



Sexual education website and mobile application for teenagers
www.yelon.hu / www.yelon.hu/szuloknek / www.facebook.com/yelon.hu

“My breasts are not the same size, will they remain so?”, “My mother forbade to meet him, what can I do?”, “If I have a girlfriend, is it still OK to watch porn?”, “If we slept together, does it mean that we are a couple?”

ABOUT YELON

Yelon is a highly sought sexual education program, consisting of a website, a free of charge mobile application and chat service. The website provides age appropriate reliable information to young people aged 10–18 about their body and self, love, relations and sexuality. On the chat service they can discuss these topics without taboo with trained volunteers, anonymous. On a webpage for parents and responsible adults articles written by professionals offer help to adults on sensitive issues related to raising and educating children in a healthy way.

WHO ARE WE?

Yelon is a project of Hintalovon Child Rights Foundation. The mission of the Foundation is to realize and support children’s rights in Hungary. Among its goals is also to urge the adult society to take full responsibility for the balanced, healthy development of all children. The Foundation supports the right of children to information and also the right to make informed decisions in issues affecting their life. We believe that children should be protected from all forms of sexual and other abuse and exploitation. Another task of the Foundation is to inform responsible adults and the whole society about how children live and feel and about the possible ways of improving children’s wellbeing.

WHY SEX?

Sexuality today is still a taboo, even though the media openly pictures sexuality and the internet serves as an unlimited vault for sexual content. The internet has brought a qualitative change in sexual education, resulting in most children associating sexuality with having sex. According to international data among children aged 7–10 in Europe ‘porn’ is the third most common search keyword, while they are not prepared for what they are to see. One third of children already had their first sexual experience by the time school sexual education reaches them (7th or 8th grade Biology class, according to the national curriculum). Hungary ranks 1st in Europe for teenage pregnancies: 10.000 each year. Research proves that porn along with lack of quality sexual education increases the risk of peer sexual abuse. Children need credible and appropriate information, that is tailored to their maturity, for the healthy development of their self-image and sexuality. Generation X, Y and alpha children are most active in the online world, that is why Yelon has come to life. It is an online sexual education for children aged 10–18 on body, emotions, sexuality and relationships. The website (www.yelon.hu) provides information designed for children via articles, videos, quizzes, so that children have safe access to photos and pictures that serve as an alternative to explicit

pornographic content. An anonymous helpchat is operated where children can receive professional and individual support with their problems. A separate page (www.yelon.hu/szuloknek) addresses adults (parents, teachers, professionals) to provide help with the sticky issues of sexual education. The importance and success of Yelon is clearly shown by the 125.000 visits of the website since its launch and the 4700 chats. Furthermore, the programme is often approached by educational institutions to ask for sexual education lessons and lectures, however, the foundation can only partly fulfil this, mainly in Budapest (whereas approx. 400.000 school-children are concerned countrywide). Sexuality is a taboo in schools as well, teachers feel abandoned and overwhelmed, often realising the need for quality sexual education but finding a great lack of experts available locally or the school is not receptive for such actions. I have been searching a solution for this problem, too.

WHAT MAKES YELON INNOVATIVE?

The project provides services formerly unavailable in Hungary: there is no other program with holistic approach (covering on a lot more than recreation and infection) about sexuality concentrating on the needs of children and young people, providing professionally correct and reliable information specifically on this topic. The program is supported not only by professionals with long history of working with children and successfully applying the Foundations' child centred approach, but children and young people are directly involved in all phases of developing the services and activities of the program. Children and, at some phases, parents, are included from the inception of ideas to realization and evaluation in the everyday operation of the Yelon program. Our slogan is "Nothing without them about them". The fora that Yelon uses as well as all content and approach are selected to meet the needs of children. Children primarily look for information on the Internet, therefore all parts of the program work online: the website, mobile app and the chat. The way information is offered to children also follows their needs: the design is colourful, language used is simple, the content is versatile and youthful.

