

**SBC CASE STUDY - THE LACKS OF SEX EDUCATION FOR TEENAGERS
IN VIETNAM AND A NEW COMPREHENSIVE SOLUTION**

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1. Introduction

Our project is Purple Vietnam which aims to construct a safer world through employing sex education for teenagers. Purple Vietnam project was established with the vision of providing all teenagers from all parts of the country with precise and comprehensive sex education in the most interesting approach. We offer a comprehensive, practical and appropriate educational solution for each stage of the teen's development. Together with parents, experts and other organizations, Purple Vietnam takes intense actions, following Sustainable Development Goals (SDGs).

- Goal 3: Increasing gender education will reduce cases of sexually transmitted infections.
- Goal 4: Widespread sex education will contribute to the eradication of gender stereotypes, including LGBTQ+ and girls. From there, the project will create a society where everyone has equal rights, is empowered and has equal learning opportunities.
- Goal 5: Providing psychological and reproductive health counseling services to a wide range of adolescents.

2. Social issues and root cause

Primary research methodology enables our project to address some specific social issues and maintain the research relevant to the objectives and scope of the project. Purple Vietnam has pointed out some updated figures from credible resources (WHO, UNESCO, et cetera) in order to find issues.

According to Keierleber (2022), 45% of LGBTQ+ youth respondents had seriously considered suicide in 2022, and even attempted suicide. It implies that gender dysphoria¹ can affect many aspects of life, such as daily activities, working ability,

¹ Gender dysphoria is the feeling of discomfort or distress that might occur in people whose gender identity differs from their sex assigned at birth or sex-related physical characteristics (mayoclinic, 2021)

and relationships. Another research indicates that the proportion of women having experience of physical or sexual violence by an intimate partner in their lifetime ranges from 11% (Timor-Leste) to 46% (Indonesia) in Southeast Asia countries (UNFPA, 2022). Furthermore, about 376 million new cases of contracting to Sexually Transmitted Infections (syphilis, gonorrhoea, chlamydia and trichomoniasis, et cetera) and 60 - 70% of 300,000 teen abortion cases are recorded aged 15–19 are alarming signals that require immediate actions in Vietnam. From analysis, it concludes that gender dysphoria, sexual violence and sexual health issues are alarming social issues.

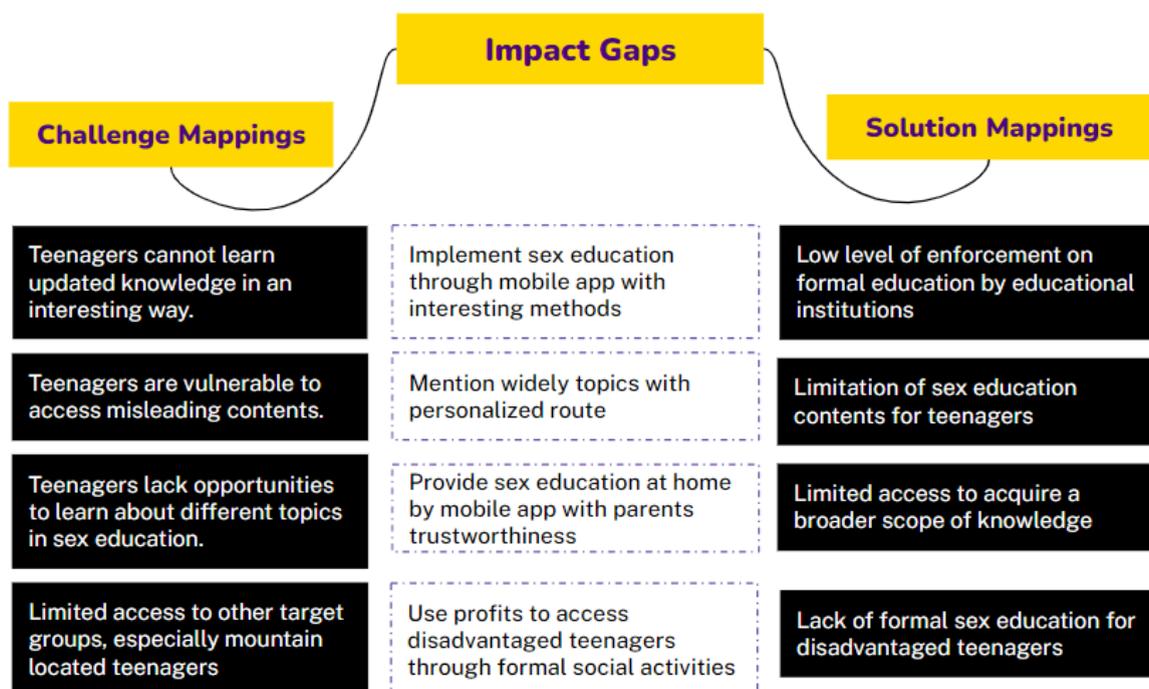
Additionally, qualitative research is a more reliable method to help understand customers' beliefs, experiences, attitudes, and their behaviours. From qualitative research, root causes can be apparently uncovered so that Purple Vietnam proposes greater impactful solutions.

