

AMAZE Global Partnerships Programme

HOW TO BRING

amaze

TO YOUR COUNTRY

A TOOLKIT FOR PARTNERS



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ABOUT AMAZE

Vision

AMAZE envisions a world that recognizes child and adolescent sexual development as natural and healthy, a world in which young people everywhere are supported and affirmed and the adults in their lives communicate openly and honestly with them about puberty, reproduction, relationships, sex and sexuality. In such a world, young people across the globe would have access to the information and support they need to develop into sexually healthy adults.

Mission

AMAZE harnesses the power of digital media to provide young adolescents around the globe with medically accurate, age-appropriate, affirming, and honest sexuality education they can access directly online—regardless of where they live or what school they attend.

We also strive to assist adults—parents, guardians, educators and health care providers around the globe—to communicate effectively and honestly about puberty and sexuality with the children and adolescents in their lives.






In such a world, young people across the globe would have access to the information and support they need to develop into sexually healthy adults.

History of AMAZE





AMAZE was launched in the United States in 2016 and has since been expanding globally. AMAZE hosts regional partnerships in East and Southern Africa and Latin America as well as in-country partnerships with local NGOs around the world. We provide materials for free as well as technical support to partner organizations that leverage their own expertise and mobilize resources to use, adapt, newly create, and disseminate AMAZE videos locally. As a result, more than 170 translations or dubbed AMAZE videos have been developed in more than 10 languages!

SOCIAL MEDIA CHANNELS




AMAZE U.S.

-  [YouTube](#)
-  [Facebook](#)
-  [Twitter](#)
-  [Instagram](#)
-  [Pinterest](#)

AMAZE LATAM

-  [YouTube](#)
-  [Featured page](#)
-  [Facebook](#)
-  [Instagram](#)

AMAZE East and Southern Africa

-  [YouTube](#)
-  [Featured page](#)
-  [Facebook](#)

MEET THE TEAM

AMAZE is a collaboration composed by three organizations in the field of youth sexual health and comprehensive sexuality education: Advocates for Youth, Answer, and Youth Tech Health (YTH), implemented in collaboration with partner organizations around the world. For more comprehensive information on AMAZE's team, please visit amaze.org/our-team/



Advocates for Youth is a Washington, DC, non-profit organization advancing young people's rights to honest sexual health information; accessible, confidential, and affordable sexual health services; and the resources to create sexual health equity for all youth.

For more information about Advocates, visit advocatesforyouth.org/



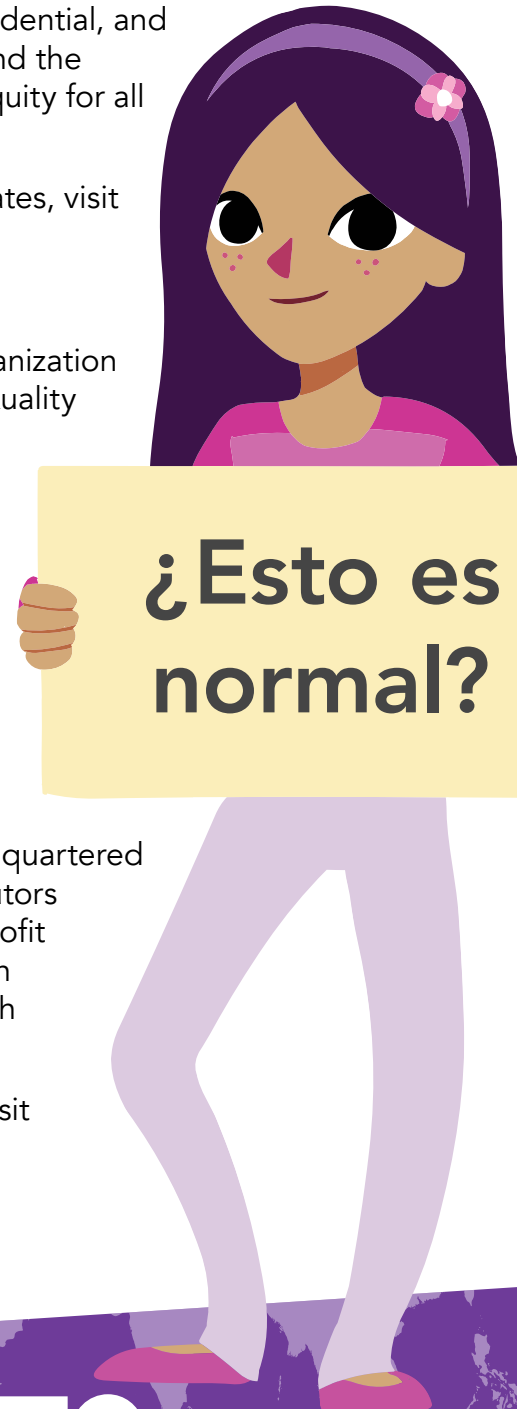
Answer is a New Jersey-based organization by Rutgers University, providing sexuality education resources to millions of young people and adults.

