Graduation Thesis Report No.1

INTRODUCTION, DEVELOPMENT AND PRE-PRODUCTION

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CSE	Comprehensive Sex Education
RH	Reproductive Health
SE	Sex Education
SI	Sexual Intercourse
SRH	Sexual and Reproductive Health
STDs	Sexually Transmitted Diseases
STIs	Sexually Transmitted Infections
TA	Target Audience

1.1. PROBLEM DEFINITION

1.1.1. DEFINE THE PROBLEMS

There are multiple reasons why this project was born, but the main reason comes from the reality that we have been experiencing since we were young, which also happened to most of the people around us, and we believe that, also to Vietnamese people in general.

We can find a considerable point in our education environment with just a small detail during our school period. As the seating arrangements for the children vary from class to class, in some classes, the homeroom teacher arranges male and female students to sit alternately. Of the opposite sex, it is more difficult for students to joke in class compare to students of the same sex. But, there are more distinct classes, boys and girls are divided into two separate rows because of gender differences, unable to sit close as the teacher thinks it is more appropriate to have males and females be close to each other. And this is just one in thousands of stories regarding sexual "taboo", in traditional Vietnamese culture.

From kindergarten to high school and even university, seldom could we be mentioned with comprehensive knowledge or information related to sex or sexuality. They even may not have any guides to explore values and beliefs about those topics. In the general education program, it is not until grade 8 that students begin to have access to SE in the lesson on introducing the human body (biology). With only a little brief information, but sometimes the teacher does not dare to mention it straight out

and keep using some alternative ways of expression. Meanwhile, many primary school students (4th grade, 5th grade) have had puberty already. Whether such lessons are effective or not, when children are always faced with the complexities of life, do not exclude the risks due to lack of basic knowledge about gender.

Up to high school, gender-related education has only been integrated in a few subjects such as Literature, Citizenship Education, Biology…, or mentioned in extracurricular activities, but it is less scientific. Meanwhile, the time spent on this content is only about 45 minutes — one class period — certainly not enough for teachers and teachers to convey knowledge about gender, as well as answer children's questions. Not to mention the psychology of many teachers who are still afraid to talk deeply about gender issues, so this work is not effective.

At the high school level, it is like that, but up to university, issues related to SE seem to be left aside. Some universities which contain the social sciences major have researched and taught about gender, but these programs are completely separate and limited to a few specialized departments such as Psychology, Sociology or Community service. For some universities in the field of law, economics, architecture, etc. SE is only taught by integration or as an elective subject. In some schools, if they care about SE for students, they will sometimes organize seminars, otherwise, young people have to figure it out by themselves.

This reality requires the involvement of families and schools. However, it seems that both of them still dodge when children ask "adult's things".

In fact, we often find answers to those concerns and questions from many sources, most of which are in the form of word-of-mouth or eavesdropping from

friends and adults. The internet is also known as a tool to satisfy the curiosity of many of us, but, amid a "sea" of information in the online world, who can guarantee that they will not get lost. If we type the keyword "is it necessary to educate children about sex" on Google search, nearly 49.7 million results show the importance and urgency of SE today and results expressing opinions and suggestions about the age to start SE.

From all the details above, not to mention there are even more stories like that regarding these issues from the Rural area, we conclude that the lack of SE is at an alarming level and really needs to be resolved, otherwise, our young generations will have to face consequences. Therefore, it is clear that SE is a matter of concern and importance to be implicated as soon as possible.

1.1.2. CAPSTONE PROJECT

Subject Code	FA21MC03
Subject Name (English)	Media Campaign for "Safe Sex Self-love"
Subject Name (Vietnamese)	Chiến dịch truyền thông cho Dự án "Tình dục an toàn - Yêu thương bản thân"
Subject explanation	"Safe Sex - Self-Love" is a non-profit project which aims at sharing bring the knowledge of CSE to everyone, especially the youth, in both interesting and informative ways. Through our project, we would like to make people create the joint between topics related to sex and sexuality and love, even that is self-love or love for others.
Group code	GFA21MC02
Group member	1. Nguyễn Minh Uyên (Group leader) - SS140391 2. Nguyễn Hồ Tuấn Lâm - SS140057 3. Trần Nguyễn Gia Linh - SS140094

Scope of work	- Research and analysis - Sponsorship Proposing - IMC Planning - Launching and Executing: - Minh Uyên: PR executing, KOLs marketing, Digital marketing, Edit and Design. - Tuấn Lâm: KOLs marketing, Edit and Design - Gia Linh: KOLs marketing, Content executing. - Evaluating

1.1.3. DEVELOPMENT STAGE

1.1.3.1. Research Methods

For this project, we decided to collect and analyze secondary data instead of primary data. Firstly, SE in Vietnam is gradually becoming a concerning issue that attracts a majority of research from many credible sources. Synthesizing and analyzing this existing information and knowledge could help reduce the team's time and effort. Secondly, all the research during the pandemic has to be conducted online, however, within the team's current networks, if we conducted such a primary data collection, the scale of the participants would be quite small so that they could hardly depict the entire picture. Otherwise, secondary data will give us longer timescales of information and a larger scale of participants (demographically, geographically, etcetera), which could help build a broader understanding of the problem. The report will also use mixed methods in analyzing the data. We will collect both qualitative and quantitative data to clarify the problem and create a clearer picture.

1.1.3.2. Current Situation

Currently, Vietnam has had to cope with a wide range of worrying problems that are related to sexuality and gender: Early sexual intercourse (SI) or early sexual debut leads to high rates of unwanted pregnancy and abortion, especially in adolescents; Poor reproductive health, unsafe sex leads to a high rate of STIs; The situations of gender violence and sexual abuse tend to increase.

According to the research data of Dr Tran Thanh Nam and colleagues, sampled at some schools in Hanoi, by the end of grade 9, about 10% of students had had sex and by the end of 12th grade, the number is 39%. Among high school students who admitted to having had sex, 29.5% of boys said they did not use condoms in the last time they had sex and only 8% of female students said that they used at least one form of "contraception" (including many unscientific forms such as drinking lemonade; standing intercourse and hygiene immediately after sex with lemon). In addition, about 10% of high school students reported having had sex with 3 or more people and about 15% of them used stimulants (including alcohol and drugs) in the last time they had sex (specifically, in the general event activities of the class or schools) (Hong, 2018). According to research conducted by The Institute of Social and Medical Studies & Center for Creative Initiatives in Health and Population in 2016, the percentage of contraceptive use was low, with only 41% of women and 65% of men aged 15-24 using contraception when having sex. Particularly, the percentage of condom use during the first SI was just around 20-30%, with a significantly lower proportion among women than men (Figure 1) (Ministry of Home Affairs & United Nation Fund Population Agency, 2015, p. 55).

Figure 1: Percentage of condom use during the first SI
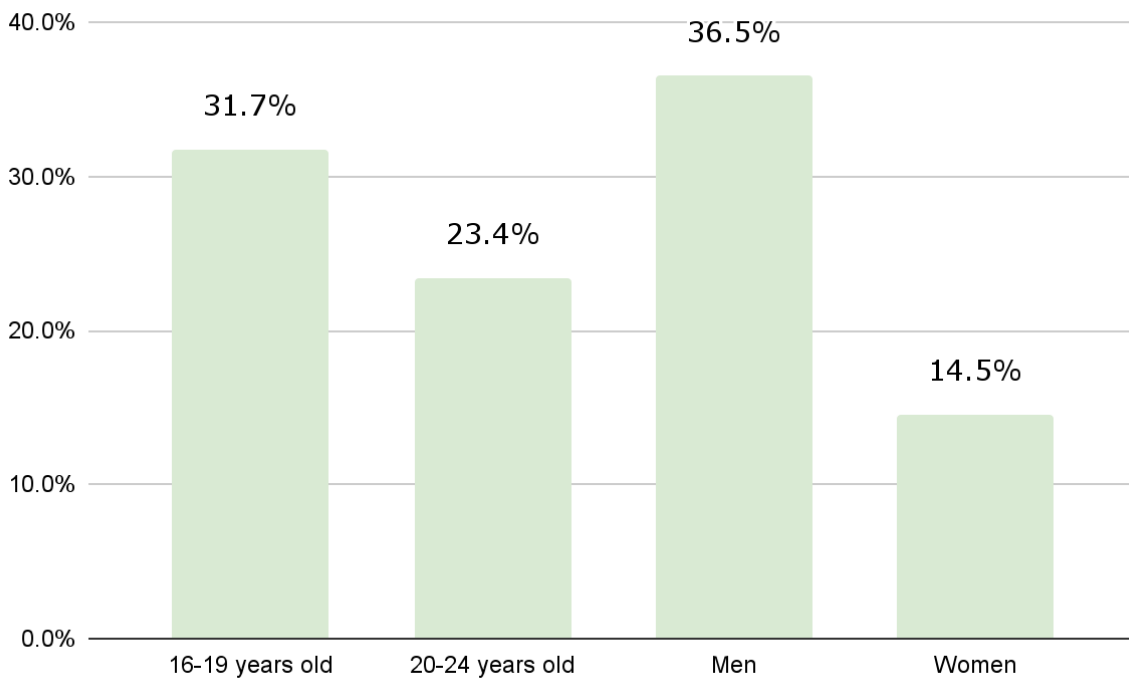
Source: General Office for Population and Family Planning & General Statistics Office. (2010). Điều tra quốc gia Vị thành niên và Thanh niên Việt Nam lần thứ hai (The Second Survey Assessment of Vietnamese Youth - SAVY 2).

