Youth Leaders Speak

Digital Stories: Tools to educate, promote, and advocate

The GOJoven Program of the Public Health Institute and the Center for Digital Storytelling's Silence Speaks initiative began the Youth Leaders Speak project in 2010, which emphasizes the importance of personal narratives as tools for education, youth mobilization, and advocacy on behalf of adolescent sexual and reproductive health and rights (SRHR). Fourteen GOJoven Fellows recorded first-person accounts of what led them to the field of youth health, collected images and video clips with which to illustrate their stories, and learned how to edit these materials into short videos.

GOJoven fellows and associates have used the stories to:

- educate the public about SRHR
- demonstrate how to use a digital story to address a specific theme
- mobilize individual and community action and garner community support
- promote policy change to benefit people living with HIV
- sensitize the public toward bullying, relationship violence, adolescent pregnancy and HIV/AIDS

GOJoven silence SPEAKS PUBLIC HEALTH INSTITUTE®

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GOJoven Fellows confirmed that producing a digital story gave them practical knowledge and skills to:

- create a personal narrative framework and script
- use multimedia materials to create an effective story
- improve capacity to communicate through visual images
- understand the personal narrative as a tool for reflection
- recognize the power of digital stories as tools to motivate others

"…I THINK HEALTH IS ONE OF THE BIGGEST CHALLENGES WE FACE AS YOUTH, AND THESE VIDEOS WERE ABLE TO EXPRESS [THIS CHALLENGE]."
–AUDIENCE MEMBER

The personal experiences and difficulties presented in these digital stories can help others process their own experiences and understand the personal struggles of their friends and family. Our hope is that those who view these powerful stories will be inspired to take individual and collective action towards building safe and healthy communities and improving SRHR for youth and adolescents.

Watch the GOJoven Digital Stories
www.youtube.com/GOJovenAdmin
www.gojoven.org/digital-stories

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