

Learning about Living

Using cross-media technology
to empower young people with
reproductive health and life skills

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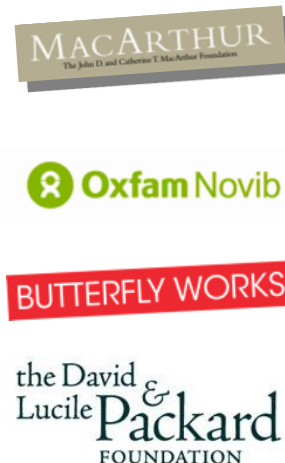
BUTTERFLY WORKS

Our Approach

- Scoping Studies
- Multi-sectoral partnerships
- Replicate, adapt, expand
- Include young people
- Sustainability and exit plans



Funders

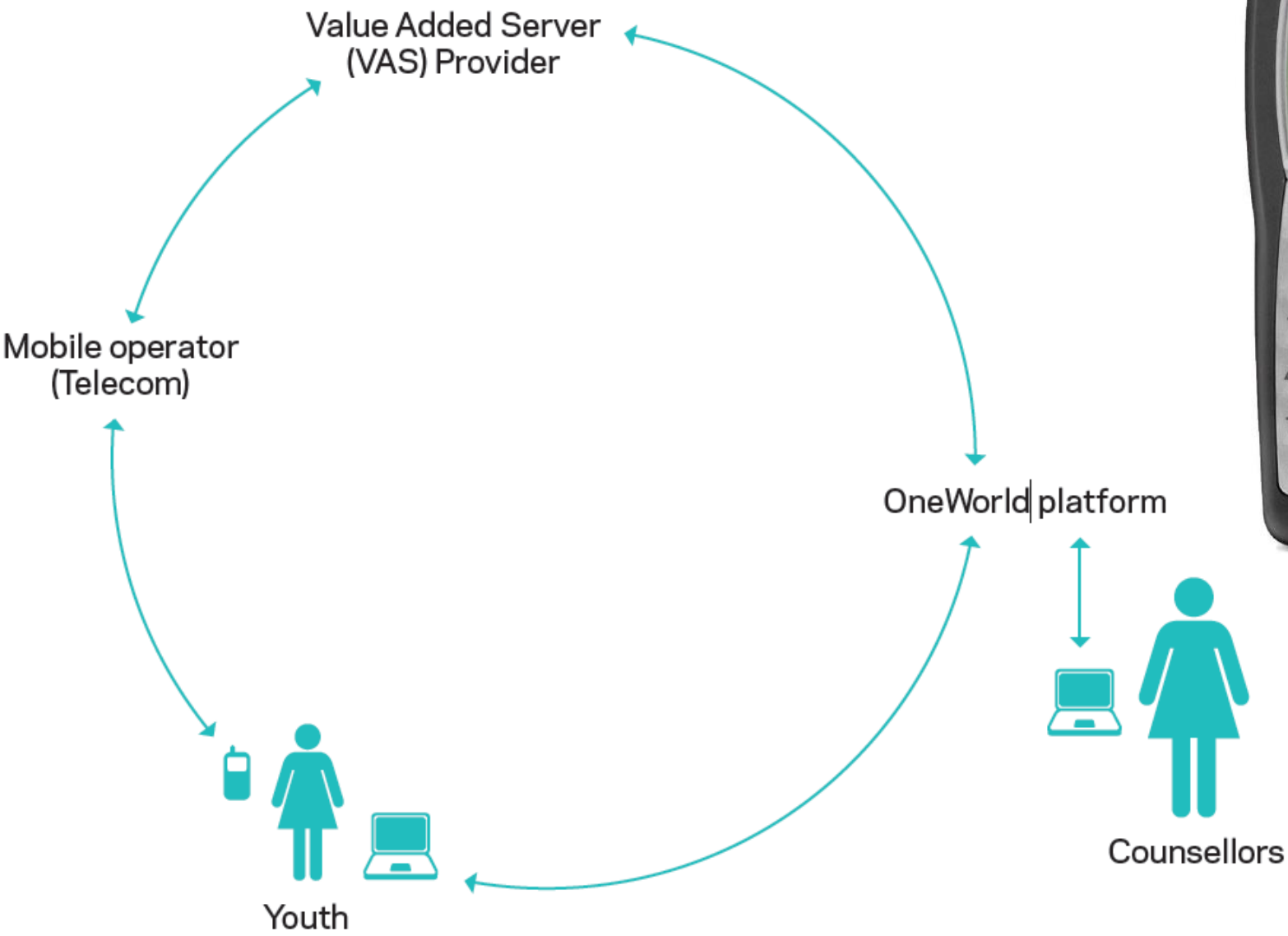
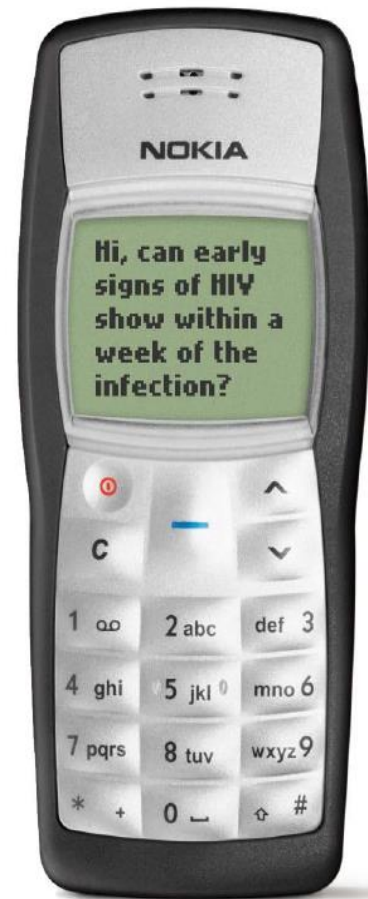