Inadequate access to SRH services and contraceptives contributes to teenage pregnancy, abortion, and a high rate of having STIs/STDs. The results of the census in 2019 of the United Nations Population Fund (UNFPA Vietnam) showed that 6.2% of women aged 10-19 nationwide gave birth in the 12 months before the survey. Teenage pregnancy and unwilling pregnancy certainly have led to a very high rate of abortion. According to World Population Review, Vietnam has the second-highest abortion rate worldwide, at 35.2. As stated by General Office for Population and Family Planning in a conference in 2017, each year the country has nearly 300,000 abortions, mostly in the 15-19 age group. Of which, 20-30% are unmarried women, 60-70% are just

students. A report presented at the Franco-Vietnam Gynecology and Obstetrics Conference in 2014 also showed that abortion accounts for 40% of the total number of pregnancies each year in Vietnam.

About the rate of having STIs/STDs, Dr Nguyen Trong Hao, Director of Ho Chi Minh City Dermatology Hospital, shared with a medium that from 2010 to 2019, the number of STDs patients increased significantly at this medical facility. Dr Bui Manh Ha, Deputy Head of Clinical Department 3, also said that the hospital recorded an increase in the number of patients coming to the clinic for STIs every year (Bich, 2020). Moreover, cases of HIV infection through SI continue to increase from 34.4% in 2015 to 73.3% in 2020 and 75.9% in the first 2 months of 2021 (Nha, 2021).

The problem of gender violence and sexual abuse in Vietnam is also alarming. In a national survey of violence against women in Vietnam in 2019 of UNFPA Vietnam, there was astonishing statistics that nearly 2 out of 3 women (nearly 63%) experienced one or more forms of physical, sexual, emotional and economic violence and control over behaviour by their husbands in their lifetime. In the above-mentioned research data of Dr Tran Thanh Nam and colleagues, students are lacking knowledge about sexual harassment, misidentified manifestations of sexual behaviour, believe that forms of sexual harassment are just flirting or teasing. According to Dr Tran Thanh Nam, up to 80% of high school students report having experienced at least one form of sexual harassment during their time at school (Hong, 2018).

These problems are mainly deeply rooted in the lack of appropriate early CSE for adolescents. Because, as stated in the report Comprehensive Sexuality Education (CSE) in Asia: A Regional Brief conducted by Asian-Pacific Resource and Research

Centre for Women (ARROW), *"access to comprehensive sexuality education is grounded in the fundamental human rights of having the right to education, the right to health, the right to sexuality and moreover, the right to non-discrimination, the right to privacy—all of which, on the overall impacts, the right to life. A denial of comprehensive sexuality education constitutes a denial of these fundamental rights."*

1.1.3.3. Sex Education in Vietnam

In many countries, all the issues related to sexuality used to be considered as something not appropriate to mention, or even as a taboo. In the late nineteenth and early twentieth century in North America, the advent of the progressive education movement has resulted in the introduction of SE, along with the emergence of public health, as 'social hygiene' efforts in schools (Tupper, 2013, p. 115-131). Since then, many definitions of SE have been stated. In general, SE can be also called "sexuality education", including a wide range of knowledge related to all aspects of sexuality, from information about family planning, reproduction (fertilization, conception and development of the embryo and fetus, through to childbirth), to information about all aspects of one's sexuality including body image, sexual orientation, sexual pleasure, values, decision-making, communication, dating, relationships, STIs and how to avoid them, and birth control methods (De La Mare, 2011).

These days, SE has been included as a mandatory subject in schools in many countries. According to Guttmacher Institute (2021), as of September 01, 2021, in the United States, 39 states and the District of Columbia mandate SE and/or HIV education. In Vietnam, or in Asia generally, the implementation of CSE has been

assessed as "far from sufficient as the components of CSE" due to the complexities associated with implementations such as bureaucratic shifts, changes within relevant ministries or the stigma on the centrality of sexuality (Samreen Shahbaz, 2018, p. 6).

Table 1: Summary of CSE Implementation in Vietnam

Coverage of CSE Contents							Specific target groups	Level of Education	Reference to Non-formal education
Gender	SRH and HIV	Sexual rights and Sexual Citizenship	Pleasure	Violence	Diversity	Relation-ships			
	RH, sex education, HIV/AIDS, STIs, sexuality	Reproduc-tive rights		Awareness on rights to ensure equality in relation-ships, mutual respect		Awareness on rights to ensure equality in relation-ships, mutual respect	All, including ethnic young women	Primary	Does not specify

Source: UNESCO. Sexual Education in Asia and the Pacific: Review of Policies and Strategies to Implement and Scale Up. (Bangkok: UNESCO, 2012); UNFPA, UNESCO and WHO. Sexual and Reproductive Health of Young People in Asia Pacific. (Bangkok: UNFPA, 2015); CSE laws and policies mapping conducted by ARROW partners.

Even though the implementation of CSE has been mentioned in many national strategic plans, for instance, the National Strategy on Reproductive Healthcare (2001-2010) or the Education Development Strategic Plan (2009-2020) (Samreen Shahbaz, 2018, p. 23-24), SE, not only in Vietnam but also within ASEAN, is presently in the developmental stage and just some necessities have been taught when it comes to sex-related topics under the current curriculum (Nair, 2017). RH and SE in Vietnamese schools have not had enough or full attention. This information has just been integrated into other subjects (Citizenship Education or Biology) along with unattractive textbooks which are wordy with few anatomy drawings. Experts are

sometimes invited to schools to give talks about SE and RD to students, but it's not going into detail and even evokes dangerous curiosity (Nguyen, 2020).

Not only do schools not give the youth a comprehensive understanding of RH and sexuality, but Vietnamese parents are also reluctant to talk to them about this topic. Research by the Family and Gender Studies shows that just over half (62.1%) of the parents in the survey indicated that they discussed or guided their child about puberty health-related issues. Up to one-fifth of children in the survey did not receive answers from their parents when they asked for knowledge about puberty and sex. The remaining majority said that their parents delay or avoid answering. Some even scolded or asked the child to ask someone else (Dang, 2019).

The reasons for this situation are related to the more reserved Asian cultures in Vietnam so that it makes sexuality something that cannot be openly discussed. Parents do believe in a myth that if they teach or talk to their children about puberty or sex, it will create the counterproductive so that their children will be curious and encouraged to have sex earlier (Nair, 2017). However, a lot of research worldwide proves that CSE in schools is absolutely the best way to prepare children for adulthood. Contrary to that myth, UNICEF's report has shown that SE helps children have a later start of sexual activity as well as fewer partners in life. Unintended pregnancies and STIs can also be avoided if children have good quality SE (Hulshof, 2016).

1.1.3.4. Current Initiatives

Nowadays, along with many national strategic plans, quite a lot of initiatives related to SE or RSH have been found in Vietnam, mostly by the youth. Some remarkable initiatives should be taken into consideration

- WeGrow Edu: Vietnam Sex Education Organization provides CSE solutions: Online/offline SE course, summer camp, SE products at home; Startup project of four students.

