



# JUDIES

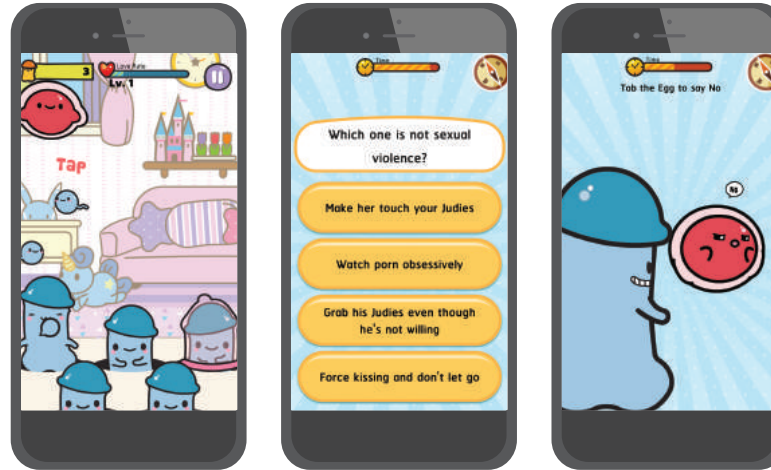
Judies Q | 

## Comprehensive Sex Education 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 **9.45** Millions Times | **688K** 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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