

# Zanzu

Sarah Hulsmans | Policy Advisor Reproductive  
Health at Sensoa

# What is Sensoa

Flemish Expertise Centre Sexual Health and official partner of the Flemish Government



**Prevention STI - HIV**



**Prevention Unintended Pregnancy**



**Prevention Sexual Transgressive Behaviour**



**Promotion Sexual Wellbeing**

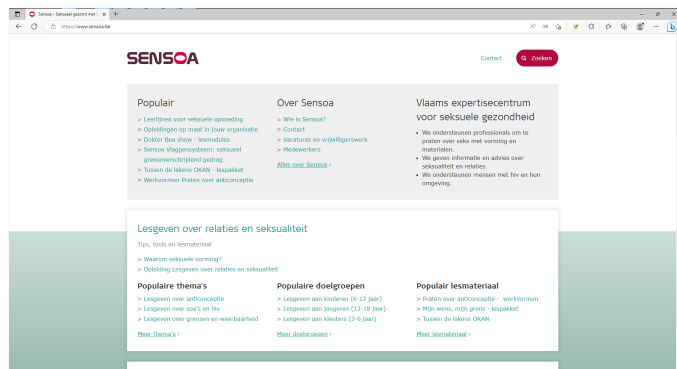
# Target audience & actions

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- Focus: intermediaries
  - > Doctors
  - > Teachers
  - > Healthcare Professionals
  - > ....
- What do we do
  - > Campaigns and actions specific target groups
  - > Provide information, mainly online (websites)
  - > Develop educational materials: learning resource bank, shop, etc
  - > Training (for professionals)
  - > Services HIV-positive (Sensoa positief)
  - > Create support for sexual health and rights- policy

# Online presence

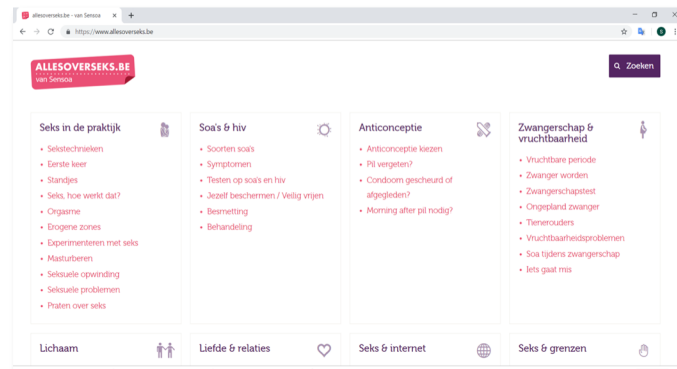
# SENSOA



Website with information for (healthcare) professionals

# ALLESOVERSEKS.BE

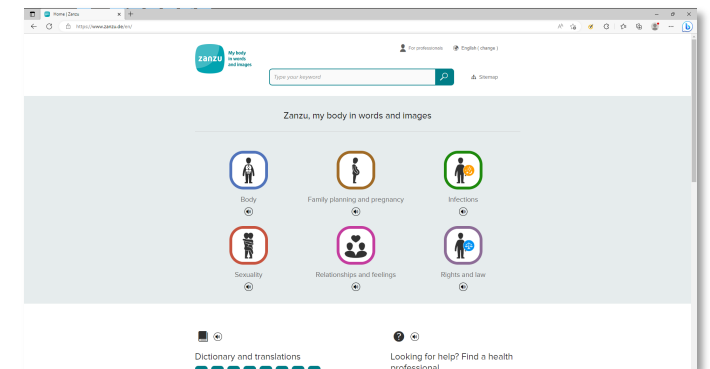
van Sensoa



Informative website for the general public

# zanzu

Mijn lichaam in woord en beeld



Website in 14 languages for professionals who work with newcomers



# Zanzu: two target groups



## Migrants

Visual and accessible website that **informs non-native speakers** in 14 languages about the body, family planning, infections, sexuality, relationships and sexual rights.