- ViSEO - Tổ chức giáo dục giới tính Việt Nam: ViSEO (Vietnam Sex Education Organization) is an organization established to bring a positive influence from SE to the community with friendly and practical methods, then to solve gender-related issues and contribute to building up a formal SE program in Vietnam.

- SexEdu by Trang: SexEdu by Trang is an educational channel on YouTube (then also a Fanpage on Facebook) of Trang Chuoi - the nickname of Minh Trang, a 28-year-old girl who used to studied medicine in Ho Chi Minh City with the desire to share her knowledge of sex and sexuality and help SE become more civilized and right.

- S6X O'CLOCK: S6X O'CLOCK is the SE community that has one of the biggest influences on young Vietnamese today. They have a Facebook group sharing about SE and a TikTok channel that has attracted more than 1.6 million likes thanks to its short but valuable videos about gender and SRH, especially useful information for teenage girls.

To have a closer look at these initiatives, from which we can draw some conclusions on how we should conduct our project, we will use the SWOT analysis.

Table 2: Pros and Cons Analysis of current SE initiatives

PROS	CONS
● Abundant resources in human, financial,… ● Long project implementation time. ● Some projects have many supporting products (for instance, the SE box at home from Wegrow Edu). ● Have gained achievements/awards or certain popularity.	● TA is usually around the age of 16 or older ➜ Content is mainly about safe sex, less about SRH; Or about how to educate children about sex for young parents. ● Not highlighting enough self-love in relation to SE. ● Society still has some prejudice against SE, especially the older generations.

Due to the characteristics of a Capstone Project, we cannot mobilize too many resources, then under the severe situation of COVID-19 pandemic, it has been much more difficult to achieve sponsorship, our project would not compare to those initiatives when talking about resources. Therefore, in order to differentiate from others, we have decided to orient the content of our project more concentrated toward love, especially self-love, which results in a distinct range of TA (from 13 to 22 years old).

1.1.3.5. Media Channel

Choosing the right media for any project is very important because communication materials, no matter how well designed, if they do not attract the right TA, will not bring much value. For our communication to become strong, spread widely and efficiently, we need to choose the appropriate means of communication, or in other words, choose the correct Media channel. In this project, we choose the suitable Media channels based on the objectives and the TA that we want to approach. With the current situation - Covid-19 lockdown and due to research, in Viet Nam, the Internet is being widely used as a space to learn about sexual relationships from the personal experience of others, particularly when SRH information is not available from other sources (Ngo AD, Ross MW, Ratliff EA, 2008).

1.1.3.5.1. Social Platform - Facebook

The objective is to raise awareness about SE and encourage audience engagement with different activities (Minigame, Webinar, discussion, etc). We decided to choose Social platforms as our key Media channel due to several factors.

Firstly, in terms of duration, Social platforms owned the most time spent from audiences on the Internet with almost double the time people spend on Broadcast TV. This factor is important as it will increase the chance of audiences being exposed to our content on the platform. Secondly, the statistics also show that people are highly interested and willing to use their spare time on this platform to entertain, explore, read news and posts.

Figure 2: Average time spent with media among the Internet users (hrs:mins)

Average time spent with Media among users (hrs:mins)

■ 2019   ■ 2020
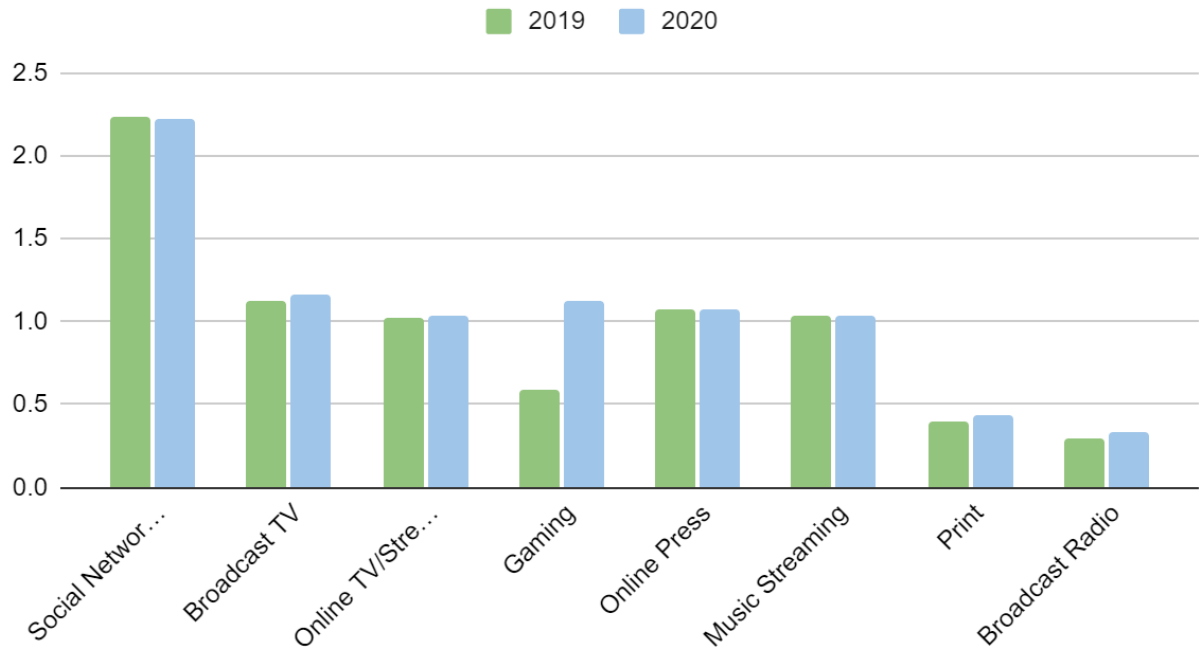
Respondents were asked "Roughly how many hours do you spend on x during a typical day"

Source: GlobalWebIndex, Q1-Q2 2019 & Q1-Q2 2020, August 2020.

Note: ages 16-64; respondents select a period of time (ranging from <30 minutes up to 10 hours), with GWI then averaging these
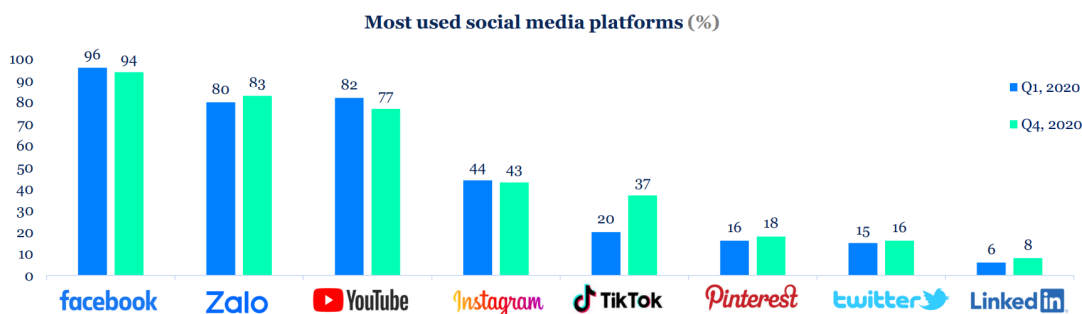
figures, the averages also include

those who selected "do not use"

Compared to Instagram, Facebook was far more favoured with more than double the number.

Figure 3: Most used social media platform (%)

FACEBOOK IS STILL A PRIMARY APP THAT MOST CONSUMMERS CAN NOT LIVE WITHOUT

Even though Facebook still dominants social network market in Vietnam, it is followed closely by Zalo, a local owned social network platform. Tiktok – an up-and-coming channel sees a significant growth in Q4 compared with Q1.

Most used social media platforms (%)

Platform	Q1, 2020	Q4, 2020
facebook	96	94
Zalo	80	83
YouTube	82	77
Instagram	44	43
TikTok	20	37
Pinterest	16	18
twitter	15	16
LinkedIn	6	8

Top social media platform that consumer can not live without in 2020

Question: Which of the following social media platforms are you using?

Which of the following social media platforms are you unable to live without?

Total sample: Q1 = 2149, Q4= 884 (Male and Female), Nationwide

Source: The connected consumer, Decision Lab.

