



REPRODUCTIVE HEALTH INNOVATION EXCHANGE

SHOWCASE YOUR INTERACTIVE SBC DESIGNS, IDEAS, AND TOOLS

Growing Up: Film-Based Interactive Learning

Innovation presented by: Medical Aid Films

Problem statement	
Adolescents and young adults lack knowledge and engagement around the physical and emotional changes that take place during puberty.	
Circle of Care stage	
During: Builds Trust Empowers Clients	After: Supports Behavioral Maintenance
Audience(s)	
<ul style="list-style-type: none"> Youth Unmarried women Community members Healthcare professionals 	
Countries of implementation or design	
Zambia, South Sudan, Kenya	
Outcome(s) of interest	
Using the COM-B framework (Capability, Opportunity, and Motivation as three key factors capable of changing Behavior), the innovation aims to support young people’s capacity through increased knowledge. It addresses opportunity issues, such as how to access contraceptive methods and unhelpful social norms; and identifies relevant motivational factors, such as presenting trusted professional adults and relatable role models.	
The innovation	
<p>Medical Aid Films developed an interactive platform based on one of its films, <i>Growing Up</i>. Produced for use in community health education, <i>Growing Up</i> follows a peer educator in Kenya who works with young adults to share knowledge about sexual health and the physical and emotional changes that take place during puberty.</p> <p>The interactive platform provides lessons and quizzes to test user knowledge, and there are touch response in-film hotspots that visibly test the learner’s training and retention. The platform has a navigation option so users can jump to specific content, and users can translate content audio instantly and change the voice-over into over 40 languages. Implementers can collect viewer data to audit viewing time, quiz results, surveys, and more.</p>	



Why you should consider adapting and scaling this innovation

The platform includes a number of interactive elements and stop points/questions designed specifically to engage the viewer in deeper learning. This innovation was developed through formative and participatory research processes that helped to identify specific information needs of young people in Kenya around sexual and reproductive health, and to ensure that the characters and context were relevant and relatable.

With this interactive innovation, the films can be used for individual learning (self-taught) in addition to classroom or workshop setting. It has potential to be a useful resource for developing peer educators, young leaders, or participants in adolescent health programs.

This innovation can be used across the Circle of Care:

- To motivate young people to access sexual health services.
- To build young people's confidence and knowledge and their trust in service providers.
- To reinforce learning and care-seeking behaviors after training or project implementation.

Resources needed to adapt or scale this innovation

The innovation can be easily developed using existing film resources. It employs an easy-to-use platform where the filmmaker can select from an array of interactive prompts that are automatically embedded into the film depending on the learning needs. The implementer simply uploads the film to the platform and then adds quizzes, polls, or other interactive tools. Technical health expertise is required to develop the questions and learning content.

Implementation recommendations

Much of our film content could be developed in this way to provide valuable deeper learning resources. The main challenge is that the completed films need to be viewed from the platform and therefore cannot be downloaded and stored on YouTube or Vimeo or copied onto a flash drive or CD. Hence, the film must be streamed from the platform, and users in settings with low bandwidth and connectivity may have trouble viewing the content. Next phase technology upgrades may involve a way to download content.

Have more questions? Contact the following people

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Relevant links

<http://www.medicalaidfilms.org>