## Professionals

Efficient tool for **professionals** to talk about sexuality with non-native speakers during counselling or training.

# Origin Story: what do we need?

- Roundtable with vulnerable migrants on 25 october 2011 to improve access to basic information, prevention and adequate care
  - > 25 interview with professionals working in migration
  - > 4 discussion groups with newcomers (65 participants)

| Target group  | Needs assessment   | Goals  |
|---|--|--|
|  <p><b>Migrants</b></p>        | <ul style="list-style-type: none"> <li>• They have <b>questions</b> and seek <b>information</b>.</li> <li>• They use <b>internet</b> and most often they have <b>access</b></li> <li>• They have <b>limited</b> internet and reading skills</li> <li>• Two barriers: <b>language</b> and <b>trustworthiness</b></li> <li>• <i>Tips and requests: Easy-to-read language, positive information (not entirely problem oriented), Lots of images, preferably not erotic drawings, voice-over</i></li> </ul>                              | <ul style="list-style-type: none"> <li>• Have <b>increased knowledge and understanding</b> of their sexuality and sexual health</li> <li>• Have <b>increased skills</b> to talk about sexual health, make choices, stand up for their rights</li> <li>• Consider it <b>normal to ask questions</b> about sexual health, have a more positive perception and attitude about sexuality</li> </ul>  |
|  <p><b>Professionals</b></p> | <ul style="list-style-type: none"> <li>• Don't know if they should <b>bring it up or wait</b> for the newcomers to bring it up</li> <li>• They are confronted with <b>language barriers</b> and need a communication tool.</li> <li>• Clients/patients have <b>questions</b> on sexual health, sexuality and the sexual culture in Belgium.</li> <li>• <i>Tips and requests: Visual but not 'in your face', easy-to-use website, general information on the body and 'What is normal?', trustworthy source, printable</i></li> </ul> | <ul style="list-style-type: none"> <li>• Know the <b>support resources</b> that can help them talk about sexuality and sexual health with clients/patients</li> <li>• Get the opportunity to attend <b>training</b> on the topic</li> <li>• Can <b>talk more easily</b> about sexuality and sexual health with clients</li> <li>• More <b>professionals</b> feel like doing this</li> <li>• <b>Policy:</b> sexual health is higher on the agenda of organizations and professionals working with migrants</li> </ul> |

# Method

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- A solution which:
  - > is digital, made-to-measure, visual and accessible (also for newcomers directly)
  - > contains easy-to-understand, applicable information
  - > is an aid for professionals in talking to non-native speakers about sexual health
  - > is an aid in giving sexual education to non-native speakers



- Communication tool for people with limited health literacy
- Adapted communication and implementation plan

