Learning about Living
Using cross-media technology to empower young people with reproductive health and life skills
Learning about Living is…

a project using emerging communication tools to address adolescent reproductive health issues for young people in and out of schools.

An innovative and interactive e-learning environment provides young people with a safe route to reliable sexual and reproductive health and Rights (SRHR) information, circumventing cultural taboos that often preclude discussion of such topics.

A supporting mobile phone and Web-based Question-and-Answer service connects young people anonymously to accurate and non-judgmental information and services through trained counsellors, in this way, extending both the reach and the impact of SRH and gender education.

Radio programmes are developed from the content generated by the e-learning and mobile phone platforms, thus reaching more rural youth who often listen to the radio on their mobile phones. In some countries, young people trained to address SRHR information in a fun and youth-friendly way develop the radio component for their peers. In others, an expert will respond to live calls on a radio show from young people, using the public forum to answer questions on the minds of many.

Social media is also integrated, with Facebook pages, Twitter and Instagram accounts, data mapping, live-blogging, video chat and other applications being developed for each country implementing Learning about Living, which is increasingly becoming accessible via mobile phones as well as the Internet.
OneWorld’s innovative SMS-and-Web-based counselling service gives young people a safe space to ask their sexual health questions anonymously. Trained counsellors from local organisations provide rapid, accurate, and non-judgmental answers.
Learning about Living is…

E-Learning

- Teachers often have a hard time discussing sexual health issues with their students. E-learning programmes help break down those barriers, with virtual peer educators guiding young people through each lesson.

- Based on the concept of participatory learning, students learn by interacting with the issues – through games, role plays, and other creative exercises.

- The platform is also used in independent youth centres, with peer educators trained to guide others through the programme. In Nigeria, a special out-of-school edition of the e-learning environment was developed, including topics not addressed in schools.

- Each e-learning programme is tailored to the needs and realities of the country. We learn from our previous experiences, but build a custom curriculum for each country. Butterfly Works leads the content development process, using their inclusive co-creation process.
Radio

- Radio is still the most popular media among youth in most places. And now, more and more young people are listening to radio programmes on their mobile phones, and texting and calling interactive radio shows.

- OneWorld’s radio programmes take advantage of both of these trends. Young people are trained to produce radio shows about sexual and reproductive health issues, creating engaging content – for youth, by youth. Where possible and appropriate, live call-in shows give youth a chance to express their opinions and get their burning questions answered in an intimate yet public setting. It’s a “1-on-1” interaction, in the presence of many.
Learning about Living is…

Social Media

- Young people are increasingly gaining access to the Web, and Learning about Living is meeting them there.
- Facebook pages and apps let young people connect with counsellors as easily as they connect with friends – but confidentially – and also spread the word about the Learning about Living service.
- Millions of young people go online to chat with friends – old and new. Now they can chat with Learning about Living counsellors in the same way, asking questions about critical reproductive health issues!
- And we’re mapping and referring young people to youth-friendly centres, so they can find out where to go to get the direct services they need – in their hometowns, or wherever they happen to be.
Learning about Living was first conceived and developed in Nigeria in 2006. It launched the following year as an innovative solution to the long-standing taboos that kept young people ignorant about their sexual and reproductive health and rights and contributed to the alarming rates of HIV/AIDS and one of the highest maternal mortality rates in the world.

An e-learning programme, which brought the national Family Life and Health Education curriculum to life, has now been taught to over 120,000 young people in over 500 schools in 22 states. The programme is available on DVD and online at: http://www.learningaboutliving.org

Over 1 million questions have been received from 400,000 young people via the free, anonymous text messaging service.

“Learning about Living is an opportunity brought to our doorstep... the children are enthusiastic and want to learn more, they never want to leave the class.... it has improved communication between teachers and students. The children were not able to speak one-on-one with the teacher, but Learning about Living has bridged that gap..” ….A Teacher, Calabar, Nigeria.
Learning about Living is…

in Senegal

• Learning about Living was introduced in Senegal in 2010, where it is locally known as InfoAdo - Apprendre à Vivre Senegal.

• Like in Nigeria, the InfoAdo e-learning programme is based on the principle of participatory learning, with virtual peer educators guiding the students through each topic and educational games, quizzes, and role plays to help them learn. But major advances were made since the programme was launched in Nigeria. Sound was included this time – in both French and the local language Wolof – and local partners co-developed the software with Butterfly Works. The programme is used in over 50 schools and training centres in 7 of the country’s 14 regions. See it online at: www.clickinfoado.sn.

• Senegal’s SMS-based counselling service launched in 2010 and had received over 330,000 questions by the end of 2013.

• A radio programme is produced by young people in Dakar and distributed to community radio stations in every region of the country. People in different regions have been trained to produce their own programmes in the local language of their area.

