TOOLKIT

USE OF ART FOR KNOWLEDGE TRANSLATION

Share-Net International
The Knowledge Platform on
Sexual and Reproductive Health & Rights

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Introduction

In the dynamic and complex landscape of global health, **effectively translating knowledge into action is both a challenge and a necessity.** Traditional methods of knowledge dissemination often fall short in engaging diverse communities, crossing cultural boundaries, and evoking the empathy needed to drive change. Art, through visual media, performance, storytelling, and creative expression, offers a **powerful and human-centred approach** to bridge these gaps.

This toolkit explores how, across the Share-Net International network, we have utilised art as a medium for knowledge translation. It is designed to inspire, guide, and equip practitioners, researchers, artists, and community leaders with the tools and strategies to integrate artistic practices into SRHR communication and engagement efforts. Whether it's to spark dialogue, amplify voices, or make complex health issues more relatable, art can move beyond facts and figures to foster deeper understanding and lasting impact.

By combining evidence with emotion, data with narrative, and science with creativity, this toolkit invites you to reimagine how knowledge is shared and acted upon in SRHR and global health

→ Share-Net International

Share-Net International is the knowledge platform on Sexual and Reproductive Health and Rights, funded through the **Dutch Ministry of Foreign Affairs.** Share-Net International is a membership network of non-governmental organisations (NGOs), researchers, policymakers, implementers, advocates, students, the media, activists, and companies operating in the SRHR field, working globally. **Since 2021**, Share-Net International has had seven operational national hubs in **Bangladesh, Burundi, Burkina Faso, Colombia, Ethiopia, Jordan, and the Netherlands,** as well as via a centralised digital platform.

Our mission is to **build and strengthen links between evidence-based research, policy, and practice through strategic knowledge sharing, generation, translation, and promotion, further developing better policies and practices in SRHR, including HIV.** We believe that all people have the freedom of choice, can make informed decisions, and can access and take action on their sexual and reproductive rights and needs.

→ Knowledge Translation

The act of taking knowledge and turning it into a format that can be understood and engaged with by the intended audience is called knowledge translation. Arts-based knowledge translation offers alternative ways to share knowledge compared to more traditional methods like policy briefs and research articles. Art-based knowledge translation aims to turn passive knowledge into active knowledge **(Boyd, 2022).**

Arts-based knowledge translation allows us to share knowledge that cannot be adequately conveyed through words alone, and it creates a mechanism for affective knowledge translation. The primary goal of affective knowledge translation is to foster empathy (**Moran et al., 2024).**

→ Purpose and Scope of This Toolkit

In this guide, we have prepared a crash course on how you can use different artistic methods for knowledge translation. We have drawn from our own experience across the Share-Net International network and country hubs. We have given an overview of different methods we have used, what resources were needed and a step-by-step guide on how you can use each method.

Magazines, Zines, and Comics: Visual & Textual Storytelling

What is it?

Magazines, zines, and comics are hybrid publications that combine visual and textual storytelling to communicate messages in accessible and engaging ways. While **magazines** often follow a more editorial structure with curated articles, content, and visual design, **zines** (short for "fanzines") are typically informal, self-published booklets based on popular culture, activism, and community voice. **Comics**, with their sequential art format, add another layer by using panels, characters, and visual metaphors to tell stories or break down complex concepts.

What connects all of these formats is their **capacity to translate knowledge** that goes beyond traditional reports or academic outputs. They speak to people not just through facts, but through form—blending the emotional, the creative, and the informative in one medium.

A key element in these formats is **illustration**, which plays a powerful role in knowledge translation. Visuals are not merely decorative—they are cognitive tools. Research in visual literacy and cognitive science shows that illustrations help audiences better **grasp, retain, and emotionally connect** with information, especially when dealing with abstract or sensitive topics like sexual and reproductive health. According to **Paivio's Dual Coding Theory (1991)**, when information is processed both **visually and verbally**, it is more likely to be understood and remembered.

When illustration is paired with written language, it allows for multiple entry points to meaning: images can simplify complex ideas, while text can deepen interpretation. This combination is particularly impactful for multilingual, low-literacy, or cross-cultural audiences, where traditional formats might fall short. In comics, for instance, metaphors can make taboo issues like contraception or menstrual health easier to discuss. In zines, hand-drawn sketches alongside handwritten notes can make the message feel more personal, trustworthy, and emotionally grounded.

A key advantage of these formats is their scalability. The primary effort lies in creating a single product that can be mass-printed and adapted for various spaces.

Why would you use it?

Whether aiming to inform, provoke, or invite dialogue, these art-based formats allow people to access information not just intellectually but emotionally—making SRHR topics more relatable, memorable, and rooted in personal or collective experience, especially when the goal is to reach audiences that may feel disconnected from traditional materials like policy briefs or academic papers.

One of the strongest reasons to use these formats is their **ability to humanise data and policy**. A comic that illustrates the experience of a young person navigating their identity is not just a tool for information—it's a mirror that reflects real struggles, fears, and decisions. A zine that collects handwritten testimonies about abortion access doesn't just translate legal frameworks—it brings them to life.

Magazines, by contrast, can provide more structure and depth—combining articles, testimonies, illustrations, and even data visualisations in one cohesive package. They're often used by NGOs or advocacy groups to present findings or to synthesise key lessons from a program. When designed carefully, a magazine can serve both as a public-facing communication product and as a resource for training or policy dialogue.

These formats are **highly adaptable and scalable**, reduce literacy barriers and increase inclusivity—especially important when reaching vulnerable populations and can embody **collective authorship and knowledge co-creation**. They are ideal for participatory processes in which communities are not just recipients of knowledge but co-producers of it.

What resources (financially and physically)

The resources needed vary depending on the format, the level of production, the desired quality, and whether the process is participatory or led solely by the organisation's team.

For low-cost, community-driven zines or comics, the **financial investment can be minimal.** Many zines are created using basic materials: paper, pens, scissors, glue, and access to a photocopier or home printer. These DIY versions are ideal for workshops, youth groups, or grassroots campaigns where the goal is expression, accessibility, and local circulation rather than mass production.

On the other hand, producing a professional **magazine or comic**—especially if intended for external stakeholders, policy engagement, or broader public distribution—may require a more structured process and dedicated funding. This could include:

- Fees for writers or communications analysts, illustrators, and graphic designers.
- Printing costs (which vary based on page count, colour printing, and number of copies).
- Digital publishing platforms or layout software (e.g., Adobe InDesign for paid work, or free alternatives like Canva).

Human resources are often the most important factor. A small, interdisciplinary team with skills in design, facilitation, writing, and illustration can undertake the entire process from concept to production. In participatory settings, it is helpful to include a facilitator who can guide co-creation processes and ensure ethical and inclusive representation, especially when dealing with sensitive SRHR topics.

Physical resources may also include:

- Computers or tablets for layout and editing.
- Internet access for research or digital collaboration.
- A quiet space for creative workshops or interviews.
- Safe and culturally appropriate environments for participants, particularly when working with marginalised groups.

Importantly, since these formats are scalable, a single zine template can be adapted and reused in different contexts, reducing future costs.

How To Do It, Step By Step

1. Define your purpose
Start by clarifying what you want this product to do. Are you trying to raise awareness about a specific SRHR topic? Share community-generated insights? Correct misconceptions? The format and tone of your magazine, zine, or comic will depend on this purpose.

2. Identify your audience
Knowing who you're speaking to will guide decisions about language, imagery, level of detail, and even distribution channels. A zine for adolescents in urban settings will look very different from a magazine for the general public.

3. Choose your format
Decide whether a zine, magazine, or comic is the most appropriate format for your goal and audience. Consider factors like length, complexity, desired visual style, and available resources. You can take into account the strengths of each format—zines for grassroots participation, magazines for synthesis and advocacy, comics for clarity and emotion—and whether your distribution will be physical, digital, or both. Also, there's a possibility for blending elements (e.g., a magazine with short comic sections).

4. Gather or co-create content
Content can come from different sources: personal stories, research findings, interviews, illustrations, photographs, and events. You may choose to run workshops or storytelling sessions to generate community content. Be sure to handle sensitive topics with care and consent.

5. Organise and edit the material
Before moving to design, take time to structure the content. Think of the narrative flow: What comes first? What follows? What do you want the reader to feel or learn at each stage? Edit for clarity, consistency, tone, and inclusiveness. As a recommendation, combine short texts with visual or emotional breaks (e.g., illustrations, quotes). Keep language clear and culturally appropriate. If working with multiple contributors, use a shared editorial process to ensure alignment.

