URBAN YOUTH IN BANGLADESH

How can an effective digital tool on SRHR be developed?

Young people in Bangladesh don’t have access to information on sexual and reproductive health and rights (SRHR). The Digital Sister (DS) project aimed to provide male and female urban middle-class youth with the information they need to make informed decisions about their health and wellbeing. The DS video series targeted people at different stages of SRHR development, from youth who are unsure of where to access information, to those who feel ashamed to do so. The DS project developed videos that targeted the specific needs of youth by focusing on three key aspects: technology, target audience, and the need for time to test the effectiveness of the tool.

The study revealed that young people strongly trust even unverified information on SRHR from social media. The researchers applied a mixed method approach to conduct the study, including the use of online platforms, focus group discussions, and interviews. The findings were then compared with issues that were brought up during the focus group discussions.

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What have you learnt from this experience?

- There are clear gaps in the current health education that young people need.
- There is a need for a more inclusive approach to health education.
- There is a need for a more gender-sensitive approach to health education.
- There is a need for a more participatory approach to health education.

Future directions

- The research team plans to expand the study to other countries.
- The research team plans to develop more videos on SRHR.
- The research team plans to develop more videos on gender-based violence.
- The research team plans to develop more videos on sexual and reproductive health and rights.

What did you achieve?

- The research team produced videos that effectively communicated solutions to young people's needs.
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What are your tips for someone facing the same or a similar issue?

- Identify the needs of the target audience.
- Develop content that is relevant and engaging to young people.
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About the project

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