For more information about Answer, visit answer.rutgers.edu



Youth Tech Health (YTH) is an ETR initiative that seeks to advance the health and wellbeing of youth and young adults through technology and new media. YTH's team is headquartered in Oakland, California, with contributors around the country. ETR is a non-profit organization based in California with over 35 years of experience in health education.

For more information about YTH, visit yth.org



PRAISE FOR AMAZE

"Quezada says she likes AMAZE videos because she and her peers need trusted information, which you can't always find on Google."

—  npr

"Tweens, parents, and educators who use AMAZE as a resource learn about adolescent sexual life as it truly is: a boisterous and sometimes confusing melange of curiosity, doubt, and exploration."

—  VICE

"Amaze.org teaches adolescents sexuality through illustrations and animations that answer questions relevant to parents and children"

— **EL PAÍS**

"We warmly welcome AMAZE's contribution to the field of reproductive health and rights by normalizing sex education and healthy sexual development among youth, parents, and educators."

—  Global Doctors
FOR CHOICE

"Such a great tool and resource for those of us working with youth as it will help us assure and educate teenagers, parents and teachers about sexual and reproductive health and rights. I love the videos and I'm sure our youth will love them too. Bravo and thank you!!!"

—  WINGS
WINGSGUATE.ORG

"It's difficult to find visual teaching tools for young adolescents about puberty and sexual health... let alone ones in Malagasy! I was very pleased to discover AMAZE; the topics align perfectly with Projet Jeune Leader's comprehensive sexuality education curriculum and the videos are both fun and educational! It was easy working with Advocates for Youth to dub them in Malagasy so that Projet Jeune Leader's Educators can use them in the classroom. The middle school students love them!"