1.1.3.5.2. Influencers

According to a recent study, 90% of consumers trust the advice, recommendations of experts or people they trust, while only 33% trust traditional advertising. Besides, more than 88% of users look at other users' comments on social networks to make their purchasing decisions. On the other hand, up to 94% of marketers find influencer marketing effective in their media campaigns. And in terms of numbers, Influencer Marketing can generate 11 times more ROI than traditional advertising (Đỗ, n.d.)

Through the brands or projects they are collaborating with, the image of influencers is increasingly enhanced with the personal image of the project itself, creating a "win-win" relationship for both parties. Especially when we are a non-profit

project with a meaningful dedication to society, the influencers will be more eager to collaborate with us, which will even help reduce the budget and some of them are willing to do it for free.

1.1.3.5.3. Press

According to research, Press is ranked as the most trusted releases channel for media. People have low trust in news sources in general, and media professionals are no exception. Traditional forms of PR like press releases, however, still stand strong, and with 42%, are ranked as the most trustworthy source by media. They outrank company websites (21%), blogs (4%), social media (4%), and spokespeople (29%) (99 Firms, n.d.)

From that, with such educational projects, choosing press or PR as a Media channel is very effective to inform and recap the projects.

Figure 4: The level of trust by resources
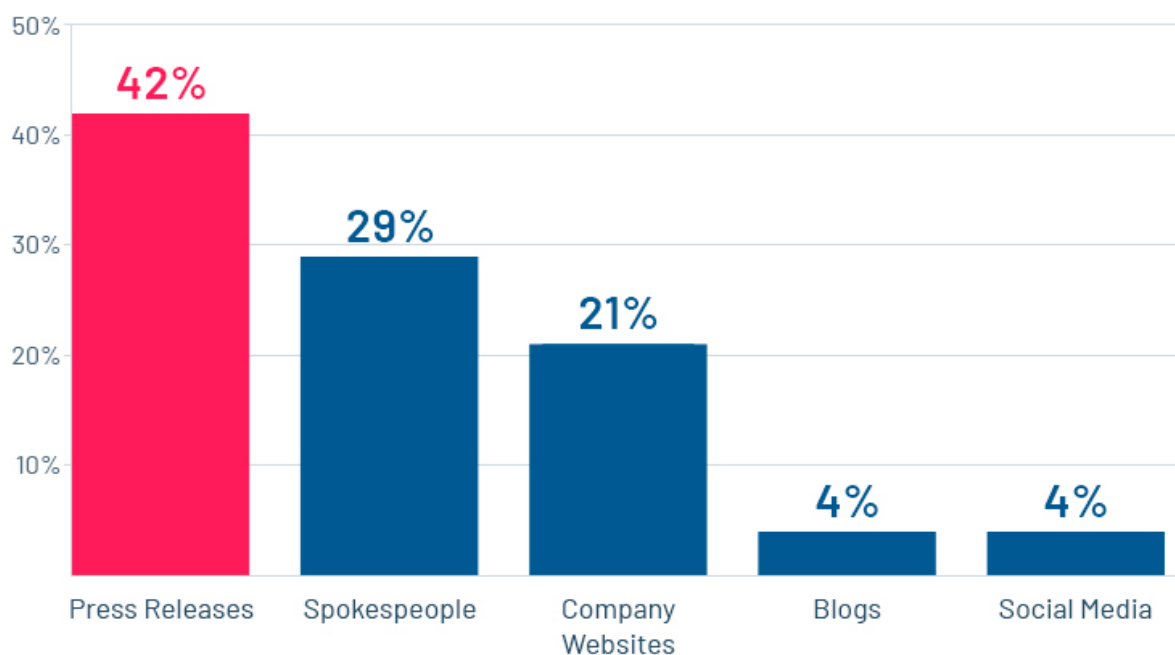
1.1.4. PROJECT OVERVIEW

1.1.4.1. Objective

"Safe Sex - Self-Love" is a non-profit project which aims at sharing bring the knowledge of CSE to everyone, especially the youth, in both interesting and informative ways. Through our project, we would like to make people create the joint between topics related to sex and sexuality and love, even that is self-love or love for others.

To put it in a statement, our objective will be: "Get 3,000 likes on Fanpage **Chuyện Nhỏ Nói To: Sex Ed is Love Ed** by sharing the knowledge of CSE in the

relation with self-love to everyone, especially the youth, in 3 months from September to November"

Table 3: SMART Objective of "Safe Sex - Self-Love"

SPECIFIC	Share the knowledge of CSE in relation to self-love to everyone, especially the youth, through our Facebook Fanpage **Chuyện Nhỏ Nói To: Sex Ed is Love Ed**.
MEASURABLE	We will get 3,000 likes on Fanpage.
ACHIEVABLE	Getting 3,000 likes is achievable by sharing friendly and valuable knowledge and by other communication support.
RELEVANT	Facebook post through Fanpage is a relevant and effective way to share the knowledge of CSE with a wide range of people.
TIME-BOUND	3 months, from September to November.

1.1.4.2. Big Idea

The Big Idea for the project was built based on the objective which is to create the joint between topics related to sex and sexuality and love, even that is self-love or love for the others.

To begin with, Safe sex is a topic and life skill that both women and men need to understand and practice to protect their health, avoid unwanted pregnancy as well as

STDs. In this project, we want to emphasize "Love". Usually, people do not care much about this aspect when it comes to sex, but loving and taking care of both our body and mind is also a crucial part. When it comes to "Love", when we acknowledge safe sex, it does not only protect us from STDs/HIV, but it is also a way of showing love to our partner and ourselves. Moreover, loving ourselves enough will prevent us from doing anything harmful to it. In that case, SE will teach us to love ourselves in the right way by guiding us to take care properly of our body and mind. But when it comes to another aspect – love for others - sometimes people are hurt by others' unintended actions due to lack of knowledge. Therefore, SE will lead them to love others in the right ways. That is the reason why "Safe Sex" and "Self-love" will always come together in our project. And from that, we combine both aspects Sex and Love as we believe these are inseparable and would like to cover both of them in parallel throughout our project, which made "Sex Ed is Love Ed".

There are several reasons why we came up with this idea and all of them come from the expectation and our desire to make society become better. First of all, we observed and researched that Safe Sex and sexual health is still not fully realized in Vietnam, as people have still seen it as a taboo — which we have already mentioned in the researching part. Secondly, we want to share knowledge for and about the minor communities — LGBTQ+ — as they deserve to be equally known and be acknowledged. Lastly, we want to focus on another edge — love, especially self-love, encouraging people to know and protect their health by only doing what they're comfortable with. From that, we want to spread love to the community through this meaningful project.

1.1.4.3. Target Audience

- **Demographic**
  - Age: Although our project is suitable for everyone, we would like to focus on the youth from 18 to 24 years old and the group of potential audience is from 13-17 years old. The rationale for this choice concludes some main points:
    - According to the National report on Vietnamese youth (2015), the average age of first SI for the Vietnamese was 18.1 years old (18.2 for men and 18.0 for women). That is the reason why we have decided to target the youth aged from 18 to 24 for the Webinar whose topic is about things you should know about the first SI. However, as mentioned before in **1.1.2.2. Current situation**, there are many cases of early sex debut so that we also accept and send the invitation (including the link of the Webinar) for the ones who are 16 plus years old. (As the age that can have legally SI is 16 and above. (Thu Vien Phap Luat, 2015)). The content on our Fanpage is mainly about self-love and CSE, then we have to target to the people who are adobe 18 as a criterion of the sponsorship as well as Facebook insight tool give the age period of 18-24, it can be seen that choosing the target group of 18-24 is a appropriate choice.
    - As we want to expand the age range to the younger group of people so that we could lead the next generation in the right

path, we lowered the age range of the potential audience to 13 - the minimum age to create a profile on Facebook (the main channel we use to share the knowledge.) Moreover, from 13 to 22 is also the school-age of Vietnamese students, when they need the most comprehensive education, even about sex and sexuality.

○ Sex and gender: This project wants to target people regardless of gender or sexuality since everyone should have an equal opportunity to approach SRH knowledge. Also, any gender is eager and consider learning about sex, which is an important part of their education program.

● **Psychographic**

○ In the period of puberty, adolescents have many changes in their psychographic. Along with biological changes, adolescents have to cope with a wide range of psychological changes related to sex and sexuality. They become aware of their appearance, they are attracted by others, they struggle with how to identify their own gender identity and sexuality and how to adapt to the "adult" life with sexual urges (Graber, 2021). When they admit or express a certain gender identity (or come out), they feel pressure from others, especially from their parents and sometimes, they are bullied by other adolescents (Graber, 2021). These psychological traits, of both the bullying and the bullied ones, may be the consequences of lacking early CSE.