Project Components

- E-learning
- Mobile phone and Web-based question-and-answer service
- Radio programmes for and by youth
- Dynamic social media platforms

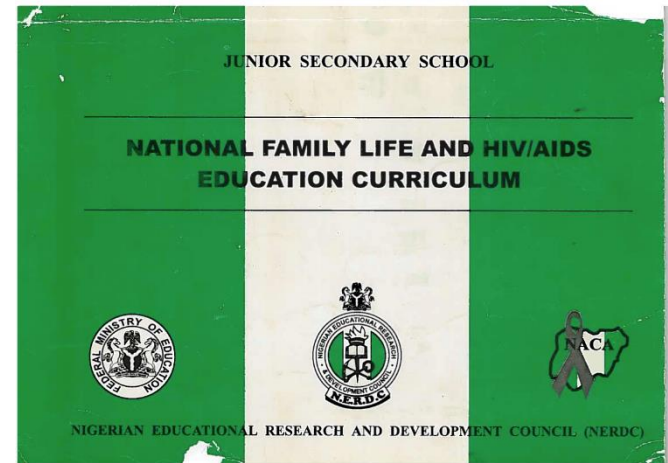


Mobile Q&A



E-Learning

- Supporting teachers
- Engaging students
- Overcoming taboos
- Participatory learning
- Out-of-school version for youth centres
- Local content, delivered innovatively
- Safe space for learning



BUTTERFLY WORKS



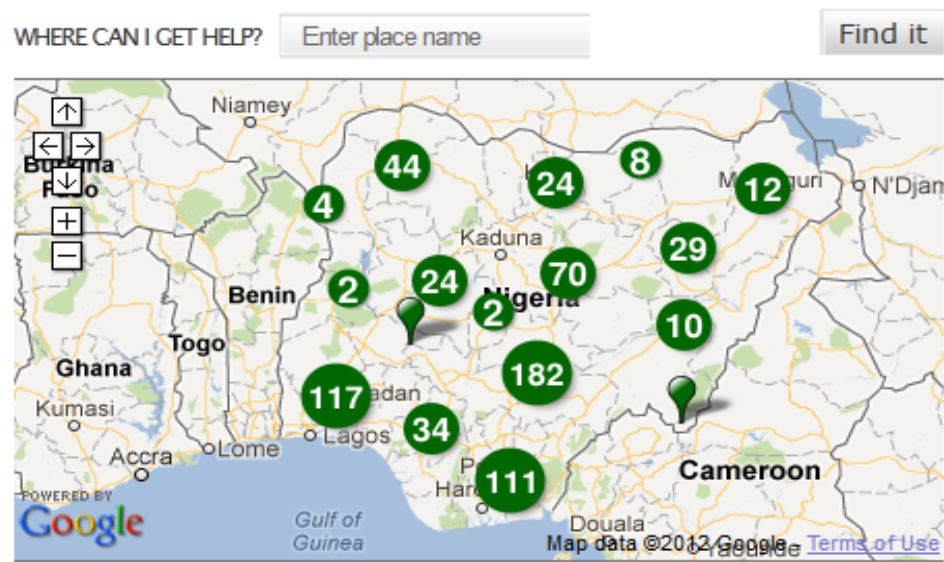
Radio

- Interactive programmes for and by youth
- Extending reach through a popular medium



Social Media

- Meeting youth where they are gathering
- Web sites, Facebook, Twitter, Instagram and more
- Games, quizzes, competitions, blogs, interactive maps



Learning about Living is...

in Nigeria

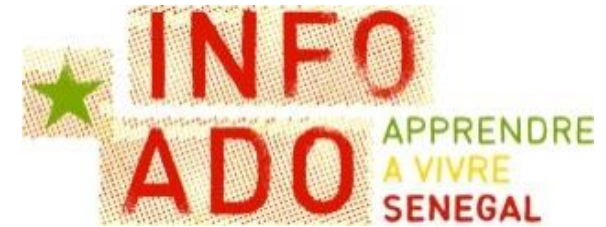
LEARNING ABOUT LIVING

- 2006: Learning about Living Nigeria
- E-learning programme taught 120,000 young in over 500 schools in 22 states
- Over 1 million questions received from 400,000 young people via the mobile Q&A platform



Learning about Living is... in Senegal

- E-learning platform developed with local partners in French & Wolof
- 50 schools and training centres in 7 of 14 regions
- Over 300,000 questions
- Radio in all regions and local languages
- Collaborative network for sustainability



Learning about Living is...

in Mali

- Part of “My Rights, My Voice” youth empowerment programme
- 18 lessons developed in French and Bambara
- E-learning platform piloted in 2 regions with 4,000 youth
- Platform being adapted for blind and deaf students
- Radio programmes broadcast daily via Projet Jeunes



Our Belief

- Accurate, confidential, non-judgmental information
- Safe spaces to learn about sensitive topic and ask questions
- Meet youth where they are already gathering and speak their language
- Technology adds value



“We young people have so many things that we don’t want to speak about with our parents... We would just like it to be private.”
-Female student, Abuja

Challenges

- Use data to increase the impact of the project -
- Sustainability of the project depends on multisectorial collaboration (Officials, operators, civil society...) and from the pilote to scale up
- Costs of services- social responsibility of operators
- More sharing experiences/debate/meetings with Mhealth partners in francophone/west Africa area
- Tech4dev or Dev4tech?

Learning about Living

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