EDUTAINMENT VIDEOS ON SRH:
PRODUCTION AND PROMOTION IN EECA

UNESCO INSTITUTE FOR
INFORMATION TECHNOLOGIES
IN EDUCATION

YULIA PLAKHUTINA
UNESCO STRATEGY ON
EDUCATION FOR HEALTH
AND WELL-BEING:
CONTRIBUTING TO THE SUSTAINABLE
DEVELOPMENT GOALS

LAUNCHED IN 2016
Available online at UNESDOC.UNESCO.ORG
To enhance the quality and increase the coverage of non-formal HIV prevention and sexuality education through the Internet and social media

UNESCO IITE cooperates with media, youth organizations and other stakeholders
In December 2016 UNESCO IITE in cooperation with a popular science YouTube channel «NauchPoka» developed a series of "edutainment" videos.
Globally, IP video traffic will be 82 percent of all consumer Internet traffic by 2020, up from 70 percent in 2015*

*White paper: Cisco VNI Forecast and Methodology, 2015-2020
YouTube has **over a billion users.** Half of YouTube subscribers would drop whatever they were doing to watch a new video from their favorite channel*.

*Youtube statistics [https://www.youtube.com/yt/press/](https://www.youtube.com/yt/press/)
RE-IMAGINING COMMUNICATION: VIDEO

45% of people watch more than an hour of Facebook or YouTube videos a week*

*Ooyala Global Video Index Q2 2016
EDUTAINMENT VIDEOS

1. Youth engagement
2. Scientifically based facts
3. Partnership
4. Creativity
5. Sustainability
AIMED AT RUSSIAN-SPEAKING YOUNG PEOPLE IN EECA COUNTRIES, THE FIRST SIX EPISODES HAVE BEEN ALREADY VIEWED ONLINE BY MORE THAN 400 THOUSAND PEOPLE EACH (AND SOME VIDEOS - BY MORE THAN 1 MILLION PEOPLE)
THE SERIES OF VIDEOS HAS RECEIVED A POSITIVE FEEDBACK FROM FORMAL EDUCATIONAL INSTITUTIONS IN ARMENIA, BELARUS AND KYRGYZSTAN AND WILL BE USED IN SCHOOLS TO FACILITATE THE DELIVERY OF HEALTH EDUCATION IN ABOVE MENTIONED COUNTRIES

UNESCO-Nauhpok Joint project
“Why are these important topics being taught just in the Internet, and not in schools?!”

“Just in five minutes [this video] explained me much more useful facts, than our teachers did at the several school lessons”
“Where was this video 11 years ago?”

“Given the fact, that an HIV epidemic takes place in Russia and the CIS countries, the video is very timely! Thanks to the author for trying to prevent the spread of HIV”
THANK YOU
FOR YOUR KIND ATTENTION!

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PS A MOBILE APP FOR SRH EDUCATION

LOVE LOGS:
Relationship diary