○ These psychological characteristics of puberty let Vietnamese students, both boys and girls, have sexual needs, which can lead to inappropriate gender behaviours, such as early sex debut or even sexual games, due to the influence of the media. The relationship with the opposite sex of Vietnamese junior high school students is also very complicated and unstable, which can affect the development of students (Huynh & Colleagues, 2020, p. 126).

These psychological characteristics of TA are also our main reasons to start this project — to provide a source of information to answer difficult questions about sexual health that are hard to find or to ask others.

● **Geographic**

For this project, we hope that our message can reach out to as many audiences as possible. As we have decided to conduct our project online, it is way easier for us to reach out to a huge audience. However, for this beginning stage, we would like to focus more on the target audience who live in Vietnam's 3 major cities, which are Hanoi, Ho Chi Minh City and Da Nang. These cities' population is large and 18-to-22-year-old people in these cities are highly educated and clear-headed.

● **Behavioural**

Because of the fact that current curriculums are lacking CSE and parents do not give enough knowledge about that, adolescents have to "self-educate" themselves through books, newspapers, the Internet or social media, and even pornography (Youth Work Ireland, 2018). Because of the fast pace of society and the easy access to

technology, Vietnamese teenagers can access this knowledge in other ways like the Internet and pornography rather than from families or schools. Some parents do not find it comfortable to talk to teenagers about sex or sexuality, and even limit their children's access to this information. This has created a counterpart that those teenagers want to access this information even more (Do et al., 2017). In Vietnam, according to the Top Websites Ranking for all categories of Similar Web, there are many pornographic websites in the top 100 websites. Moreover, on Facebook, there are many private groups that share the topics of sex or sexuality with a huge fan-based (some have up to 500 thousand members).

Towards SE, Vietnamese students also clearly understand the importance of SE in education. Research called "The Perspective Of Vietnamese Student On Sex Education" has been conducted on 119 participants, with 51 males (42.9%) and 68 females (57.1%). Vietnamese students have to assess the essence of SE in Vietnam on a scale from 1 to 5; in ascending order of necessity. The vast majority of the participants (60.5%) agreed that SE is totally necessary. (Nguyen, 2019, p.2,3).

Figure 5: The necessity of Sex Education
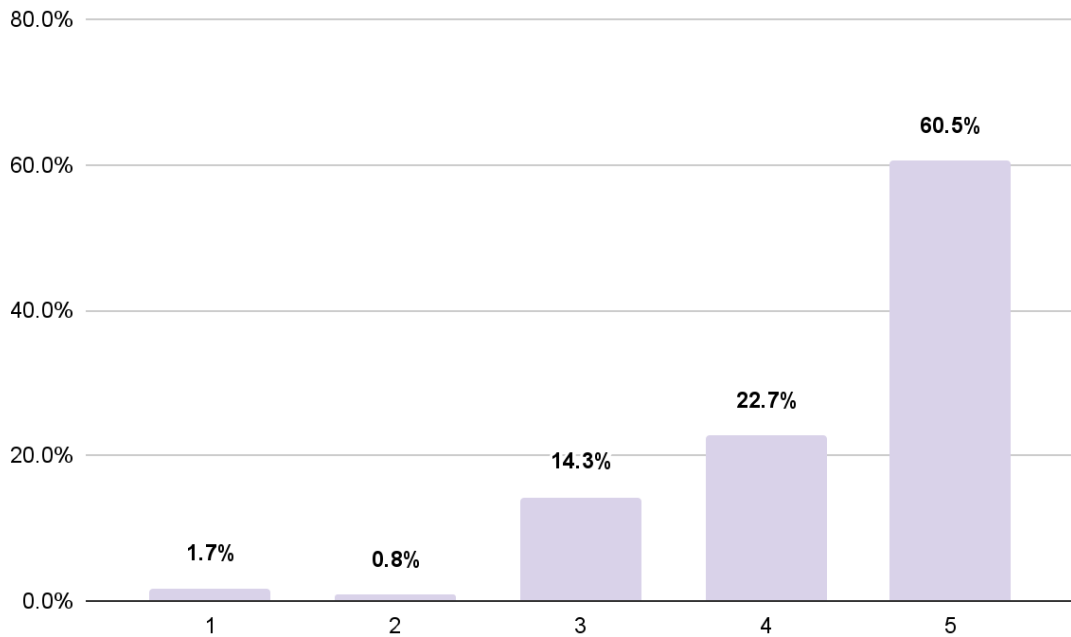
1.1.4.4. Message Planning

1.1.4.4.1. Key Message

From the Big Idea, we convey to our TA the core message which is to love ourselves more and in the right way from the knowledge they get from SE. Here, we want to emphasize "Love" as when it comes to "Love", when we acknowledge safe sex, it does not only protect us from STDs/HIV, but it is also a way of showing love to our partner and ourselves, therefore, SE will teach us to love ourselves in the right way by guiding us to take care properly of our body and mind. From that, "Safe Sex – Self-love" will always come together in our project as we combine both aspects Sex

and Love as we believe these are inseparable. That is also the reason why we come up with the tagline: "Sex Ed is Love Ed" - Sex education is also Love education.

1.1.4.4.2. Message Strategy

According to Frazer's Six Creative strategies, we define our Message to go with Resonance. Research has shown that the use of resonance in advertisements increases how much information can be recalled about the advertisement and its message. Advertisements that have this element in them also helps the advertising message cut through the clutter and get noticed more than other advertisements for similar products. Similar to our project, this resonance factor will make us stand out from the others and imprint a strong impression on the audience's mind.

The resonance we want to connect to our audience in the tone of voice and mood of our project is the feeling of caring and loving. By creating empathy, we build our portrait as a mom, a sibling or a close friend who is willing to give advice in a very warm way, just like a friendly talk between the audience and us. If we can successfully elicit strong emotional responses from the people the project targets, we can be successful with the activity that we are implementing. Emotions drive people to action, and if we are the ones to express their feelings, we can motivate them to take action (Genete, 2020)

Implicating this Message strategy to our content, we treat our project as a person and set its own personality - which is a caring and lovable mom or sister. From that, we try to use such emotional phrase with warm and tender attitude like *"Gửi tặng bạn thật nhiều yêu thương"* - *"Sending you lots of love"; "Cùng trò chuyện với nhau…"* - *"Let's talk together…"; "Chúng mình rất mong nhận được lời đáp từ các bạn"* - *"We*

*looking forward to your response",...*and repeat it in every post to imprint the feelings to audience's mind. Besides, we always try to conduct the content audience-oriented and make it all about them to make them feel special and unique.

1.1.4.5. Media Planning

In this project, we will use 4 main media of communications. They are: Social (Facebook Fanpage); Event (Webinar); KOLs/Influencers; and Press.