STEP 1	Define your purpose
STEP 2	Identify your audience
STEP 3	Identify your audience
STEP 4	Choose your format
STEP 5	Gather or co-create content
STEP 6	Organise and edit the material
STEP 7	Design and layout
STEP 8	Print and/or prepare for digital publishing
STEP 9	Distribute offline and online
STEP 10	Collect feedback and reflect

6. Design and layout
This is where you shape the visual and narrative flow. Create a visual structure that supports the message and arrange the content into pages or sections. Use accessible fonts, colours, and image-text balance. You can work digitally (InDesign, Canva) or manually (for handmade zines). For comics, plan your storyboards and panels before drawing the final versions. The layout should help the reader navigate smoothly and engage visually.

7. Review and Edit
Revise the content for clarity, accuracy, inclusiveness, and tone. For collaborative projects, this step should include all contributors to ensure everyone feels represented and respected. Fact-check where needed, especially for health-related claims. Make sure there are no misspelling errors.

8. Print and/or prepare for digital publishing
Export your product in the right format for its destination: print-ready PDFs, web-optimised files, or mobile-friendly images. For physical materials, ensure readability and print quality. For digital materials, test how they display on different devices and adjust accordingly.

9. Distribute offline and online
Hand out physical copies at events, schools, libraries, or spaces that are strategic for your organisation and product. Share digital versions through newsletters, websites, community networks, and social media. If possible, track how and where the product circulates to inform future efforts.

10. Collect feedback and reflect
This is optional, but you can build in a moment for feedback: What did people learn? What did they connect with—or not? Use this to refine your process, evaluate impact, and adapt your product for other contexts or communities.

Mini case study: 'Tejiendo Redes' Illustrated Magazine- Share-Net Colombia

In 2025, Share-Net Colombia published its **first illustrated magazine** as part of the **First Regional Knowledge Exchange Fair**, an event focused on translating knowledge on Sexual and Reproductive Health and Rights (SRHR) for vulnerable populations in Latin America and the Caribbean.

The magazine, titled **Tejiendo Redes**, was designed as both a visual and narrative record of the encounter. It featured summaries of the space, descriptions of **14 knowledge translation products,** and reflections on regional challenges and innovations.

Developed collaboratively by the **Share-Net Colombia and Profamilia team**, and illustrated by artist **'Una Reina del Drama'**, the magazine aimed to make technical and institutional content more engaging and accessible across different audiences.

The magazine combined **visual storytelling** with structured reporting, using illustrations to highlight **emotions and key messages**, and editorial texts to contextualise the knowledge presented.

It served as a follow-up product for participants and a dissemination tool beyond the event, reinforcing the power of combining design, documentation, and artistic language. Its format also allowed for digital circulation, expanding its reach across countries and organisations in the region.

This case shows how illustrated magazines can bridge event memory, institutional communication, and knowledge translation—offering an adaptable model for future regional or national processes in SRHR.
You can access the magazine here.

Examples from Share-Net International Hubs

Magazines and illustrated guides:
- BEYOND BANANAS: A GUIDE TO IDENTIFY GOOD PLEASURE FOCUSED IMAGERY, **Share-Net Netherlands**, Illustrated Guide (English).
- Tejiendo Redes: First Regional Knowledge Exchange Fair. A window to knowledge on Sexual and Reproductive Health and Rights for vulnerable populations in Latin America and the Caribbean, **Share-Net Colombi**a, 2025 (Spanish).

Zines:
- POWER IN INCLUSION Expanding Inclusivity in Sexual and Reproductive Health, **Share-Net Netherlands**, 2024 (English).
- FLOWING FREEDOM Bodily Autonomy Through Menstruation and Abortion Access, **Share-Net Netherlands**, 2024 (English).
- UNDERSTANDING DIVERSITY IN Reproductive and Maternal Health, **Share-Net Netherlands**, 2024 (English).

Comics:
- Stories to unlearn gender-based violence. Chapter 1: A Day in the Life of Noah, **Share-Net Colombia**, 2022 (Spanish).
- Stories to unlearn gender-based violence. Chapter 2: A day in the life of Jimmy, **Share-Net Colombia**, 2022 (Spanish).
- Stories to unlearn gender-based violence. Chapter 3: A day in the life of Carolina, **Share-Net Colombia**, 2022 (Spanish).

Creative Communications (Media Campaigns)

What is it?

Creative communications involve using **innovative, compelling content across various media formats** to deliver SRHR messages. Media campaigns are a core method of this, combining visuals, narratives, and technology to reach and influence target audiences. They aim to raise awareness, change perceptions, or promote behaviours related to sexual and reproductive health and rights.

Why would you use it?

Media campaigns help:
- Break societal taboos (e.g., on menstruation or abortion)
- Raise awareness of available services and rights
- Engage youth and marginalised communities
- Influence public discourse and policymaking
- Build visibility and legitimacy for SRHR actors

What resources are needed?

Financial Resources:

1. **Creative Development**
   - **Writers & Content Developers:** To craft engaging scripts, captions, and storylines that resonate with your audience.
   - **Graphic Designers & Illustrators:** To produce visual assets like posters, infographics, social media posts, and animations.
   - **Videographers & Editors:** For high-quality video content, often the most effective medium for campaigns.
2. **Media Planning & Buying**
   - **Paid Advertising:** Budget for boosting posts on platforms like Facebook, Instagram, and YouTube.
   - **Traditional Media Costs:** Radio or TV airtime, newspaper inserts, or billboard space, especially for broader public reach.

3. **Monitoring, Evaluation & Learning (MEL)**
   - **Analytics Tools:** Subscription or access to tools for social media analytics, sentiment tracking, and demographic insights.
   - **Surveys & FGDs:** Costs for conducting pre/post-campaign evaluations, including participant incentives, data collectors, and materials.

Physical & Human Resources:

1. **Equipment & Technology**
   - **Filming Gear:** Cameras, microphones, tripods, lighting kits, and possibly drones.
   - **Editing Software:** Adobe Premiere Pro, Canva, After Effects, or free tools like CapCut (especially for youth-friendly editing).
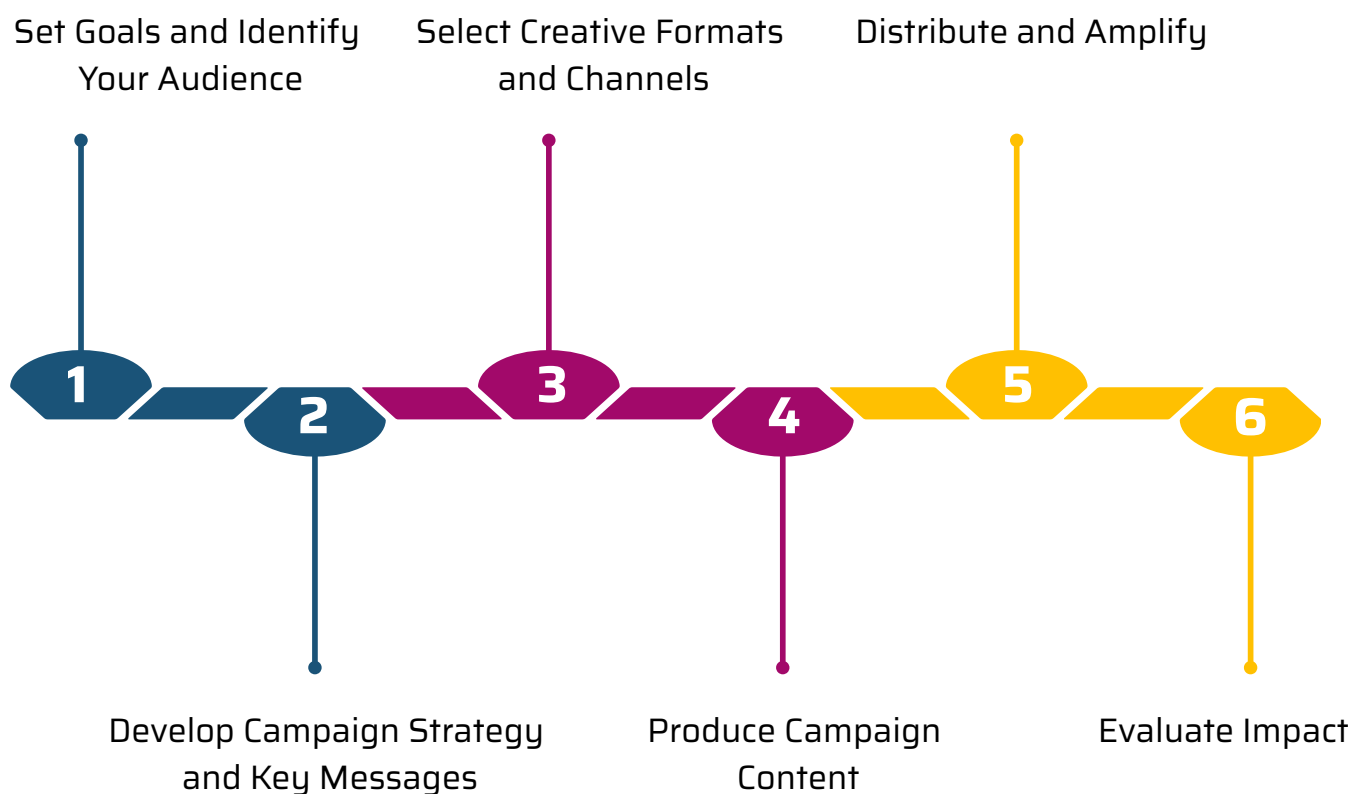   - **Design Tools:** Adobe Illustrator, Figma, or Canva for layout and digital design.

