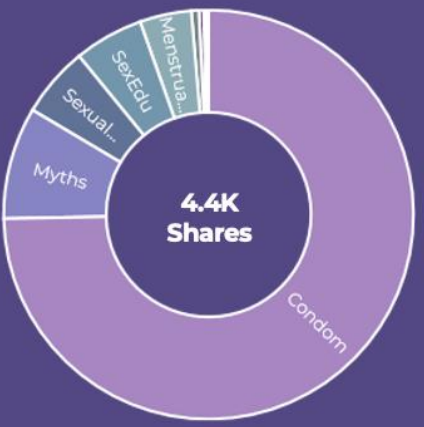
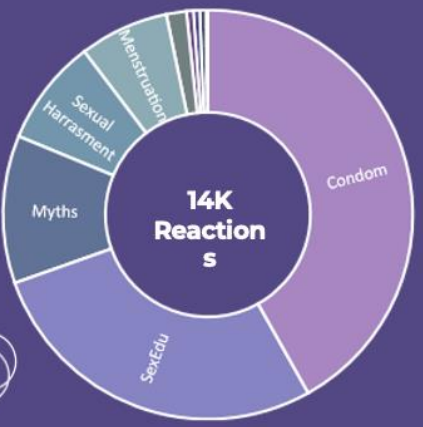
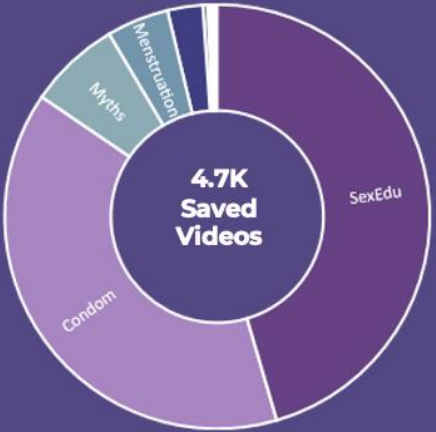
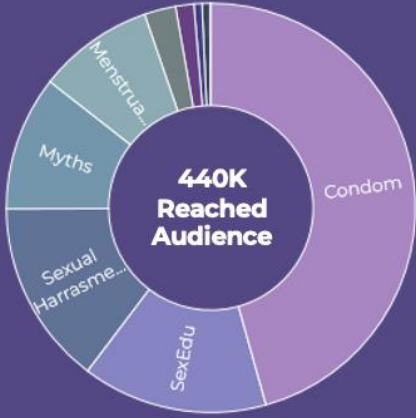
**4.7K
Saved Videos**



A key indicator of content relevance is the number of saved videos. Many users save and share these videos with others, even if they don't comment. This suggests that the topics are interesting, and that the information is not going unnoticed.



Outcome 1: Young people (aged 15-25) have access to digital community dedicated to science-based and reliable DSE content and share their views, needs and stories and engage in discussions on platform.





**Thank you!
Any questions?**