Figure 6: Overview of Media planning
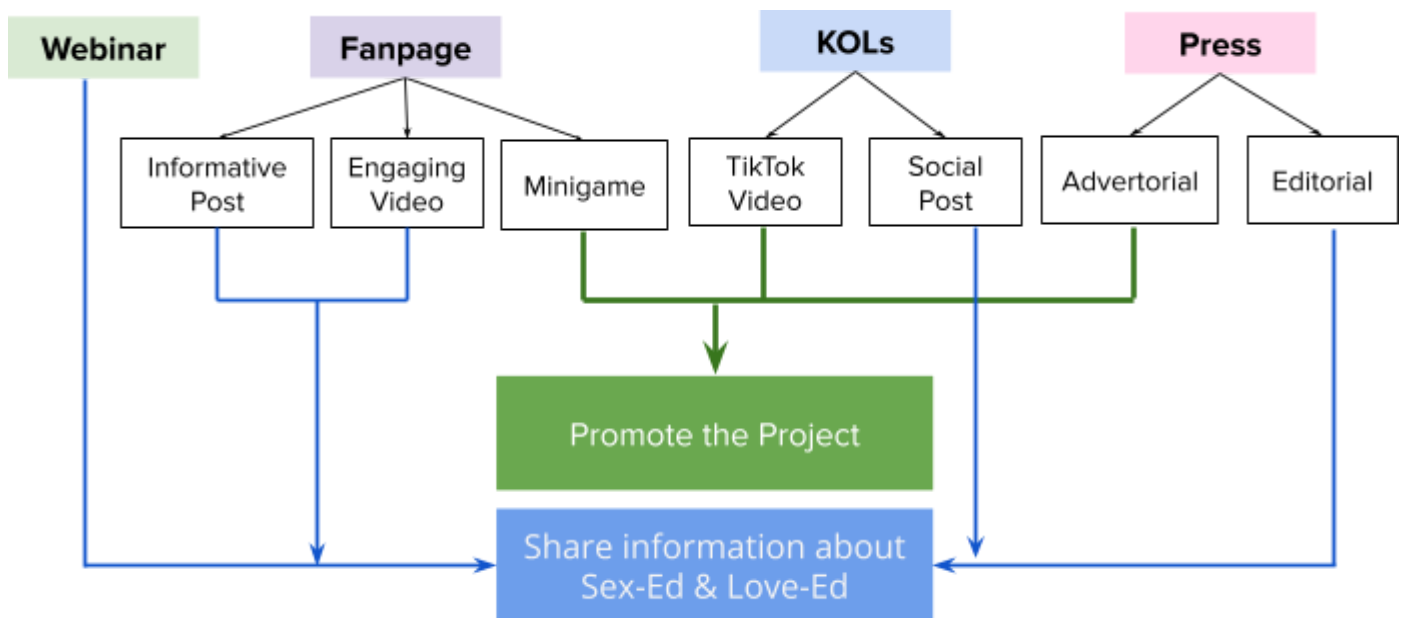
1.1.4.5.1. Fanpage

In order to widely share the information of CSE to TA, we will build up a Facebook Fanpage to upload engaging posts and topics.

- **Name:** "**Chuyện nhỏ nói to: Sex-Ed is Love-Ed"**

  Tagline: "Sex-Ed is Love-Ed" (Vietnamese translation: "Học tính - Học tình")

  Deep in the Eastern culture, topics related to sex and sexuality are supposed to be a quiet speech talked to each other secretly and privately. However, to spread the message of CSE is for everyone, no matter what age or what gender they are, we would like to "make a noise", to loudly share knowledge about sex and sexuality. We believe that "Sex Education is Love Education". This is also the tagline for our Fanpage.

- **Content:**

  - Normal Post: Copy with an illustration.

Figure 7: Example of Normal post on Fanpage

○ Visual Post:

■ Pictorials: Example topics: Sex, Gender and Sexual Orientation;

Birth Control — Protect yourself.

Figure 8: Example of Pictorial post on Fanpage

- Infographics: Equality and discrimination in Viet Nam; LGBTQ+ in Vietnam.

- Video: An illustration video with the topic "An Age-by-Age Guide for Sex Education", featuring a boy and a girl growing up from

babies to adolescents along with the SE knowledge that they
need to know.

- ○ Minigame

- ○ Others: Partnership, Congratulations, Webinar Information, Discussion, etcetera.

- ● **References:**

  - ○ Trusted healthcare providers, educators, professionals all over the world.

  - ○ National organizations, national hospitals, universities.

    Example: UNESCO; [Planned Parenthood](#) - A trusted health care provider, educator, and passionate advocate in the U.S., founded in 1916; [Sex Ed Rescue](#) - A sex-ed solution founded by Cath Hakanson – a qualified sexual health nurse; Vietnam Ministry of Health – Administration for HIV/AIDS Control (VAAC); etcetera.

Table 4: Content Plan for Facebook Fanpage

No.	Date	Type	Topic	No.	Date	Type	Topic
PHASE 1: AWARENESS				15	20-10-21	Other	Vietnamese Women's Day
1	10-09-21	Other	Introduction	16	24-10-21	Normal	Sex Joke, Body-Shaming
2	12-09-21	Normal	Why do we need SE?	17	27-10-21	Webinar	Webinar Introduction
3	15-09-21	Normal	Open Relationship	18	31-10-21	Video	An Age-by-Age Guide for Sex Education
4	17-09-21	Normal	LOVE vs SEX	19	03-11-21	Webinar	Webinar Registration Form
5	20-09-21	Other	Congratulations: 100	20	07-11-21	Pictorial	Gender-Based

|			likes	21			Violence
6	24-09-21	Pictorial	Sex, Gender and Sexual Orientation	22	10-11-21	Normal	Self-Love comes first?
7	26-09-21	Other	Discussion: Wrong perspective of Feminism	23	12-11-21	Webinar	Webinar Reminder
8	29-09-21	Normal	Period: Why be shameful?	**PHASE 3: RETENTION**			
9	04-10-21	Infographic	Gender Equality in Vietnam	24	14-11-21	Webinar	Webinar Thank You Note
10	06-10-21	Normal	Vietnamese parents and SE	25	17-11-21	Normal	Sexual Consent
PHASE 2: ENGAGEMENT				26	19-11-21	Normal	The wrong perspective of Masculine; Gaslight
11	08-10-21	Minigame	Minigame	27	21-11-21	Infographic	LGBTQ+ Community in Vietnam
12	13-10-21	Infographic	Gender Equality in Vietnam	28	24-11-21	Normal	SE books/films recommendation
13	17-10-21	Minigame	Result Minigame	29	08-11-21	Normal	Toxic Relationship
14	18-10-21	Normal	Information about some STDs	30	03-12-21	Normal	Reproduction: Women's Responsibility?

1.1.4.5.2. KOLs

- **Category:**

    - Organizations/Fanpage which are related to SE or university/students' projects.

    - Lifestyle - Micro and Power Middle: 10k-100K followers/subscribers

- **Platform and Content:**

    - Facebook/Instagram:

- Share the Fanpage along with an emphasis on the importance of SE.

- Share their story related to SE and highlight its importance. Hashtags will be used to boost the virality of the post. In order to lead the audience back to our Fanpage, the KOLs will give the link to the Fanpage in their comment.

  ○ TikTok: The KOLs will start theìr video with a specific sentence ("Chuyện nhỏ nói to…") to mark the trend and then start to share their story related to SE and highlight the importance of it. Hashtags will be used to boost the virality of the video.

1.1.4.5.3. Webinar

- **Content:** 1-2 speaker(s) share knowledge about the topic **"5W - 1H About the Very First Time".** This is a comprehensive guide for the youth to be ready to have the very first time most safely. The webinar will show them the way they can protect themselves as well as their partners.

Figure 9: Webinar Content
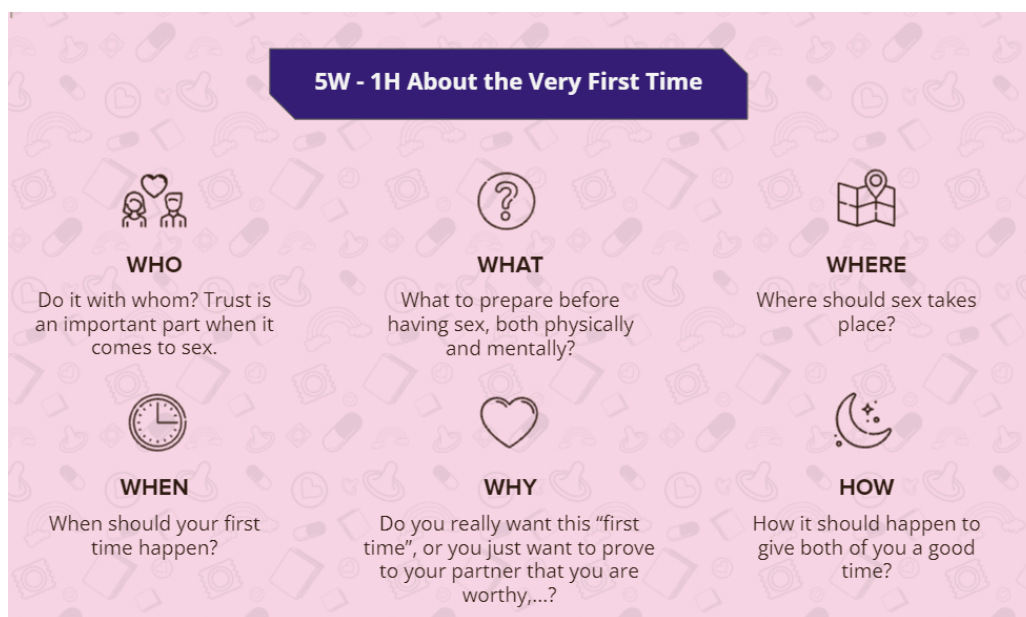
- **Target Audience**: University students, from 18 to 22 years old.