# Result

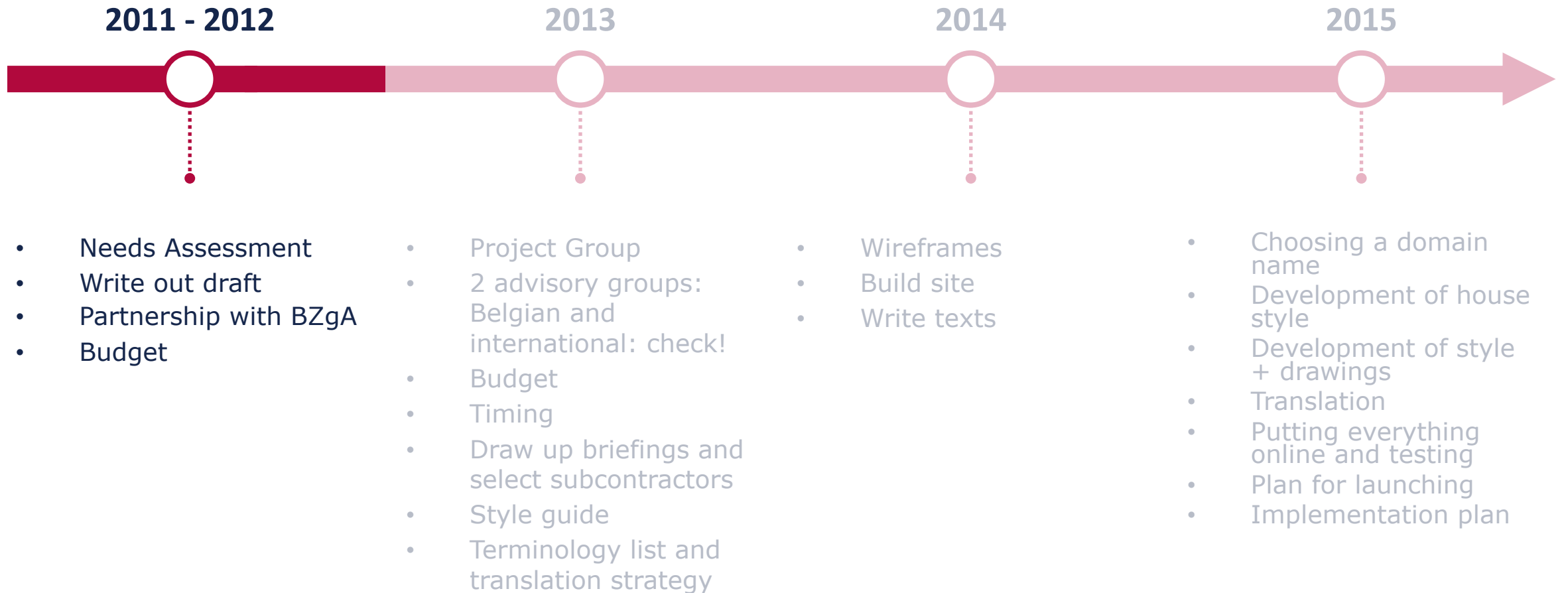
## Accessible

- Simple texts
- Languages: Albanian, Arabic, Bulgarian, German, English, Farsi, French, Dutch, Polish, Portuguese, Romanian, Russian, Spanish, Turkish
- Translation dictionary: 240 sexual health related terms in 14 languages
- Text-to-speech function
- 300 clarifying images
- User-friendly navigation

