



# JUDIES

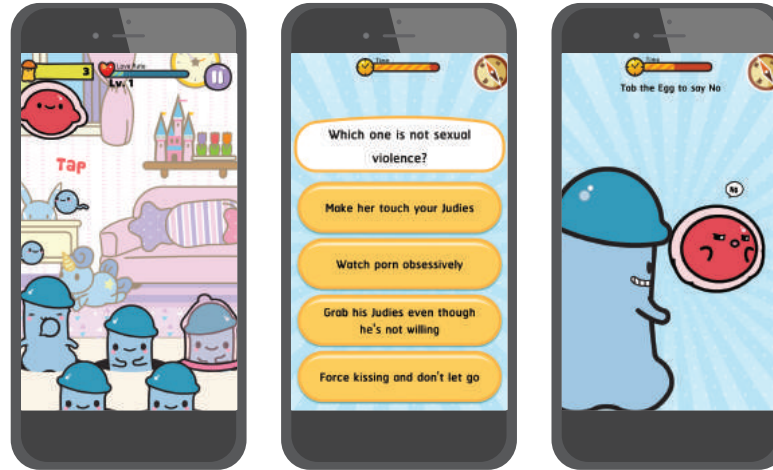
Judies Q | 

## Comprehensive Sex Education (CSE) Game

<https://www.facebook.com/safesexnaja>

### Model / Concept

- Started by **convincing teenagers to put on condoms** to reduce Sexually Transmitted Infections (STIs) and adolescent pregnancy
- **Empower CSE into the game** by adding **Adventure Mode** to raise awareness and knowledge of Human Body and Development (22%), Sexuality and Sexual Behaviour (12%), Relationships+Values+Rights+Culture and Sexuality+Understanding Gender (18%), Sexual and Reproductive Health (48%)



### Impacts

PLAYED OVER  **16.8** Millions Times |  **726K** Downloads

 **CONDOM USAGE AWARENESS RAISED** through the game and online community

 **ONLINE COMMUNITY** created in Thailand for knowledge sharing and discussions with **83K members** (2.5 millions engagements)

### Quick Facts / Background



Although condom use among adolescents during their last sex tends to increase, **Sexually-Transmitted Infection (STI) rate and adolescent pregnancy remain high**



Many Thai teenagers still have the **misunderstandings about contraception**



Across the country, the **adolescent birth rate is 51 births per 1,000 women**

### Special Features

★ **CSE QUIZ**

★ **TRACKING PERSONAL LEARNING PATH**



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