— Maia Ramarosandratana, executive director
of Projet Jeune Leader, Madagascar

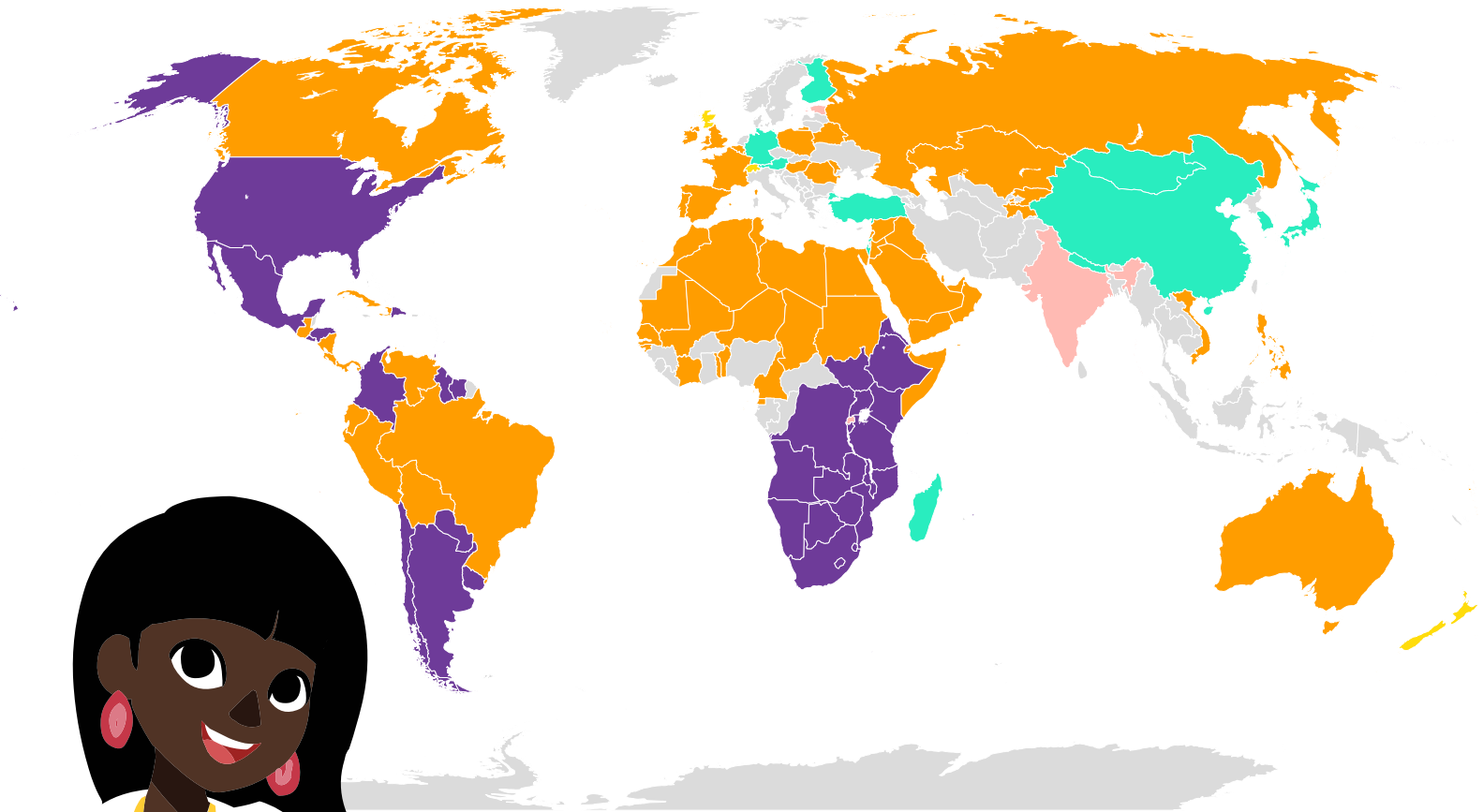


"Adolescents and children deserve fun and accurate resources to know more about their bodies and relationships, and Amaze is the perfect tool for giving them information to decide. We are working with AMAZE from Mexico to Argentina to provide this very important resource."

—  **IPPF** International
Planned Parenthood
Federation
Western Hemisphere Region

amaze.org

AMAZE AROUND THE WORLD



- Full AMAZE coverage
- Local language videos
- AMAZE Subtitles
- Special projects
- In discussion
- Not yet reached

AMAZE GLOBAL PARTNERSHIPS PROGRAMME

We partner with organizations around the world to integrate existing AMAZE videos into programming or resources, as well as subtitle, dub, and/or adapt AMAZE videos for local contexts. We also welcome collaborations with organizations interested in creating new videos. Partner organizations can engage in one, or several types of partnership, depending on their needs and interests.

All AMAZE videos are published under the Creative Commons License. Partner organizations may promote videos as desired and are encouraged to indicate the location of such videos to AMAZE to facilitate dissemination and distribution. We can also provide help with dissemination efforts.

Integration of existing AMAZE videos into programming:

A partnership between AMAZE and a local, in-country organization interested in integrating existing AMAZE videos into its programming or resources. All AMAZE videos are published under the Creative Commons License.

Subtitling existing AMAZE videos:

A partnership between AMAZE and a local, in-country organization interested in subtitling existing AMAZE videos. If working in partnership with us to subtitle existing videos, we can provide access to available resources including YouTube's crowd subtitling and closed captioning function to facilitate subtitling of select AMAZE videos.

Dubbing existing AMAZE videos:

A partnership between AMAZE and a local, in-country organization seeking to directly translate and voice-over AMAZE resources (i.e. without adaptation). If working in partnership with us to dub existing videos, we can provide available resources to facilitate translation and dubbing of these videos.

Adapting existing AMAZE videos

Local:

A partnership between AMAZE and a local, in-country organization interested in adapting AMAZE videos to its country-specific context. If working in partnership with us to adapt existing videos either with changes in script and/or visuals, we can provide available resources to facilitate adaptation of these videos.

Regional:

A partnership between AMAZE and an international or regional organization working to adapt AMAZE videos and resources at a regional or sub-regional level. If working in partnership with us to adapt existing videos either with changes in script and/or visuals, we can provide available resources to facilitate adaptation of these videos.

Creating new videos with AMAZE:

A partnership between AMAZE and a local, in-country organization interested in creating new videos in collaboration with AMAZE. If working in partnership with us to create new videos, we can provide information about the process and content expertise.

