

JPEG (Youth for Gender Equity): An Experience with Peer Educators in Brazil in Young Women Empowerment

- Group of 30 young women and young men from three low-income communities in Rio de Janeiro

- Selection:

- Coordinators nominated by community leaders; other members recruited in collaboration with coordinators.
- Reflection on leadership potential and polemic issues, including abortion, gender-based violence and homophobia
- personal interviews.

- Training:

- Gender, sexuality and rights
- Community strategies



Stages/ strategy to create the campaign

- Communication Agency : Metara
- Communication Workshop – division in groups
- Design of the profile from the communities' youth
- Reflection on educational materials and communication methods – selection

Radio soap opera story: Better way to reach youth than reading materials, Low-cost mass communication method and Wide reach



“Between Us” – The Campaign

- Centerpiece is radio-based soap opera about young couple, Beto and Jessica, and their circle of friends
- Seasons (15 episodes each)
 - First sexual relation to pregnancy
 - Motherhood and Fatherhood
 - Work-life balance
- Played on community radio stations and diverse settings where young people hang out – including college exam preparatory classes, beauty salons, cyber houses and snack bars.
- Following the airing of episodes, peer educators facilitated discussion groups where youth talked about the storyline and connections to their own lives and relationships.



Results & Next Steps

- More than 4,000 youth reached in six months; impact on youth attitudes and behaviors evaluated in rigorous study to be completed in early 2008
- Involvement of peer educators in other social causes (e.g. racial discrimination)
- Formation of groups in other communities
- Scale-up in schools
- Continued national and international activism and advocacy on youth rights and gender equity