RESULTS SO FAR

Since its launch in February 2017, Yelon chat has operated on 3 nights a week between 6 and 10 PM by 20 trained volunteers. An average chat conversation is 30–40 minutes long. In the first 2 years of the programme there were 4700 conversations in the chat. Contents (articles, quizzes, visual) of the Yelon website is created by professionals and translators commissioned by the editorial team and also by young people themselves. Student lecturers are involved in selecting and editing. Currently more than 350 articles are available for children and parents, and this is increased by about 6-8 further a month. Since the launch of the programme 125.000 visitors have arrived on the website. 50 people, almost all of whom are volunteers, are involved in Yelon. In 2017 Yelon was selected the "Website of the Year" by the Hungarian Marketing Association and in 2018 it won the Civil Prize in the "Most Influential and Impactful Project" category. The programme was supported and sponsored by Telenor Hungary, Representative of the Flemish Government in Hungary, Lush Hungary, MagNet Hungarian Community Bank, British Petrol Hungary.

PLANS

In the past one year Yelon provided stable regular service that is increasingly visited by the targeted children and adults. Now we would like to offer a solution for the issue that sexuality is a taboo in schools as well, teachers feel abandoned and overwhelmed, often realising the need for quality sexual education but finding a great lack of experts available locally or the school is not receptive for such actions. We have been searching for a long-term solution that is available for all teachers to

enhance sexual education in school countrywise. In 2109 we are planning to support teachers with educational videos and materials to prepare them for the topics and tough questions of sexual education – counting on the content available on yelon.hu and yelon.hu/szuloknek –, allowing children all over the country to receive information appropriate for their age and maturity and open their discussion on their body, emotions, sexuality and relationships. Beside that in the summer of 2019 we are going to train a new group of volunteers for the chat service and with them the chat can operate 4 times a week from September. Furthermore, from this year the Yelon team will hold sexual educational courses at schools, too.

ORGANIZATIONAL STRUCTURE

Yelon is the self developed program of Hıntalovon Child Rights Foundation and the administrative, infrastructural, technical and financial necessities are provided by the Foundation. Communication of and fundraising for Yelon is also within the respective activities of the Foundation. Professional monitoring of Yelon is provided by the president and the professional manager of the Foundation while operation is managed by the project manager. The website and mobile application content produced by professional authors is assisted to publication by the editorial team: editor in chief, professional and student lecturers, editor, copy editor. A team of voluntary translators is regularly employed. The chat service is operated by volunteers highly trained in the self developed training programme of Yelon. Their work is supported by supervisors, monthly supervisions and supplementary trainings every three months. All chat operation is managed by the chat manager. Yelon is assisted by a total of 50 persons, most of them volunteers while the project manager, chat manager, supervisors, trainers, some supervisors, and some authors are paid contributors.

INCOME AND COSTS OF THE PROGRAM

2017 Costs: HUF 10 million: Yelon chat (training, supervision, supervision, supplementary trainings) HUF 3 million; Yelon editing (editorial team, authors) HUF 3 million; Yelon communication HUF 1 million; management and HR costs HUF 3 million

2017 Income: HUF 10 million: Telenor cooperation: HUF 5 million; Lush corporate donation 1.5 million; Representation of the Flemish Government, Project financing : HUF 2 million; individual donations and income from services of the Foundation: HUF 1.5 million

2018 Costs: HUF 10 million: Costs of the basic operation as in 2017

2018 Income: HUF 10 million: Telenor cooperation: HUF 5 million; corporate donation: HUF 3 million; individual donations and income from services of the Foundation: HUF 2 million

2019 Costs and Income: In the last 2 years the programme was developed and operated successfully. Now it can operate without any further costs with the present volunteers and contents (more than 350 publications). Income in 2019 (trainings in schools, online video trainings, corporate donations) will cover the training of further volunteers in the chat and development of further contents on the website. Yelon is the flagship programme of the Foundation, its maintenance is part of the fundamental operation of the Foundation.