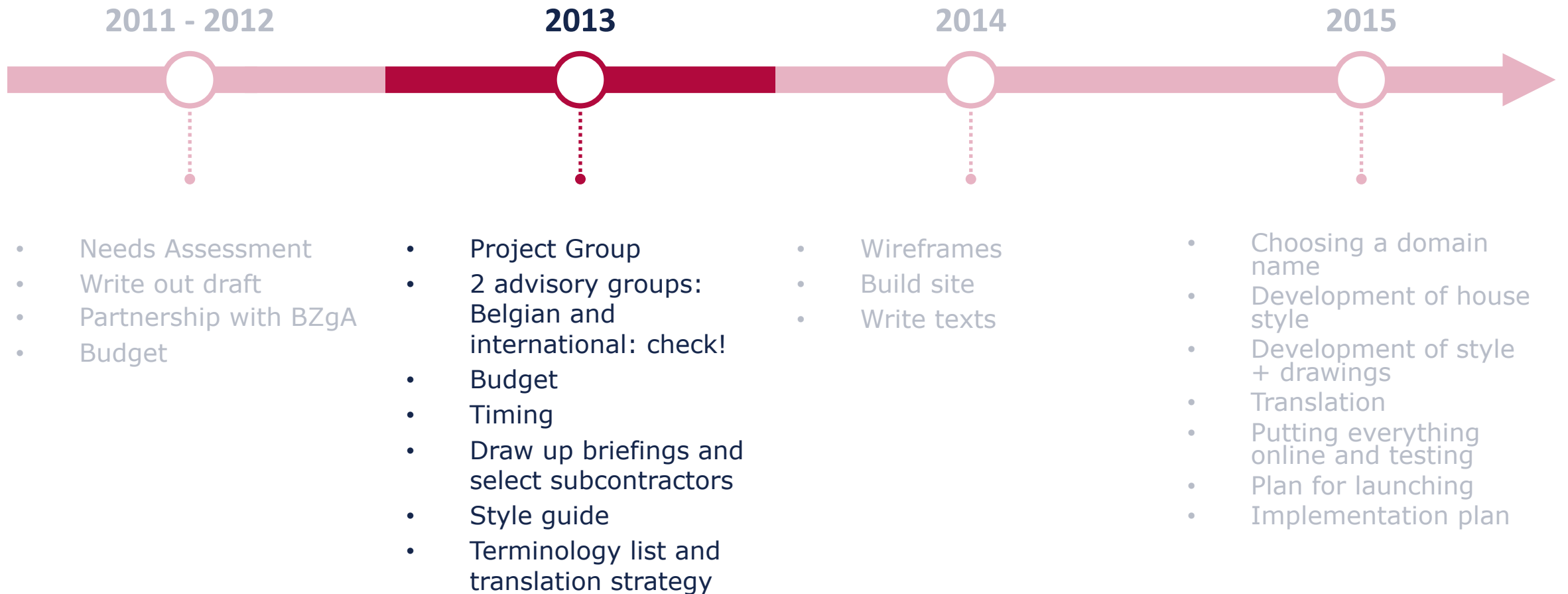
## Efficient

- Useful tools for conversations with non-native speakers: educational drawings, a reading function, dictionary...
- Help guide with contact details of health care providers
- Suitable for use on smartphone, tablet and laptop
- Content easy to print into customized brochures
- A split screen function that opens 2 languages at the same time
- A dedicated section with tips & tricks for professionals