2. **Human Resources / Team**
   - **Project Manager or Campaign Lead:** To oversee timelines, team coordination, and budget.
   - **Creative Team:** A mix of designers, video editors, scriptwriters, and content curators.
   - **Communications/Media Manager:** To handle press outreach, partnerships, and media placements.
   - **Community Mobilisers or Local Youth:** To support ground-level dissemination or localisation.

3. **Distribution Channels & Partnerships**
   - **Digital Platforms:** Social media pages, YouTube channels, mobile apps, partner websites.
   - **Offline Platforms:** Community noticeboards, public spaces, school/university events, theatre performances.
   - **Partners:** Local NGOs, youth groups, artists, or media collectives to broaden reach and authenticity.

How to do it: Step-by-Step Guide

Set Goals and Identify Your Audience

Select Creative Formats and Channels

Distribute and Amplify

1 2 3 4 5 6

Develop Campaign Strategy and Key Messages

Produce Campaign Content

Evaluate Impact

1. Set Goals and Identify Your Audience

- Define the *purpose* of the campaign: raising awareness, shifting behavior, breaking a taboo, or advocating policy change.
- Pinpoint *who* you're targeting: adolescents, parents, health providers, policymakers, rural vs. urban, etc.
- Use tools like persona mapping or needs assessments to understand audience preferences, barriers, and habits.

2. Develop Campaign Strategy and Key Messages

- Design your *core message* to be relatable, rights-based, and emotionally engaging.
- Align with local language, literacy levels, and cultural sensitivities.
- Frame your messaging around positive reinforcement (e.g., empowerment, rights) rather than fear or shame.
- Ensure messages are accurate, inclusive, and compelling.

3. Select Creative Formats and Channels

- Choose the format that fits your message and audience:
  - **Short-form videos or reels** for youth audiences on Instagram/TikTok/Facebook.
  - **Radio jingles or mini-dramas** for rural communities.
  - **Infographics and story posts** for mobile-optimised reach.
- Pick platforms that your audience already uses and trusts.

4. Produce Campaign Content

- Use culturally sensitive storytelling, vibrant visuals, and accessible language.
- Develop a content calendar and asset list: what will be published, when, and in what format.
- Co-create with youth or community members where possible, ensuring inclusion and authenticity.
- Pilot-test a few samples to check clarity and cultural fit before full rollout.

5. Distribute and Amplify

- Launch the campaign in phases or waves to maintain engagement.
- Collaborate with youth influencers, local NGOs, or health workers for broader reach.
- Combine online and offline efforts: digital posters in clinics, videos in waiting rooms, reels on social media.

6. Evaluate Impact

- Track and measure real-time reach: reach, shares, comments, watch time, engagement rate.
- Use qualitative tools: interviews, focus groups, or digital storytelling to understand perception changes.
- Document lessons learned and iterate on content mid-campaign if needed.
- Measure reach, engagement, and qualitative outcomes through analytics and feedback.
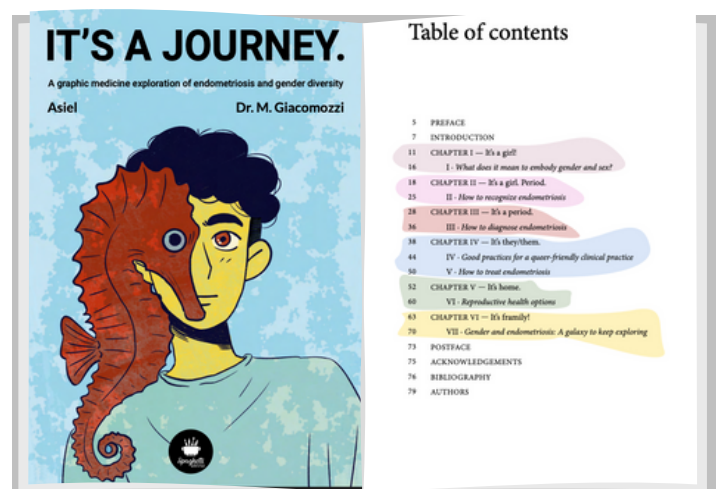
Examples

▷▷ [Fathers to be there for daughters during menstruation: A friendly guideline](#)

▷▷ [SNI Knowledge Products](#)

▷▷ ['Sexual Rights are Human Rights' Digital Campaign – Share-Net Bangladesh](#)

▷▷ [Period Ka Kotha Campaign](#)

Wreetu's "Be Your Daughter's Superhero" Campaign

In **2021**, Wreetu, with support from Share-Net International and Share-Net Bangladesh, launched the **"Be Your Daughter's Superhero"** campaign to encourage Bangladeshi fathers to actively support their daughters during menstruation. Recognising the cultural silence around father-daughter conversations on puberty, Wreetu developed a **nine-part video series and a bilingual (Bangla and English) handbook** offering practical guidance on topics like emotional changes, menstrual hygiene, and open communication. These resources aimed to dismantle taboos and foster stronger emotional bonds, contributing to girls' confidence and well-being. The campaign was inaugurated at a **public event featuring prominent figures like Dr Muhammed Zafar Iqbal** and was made freely accessible online to maximise reach and impact.

Fathers to be there for daughters during menstruation: A friendly guideline

Storytelling Through Podcasts

What is it?

Storytelling through podcasts, audio narratives, and similar formats is the art of using voice, sound, and occasionally visuals to share experiences, information, and ideas in an engaging way. Podcasts, in particular, are **audio episodes** that listeners can access anytime, offering an accessible platform for education and awareness. In the context of sexual and reproductive health and rights (SRHR), storytelling becomes a **powerful tool to humanise issues, break stigma, and share lived experiences.**

Why would you use it?

Storytelling through podcasts and similar formats is an especially powerful tool for promoting sexual and reproductive health and rights because it fosters emotional connection, making complex or sensitive issues more relatable. By sharing **personal experiences** and expert insights, storytelling humanises topics that are often misunderstood or stigmatised, encouraging empathy and open dialogue. Podcasts provide an accessible and flexible way for audiences to engage with SRHR information in everyday contexts, such as while commuting or relaxing at home. They also enable advocates to reach both **targeted communities and broader global audiences**, raising awareness, empowering marginalised voices, and supporting rights-based approaches to health and well-being.

What resources (financially and physically) do you need?

The resources needed depend on the format you would like to develop. However, the most important resource is the people involved and their commitment to SRHR. The storytellers need to be passionate about the topics to address, willing to exchange and share openly and respectfully, and convinced of the importance of educating, advocating, and breaking down barriers through authentic and empathetic narratives.

Technical expertise and equipment (like microphones, computers, editing software, a soundproof space, etc.) are also important to develop a quality knowledge product. For these, it is recommended to look for allied studios that have the equipment and can provide professional recording and editing services.
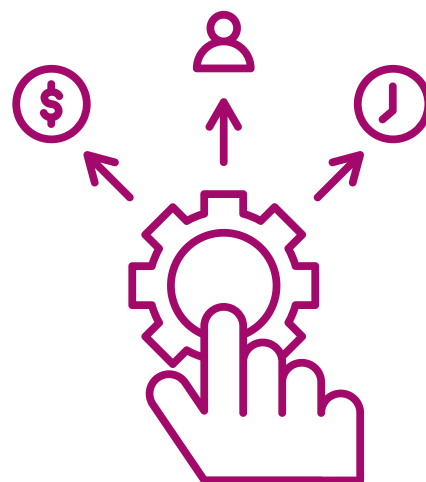
How To Do It, Step By Step

- **Define Your Purpose**: Determine the specific topic on sexual and reproductive health and rights you want to address.

