Workshop overview
Rationale for creating
Key features
Resources for professionals

amaze
What’s currently out there?
Meeting youth where they are - ONLINE
Resources for Professionals

- Trigger discussion
- Supplement to lesson plans and homework
- Age guide
- My AMAZE
Discussion Questions

After watching the video with your class, process it using the following discussion questions.

- What are some of the changes of puberty that you saw in the video?
- Did any of these changes surprise you?
- How do you think someone might feel when they start to experience these changes?
- What can a young person do if they are worried or confused about the changes of puberty?

Lesson Plans

- 4th Grade - Lesson 1: Making Sense of Puberty
- 5th Grade - Lesson 2: Puberty and Reproduction
- Is This Normal
- Your Amazing Body
Creating AMAZE
Focus Groups

• Conducted 12 focus groups
  ➢ Videos and online experience need to be:
    • Humorous
    • Useful information
    • High quality
    • Short
    • Face paced
AMAZE -
#MoreInfoLessWeird

• Launched Fall 2016
• Free online sex ed. resource
• LGBTQ Inclusive
• Very young adolescents (10-14yrs)
• Short animated videos
  – Developmentally appropriate
  – Medically accurate
  – Engaging
Ready to be AMAZEd?
Top Signs Boys are in Puberty

*Our most popular video with over 600K views!
Reactions?
Since the Launch

- Videos released: 40
- Video Views: 2.8 Million
- Subscribers: 17K
- Top 3 Videos:
  - Top Signs Boys are in Puberty
  - Masturbation: Totally Normal
  - Top Signs Girls are in Puberty

“Sexual topics are covered in an informative way, without sensationalizing content.”
-Common Sense Media
Future of AMAZE

• More videos!
• AMAZE Jr.
• International expansion
Any questions?
Thank you!

YOU'RE amaZE-ING!