# Project realization timeline (1/4)



# Project realization timeline (2/4)

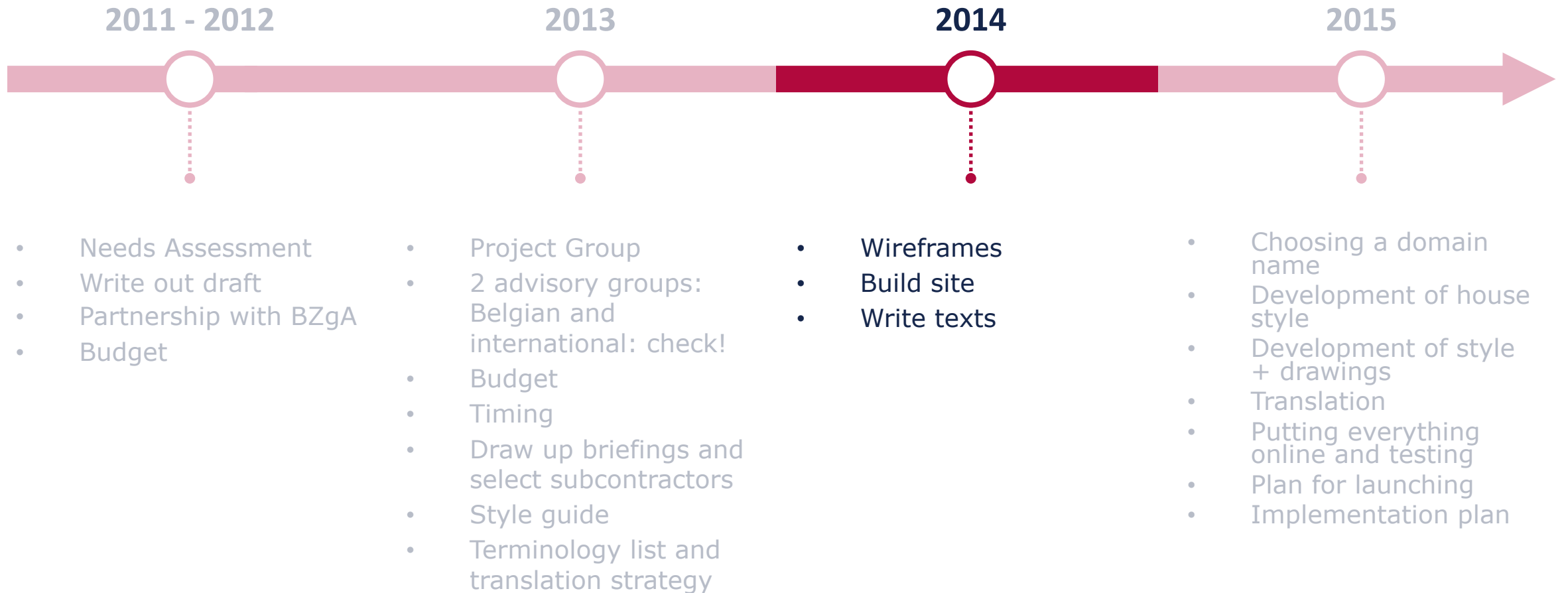


# Output 2013

| Identificatie | Definitie   | Term                | Label term    | Synonym 1 | Label 1 | Synonym 2 |
|---------------|---|---------------------|---------------|-----------|---------|-----------|
| 7             | The body's natural system to defend itself against viruses, bacteria, parasites and fungi.  | Immune system       | Standard term |           |         |           |
| 8             | Late stage of HIV. The defence system of someone with aids is very damaged already. The body can no longer defend itself against illnesses. When you get treated, you do not get aids.  | Aids                | Standard term |           |         |           |
| 9             | Sexual contact with penetration of the anus.  | Anal sex            | Standard term |           |         |           |
| 10            | Medicine to fight bacteria in the body.   | Antibiotics         | Standard term |           |         |           |
| 11            | Means and methods to prevent pregnancy.   | Contraception       | Standard term |           |         |           |
| 12            | Means to prevent pregnancy (contraception). Thin patch with hormones which a woman can stick on her abdomen, buttocks or arm.   | Contraceptive patch | Standard term |           |         |           |
| 13            | Substance produced by the body to protect against a virus or bacteria.  | Antibody            | Standard term |           |         |           |
| 14            | Shop where you can buy medicines or health care products.   | Chemist's           | Standard term |           |         |           |
| 15            | Process before delivery. During labour a woman has contractions and the entrance to the cervix opens up. When the entrance is large enough, the woman can give birth.   | Labour              | Standard term |           |         |           |
| 16            | Organ in a woman's belly in which babies can grow.  | Womb                | Standard term |           |         |           |
| 17            | Narrow entrance at the bottom of the womb. The cervix becomes broader during delivery.  | Cervix              | Standard term |           |         |           |
| 18            | Small organism that can make you sick when it enters your body.   | Bacterium           | Standard term |           |         |           |
| 19            | Infection in the vagina caused by bacteria. The acidic balance that protects the vagina against bad bacteria is disturbed. The main symptom is foul smelling liquid discharge. Bacterial vaginosis can be cured with medicines. It is not a sexually transmitted infection (STI). | Bacterial vaginosis | Standard term |           |         |           |
| 20            | Part of the male body that contains the testicles.  | Scrotum             | Standard term |           |         |           |
| 21            | Stimulate the clitoris, vagina and labia with the tongue and mouth. Cunnilingus is oral sex.  | Cunnilingus         | Standard term |           |         |           |