- **Identify Your Audience**: Tailor the tone, language, and content based on who you aim to reach (e.g., youth, policymakers, practitioners, general public).

- **Plan the Episodes**:
  - Develop an outline, including themes, expert interviews, or personal testimonies.
  - Create scripts or talking points to stay focused while allowing natural flow. For example, if there's a specific law or public policy you want to refer to, make sure you have all the information in the script to avoid inaccuracies or misinformation.
  - Need any guests? Look for experts on the topic you want to discuss in your podcast and allow them to contribute their insights to the script.

- **Record**: Ensure good audio quality; practice recording to sound clear and authentic.

- **Edit Thoughtfully**: Enhance clarity, remove noise, and add music or effects to support the emotional tone. Sometimes, adding archival recorded footage of important news or events helps the audience connect better with the story.

- **Publish**: Upload episodes to a podcast platform, ensuring clear titles and descriptions that reflect the SRHR themes. Some options for free podcasting are: Spotify for podcasters, Spreaker, SoundCloud, and PodBean.

- **Promote Strategically**: Share through social media, SRHR networks, NGOs, community groups, and events.

- **Engage and Evolve**: Collect listener feedback to refine future episodes and strengthen impact.

STEP 1	Define your purpose
STEP 2	Identify your audience
STEP 3	Plan the Episodes
STEP 4	Record
STEP 5	Edit Thoughtfully
STEP 6	Publish
STEP 7	Promote Strategically
STEP 8	Engage and Evolve

SRHR Podcast Examples

- [Podcast on Parents-Adolescent SRH&RR Information.](#)
- [Voces Positivas VIH. ALEP-PC](#)
- [Lxs Sinvergüenzas Podcast. PLAPERTS.](#)
- [Sin Tabú: de eso si se habla. Veeduria Asiste.](#)
- [Aborto sobre la mesa. Abortion Data](#).
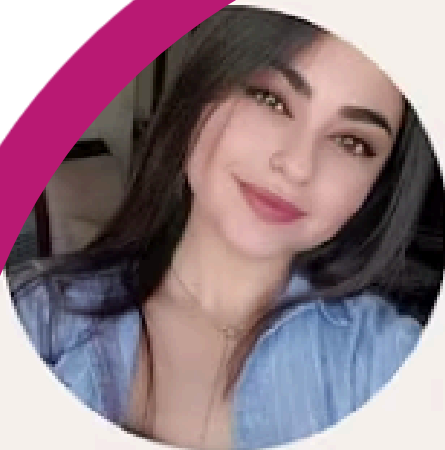
Case Study: Conversaciones Resonantes by Share-Net Colombia

Conversaciones Resonantes is a podcast initiative by Share-Net Colombia that exemplifies the power of storytelling in advancing sexual and reproductive health and rights (SRHR). **Launched in September 2023** as an initiative of their **Community of Practice on Gender-Based Violence**, the podcast ended up offering a platform for in-depth discussions on other topics such as new abortion narratives and the experiences of LGBTIQ+ individuals across different life stages. Each episode features voices from experts, activists, and community and youth-led organisations, fostering a multidimensional understanding of SRHR issues in Colombia.

The podcast followed a collaborative, co-created process with the members of Share-Net Colombia's platform, engaging organisations like **SISMA Mujer, Católicas por el Derecho a Decidir, Mesa Comunitaria LGBTIQ+ from Cajicá, Campaña** **por el Derecho al Aborto Legal, Seguro y Gratuito,** and others to share insights and lived experiences.

By addressing sensitive subjects through **personal narratives and expert dialogues,** Conversaciones Resonantes effectively breaks down stigmas and promotes informed conversations around SRHR. Its accessible format and commitment to inclusivity make it a valuable resource to expand the horizons of all people who advocate for an equitable world, but also for those who are just beginning to discover the importance of talking about these issues. Conversaciones Resonantes is much more than an audio program; it is **a knowledge product with powerful conversations that will keep you informed and connected to learning and reflecting.**

# Gallery & Museum Exhibitions (Virtual and In-person)

What do we mean by gallery/museum?

Pop-up and digital galleries or museums offer **innovative and immersive platform**s for translating knowledge on sexual and reproductive health and rights in ways that are accessible, engaging, and culturally resonant. These spaces can showcase a diverse range of artistic expressions, such as photography, illustration, sculpture, digital storytelling, and multimedia installations, that humanise data, elevate lived experiences, and challenge stigma.

Why use a gallery/museum?

By creating interactive environments, both physical and virtual, these galleries invite audiences to engage emotionally and intellectually with complex SRHR issues, fostering reflection, dialogue, and action. They can be tailored to **local contexts while also reaching global audiences, making them powerful tools for advocacy, education, and community engagement**. Whether temporary or permanent, pop-up and digital exhibitions democratize information and empower individuals to see themselves and their rights represented in meaningful ways.
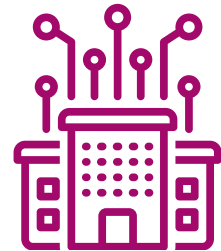
What resources do you need to organise your own gallery/museum?

You will need images or artworks to showcase. You will need a space to showcase them **(either via an online platform or a physical space)**, and you will need a budget for printing, for your hosting space, and for a launch event. If you are commissioning new work, you will also need a budget to pay stipends to the artists.
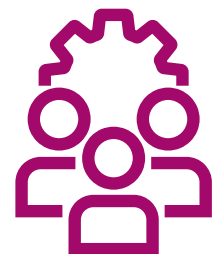
How To Do It

In-person gallery

Define your concept:
Clarify the gallery's purpose, whether showcasing community art, fieldwork, or local artists, and whether it supports fundraising, advocacy, or outreach. Your goals will guide the content and audience strategy.

Plan your budget:
Outline costs for venue, insurance, marketing, transport, displays, and hospitality. Seek in-kind donations, sponsorships, or grants if needed. Partnering with artists, schools, or institutions can reduce expenses and boost reach.

Source artwork:
Decide whether to commission new work, issue a community call, or use existing images. Prepare communications accordingly.

Choose a venue:
Select a location that aligns with your message, is accessible, and fits your budget. The space can enhance the impact of your exhibition.

Curate the experience:
Design the layout to guide visitors through the exhibit in a meaningful way that supports your message.

Promote the event:
Use online channels and posters to inform your community and partners.

Host an opening:
Organise a launch event to build momentum and spotlight artists and your cause.

Encourage ongoing engagement:
Develop a communications plan to keep promoting the gallery and maximise attendance.
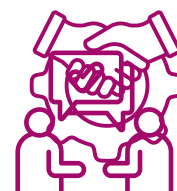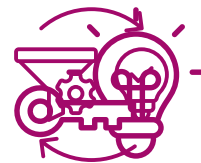
Digital gallery

▶ **Define your concept:**
Start by clarifying the purpose of the gallery. Will it feature work by community members, field staff, or artists supporting your cause? Is it part of a campaign, advocacy effort, or outreach initiative? Your goals will shape the content, platform, and audience experience.

▶ **Plan your budget:**
Identify costs such as website development, domain hosting, design, digital tools, marketing, and artist fees. Consider using free or low-cost platforms, and look for grants or partnerships with digital artists or tech-savvy institutions.

▶ **Source artwork:**
Decide whether to commission new digital work, open a public call, or use existing images. Ensure all contributions meet the technical requirements for online display, and prepare clear submission guidelines.

▶ **Choose your platform:**
Select a suitable digital space (e.g., a custom website, social media, or platforms like Artsteps, Kunstmatrix, or Cargo). Prioritise user experience, accessibility, and mobile compatibility.

▶ **Curate the experience:**
Organise the artwork in a way that creates a meaningful and engaging virtual journey. Include captions, artist bios, and context for each piece to reinforce your message.

▶ **Promote the gallery:**
Use email, social media, and online communities to spread the word. Leverage your partners and networks to increase visibility.

▶ **Host a virtual launch:**
Organise an online opening (e.g., live stream, webinar, or virtual tour) where artists can present their work and highlight the cause.