WHAT TO EXPECT WITH EACH PARTNERSHIP TYPE

Integrating Existing Videos

AMAZE

Provides AMAZE videos and related resources such as Educator Toolkits and lesson plans.

Partner organization

Informs AMAZE of videos and any resources that they would like to integrate into programming.

Subtitling

AMAZE:

- Provides guidance and access to available resources, including script files in English, and/or available YouTube-generated translations in local languages. AMAZE can enable access to YouTube's crowd subtitling and closed captioning feature to facilitate translations of select videos.
- Reviews and approves final translations and publishes subtitles onto the original AMAZE videos to make closed captions available on YouTube.
- If desired by the partner, provides help with dissemination efforts detailed in [Collaborations for Video Dissemination](#).

Partner organization:

- Informs AMAZE of the videos they would like to sub-title (see "Specifying a Video," below).
- Either translates English-language scripts into their local languages, or uses or corrects auto-generated translations provided by YouTube Studio.
- Provides AMAZE with the final local-language script (.srt) files, per file delivery and naming conventions specified by AMAZE.
- Disseminates AMAZE videos locally as desired by the partner organization and/or in collaboration with AMAZE detailed in [Collaborations for Video Dissemination](#).

Specifying a Video

To inform AMAZE of the videos you would like to integrate into existing programming, subtitle, dub, or adapt, please follow these steps:

1. Identify the video(s) you are interested in within our website at amaze.org.
2. Once you have identified a video, select the "more info" sticker at the bottom right corner of the clip. This will take you to the video's individual site on our website.
3. Select the hyperlink icon at the bottom of the video. This will automatically copy the video's link.
4. Compile a list of videos along with their respective hyperlinks that you can share with us.



Dubbing

AMAZE:

- Provides guidance and resources, including script (.srt) files in English, and/or available translations in local languages, as well as available video files.
- Reviews and approves final script translations as well as dubbed videos.
- If desired by the partner, provides help with dissemination efforts detailed in [Collaborations for Video Dissemination](#).
- Dubbing of videos can be credited to the partner organization or sponsors.

Partner organization:

- Informs AMAZE of the videos they would like to dub (see [Specifying a Video](#)).
- If needed, either translates English-language scripts into their local languages, or uses or corrects translations provided by AMAZE.
- Provides us with the final local-language script, voice track .wav files, and video files, per file delivery and naming conventions specified by AMAZE.
- Disseminates AMAZE videos locally as desired by the partner organization and/or in collaboration with AMAZE as described in [Collaborations for Video Dissemination](#).

Local Adaptation

AMAZE:

- Provides guidance and resources, including script (.srt) files in English, and/or available translations in local languages, as well as available video files.
- Reviews and approves final script translations, voice-overs, and adaptations.
- If desired by the partner, provides help with dissemination efforts as described in [Collaborations for Video Dissemination](#).
- Adaptation of videos can be credited to the partner organization or sponsors.

Partner Organization:

- Informs AMAZE of the videos they would like to dub (see [Specifying a Video](#))
- Either translates English-language scripts into local languages, or uses or corrects translations provided by AMAZE to facilitate video adaptations.
- Provides us with the final local-language script, voice track .wav files, and video files, per file delivery and naming conventions specified by AMAZE.
- Disseminates AMAZE videos locally as desired by the partner organization and/or in collaboration with AMAZE as described in [Collaborations for Video Dissemination](#).

Regional Adaptation

AMAZE:

- Provides guidance and resources, including script (.srt) files in English, and/or available translations in local languages, as well as available video files.
- Reviews and approves final script translations, voice-overs, and adaptations.
- If desired by the partner, provides help with dissemination efforts as described in [Collaborations for Video Dissemination](#).
- Adaptation of videos can be credited to the partner organization or sponsors.

Partner Organization:

- Informs AMAZE of the videos they would like to adapt (using hyperlinks).
- If needed, either translates English-language scripts into their local languages, or uses or corrects translations provided by AMAZE to facilitate video adaptations.
- Provides AMAZE with the final local-language script, voice track .wav files, and video files, per file delivery and naming conventions specified by AMAZE.
- Disseminates AMAZE videos locally as desired by the partner organization and/or in collaboration with AMAZE as described in [Collaborations for Video Dissemination](#).

