

SENSITIZATION

Objectives:

After this lesson, the students:

- Know what sensitization means
- Can apply the best approaches to sensitize people in their communities

Lesson Outline (1 hour sample lesson plan)

Use this outline as an example of a good and complete learning process which includes: new knowledge, skill building and changing attitudes.

- 0.00 – 0.05 Introduction:** Introduce the topic, by making a link to existing knowledge and make it real – connect to real life.
- 0.05 – 0.15 Warm up:** Get the energy going with an interactive exercise. This should create a good atmosphere and make sure everyone feels at ease.
- 0.15 – 0.30 Information:** Share the information with the students. The information should be presented clearly without difficult terms. Make sure to keep it factual and present without judgment.
- 0.30 – 0.40 Discuss:** Give students time to reflect on the information and form their own opinions.
- 0.40 – 0.55 Practice:** Let students practice the skills they need to use the new information in their own lives.
- 0.55 – 1.00 Take action:** Come up with a plan on what the students can do in their own time to use the new information.

Introduction

Start by introducing the topic. When you introduce new information it is important to link it to existing knowledge the students already have. This can be done by:

- Referring to previous lessons when this topic builds on what was discussed in those lessons.
- Introducing the lesson by asking the opinion of the students. Why is sensitization important? Why could it be a good way to change behaviour?
- Using the videos that are on the platform. Share a story from one of the videos and ask the students to some reflective questions like: do you recognise this situation, can you relate to the person in the story?
- Using the quote to start the lesson and ask the students what they feel it means and if they agree.

Quote: “Education is the most powerful weapon which you can use to change the world”
– Nelson Mandela

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Warm-up

Goal: A warm-up is important to introduce students to a certain topic and make them feel comfortable with each other and the topic they are going to discuss. Ask students to say each one word which comes to mind when they hear the word 'sensitization'. Explain them that there are no right or wrong answers.

Information

Share the information from the platform with the students.

- *If they have access to the platform you can ask them to read it on their own.*
- *You can create a Power point presentation where you create slides with images and the most important information*
- *You can present the information to the whole group. Use keywords for yourself and if possible also write the keywords on a board as reminders for the listeners.*
- *You could make handouts with the key information.*

Make sure that you take enough time to present everything clearly and that you build in moments where the students can reflect on the information and ask questions. The information has already been written in paragraphs – after each paragraph you can ask a reflective question.

You can use these questions to engage the group:

- *What do you think happens when youth are sensitized about certain issues?*
- *Can you remember a situation where you were sensitized about a topic?*

***Sensitization** literally means making people 'sensitive' about an issue. This is the core of awareness raising and is what you ideally want to achieve, that people become aware and react to certain issues.*

What are the different strategies to sensitize your environment?

- *Improving knowledge. This means that you want to inform people about an issue and make sure that they have the correct information to truly understand the issue. You want your target audience to think critically about the issue and actively process information.*
- *Changing attitudes. This means that you want to change people's behaviour or attitudes towards the issue. You need to explain how new behaviours and attitudes will have an impact and maybe even change cultural norms and beliefs.*
- *Focus on skills. Make sure people have the skills to change their behaviour and attitudes.*
- *Building social support. People you are sensitizing should know where they can get support, or give support to other people facing the issue.*

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Discuss

Allow some time to reflect on the information and to form their own opinion. This is important because it helps the students to process the information by reflecting on how this information is related to their own situation. You can use the following activities:

- You can facilitate a discussion by using the reflective questions. Or use the story as a starting point for a debate.
 - Why is sensitization important for young people?
 - What is the most important part about sensitization for you?
- Use the story as a starting point for the students to come up with their own story based on their realities. This can be in the form of a roleplay, comic, story etc.
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- Use the quiz on the platform to reflect on sensitization. Read out the questions and ask the group what they would do. There are no right or wrong answers.

Quiz

Students get 4 questions and need to write in the textbox. After they submit their answers they see an overview of what they wrote.