▶ **Encourage ongoing engagement:**
Keep momentum by sharing featured works regularly, encouraging social sharing, and creating interactive opportunities such as comment sections or artist Q&As.
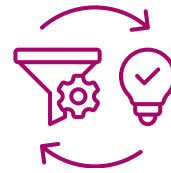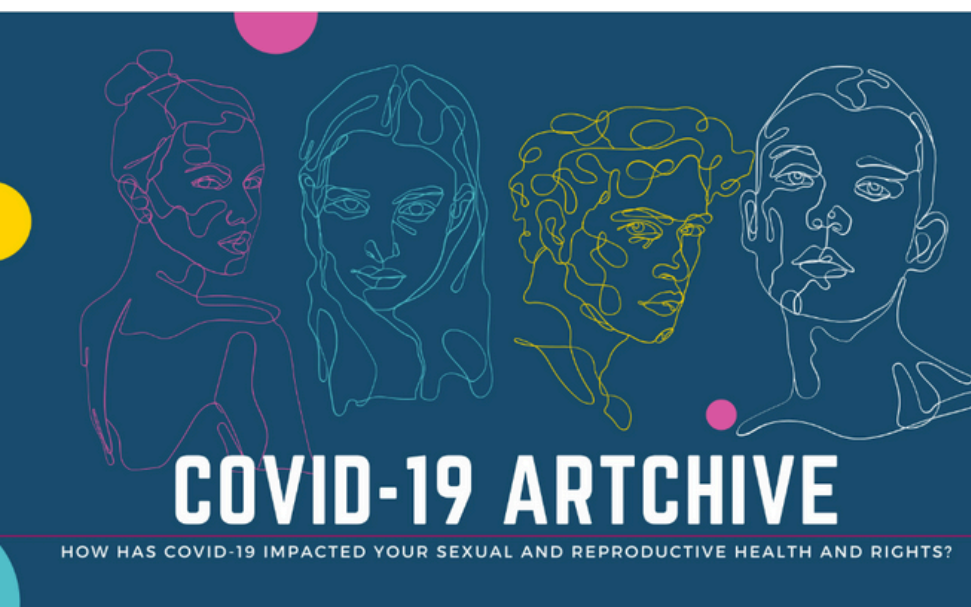
Examples

- <u>The Pleasure Bank by Share-Net Netherlands</u>
- <u>Museo de los derechos sexuales y derechos reproductivos by OTD Chile</u>
- <u>SheDecides Virtual Gallery</u>
- <u>ARTchive by Share-Net International</u>

Share-Net case study

In **2022**, the Share-Net Netherlands Community of Practice on Sexual Pleasure set out on a mission to move beyond the realms of pleasure-positive language to a new era of pleasure-positive imagery. The CoP hired a **youth consultan**t to undertake a scoping review to see what would surface when looking for pleasure-focused imagery online. Based on the findings, the CoP developed a guide which outlines parameters for good pleasure-focused imagery. In **2023**, the CoP decided to set up **The Pleasure Bank (TPB)**. TPB is an **online gallery for sexual health content creators, educators, and enthusiasts to browse through and find the pleasure-focused images that will best support their work**! The Pleasure Bank aims to support the provision of evidence-based, realistic and people-centred information around sexual health and rights.

Video as a Knowledge Translation Tool

What is it

Videos are a **dynamic, immersive art form that combines visuals, sound, and narrative to translate complex SRHR topics into relatable, human-centred stories.** Whether through documentaries, animations, testimonials, or creative shorts, videos can distil evidence into emotionally resonant experiences. They capture attention, simplify abstract concepts, and amplify marginalised voices through firsthand storytelling. By blending artistry with information, videos transcend language and literacy barriers, making knowledge accessible, memorable, and actionable for diverse audiences, from policymakers to grassroots communities.

Why would you use it

The power of video lies in its unparalleled ability to bridge divides and ignite change. In a field often shrouded in silence or stigma, video cuts through noise, capturing attention and fostering genuine emotional engagement where traditional methods might falter. It allows us to show, not just tell, inviting viewers into different realities, building empathy across cultural and experiential gaps, and making abstract SRHR concepts tangible and relatable.

What resources (financially and physically)

You don't need Hollywood budgets to create powerful videos. Impactful work can begin with zero budget, using readily available tools like your smartphone camera for filming and free, user-friendly apps such as **Canva, CapCut, or iMovie** to edit footage, add text, or incorporate music. Collaborate with local artists, activists, or community members to infuse authenticity and depth into your project. While professional productions are an option, creativity thrives within constraints; Focus on your message over perfection; even low-cost upgrades like a basic microphone or culturally relevant imagery can amplify your reach without significant financial investment. What matters most is the story you tell and the voices you uplift.

How to do it, step by step

Step 1: Define Your Message & Audience
Start with clarity. What SRHR issue are you addressing? Who needs to hear it? Tailor tone and content to your audience (e.g., youth-friendly animations vs. policy-focused mini-docs).

Step 2: Script & Storyboard
Craft a concise script (1-3 minutes max). Pair key facts with storytelling: "Maria, 16, navigates stigma to access contraception in her rural community…" Sketch a storyboard to plan visuals. Simple sketches or notes work!

Step 3: Film with Purpose
- Lighting: Shoot in daylight or near windows; avoid backlighting.
- Sound: Record in quiet spaces.
- Framing: Use close-ups for emotional interviews; wide shots for context.

Step 4: Edit with Intention
Use free tools to trim clips, add subtitles (critical for accessibility!), and overlay music or narration. Highlight calls to action: *"Learn more at…"* or *"Join the conversation."*

Step 5: Disseminate & Engage
Share strategically:
- **Social Media**: Optimise for platforms (e.g., Instagram Reels, TikTok for youth; LinkedIn for professionals).
- **Community Screenings**: Partner with local organisations to host dialogues post-screening.
- **Advocacy Campaigns**: Embed videos in petitions, workshops, or policy briefs.

Step 6: Evaluate & Iterate
Track views, shares, and feedback. Did the video inspire questions, behaviour change, or policy shifts? Learn and adapt.
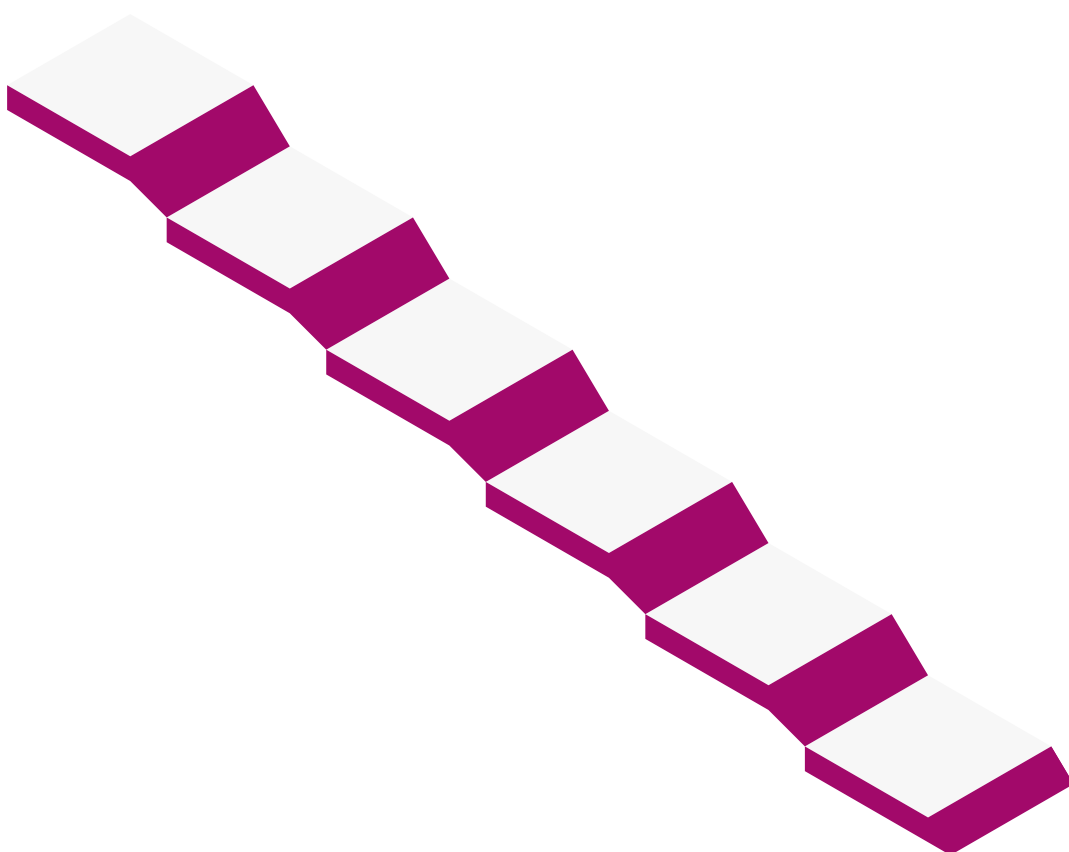
Mini case study

It started with a guide, a thoughtfully written tool by **Share-Net Jordan** to help parents navigate the often-uncomfortable questions their adolescents ask about sexual and reproductive health. The content was solid, practical, and sensitive to the cultural context. But there was one problem: how do you get parents to actually read it?