• To extend the reach, capitalise on the successes, and ensure the long-term sustainability of the project, OneWorld has built alliances with like-minded organisations working in Senegal, including UNICEF, UNESCO, and FHI360.
Learning about Living is…

in Morocco

• In 2011, OneWorld launched Bila7araje - Learning about Living Morocco.

• The programme was first introduced via radio, with one of the country’s premiere commercial radio stations, HIT Radio, partnering with OneWorld to produce the show, “On t’écoute avec Doc Samad” (“We’re listening to you, with Dr. Samad”). The show is led by an experienced radio host with expertise in the field of youth sexual and reproductive health and rights and counselling, and is enormously popular among Moroccan youth.

• Launched as a weekly live call-in programme, “On t’écoute” is now on air for three hours five times a week, responding to young people’s questions about sexual health, relationships, and other personal development issues. The show has thousands of listeners and receives over 1,000 calls per day, in addition to 500 Facebook messages and 800 e-mails per broadcast.

• In 2013, the Bila7araje services were handed over to HIT Radio and Association de Lutte Contre le SIDA (Association for the Fight against AIDS), which manages the mobile question-and-answer platform also established in Morocco.
Learning about Living is… in Mali

• In July 2012, Learning about Living was extended to Mali, where it is known as InfoAdo – Apprendre à Vivre Mali and funded by Sida as part of the “My Rights, My Voice” youth empowerment programme implemented by Oxfam Novib.

• 18 lessons have been developed for the e-learning programme in Mali, in both French and the local language Bambara. The digital platform has been piloted in 2 regions of Mali and 4,000 young people have been trained on or participated in lessons using the e-learning curriculum, including students in a Bamako-based school for the visually impaired. Efforts are currently underway to adapt the platform for blind children and expand its use in similar institutions in other parts of the country.

• In addition to the mobile question-and-answer platform, which launched in late 2013, InfoAdo Mali features series of radio programmes, produced by and for youth in partnership with the Ministry of Youth’s “Projet Jeunes”. These shows are broadcast on a daily basis, are developed based on the e-learning lessons and address issues such as HIV/AIDS, sexually transmitted infections, family planning, physical development, puberty, gender based violence and sexual abuse.
Learning about Living is...

in Egypt

• In 2013, OneWorld introduced Learning about Living in Egypt, where the project is called Ma3looma, meaning ‘a piece of information’ in Arabic. The project has proven to be ground-breaking for numerous reasons.

• The Ma3looma website (www.ma3looma.net) is the first Arabic language website on sexual and reproductive health issues in the country. Here young people can access critical information in the form of articles, blog posts about real life experiences, video chats with experts, answers to frequently asked questions, and videos. Future developments include interactive online maps to help young people and at-risk populations to locate effective, non-judgmental health service providers.

• In December 2013, Ma3looma reached 100,000 likes on Facebook. The project also has an active presence on Twitter and Instagram.

• The official launch of the mobile question-and-answer platform, linking young people to confidential, accurate, and non-judgmental information, will take place in February 2014.
Learning about Living is…
in Cambodia

- OneWorld’s latest Learning about Living project will launch officially in Cambodia in 2014, under the Khmer name “Smart Youth, Good Future”.

- The national Ministry of Education, Youth and Sports has given its official support for the e-learning programme. The development of the programme Website, lessons, and exercises are underway and teacher training will precede the implementation of the programme in pilot schools in Feb. 2014.

- Child Helpline Cambodia and INTHANOU Association – both local organisations with experience managing gender and sexual and reproductive health information and counselling hotlines – will implement the mobile question-and-answer service.

- The edutainment programme will be developed and launched later in 2014 and will reach out to Cambodian youth via entertaining short-form audio episodes. The podcasts will be available via recorded call to subscribers’ phones, as well as through an on-demand interactive voice response call-in service, capitalising on ‘cool’ new technologies that will engage young people. Listeners would then be encouraged to discuss the episodes on the project’s Website and Facebook pages.
Learning about Living

Our belief

Young people need accurate, confidential, and non-judgmental information about their sexual and reproductive health and rights.

Young people need a safe space where they can learn about sensitive topics, get answers to their questions, and claim their rights.

To engage effectively with young people, you must meet them where they are already gathering, and speak their language.

Technology adds value to traditional ways of working.

“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
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OneWorld UK and Butterfly Works conceived of the Learning about Living concept, Butterfly Works developed the e-learning platform, and OneWorld developed the mobile platform and has led the coordination of local implementing partners in Nigeria, Senegal, Morocco, Mali, Egypt and Cambodia.

Scoping Studies ensure that each project is tailored for maximum impact, relevant to the local context, and built to ensure sustainability.

Multi-sector partnerships get the most value for money and ensure the project is sustainable over the long term.

As we develop new projects, we replicate what works, adapt to the local context, and expand by using existing technology tools appropriately.

We include young people at every step of the project – from development to implementation.

We build sustainability and exit plans into every project from the beginning, involving governments and the private sector whenever possible, and exploring innovative income-generating solutions.
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