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Amplifying Teen Voices in Program Design

1 message

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Stories Designed in Partnership Resonate



Still from Unstained



"I found [the workshop] valuable because it teaches you how life works." -Teen workshop participant

The above is a quote from a participant in the design workshop for our latest US drama, "Unstained." This video engages at-risk teens in conversations about family and romantic relationships and is created in partnership with the Office of Population Affairs (OPA). After the first 3 episodes, among surveyed viewers:

68% said that the videos changed how they think about their sexual health and

87% rated the video quality highly. Results stayed consistent for 1-month after the initial viewing. And even more exciting news followed these positive results.

Thanks to these initial statistics "Unstained" received a grant from OPA to undergo rigorous testing as a Tier 2 intervention. We're now producing 3 new episodes for the series.

Co-Design Creates Storytelling Magic

Our results are a testament to our signature My Community process. Here's a peek into how we co-designed the new episodes:

In March, PCI Media facilitated a participatory design workshop in Farmington, New Mexico. A crew of teens filled the room. When the workshop facilitator announced that they were going to talk about sexual health, the young people shifted in their seats and some giggled awkwardly.

But, as the workshop progressed into a safe space to share their perspectives and experiences, the participating teens began to feel that their voices have value. These same voices helped create the audience-driven pilot episodes that greatly increased sexual health and consent knowledge among participants and led to the opportunity for rigorous testing of our Entertainment-Education (EE) intervention.

By continuing to engage in these discussions, teen participants will help to ensure that the additional 3 episodes of "Unstained" will resonate with the intended audience – teens just like them!

To learn more about "Unstained," visit our website at: <https://www.pcimedia.org/>

[sexual-health-education-new-mexico/](#)

This impactful work is only made possible with the support of partners, stakeholders, and community members worldwide.

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