That's when the idea came. **"Let's make a video,"** not a polished campaign with actors and big budgets, but something real. Just a camera, a script, and one passionate team member who believed in the guide.

From a **one-take speaking directly to parents**: what the guide is, who it's for, and how it could help them open up honest, healthy conversations with their children. The edits were simple but engaging. The message was clear. When the video launched, something shifted. The guide, which had quietly sat among other documents on the website, suddenly started getting noticed. Downloads jumped. People shared the video. **The guide was no longer just a PDF; it was a conversation starter.**

One story, one video, and a message that found its audience. Sometimes, knowledge doesn't just need to be written. It needs to be seen.
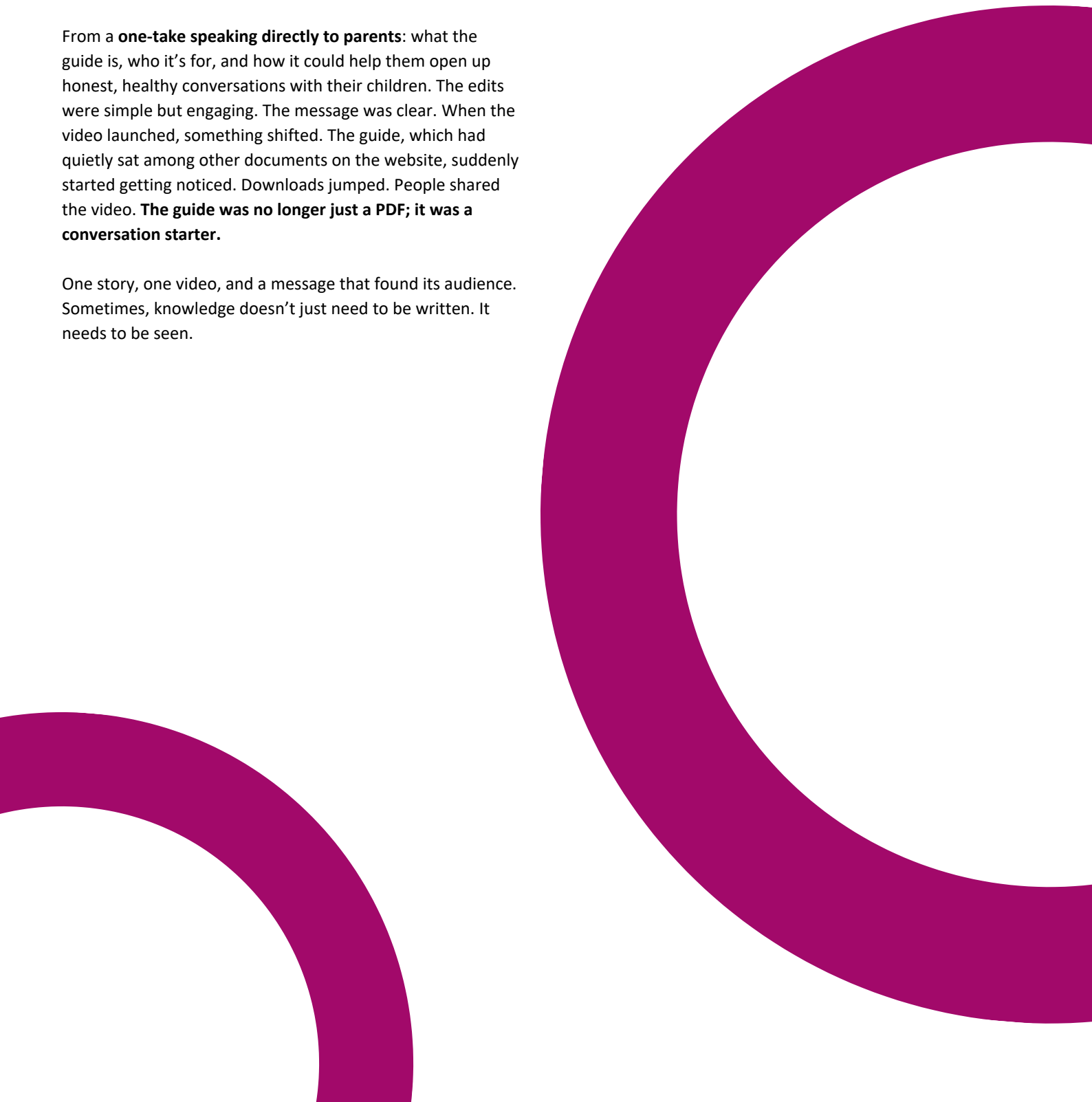
Examples

Jordan

▷▷ [Film on "Stimulating Dialogue Between Parents and Their Adolescents in the Field of Sexual and Reproductive Health."](#)

▷▷ Two introductory videos for knowledge products resulting from the Share-Net International Rapid Improvement Model (SHIRIM).
- [A guide for parents on the sexual and reproductive health of their adolescent sons and daughters (Razan Al-Azza)](#)
- [A short film to stimulate dialogue between parents and their adolescent sons and daughters (Ward Al-Batoush)](#)

Bangladesh

▷▷ [Be Your Daughter's Superhero: Compilation, All Episodes | Wreetu | Share-Net International](#)

▷▷ [Decoding SRHR: Sexual Health](#)

▷▷ [Decoding SRHR: Reproductive Rights](#)

▷▷ [Decoding SRHR: Sexual Rights](#)

▷▷ [Speak out -- Break the Silence around Sub/infertility!](#)

▷▷ [Narratives of Single Working Women in Dhaka City](#)

▷▷ [Access to contraception and abortion services during COVID19 in Iran, Bangladesh and the Netherlands](#)

▷▷ [Bridging the Gap Between Mental Health and SRHR](#)

▷▷ Launching Ceremony of Peer Education 101: For Us by Us
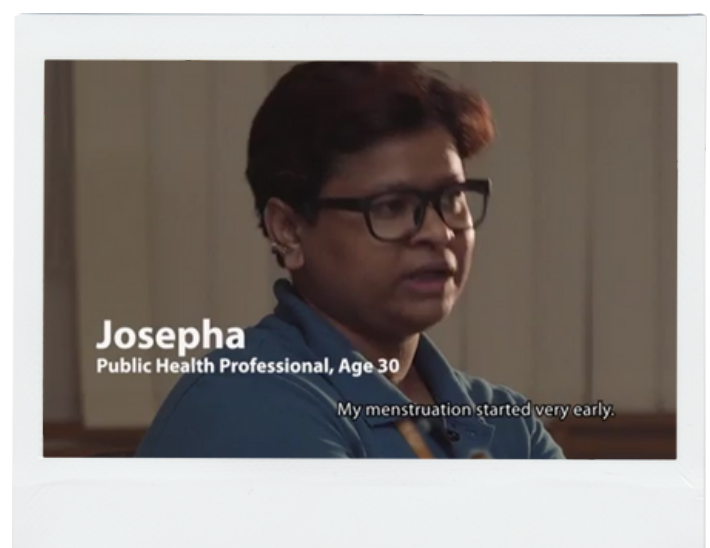
Gamification

What is it

Gamification introduces elements of games—like storytelling, decision-making, rewards, and rules—into SRHR programming. It encourages participants to learn and reflect through play, simulations, or interactive challenges. It can be implemented physically (roleplay, board games) or digitally (apps, quizzes).

Why would you use it

Gamification:
- Makes SRHR topics fun and less intimidating
- Appeals to young audiences
- Encourages active learning over passive reception
- Builds empathy by role-playing real-life dilemmas
- Supports inclusive, safe spaces for learning

What Resources are Needed?

