



# EDUTAINMENT VIDEOS ON SRH: PRODUCTION AND PROMOTION IN EECA

UNESCO INSTITUTE FOR  
INFORMATION TECHNOLOGIES  
IN EDUCATION

YULIA PLAKHUTINA

UNESCO STRATEGY ON  
**EDUCATION FOR HEALTH  
AND WELL-BEING:**

CONTRIBUTING TO THE SUSTAINABLE  
DEVELOPMENT GOALS

**LAUNCHED IN 2016**

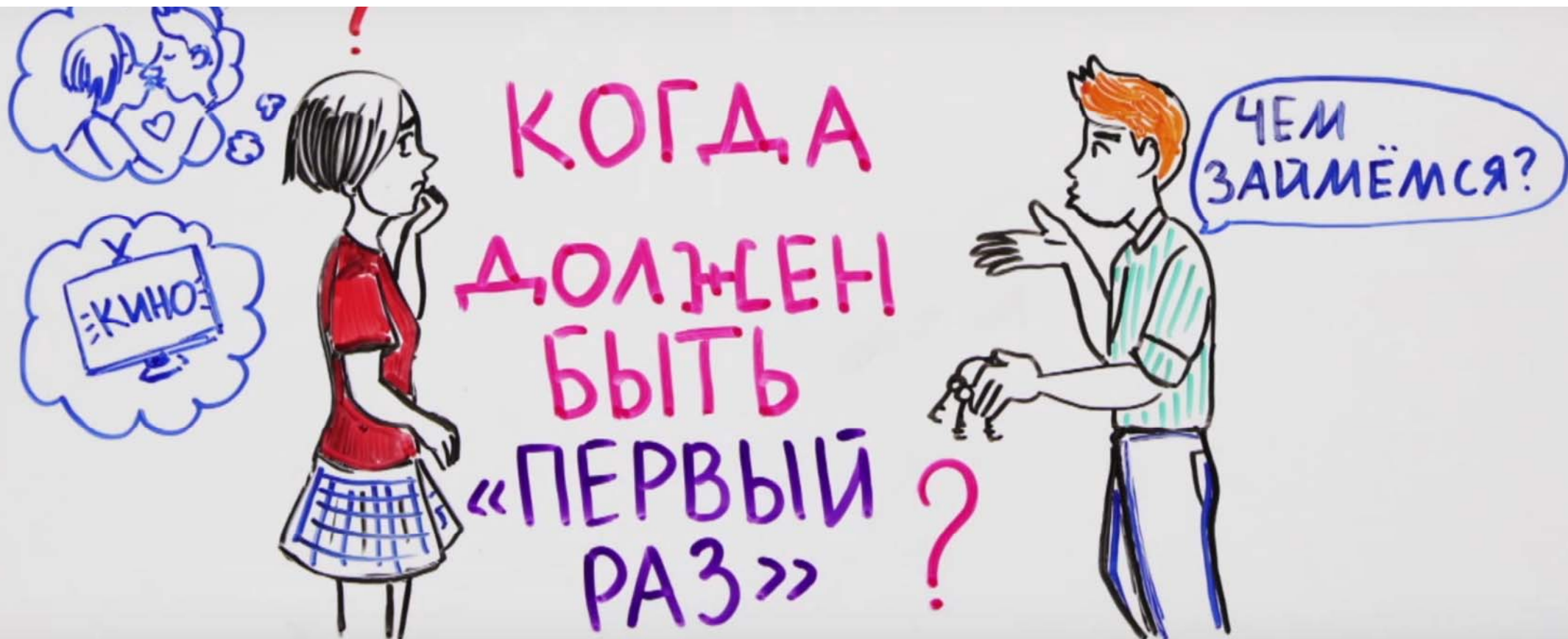
Available online at  
[UNESDOC.UNESCO.ORG](https://unesdoc.unesco.org)



