

Youthwork NRW Campaign

Empathetic approaches and collaborative design processes.

Overview

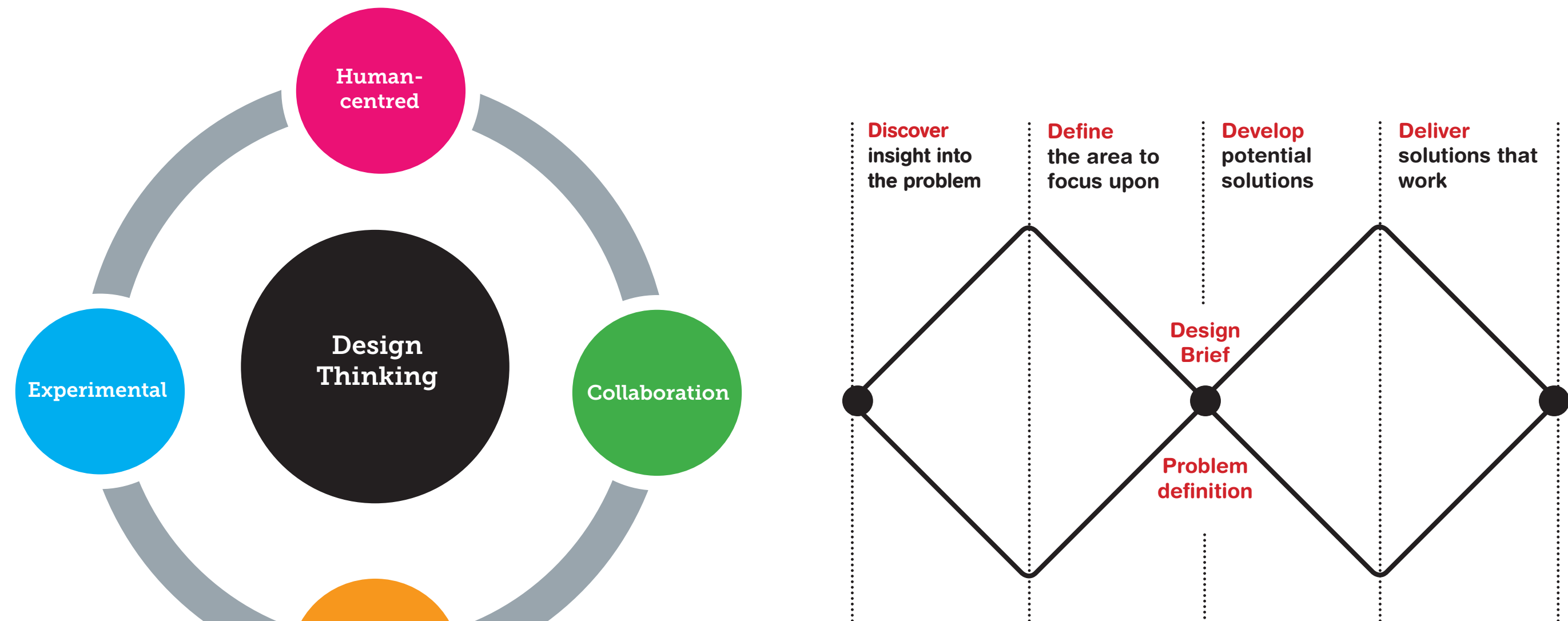
Due to the lack of funding in creating more awareness in general of non-profit organisations and Youthwork NRW bearing the same issues, a collaborative way of working instead of taking the project individually benefited many with the help of design thinking and design processes.

The Youthwork NRW is a non-profit organization run by the main 7 welfare organisations in Germany. Their role to educate the youths about sexual health and HIV/AIDS/STD prevention in secondary schools in the North Rhine-Westphalia region in Germany.

How it all began
Lee Shaari was introduced to Ralf Bolhaar, a spokesperson from the AIDShilfe Münster and Youthwork NRW by a friend Abdul Saadani after a marathon race in 2010 in Münster, Germany. Lee Shaari designed the logo for Youthwork NRW in 2012 and was then asked to design a campaign to promote Youthwork in schools. She decided to initiate a collaboration instead to involve more students in this project.