Financial Resources

- **Game Design and Testing**
  - Hiring game designers, SRHR content experts, and youth advisors to co-create meaningful and inclusive content.
  - Costs for initial design workshops, concept development, and pilot game iterations.
  - Compensation for co-creators (especially youth or marginalised community representatives) involved in co-design.
- **App or Software Development (for digital formats)**
  - Developer fees for building mobile apps, web games, or interactive chatbot quizzes.
  - Costs for UX/UI design to ensure accessibility and ease of use across age, literacy level, or disability.
  - Maintenance, updates, and hosting fees for digital platforms.
- **Printing and Production (for physical games)**
  - Card printing, game boards, instruction manuals, and packaging.
  - Durable materials for frequent use (especially in school or community settings).
  - Translation into local languages and design adjustments for low-literacy contexts.
- **Facilitator Training and Session Logistics**
  - Training of peer educators or facilitators to run the game sessions effectively.
  - Venue rental, transportation, snacks, and honorarium for participants.
  - Printing of handouts, scoring sheets, or reflection cards used during sessions.

Physical and Human Resources

- Materials and Props
  - For physical games: tokens, dice, spinners, roleplay costumes, flipcharts.
  - For storytelling games: character cards, dilemma sheets, prompt decks.
- Devices and Connectivity
  - Mobile phones or tablets for digital games, especially where players don't own personal devices.
  - Reliable internet access if using browser-based games or hybrid sessions.
- Human Resources
  - Trained facilitators or peer educators to guide the gameplay and discussion.
  - Interpreters or assistants for inclusive participation (e.g., sign language interpreters for PWDs).
  - MEL team to support tracking learning outcomes and user experience.
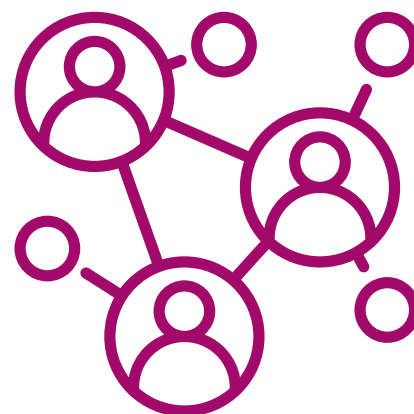
How to do it: Step by Step Guide

1. Set Objectives
- Start with clear learning or behavioral outcomes:
  - What knowledge or behavior should the game support?
  - Do you want to **increase knowledge** (e.g., contraceptive options)?
  - Promote **attitude change** (e.g., reduce stigma around menstruation)?
  - Strengthen **decision-making skills** (e.g., navigating peer pressure)?
- Align the game's purpose with broader SRHR goals or curriculum content.

2. Select your format
- Choose the type of game that best suits your audience, setting, and objectives:
  - **Roleplay Simulations:** Ideal for unpacking real-life situations and exploring empathy, especially with topics like gender-based violence or consent.
  - **Mobile or Web App Games:** Good for tech-savvy youth and scalable learning. Can include quizzes, decision trees, or story-based adventures.
  - **Quiz Cards or Board Games:** Great for school-based sessions, peer education groups, or youth clubs. Can be modular, language-flexible, and reusable.
  - **Hybrid Approaches:** Mix physical and digital elements, like using a WhatsApp chatbot to accompany a card game.

1	Set objectives
2	Select your format
3	Co-design with Target Users
4	Prototype and Refine
5	Facilitate and Reflect
6	Evaluate Learning Impact

3. Co-design with Target Users
- Involve the actual users—young people, women, Persons with Disabilities (PWDs), LGBTQ+ youth in game creation.
- Use participatory methods like focus group discussions, idea contests, or design sprints.
- Ensure the content reflects local realities, cultural nuances, and inclusive language.

4. Prototype and Refine
- Develop a test version (physical or digital) and run it with a small group.
- Observe play patterns, engagement levels, and comprehension.
- Run pilots and gather user feedback to adapt game mechanics.
- Collect feedback using short surveys, group discussions, or facilitator observations.
- Revise rules, visuals, or content based on insights.

5. Facilitate and Reflect
- Prepare facilitators with training on:
    - Game instructions and objectives
    - How to handle sensitive topics
    - Creating a safe, non-judgmental space for discussion
- Run sessions with time allocated for structured reflection, where players can process what they learned or felt.
    - Use debrief questions: "What would you have done differently?", "How does this relate to your own experience?"

6. Evaluate Learning Impact
- Track outcomes using a mix of qualitative and quantitative tools:
    - Pre/post quizzes to assess knowledge gain.
    - Focus group discussions (FGDs) to explore behaviour or attitude shifts.
    - Observation checklists for facilitators to assess participation and engagement.
    - Digital analytics (for apps): time spent playing, completion rates, and most selected options.
- Collect testimonials and stories of change, especially for reporting and learning.

Examples

- Jordan – PWD Game, Role play game on the intersection of SRH&RR and Mental Health.
- Huellas de Malungaje – Colombia
- Share-Net Bangladesh App – includes SRHR resources that could support interactive features
- Translating SRHR Terminologies
- Imo-Dimo Game (Alor Jatra Campaign - Amplify Change & RedOrange)
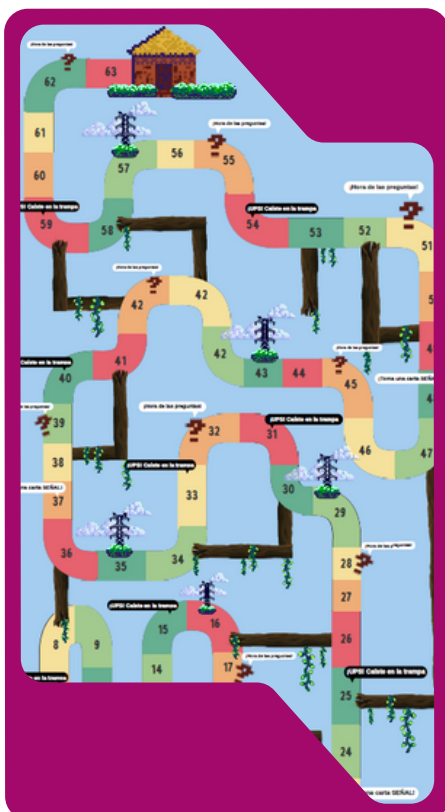
Mini Case Study: RedOrange – "Imo-Dimo" Game from the Alor Jatra Campaign

As part of the **Alor Jatra campaign** supported by **AmplifyChange**, **RedOrange**—the **host organisation** of Share-Net Bangladesh—developed the **"Imo-Dimo"** interactive web game to gamify SRHR education for adolescents, including those with persons with disabilities. Originating from suggestions by CSOs, the game replaced static book-based materials with drag-and-drop, click-and-pick modules designed for self-paced, visual learning. Integrated into broader training packages, "Imo-Dimo" offered score-based progression and was rolled out in both mainstream and special needs schools, making SRHR education more engaging and inclusive, focusing on menstrual health and hygiene management for adolescents. The campaign initiative demonstrated how gamification can support accessible, interactive learning in conservative or resource-limited settings.