Figure 1 - Terminology list and translation strategy

# Project realization timeline (3/4)





# Output 2014

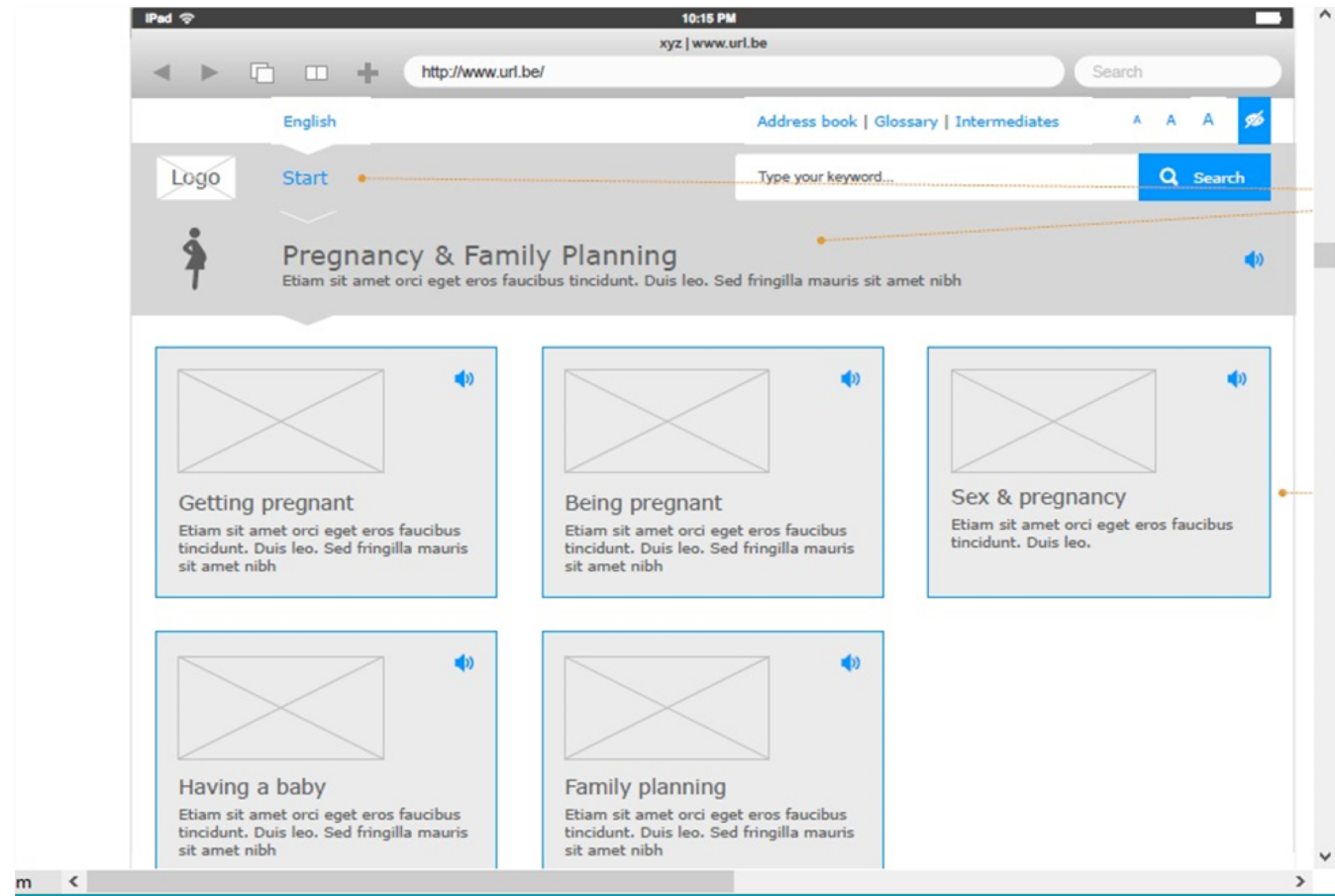
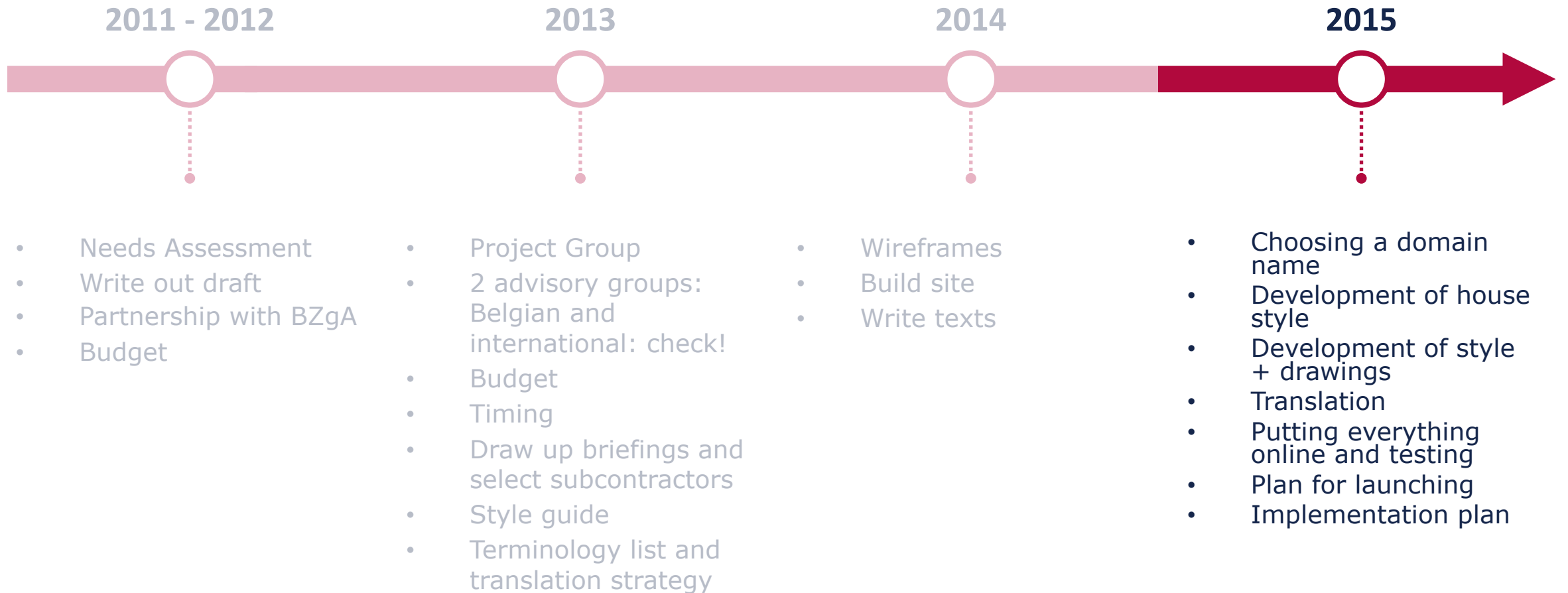