Creating New Videos

AMAZE:

- Provides information about the process and content expertise throughout the development of videos.
- If desired by the partner, provides help with dissemination efforts as described in [Collaborations for Video Dissemination](#).
- Creation of videos can be credited to the partner organization or sponsors in compliance with branding guidance agreed upon with AMAZE.

Partner Organization

- Informs AMAZE of the videos they are interested in creating.
- Uses in-house capacity or identifies and engages animators or a video production company to develop the videos.
- Disseminates AMAZE videos locally as desired by the partner organization and/or in collaboration with AMAZE as described in [Collaborations for Video Dissemination](#).

COLLABORATIONS FOR VIDEO DISSEMINATION

All AMAZE videos are published under the Creative Commons License. Partner organizations are encouraged to disseminate AMAZE videos as desired. Below are some of the ways that global partner organizations have chosen to disseminate AMAZE videos:

- Community mobilization activities and/or edutainment activities as part of existing programming
- Partnerships with schools and teachers by sharing AMAZE videos in classrooms
- Partnerships with Ministries of Education whereby AMAZE resources are made available to teachers on a national scale
- Organizational YouTube channels and playlists
- Organizational social media platforms and apps
- Organizational websites

Partner organizations can also collaborate with amaze.org to facilitate dissemination and distribution of AMAZE videos, making use of AMAZE's existing web infrastructure to establish a web presence for local and regional content.

Types of collaboration can include:

Embedded Playlists

At this level, partners can use our **My Amaze playlist feature** to create lists of videos. Each playlist can be embedded as frames within the partner organization's website. This allows partners to present their work within their website, but the video and content infrastructure will be driven from AMAZE's server. AMAZE will work to customize the color and branding in the playlists to match partners' existing web content. For examples of the My Amaze playlist feature, please refer to the **UNFPA East and Southern Africa Safeguarding Young People Programme** page.

Feature Page on amaze.org

AMAZE can create a feature page on our site, a dedicated page for the partner's language, country or region to host partner organization's subtitled, dubbed, and/or adapted videos. Viewers will see and access this content on <http://amaze.org>. By having a feature page on amaze.org, partner organizations can benefit from the AMAZE brand and the search optimization effect of existing content and traffic to our web site. For an example of this option, please refer to the page in Korean, containing videos from South Korean partner organization, AOOSUNG, available at <https://amaze.org/south-korea/>.



Full Website on amaze.org

(a full web site for extended content hosted and run by AMAZE)

At this level, AMAZE can create and maintain a full regionalized website hosting the partner organization's subtitled, dubbed, and/or adapted videos. Viewers will see and access this content on <http://amaze.org>. By having a full regionalized website on the site, partner organizations can access features, such as for video discovery and additional sections like pages for Parents, Educators, and Amaze Jr. Partner organizations can also benefit from the AMAZE brand and the search optimization effect of existing content and traffic to our web site. For an example of this option, please refer to the Latin America regional initiative maintained by IPPF/WH at: <https://amaze.org/es/>

Collaboration	How it works
Embedded Playlists	Partner organization uses the "My AMAZE" feature to select videos they are interested in compiling into a playlist. AMAZE will work with the partner to customize colors and branding and provide an embeddable URL so that the partner organization can embed the playlist on its website.
Feature page on amaze.org	<p>Once the partner organization has a minimum of 5 subtitled, dubbed, and/ or adapted videos, they provide the AMAZE Web team a list of the videos and access to the video files, along with the title of each video in the organization's local language.</p> <p>Note: For dubbed and subtitled videos, partner organizations provide local-language script files, if possible under the .srt format file.</p>
Full website on amaze.org	<p>Once the partner organization has a minimum of 5 subtitled, dubbed, and/ or adapted videos, they provide the AMAZE Web team a list of the videos and access to the video files, along with the title of each video in the organization's local language.</p> <p>Note: For dubbed and subtitled videos, partner organizations provide local-language script files, if possible under the .srt format file.</p> <p>Partner organizations review the primary amaze.org web site to decide which sections and features will be included for initial web site launch, and provide translations in addition to regional appropriate changes for their selected content.</p> <p>AMAZE creates the full initial web site including all completed videos and additional content and features that the partner organization selected.</p> <p>If desired by the partner, AMAZE provides WordPress training so that the partner organization can add new videos, simple content and wording changes on a self service basis.</p>



CASE STUDIES

Integrating existing AMAZE videos

RSHP

Relationships, Sexual Health and Parenthood

RSHP, Scotland

National resource for the **Relationships, Sexual Health and Parenthood (RSHP)** curriculum of Scotland, a free to use education resource for schools across the country, integrates existing AMAZE videos as part of lesson plans for teachers.