- **Date and Time:** 7:30 PM - Sunday 14 November 2021

- **Participants:** ⪅ 50

1.1.4.5.4. Press

As we have found in the research section, Press is one of the most reliable sources of information but we have not had the chance to write the article or try the media pitching in all of the previous learning projects. That is the reason why we would like to conduct this activity to test its efficency as well as understand its process. We will write and send out two articles, one Advertorial and one Editorial.

- **Advertorial:** Introduce the Project in general and the Webinar in specific

- **Editorial:** SE in Vietnam and the initiatives of the youth in SE topic.

Target media will be University News Site and media in the Lifestyle genre (for example Afamily).

1.1.4.6. Boundaries of the Project

● **Project Goals**

Upon the end of the execution stage, we want to be able to fulfil these goals:

○ Provided a platform with high reliability about SE and self-love through informative posts and videos, with clear classification for each category, so that people can revisit or search for the post they need easily.

○ Created awareness about the project through our fanpage's content, TikTok videos and social posts from Influencers and KOLs, the webinar, and press.

○ Received positive feedback from the survey after the webinar about the whole project.

○ Successfully completed Graduation Thesis Reports.

● **Key Project Phases**

Table 5: Project's Phases and Task Divided

Phase	Task		PIC
Research and Planning	Research and	Brainstorm Ideas	Minh Uyen
		Risks Identification	Tuan Lam Gia Linh

	Analysis	Market Research	
		Identify Target Audience	
	Sponsorship Proposal	Sponsorship Letter + Budget	Gia Linh
		Communications Plan + Contact Information	Minh Uyen
		Overview + Sponsorship Benefits	Tuan Lam
	IMC Plan	Market Insights	Gia Linh
		Big Idea	Tuan Lam
		Strategy & Tactics	Minh Uyen Tuan Lam Gia Linh
		Activities	Minh Uyen
	Risk Management		Minh Uyen Tuan Lam Gia Linh
Launching and Execution	Brand Management (Social Fanpage)	Social Content Plan	Gia Linh
		Design and Editing	Tuan Lam Minh Uyen

	Marketing	KOLs Marketing	Minh Uyen Tuan Lam
		Digital Marketing	Minh Uyen Gia Linh
	Event (Webinar) Planning and Execution		Minh Uyen Tuan Lam Gia Linh
	PR	Contacting journalists, booking articles, etc.	Minh Uyen
Evaluation	Performance Report		Minh Uyen Tuan Lam Gia Linh

- **Limitation**

  - Because the project was done in a short time, we only had 1 month for planning and had to immediately move to the execution stage in the next 2 months. Errors in research and information selection for both reports and posts on Fanpage, cannot be avoided.

  - Since the project has to be conducted online because of the COVID-19 situation right now in Vietnam, many plans such as organizing offline

seminars and visiting high schools to share about SE had to be scrapped.

- ○ All meetings took place online, so misunderstanding and misinformation from each other are more likely to happen than meeting face to face.
- ○ COVID-19 also affects our chance of getting sponsors for the project, since companies tend to want to save money at a difficult time like this. The reply rate of companies that we had contacted for sponsorship was very low. If we cannot find a sponsor, we are going to have to change our current estimated budget and execution plan. The worst-case scenario is each member has to use their own money to fund this project, and our project's scale will be reduced drastically.

1.2. PRE-PRODUCTION STAGE

1.2.1. HUMAN RESOURCES

Our team consists of 3 members, each plays a different important role in the project, with Nguyen Minh Uyen as the leader. All three of us came up with this idea from the start and developed plans and executions for this together. We have been working in harmony with each other and trying our best to help, point out each other's mistakes and find solutions together.

The whole team takes part in every crucial corner of the project, such as brainstorming, planning and contacting influencers and KOLs, but each of us also has our main part to take care of to make the execution as smooth as possible. Tran Nguyen Gia Linh is the main content writer and Fanpage Administrator, Nguyen Ho Tuan Lam is responsible for creating visual identity and illustrations for fanpage's posts. Nguyen Minh Uyen is the one that keeps track of the project's progress, and contacts with KOLs, sponsors and the press. However, we are all ready to assist or take on other's responsibilities if something goes wrong.

For a more detailed division of work, please refer to **Key Project Phases** from **1.1.3.6. Boundaries of the Project.**

1.2.2. COST

As we have just got the very first meeting with the Sponsor and align the budget with each other. In the partnership, the sponsorship will help us out mainly with the

prizes of minigame and the budget for speaker in the Webinar. Apart from this, we have spent on Digital Marketing (Facebook Ads) and KOLs/Inflnebcers which has been shown in the Table 6 below.

Table 6: Estimated Budget

No.	Item	Quantity	Unit	Unit Price	Total
1	**Digital Marketing**	1	Package	600,000	600,000
2	**KOLs**	1	Package	500,000	500,000
					1,100,000

Minigame' prizes will be sponsored in kind and the speaker is a partner with the Sponsor so that she could support the project as fee-free. For KOLs, we will contact and choose the ones who can freely support the project or lower the fee as much as possible. For the Press, we will use media pitching to get the opportunity to generate pickups at no or low cost.

1.2.3. RESOURCES NEEDED

As there are only 3 team members working on this project but need to handle many different scopes, each member will be in charge of many positions.

Table 7: Resources needed by each channel

Webinar	Fanpage/Minigame	KOLs	Press

Human resource: ● Speakers: 1-2 ● MC: 1 ● Logistics: 3 **Materials:** Zoom/Meet room	**Human resources:** ● Content writer: 1 ● Designer: 1 ● Fanpage admin: 3 **Materials:** ● Prizes: 15+ ● Video: 1 ● Post designs: 14 ● Pictorials: 3 ● Infographics: 2	**Human resources:** ● KOL: 5-7 ● KOL manager: 1 **Materials:** ● Social posts: 8 ● Videos: 2 **Budget for KOL**	**Human resources:** ● Editor: 1 ● Designer (if needed): 1 **Materials:** ● Advertorial ● Editorial

1.2.4. DELIVERABLES

For our project, our four main media channels will have the following deliverables:

Table 8: Deliverables of the Campaign

Webinar	Fanpage	KOLs	Press
1 Webinar: 1-2 Speaker(s) sharing information about sex education ☆ KPI: 50+ participants	19 Informative Posts: ● 14 Normal Post ● 3 Pictorials ● 2 Infographics ☆ KPI: 3,000 likes page	8 Social Posts ☆ KPI: 1,000 total engagements	1 Advertorial/Editorial ☆ KPI: 1 pickup

	1 Engaging Video ☆ KPI: 7,000 Reach; 3,000 Views	2 TikTok Videos ☆ KPI: 100,000 total views	
	1 Minigame		

1.2.5. BRAND IDENTITIES

- **Color System**

Pastel Green
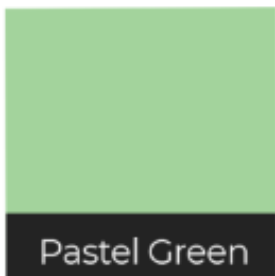
Primary Color
#a3d39c

Pastel Pink
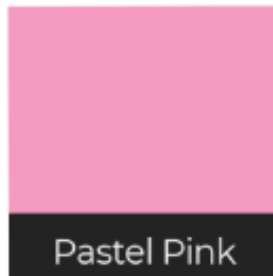
Secondary Color
#f49ac1

Pastel Yellow
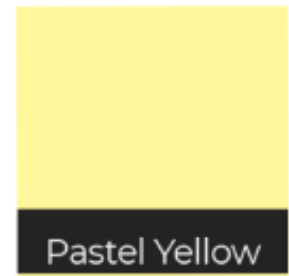
Accent Color
#fff799

● **Color Idea**

Pastels or pastel colors belong to a pale family of colors, which, when described in the HSV color space, have high value and low saturation. (Ash, 2009, p.13) This type of color is often described as "youthful, cutesy and soothing". As we are targeting people from the age 13–22, which contains teens and young adults, this type of color can set the mood, help us bring out the "youthful" feeling and makes our TA captivated.