**TO ENHANCE THE QUALITY AND INCREASE THE COVERAGE OF  
NON-FORMAL HIV PREVENTION AND SEXUALITY EDUCATION  
THROUGH THE INTERNET AND SOCIAL MEDIA**

UNESCO IITE cooperates with  
media, youth organizations and  
other stakeholders





**IN DECEMBER 2016 UNESCO IITE IN COOPERATION WITH A POPULAR SCIENCE YOUTUBE CHANNEL «NAUCHPOK» DEVELOPED A SERIES OF “EDUTAINMENT” VIDEOS**

**[Научпок]**

# RE-IMAGINING COMMUNICATION: VIDEO

**Globally, IP video traffic will be 82 percent of all consumer Internet traffic by 2020, up from 70 percent in 2015\***

\*White paper: Cisco VNI Forecast and Methodology, 2015-2020

<http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html>

# RE-IMAGINING COMMUNICATION: VIDEO

**YouTUBE has over a billion users.  
Half of YouTube subscribers would drop  
whatever they were doing to watch a new  
video from their favorite channel\***

\*Youtube statistics <https://www.youtube.com/yt/press/>

# RE-IMAGINING COMMUNICATION: VIDEO

**45%** of people watch **more than an hour** of Facebook or YouTube videos a week\*

\*Ooyala Global Video Index Q2 2016

# EDUTAINMENT VIDEOS

1. Youth engagement
2. Scientifically based facts
3. Partnership
4. Creativity
5. Sustainability





Когда должен быть "первый раз"? — Научпок

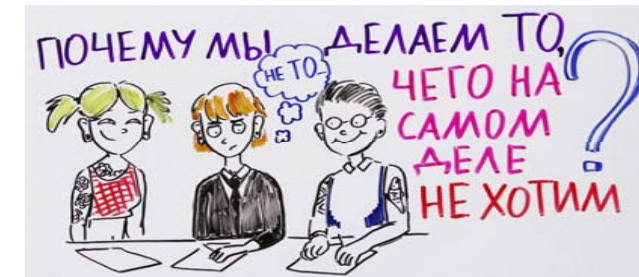


1 275 819 просмотров

More than  
220,000 views



More than  
450,000  
views



More than  
480,000  
views



AIMED AT RUSSIAN-SPEAKING YOUNG PEOPLE IN EESA COUNTRIES,  
THE FIRST SIX EPISODES HAVE BEEN ALREADY VIEWED ONLINE BY  
MORE THAN 400 THOUSAND PEOPLE EACH  
(AND SOME VIDEOS - BY MORE THAN 1 MILLION PEOPLE)





**THE SERIES OF VIDEOS HAS RECEIVED A POSITIVE  
FEEDBACK FROM FORMAL EDUCATIONAL INSTITUTIONS IN  
ARMENIA, BELARUS AND KYRGYZSTAN AND WILL BE USED  
IN SCHOOLS TO FACILITATE THE DELIVERY OF HEALTH  
EDUCATION IN ABOVEMENTIONED COUNTRIES**

UNESCO-Nauchpok  
Joint project

# YOUNG PEOPLE COMMENT ON THE VIDEOS

“Why are these important topics being taught just in the Internet, and not in schools?!”



[Alex Comedian](#) 2 месяца назад

Почему настолько важные темы преподают в интернете, а не в школе?! Хотя бы в 9 или 10-11 классе.

Ответить · 220  

“Just in five minutes [this video] explained me much more useful facts, than our teachers did at the several school lessons”



[Алена Белоусова](#) 4 месяца назад

За 5 минут рассказал больше полезного, чем за многие уроки в школе рассказывают учителя

Ответить · 6  

# YOUNG PEOPLE COMMENT ON THE VIDEOS

“Where was this video 11 years ago?”



[Денис Лапин](#) 2 месяца назад

Где было это видео 11 лет назад!??