- **Consent Part 1: What consent means in a relationship**
- **My Body Now: Part 3 Menstruation**
- **My Body Now: Part 4 Masturbation**
- **Sexual Intercourse: Part 1 How people have sex/Having sex for the first time**
- **Sexual Intercourse Part 2: Making my choices/Waiting for sex**

Subtitling

ROOTS OF HEALTH, The Philippines

Roots of Health (Ugat ng Kalusugan; ROH) provides educational and clinical services to women, youth, and families in the Philippines. ROH has subtitled five AMAZE videos into Tagalog (Filipino), which are available at AMAZE's YouTube channel. AMAZE videos with closed-captions in Filipino are:

- **HIV: How to Protect Yourself and Others**
- **Menstruation: What to Expect**
- **Sexual Orientations Explained: Lesbian, Gay, Heterosexual and Bisexual**
- **What Makes a Relationship Healthy**
- **Understanding Sexual Consent and the Law**



UGAT NG KALUSUGAN
ROOTS OF HEALTH

Subtitling and Dubbing

AOOSUNG, South Korea

AOOSUNG is a non-profit organization educating South Korean teachers, parents, and teenagers on the topics of youth development and sexuality. AOOSUNG partnered with AMAZE in dubbing 48 videos, which they disseminate through their organizational **website** and **YouTube** channels. AMAZE also has a feature page at <http://amaze.org/south-korea/> as well as a Playlist on **AMAZE's YouTube channel**, hosting AOOSUNG's dubbed videos. Examples of AOOSUNG's dubbed videos include:

- Where Do Babies Come From? **청소년 성교육 만화**
- Condoms: How To Use Them Effectively **콘돔을 효과적으로 사용하는 방법**
- Masturbation **자위의 모든것**
- What is a Wet Dream? **청소년 성교육 만화**
- Female Masturbation **여성자위**

Subtitling and Dubbing



PILCON, Japan

The Program for Ideal Life through Communication & Networking (PILCON) is a non-profit organization based in Japan that provides sex education lectures to junior and senior high school students and parents. PILCON has subtitled and dubbed adapted versions of 21 AMAZE videos, which they disseminate on their **YouTube channel**. AMAZE also hosts a feature page at amaze.org/japan/, as well as a Playlist on **AMAZE's YouTube channel**, featuring PILCON's subtitled and dubbed videos.

Examples of PILCON's subtitled videos include:

- What is AMAZE? **性のギモンに答える**
- What if my Kids Don't Ask? **もし子どもが性について聞いてこなかったら?**
- Where Do Babies Come From? **赤ちゃんはどこからくるの?**

Examples of PILCON's dubbed videos include:

- Being Safe on the Internet **インターネットの安全な使い方**
- Condoms: How to Use Them Effectively **コンドーム:上手な使い方**

Adapting — Regional

IPPF/WH, Latin America

AMAZE works with International Planned Parenthood Federation/Western Hemisphere Region (IPPF/WHR) in Latin America, along with IPPF country member associations, APROFA (Chile), FUSA (Argentina), MEXFAM, PROFAMILIA, and Iniciativas Sanitarias, among others, to bring AMAZE to the region. So far, over 50 videos have been dubbed, adapted, or newly created for the Latin America region, including in Mexico, Uruguay, Argentina, Colombia, Chile, and the Leeward Antilles. AMAZE en Español videos are disseminated on [Amaze en Español's YouTube channel](#) and organizational [Facebook page for Parents](#) and [Instagram for young adolescents](#). AMAZE also hosts a full website available at amaze.org/es featuring all of AMAZE en Español's content. Examples of their videos include:

- What is Bullying? [¿Qué es el bullying? \(México\)](#)
- Porn: Fact or Fiction? [Pornografía, ¿Realidad o ficción?](#)
- Long Acting Contraception Explained [Anticonceptivos reversibles de larga duración, Uruguay\)](#)
- Consent and Communication [Consentimiento y comunicación \(Chile\)](#)
- Is it Love? [¿Cómo saber si es amor? \(Colombia\)](#)

Creating New Videos

Reach a Hand, Uganda

Reach a Hand Uganda (RAHU) is a Ugandan-based, youth-centered, non-profit organization focused on youth empowerment programmes with an emphasis on Sexual Reproductive Health and Rights (SRHR), modern contraception / family planning, and HIV/AIDS awareness and prevention. RAHU fundamentally focuses on shifting attitudes regarding social norms and values that limit access to SRHR information and services through the design and implementation of creative communication campaigns to create awareness and mitigate sexual health risks among young people 12–24 years of age. AMAZE and RAHU are collaborating in creating new and disseminating existing AMAZE videos.