● **Logo**

Figure 10: Chuyen Nho Noi To Logo and Banner

Since we already chose a very bright color system, we want to keep the logo as minimalistic as possible to create a contrast and harmony between both of them. The type font used for this logo is "Naughty Youth" and each word is in a different size. We want to recreate the feeling of learning about SE, full of surprise and excitement.

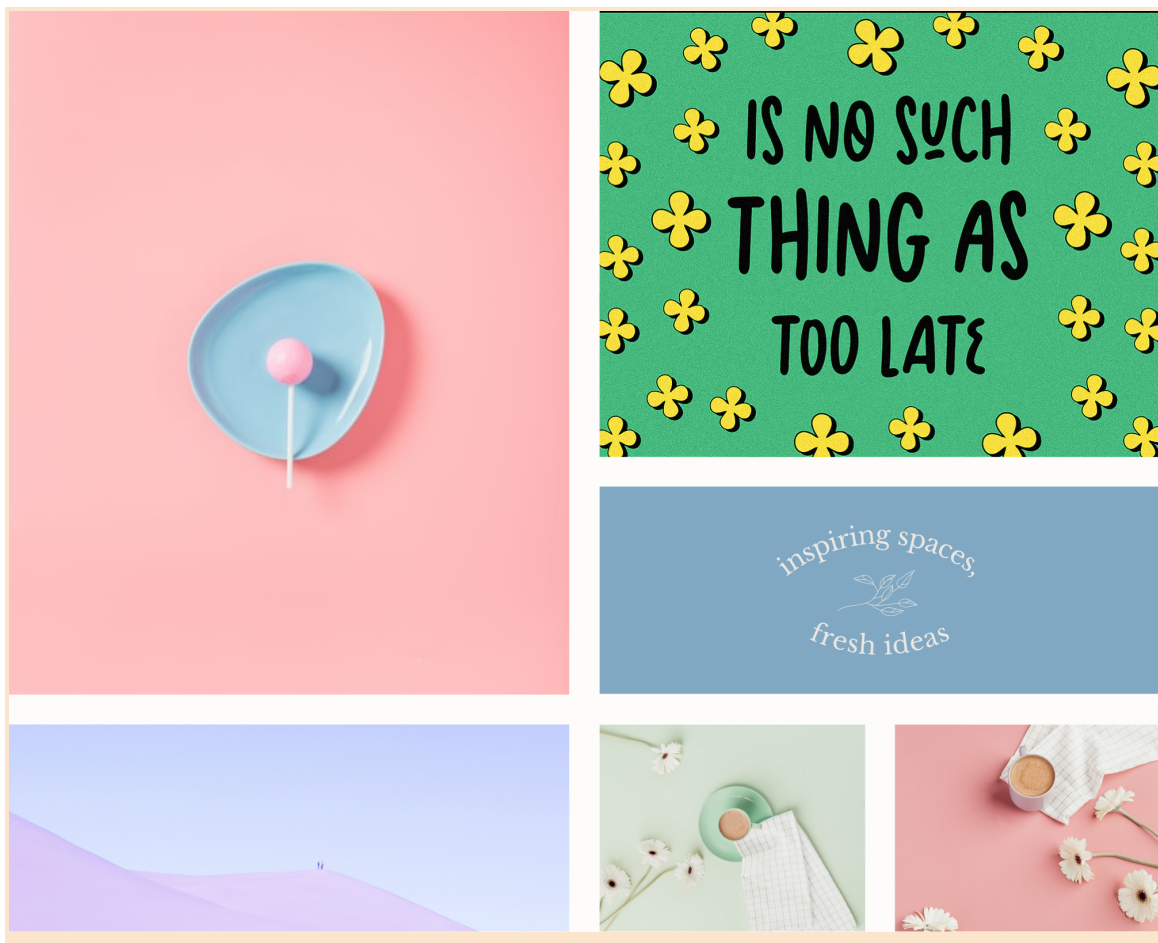- **Typeface for Title, Headline:** ImaginaryFriend BB

Figure 11: Sample Post with Title in ImaginaryFriend BB Typeface

ImagineFriend BB is a typeface that is widely used in comics and webcomics in

Vietnam, which is in parallel with the mood and tone of our design style.

- **Moodboard**

Figure 12: Moodboard

1.3. ALL MEETING MINUTES

1st Meeting

Date: 30 August 2021

Time: 21h00

Platform: Facebook Messenger

Minutes

Agenda Item: Preparation for CP Proposal and Sponsorship Proposal

Presenter: Minh Uyen

Discussion:

Draw out the outline of the CP Proposal as well as the Sponsorship Proposal and divide tasks for three members.

Conclusions:

Agreed on the outline and tasks divided. All members started to prepare for the two proposals.

Action Items	Person In Charge	Deadline
Create the template slide	Minh Uyen	01/09/2021
Conduct the CP Proposal	3 Members	05/09/2021

Conduct the Sponsorship Proposal	3 Members	10/09/2021
Create Content Plan Table	Minh Uyen	02/09/2021

2nd Meeting

Date: 01 September 2021

Time: 19h30

Platform: Call on Facebook Messenger

Minutes

Agenda Item: Media Planning - CP Proposal

Presenter: Minh Uyen - Gia Linh - Tuan Lam

Discussion:

The detail of four media channels:

- Fanpage: Name, Content Plan, Video

- KOLs: Category, Platform and content

- Webinar: Topics

- Press: Content of the articles

Conclusions:

Agreed on the detailed content of four media channels. Continue to finish the CP

Proposal.

Action Items	Person In Charge	Deadline
Conduct the CP Proposal	3 Members	05/09/2021
Conduct the Sponsorship Proposal	3 Members	10/09/2021
Content Plan	3 Members	18/09/2021

3rd Meeting

Date: 06 September 2021

Time: 19h30

Platform: Facebook Messenger

Minutes

Agenda Item: Media Planning - CP Proposal

Presenter: Minh Uyen

Discussion:

Edit CP Proposal and Sponsorship Proposal

Conclusions:

Agreed on the information that should be edited or added in to finish the CP Proposal

and Sponsorship Proposal.

Action Items	Person In Charge	Deadline
Continue to finish the CP Proposal	3 Members	05/09/2021
Continue to finish Sponsorship Proposal	3 Members	10/09/2021
Content Plan	3 Members	18/09/2021
Write chosen KOLs' profile	Minh Uyen	18/09/2021

4th Meeting

Date: 16 September 2021

Time: 19h30

Platform: Facebook Messenger

Minutes

Agenda Item: Media Planning - CP Proposal

Presenter: Minh Uyen - Gia Linh - Tuan Lam

Discussion:

Find out key learnings, next steps related to Report 1 and 30% Proposal after presenting to Tutor.

Conclusions:

Agreed on the key learnings, outline and tasks divided. All members started to conduct the Report 1 and 30% Proposal.

Action Items	Person In Charge	Deadline
Conduct Report 1	3 Members	26/09/2021
Conduct 30% Proposal	3 Members	26/09/2021
Continue to send out Sponsorship Proposal	Minh Uyen	23/09/2021

Edit Content Plan	Gia Linh	18/09/2021
Finish Brand Identities	Tuan Lam	26/09/2021

5th Meeting

Date: 23 September 2021

Time: 19h30

Platform: Facebook Messenger

Minutes

Agenda Item: Media Planning - CP Proposal

Presenter: Minh Uyen - Gia Linh - Tuan Lam

Discussion:

Update work in progress, notes for Report 1 and 30% Proposal after presenting to

Tutor.

Conclusions:

Agreed on the information that should be edited or added in to finish the Report 1 and

30% Proposal.

Action Items	Person In Charge	Deadline
Finish Report 1	3 Members	24/09/2021
Finish 30% Proposal	3 Members	26/09/2021

6th Meeting

Date: 29 September 2021

Time: 11h00

Platform: Microsoft Teams

Minutes

Agenda Item: Sponsorship Meeting

Presenter: Minh Uyen - Gia Linh - Tuan Lam

Discussion:

Introduce the Proposal and align the Content Plan, Budget and Sponsorship Benefits.

Conclusions:

Agreed on the Budget and Sponsorship Benefits; Edit the Content Plan.

Action Items	Person In Charge	Deadline
Send meeting recap	Minh Uyen	30/09/2021
Edit Content Plan	3 Members	30/09/2021

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