Purple Vietnam conducted interviews with 3 groups of audience: teenagers, parents, and experts. The team chose to use Google Meet's online platform to conduct the interviews with 23 interviewees in order to more simply and correctly address respondents' direct thoughts. Our invitation was delivered through email to parents and students from various secondary and highschools as our target participants are teenage youths between the ages of 12 and 18. Besides, face-to-face in depth interviews were conducted mainly with experts so that they were able to provide specialized information on sex education topics. The discussions were conducted over a duration of 30 to 40 minutes, with one participant leading the conversation using a pre-prepared question guide while others took notes and recorded the proceedings. In the qualitative report, the transcript and discussion guide is posted.

It concludes that sex education content seems to be less practical, boring (Nguyen, 2018) and biased in topics for teenagers to cultivate their learning interests (Luot, 2020). Despite the updated school curriculum, sex education has not been implemented consistently and methodically (UNESCO, 2021). Meanwhile, parents who are the most reliable source of information are totally indifferent to mentioning sex education to teenagers (Ha, 2017). Lacking tools for approaching their children accounts for one of the most popular reasons (AWARE, 2020).

3. Impact gap

From deep exploration of problems and root causes, the Canvas Impact Gaps model was applied to identify unmet gaps.



Based on current other solution analysis, the project shaped the sources of information about sex education that teenagers can access today, including four groups: schools and education centers, websites and fanpages on social media platforms, parents' education and other sex education product and service

providers. It highlights that the first group has implemented necessary policies to universalize sex education through formal education. However, the level of enforcement by schools today is still low and not taken seriously. These superficial implementations do not attract the attention of teenagers through highly theoretical and less interesting content. In addition, the content is not updated over time to provide knowledge that is appropriate for the development of today's teenagers. Furthermore, it points out that social contents drive parents' aversion to sex education since it promotes sexual relationships rather than provides knowledge. Last but not least, highly educational solutions such as: Educational enterprises (WeGrowEdu, Sun&Moon Academy, etc.), and other mental and physical health services are unable to larger teenager audiences due to lack of connection, accessibility by geographical scale, age and lack of interest among teenagers for this content. Therefore, Purple Vietnam looks for a crisis-oriented solution through an all-in-one platform to increase the connection between stakeholders (educational units, youth, parents); provide comprehensive knowledge, with content suitable for each stage of the teen's development, increase the credibility of the solution among parents and create excitement among teenagers so that they can actively learn about education.

4. Social Solution

As can be seen, the Social Constructionist model is the answer we propose since it bridges the gap between problems and existing solutions. The Social Constructionist model is a theoretical framework that emphasizes the role of social processes in shaping our understanding and perception of reality. It suggests that knowledge and meaning are not fixed or static but are continually negotiated and reinterpreted through social interactions and cultural practices. Our projects are heading to answering the questions "What is missing in the current landscape of solution efforts? What could connect up these efforts? How can lessons be shared? What other efforts might link up the current activities?..."