Reach a hand

young people for young people

FREQUENTLY ASKED QUESTIONS

What does it cost to be able to subtitle, dub or adapt AMAZE videos?

- Subtitling videos can have minimal costs as AMAZE can provide available translations that only require review and correction.
- Dubbing costs vary by country and existing capacities of partner organizations, but on average costs around USD 2,500. Often, voice actors and facilities to make quality recordings will be required as well as capacity to mix voice and animation files.
- For adaptations, costs depend mainly on the length of the animated video and the complexity of the adaptation, but may cost approximately USD 3,000–4,000.

What are the different ways that partners are acknowledged for subtitling, dubbing, or adapting AMAZE videos?

Partners can credit their contributions in compliance with branding guidance agreed upon with AMAZE. Partners may also include on-screen credits for their work in an AMAZE video.

Can we sell AMAZE videos?

This can depend on the circumstances and so is handled on a case by case basis. All AMAZE videos are published under the Creative Commons License and so are available for all to use for free. Please reach out to info@amaze.org!

Can we fundraise to subtitle/dub/adapt AMAZE videos? What kind of support can AMAZE provide in our fundraising efforts?

Yes. We encourage our partners to raise funds to carry out subtitling/dubbing/adaptations of AMAZE videos and can provide guidance and background information on AMAZE to inform proposals. Partner organizations are encouraged to let AMAZE know if they are engaging in fundraising efforts, so that AMAZE can provide helpful information.



We raised funds to subtitle/dub/adapt AMAZE videos and our funder would like to be credited in some way—how can we achieve that?

AMAZE is open to discussion around the best way to credit funders or contributors, such as including an end card crediting the funder(s) for supporting dubbing and/or adaptations of videos.

What are the steps to join AMAZE's Global Partnerships Programme?

To inquire about a collaboration with AMAZE, once you have fully reviewed this toolkit, please fill out the form found at [Partnering With AMAZE](#).

Once we have reviewed your form, AMAZE will reach out to schedule a meeting with your organization. If both parties agree to collaborate, AMAZE will sign a Memorandum of Understanding (MOU) agreement with the partner organization whereby AMAZE grants permission for the partner to initiate subtitling/dubbing/adapting of videos.

Who is involved in the creation of AMAZE animated videos?

- Sexuality education experts at AMAZE first write a content brief on an issue pertaining to a specific subject.
- Content briefs are then used by an animator or video production company to develop a script.
- For partners interested in dubbing, adapting, or creating new videos, partners can choose to find local animators or be connected with animators who have experience in working with AMAZE.
- AMAZE reviews materials provided by the animator or video production company, and disseminates the videos once they have been finalized.

What kind of files or technical expertise should we expect to employ in a collaboration with AMAZE?

Depending on the type of partnership you are interested in, you might use the following files:

- **Storyboard** (word, text, pdf): A visual representation of how a story will play out, scene by scene. It's a chronological series of images, with accompanying notes.
- **Subtitle** (.srt): Plain-text file containing timecodes of text to match subtitles to audio. Essentially, it is a script file that holds text and time sequences together for animated videos.
- **Soundtrack** (.wav, .aif, .au, .m4a, .wma, .ogg, .mp3): Files containing sound, voice, and other forms of audio data.
- **Video** (.mp4): Video files containing not only video but also audio.
- **Open animation files** (.ai, .ae, .fla): Working files used by animators to create the videos.

PARTNERING WITH AMAZE



- ☐ Review this international toolkit in full.
- ☐ Consider how you might want to use AMAZE videos in your work and within your country.
- ☐ Think about what partnership type(s) you're interested in.
- ☐ Fill out this **simple form** to let us know more about you and what you're interested in doing with AMAZE and we'll reach out to schedule a meeting!
- ☐ Sign a Memorandum of Understanding (MOU) that details the terms of your partnership with AMAZE.