Source: RedOrange Communication – Alor Jatra Campaign Implementation Report (AmplifyChange), 2022.
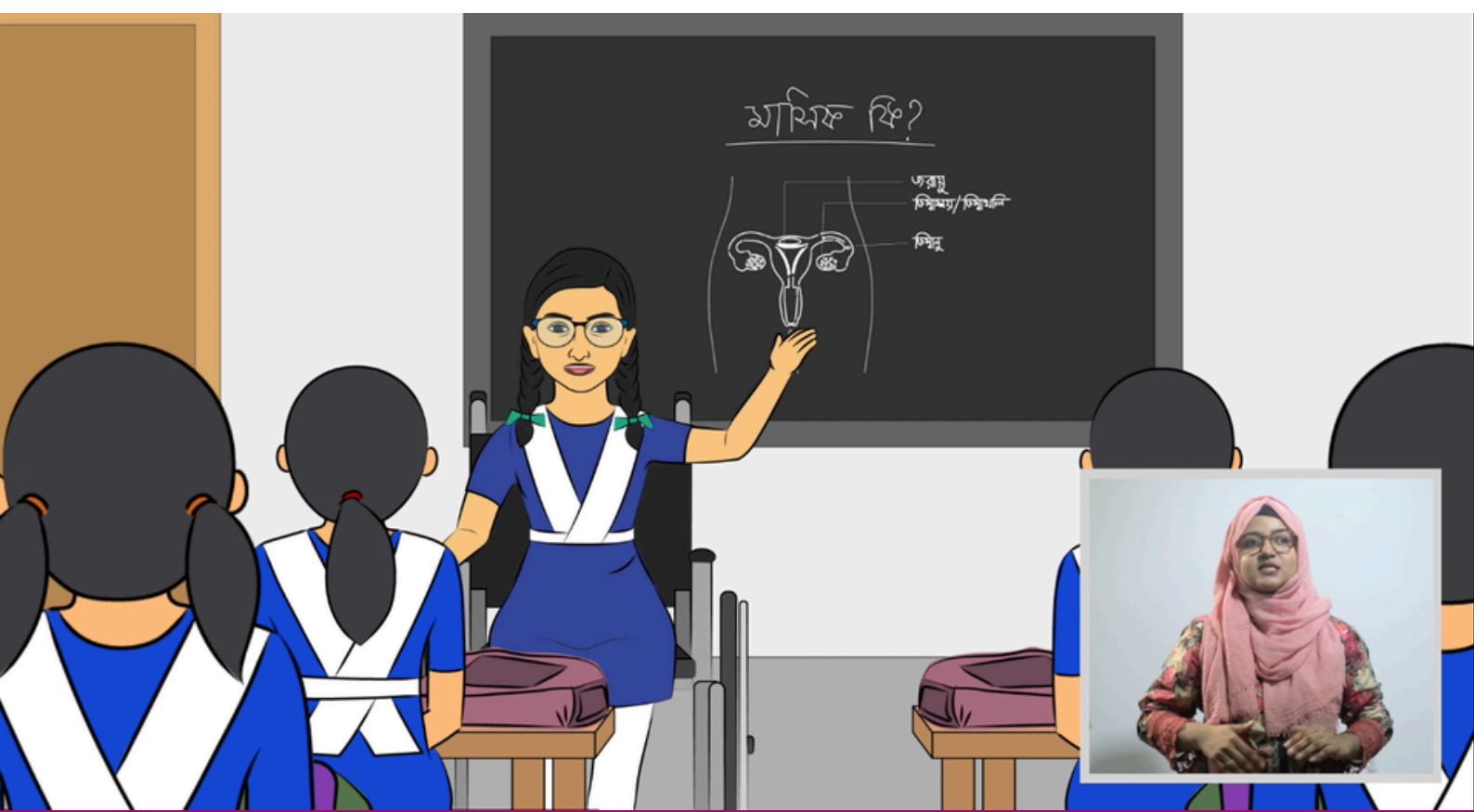
Member Testimonies

FEPPO ACEVEDO

Art as a Pathway to Community Knowledge

'La Mesa Comunitaria LGBTIQ de Cajicá' (Community LGTBQ Board of Cajicá) has been an active and committed member of Share-Net Colombia since the hub's creation in 2021. With a strong community presence, they have played a key role in promoting the use of art as a tool for knowledge translation.

In this testimony, Feppo Acevedo shares their experience and reflections on this process.
Author: Feppo Acevedo
Organisation: LGBTIQ+ Community Board of Cajicá (Mesa Comunitaria LGBTIQ+ de Cajicá)
Year: 2025

As part of the **Mesa Comunitaria LGBTIQ+ de Cajicá,** I have had the opportunity to participate in processes of knowledge translation through art that have transformed our way of approaching social struggles in our community. We created sketches financed by Share-Net Colombia, a comic that invites to unlearn Gender Based Violence (GBV) showing concrete cases with the institutionality, stickers that talk about essential rights in Sexual and Reproductive Health, murals that denounce and make visible our realities, and songs like **La Violencia Se Termina (Violence Ends),** which was born from the reflection on an investigation that made clear that women and LGBTIQ+ people continue to be among the main victims of GBV in **Cundinamarca.**

This path has been, above all, a process of exploration. As a social organisation, we understand that art is a tool that arises naturally, from what we feel, from what we need to say. Sometimes it is as simple as drawing a picture or humming a tune. We create spaces where people can recognise their abilities, but always with a clear purpose: to make those expressions a tool for social struggle. Art, for us, is not something nice to decorate; it is a way to communicate, to transform what we feel into something that makes sense for the organisation.

With Share-Net, we also understood that translating knowledge goes beyond writing a document or presenting research. It is about connecting with people, generating experiences that bring content closer and making an impact. **Here, art plays a fundamental role**. In a country like Colombia, where people do not read as much and where conditions of privilege often mediate access to information, art is a language that facilitates the appropriation of knowledge and allows us to reach more people. It helps us to create accessible educational spaces, whether through illustration, music, theatre or performance. It is a way to make more digestible all that information that already exists, but that often remains distant for the communities. Personally, this process has allowed me to find other ways to contribute beyond academia.

The comic, for example, has been **one of the most powerful experiences: people stop to look at the drawings, understand the messages, and find important data for their lives.** They read the whole thing, something that rarely happens with other materials, and that leaves a lasting impression. We have also seen how the song **La Violencia Se Termina** has become a tool for mobilisation. We sing it in the mobilisations, people sing it, and that generates a sense of belonging, of collective identity. We recognise ourselves in these lyrics.

This whole process has made us grow. It has allowed us to have materials that make it easier for us to work with the communities, and also to have an impact on leadership in LGBTIQ+ issues. Even the institutional scenario perceives us differently, because these projects allow us to have the support that is sometimes necessary for them to believe in our work as a social organisation. The most important thing is that we have managed to improve access to knowledge, and that the communities themselves replicate the information. For example, LGBTIQ+ groups that want to talk about these issues ask us for the videos or the comic to use in their spaces. That's where we really see that what we have done with Share-Net related to art has transcendence.

SAMIUL ISLAM

Gamification as a Bridge to Accessible SRHR Learning

Author: Samiul Islam
Organisation: RedOrange Limited
Year: 2025

As a member of the RedOrange team that developed the **Imo-Dimo interactive game** under the **Alor Jatra campaign**, I have witnessed firsthand how innovative, youth-centred tools can reshape the way adolescents learn about Sexual and Reproductive Health and Rights (SRHR). When the idea of a game-based learning tool emerged from consultations with community-based organisations, we knew we had to step beyond traditional, text-heavy materials and create something that felt alive, intuitive, and welcoming, especially for young people who are often excluded from mainstream SRHR education, such as adolescents with disabilities.

The development journey of Imo-Dimo taught us that gamification is not just about making education "fun". It is about **creating equitable pathways for learning**. Many students, particularly those with cognitive or learning disabilities, struggle with long paragraphs or static diagrams. By transforming content into drag-and-drop exercises, visual cues, adaptive pacing, and score-based progression, we opened the door for adolescents to learn at their own rhythm. They could pause, revisit sections, or explore SRHR themes without the fear of judgement or failure.

One of the most meaningful parts of this process was integrating the game into both mainstream schools and special needs institutions. During feedback sessions, **teachers shared how the visual and interactive design enabled students with developmental, hearing, or intellectual disabilities to engage with menstrual health and hygiene information more autonomously.** Students who usually remained quiet during SRHR sessions began to participate, tapping excitedly through the modules, completing challenges, and asking questions sparked by the game scenarios. For many of them, Imo-Dimo became a safe space where learning felt achievable.

What stood out to me most was the **dignity this approach offered**. Young people with disabilities often face the assumption that SRHR information is **"too complex"** for them. But seeing them navigate the game confidently confirmed what we believed from the start: accessibility is not about simplifying content; it is about transforming its delivery. With the right design, every learner can take ownership of their knowledge.

The Alor Jatra campaign showed us that digital tools can go beyond awareness; they can shift attitudes inside classrooms and communities. Teachers, parents, and youth facilitators told us that the game helped reduce discomfort around discussing menstruation. Because learners engaged through activities instead of lectures, conversations became more open and curiosity-driven.

For me, Imo-Dimo represents the kind of creativity we need in SRHR programming, especially in settings where cultural norms, literacy barriers, or resource limitations often restrict meaningful learning. It reaffirmed my belief that young people, including those with disabilities, deserve tools that respect their agency and ignite their interest.
Seeing how the game has strengthened accessibility and inclusion in SRHR education remains one of the most rewarding parts of my work at RedOrange. It is a reminder that when we design with communities, rather than for them, learning becomes transformative, reaching those who have long been left out of the conversation.

Conclusion

Throughout this guide, we have showcased how art offers a **powerful and versatile approach** to knowledge translation in the field of SRHR and how we have used it ourselves across the Share-Net International country hubs. Whether through storytelling, visual media like videos and zines or through games, art can break down barriers, challenge stigma, and foster meaningful dialogue in ways that traditional methods often cannot. By centring **community voices** and embracing **cultural relevance**, art not only translates critical information but also builds trust and connection. We hope this toolkit inspires you to harness the transformative potential of the arts in your SRHR work to amplify impact, deepen engagement, and advance justice for all.

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Share–Net International
The Knowledge Platform on
Sexual and Reproductive Health & Rights