Purple VietNam is a multi-featured edutainment app with construction and combination regard to many people from different fields, especially with the help of stakeholders. Concept boards are used for evaluating project approval. Concept board is a form of stimulus material, comprising visual and/or verbal representation of an idea for a product or service, often outlining its attributes and benefits and used to present this idea to 400 participants in a quantitative research. The results are positive for Purple Vietnam.

I want my children to be equipped with comprehensive sex education knowledge so that they can take care of and protect themselves.

But I am very afraid of my children being exposed to false and age-inappropriate information. At the same time, I have difficulty talking about sex education to my children.

Sex education is very important to us.

But we only have access to theoretical and boring content instead of practicing practical one.

Purple app provides selected, practical, and interesting sex education content for teenagers, helps you feel secure when teaching your children gender knowledge.

The app has the cooperation of psychologists & physical doctors (specializing in physiology).

Content and words are strictly censored by experts and reputable organizations.

Comic products are brought to children in remote areas through the school system and other volunteer activities, bringing greater long-term social impact.

Purple mobile application has attractive comics about sex education knowledge, to make it more interesting to learn.

The comics are vividly illustrated, based on the main themes of sex education and real-life situations, with high applicability.

Based on following and observing interesting images and vivid story situations, learning through comics helps you to establish an enduring and right perception about sex education.



- Sample: 400 including 200 teenager and 200 parents
- Teenagers:
 - + Age: 12 to 18 years old
 - + Location: urban in Vietnam
- Parents:
 - + Age: Have children in age of 12 to 18 years old

+ Location urban in Vietnam

The results from teenagers testing:

Through the research, we received positive feedback from teenagers and conducted some key findings to develop in the future. Data show that the Overall Likability and Uniqueness scores are 3,8 while Interesting score is 3,2. With the given information of app benefits and app concept, 60% of teenagers like our Educational Comic. Besides, 42,9% participants will use our app because of the convenience and others 32,84% participants will use it because they want to learn in private. Overall, Purple app is able to be a good product for teenagers to learn about sex education. However, Purple Vietnam needs to give further research on how Chatbot AI can attract teenagers. The motivation to learn sex education needs to be used carefully to communicate with potential users.

The results from parents testing:

The research reveals that parents very like Purple app due to a score of 4.0 of Overall Likability. 61,69% of parents featured the privacy of their children when they learn sex education. Purple Vietnam's app responded to their expectation through the security score of 4.1. Parents also want to let their childs learn sex education in English by a score of 4.4. In general, Purple Vietnam can be a good product for parents to let their children learn about sex education.

From the above research result, Purple Vietnam established mission, vision statements and social mantra. Mission is a statement that defines an organization's purpose, values, and goals. It typically describes the core reason for the organization's existence, the products or services it offers, and the target audience or beneficiaries it serves. Vision is a statement or description of a desirable future state or outcome that an individual, organization, or society seeks to achieve. It represents a clear and inspiring picture of what could be achieved or realized, and provides a sense of direction and purpose.

Thus, Purple Vietnam is conducted with the mission to create a teenage generation fully equipped with knowledge about sex education. It helps strengthen teens' ability to protect themselves and those around them, thereby reducing the proportion of teenagers suffering gender issues. Our vision is to provide all teenagers from all parts of the country with precise and comprehensive sex education in the most interesting approach. With the Social Mantra: Purple Vietnam - Constructing a safer world through quality sex education for teenagers. We will change the look of parents, teenagers, and others towards sex education by delivering qualified knowledge.

5. Conclusion

Through research methodologies, such as qualitative and quantitative research, Purple Vietnam has applied theories in practical context to identify the social issues and root causes. From there, we defined the impact gap between social needs and current solutions to propose ways to fill these shortages. Our solution has been verified by concept board tests through qualitative research.

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