Ответить •  



“Given the fact, that an HIV epidemic takes place in Russia and the CIS countries, the video is very timely! Thanks to the author for trying to prevent the spread of HIV”



[Ar1ian](#) 5 месяцев назад

учитывая ВИЧ эпидемию в России и СНГ, видео очень кстати! Спасибо автору за то, что пытается предотвратить распространение ВИЧ

Ответить • 11  

[Показать все ответы \(3\)](#) ▾



# NAUCHPOK YOUTUBE CHANNEL

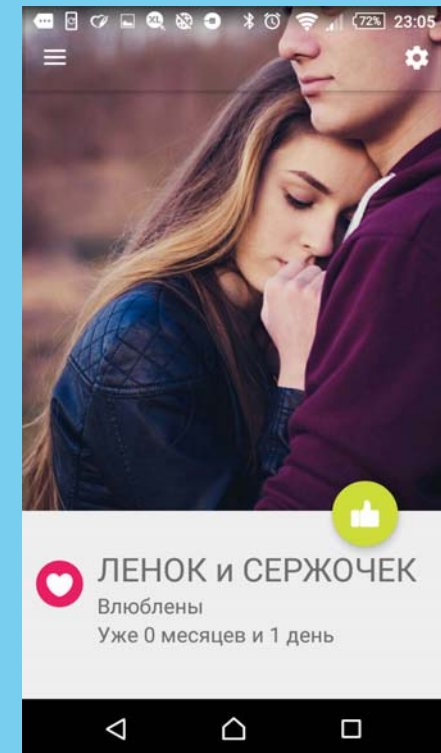
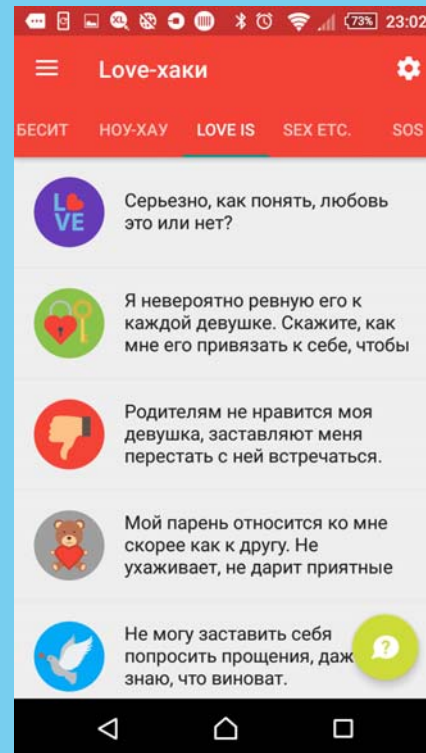
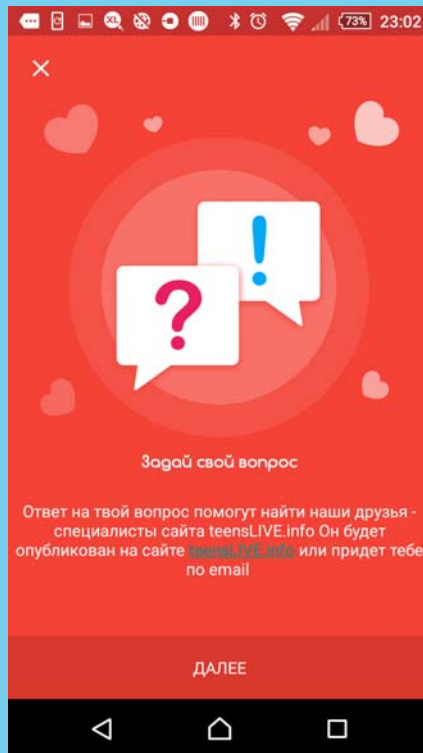
<https://www.youtube.com/user/nowchpok>





**THANK YOU  
FOR YOUR KIND ATTENTION!**

Yulia Plakhutina,  
UNESCO IITE  
[y.plakhutina@unesco.org](mailto:y.plakhutina@unesco.org)



# PS A MOBILE APP FOR SRH EDUCATION

LOVE LOGS:  
Relationship diary