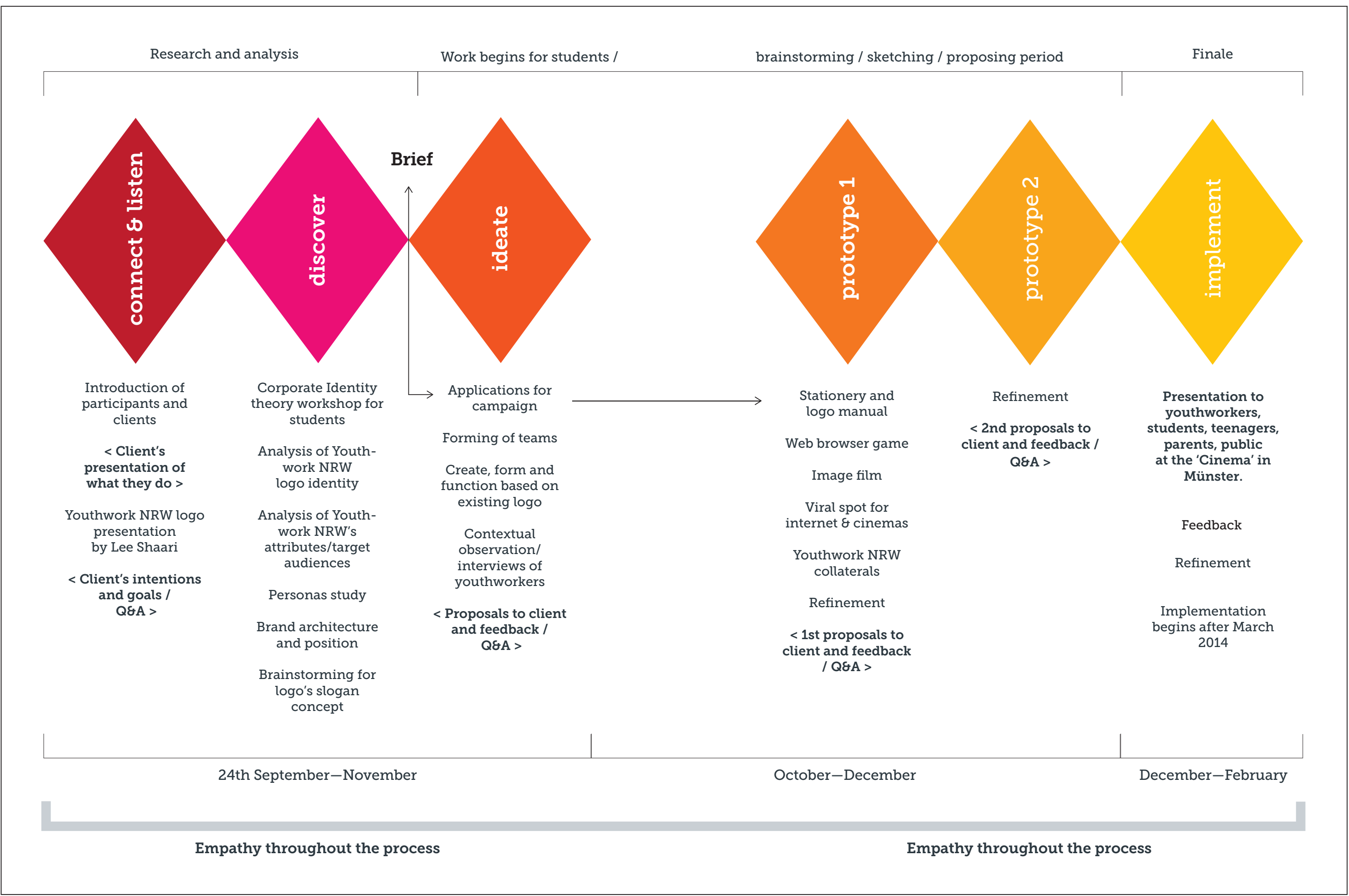
Process

The process comprised of a design thinking mindset, a double-diamond process model guided by Professor Grosse and a documented design process by Lee Shaari.



Source: IDEO's Toolkit for educators / www.designthinkingforeducators.com/toolkit/

Source: Design Council's double-diamond design process model, 2005



Source: The actual time management and design process of the collaboration documented by Lee Shaari

Benefits

Design thinking mindset whereby it is human-centred, collaborative, experimental and optimistic had added value to the campaign. Professor Grosse greatly helped a lot in defining the brief for the client, ie. what items are needed to sustain Youthwork NRW's objectives, it's goal and mission for a long time to come. For the youths, being aware of health issues like AIDS/HIV/STDs and how to avoid them, prejudice among homosexuals, teen-pregnancies, where to get help opened their minds and realised that respect is important in relationships. This collaboration had increased funding from the Ministry of Health and therefore created a positive energy and hope for everyone involved.



A Youthworker always find ways to encourage active participation with the youths and providing all the answers even to taboo questions.



Lee Shaari was awarded by the DAAD Prize in June 2015 for her social and academic work.



'Youstrip' as the winner in the AIDS Campaign Award SIRIUS May 2015 held in Berlin. From left Lenia Friedrich, Frau Professor Grosse, Ralf Bolhaar, Lukas von Berg, Marie Monecke



Top: 16 students, 3 educators and 4 Youthworkers. From left to right: Abdul Saadani, Lee Shaari, Ralf Bolhaar at the Volksbank Münster Marathon 2010 and Professor Gisela Grosse who started this collaboration in 2013.



Gathering of customers' insights: Contextual observations and empathetic approaches in schools, participated in an AIDS Volunteer course, participated in Youthworker NRW Annual Conferences, events with youths as activists, interviews, surveys, etc.



Process

Rather than seeing ourselves and clients as us and them, designers can start to see themselves as part of the same tribe when we show empathy. Which means going out there and be part of the action not sitting in-house and just sketch and draw and that is part of design thinking.



A public view at Cinema Münster. This was an opportunity to gather feedback from the audience about the campaign project to refine the prototypes.



16 students who worked 5 months on this project and managed to successfully complete 8 different campaign items. Educators include Alena Voelzkow and Martin Preuss.

Effects

Quantitative validation:
The campaign was initially given 7,000 Euros by the government and this was increased to 25,000 Euros. Youthwork NRW originally reached a target audience of 80,000 per year. With the campaign and extra funding, the target audience will be increased to more than 1,000,000 youths across the world online including the youths in the North-Rhine Westphalia in Germany.

Qualitative validation:
The campaign project consisted of :
A corporate design manual, a mobile exhibition design and graphics, posters, brochures, an Image film about Youthworkers, a viral spot film for cinemas and an online educational game. The campaign will have a direct appeal to the target audience, i.e. youth ages 14 to 16. And the impact to society is a better educated youth, to be more open about sexual issues and practice respect, and knowing where and how to reach to the right places for help.