- 1.** What issue would you want to sensitize people about?
Feedback: It is good to pick a subject you feel very strong about. Make sure that you have all the factual information about this issue before you sensitize others
- 2.** Who would you want to sensitize about this issue?
Feedback: There are different roads that lead to the end result you are looking for. You can directly target people who are decision makers or first build a community amongst your peers
- 3.** Which strategy would you use to sensitize people? Building social support, changing knowledge, changing attitudes or building skills? Why?
Feedback: Very often you would need a combination of all of these strategies. Make sure you know why you select each.
- 4.** What activities would you organize to sensitize your target audience?
Feedback: It is important to come up with positive activities. Most people don't like to be told they are wrong – try to come up with positive and engaging activities.

Tip: Remember these answers, you might need them really soon to start your own campaign!

Practice

Use the outcomes from the discussion to ask the students come up with a plan on how to do something in their own community, peer group or family.

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Since such an activity requires skills, make sure you practice these first. Some of the skills you could practice for this lesson are:

Communication

This is one of the most important skills there is. When you are a good communicator you can get very far.

Read the tips on communication and practice your skills by writing a short message on the right to information and sharing it with the group. Share the message in 3 different ways and see which one is the most effective:

- *Speak loud and clearly, stand up straight and look the others straight in the eye*
- *Speak enthusiastically, Use a lot of intonation and smile*
- *Speak with a warm and understanding voice. Ask questions and engage with the audience*

Afterwards you reflect with the group on what worked best. It is good to think about your audience and the aim of your message before you decide on the tone of voice

Communication is about transferring a message to another person. Good communication is crucial in everyone's life, as you need to communicate with other people daily. But if you want to be a leader, a change maker, or raise awareness among people, then you definitely need to have some good communication skills.

Find out how you can improve your communication skills;

- *Don't be afraid to say what you think. Express your opinion, while being respectful to other people's opinions*
- *Make eye contact with the people you are communicating with*
- *Use your body language!*
- *Don't send mixed messages. The words you are saying must be in line with your body language and facial expressions. For example, if you convincing someone about the urgency of an issue, you need to be serious and not giggling.*
- *Listen to what other people are saying to you, so that you can engage in a conversation, debate or discussion*
- *Use the right words. If you are not sure what a word means, then don't use it.*
- *Speak calmly and slowly. People who speak quickly come across as being very nervous.*

Only a small percentage of communication involves actual words: 7%, to be exact.

In fact, 55% of communication is visual (body language, eye contact)

And 38% is vocal (pitch, speed, volume, tone of voice)

Convincing peers

Your peers are the people who can be your true allies! But first you need to convince them.

Read the tips below and practice your convincing skills on your peers. For example;

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Think of something you want a friend or peer to do, i.e. go with you to have a coffee, write you a note, ... Make sure you use the right argumentation to convince them.

Peers are people who are similar to you, because you have the same age, background, education, community, school,... Convincing peers means making them believe as you do or influence them to take action.

If you want to convince peers, you can use some tricks, because you already have some things in common which you can use to convince them;

Think about how you formulate your message:

- *Explain them exactly what you want to achieve and why it is important*
- *What do you have in common? Why should you both care?*
- *Be honest about your intentions, don't tell lies*
- *Understand/listen to the person you are talking to, what does s/he consider important?*

How to communicate effectively

- *Ask your peers for their advice and opinion. This will make them feel valued and important, and more likely to agree with your standpoint.*
- *Make them part of what you want to achieve, of the project*

Be creative in your communication:

Use the appropriate tools. *There are so many tools to use, but let's be aware that there are some messages you can send on Twitter, others that should be sent via email, and then those that need a voice-to-voice conversation. Using the right medium to send a message can make all the difference in the world when it comes to how your message will be received.*

Take action

Wrap up today's lesson by asking what the students have learnt, liked, found difficult etc.

Give an assignment to put the new knowledge and skills into action:

- *Identify the issues you want to sensitize people about in the future, and make a plan on what steps you need to take to do this.*