Figure 2 – Wireframes website

# Project realization timeline (4/4)



# Output 2015 (1/4)



Your body  
in words  
and images

Figure 3 – Domain name and style

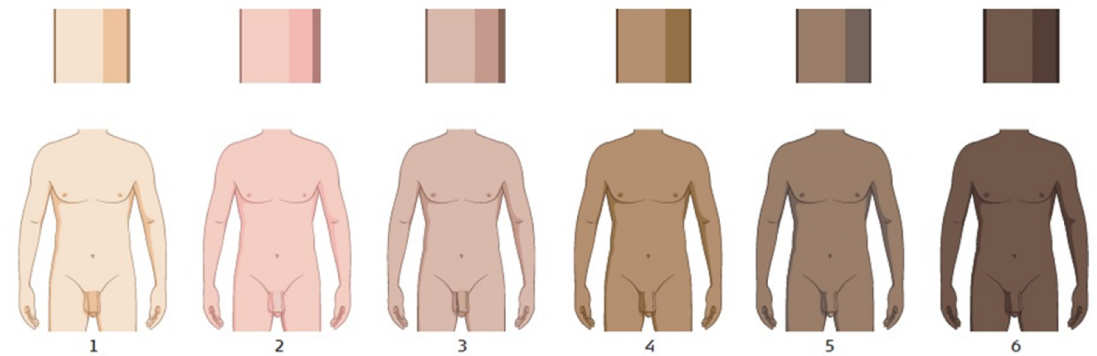


Figure 4 – Drawing style

# Output 2015 (2/4)

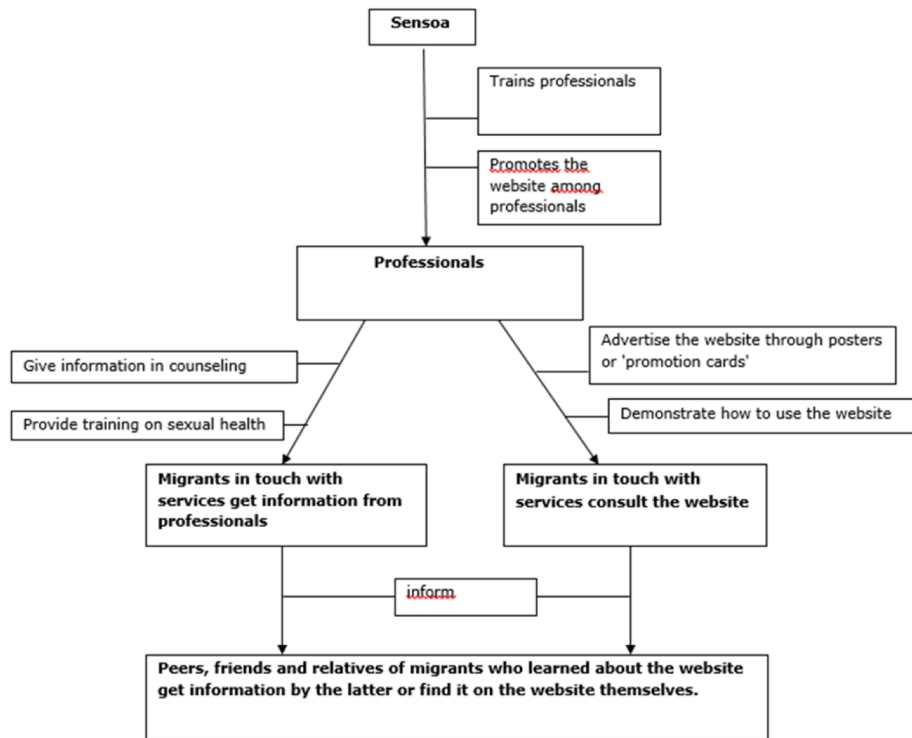


Figure 5 – Implementation plan



Figure 6 – Promotion



# Output 2015 (3/4)



Figure 7 – Visibility



Figure 8 – Networkday + education



# Output 2015 (4/4)



*Figure 9 – Zanzu Forum*

# Cooperation

## HELPING ORGANISATIONS

Kind & Gezin

**fedasil**  
FEDERAAL AGENTSCHAP VOOR  
DE OPVANG VAN ASIELZOEKERS

AGENTSCHAP  
INTEGRATIE &  
INBURGERING

 Vereniging van  
Wijkgezondheidscentra

**zanzu**

# Lessons learned



## What works

- Strong network: advisory boards, Zanzu Forum, project partner BZgA, implementation projects
- Strong belief in project internally
- Involvement of end users
- Advice from specialists
- Thorough selection of agencies and cartoonist





## What doesn't work

- Budget
- Long journey, due in part to partnership (government)
- Heavy burden on Sensoa
- Sensitive topic complicates:
  - > Translations
  - > Drawings



# Evaluation

| Target Group   | Evaluation   |
|--|--|
|  <p data-bbox="264 682 450 722"><b>Migrants</b></p>         | <ul style="list-style-type: none"><li>• Very <b>positive</b></li><li>• <b>Easy</b> navigation</li><li>• Knowledge is <b>increased</b></li><li>• <b>Reliable</b><ul style="list-style-type: none"><li>&gt; No judgemental, but neutral tone</li><li>&gt; Drawings are not shocking</li><li>&gt; Introduction to the site through a professional</li><li>&gt; Anonymity</li></ul></li><li>• <b>Promo cards</b> are highly sought after by migrants, professionals should have plenty in stock</li></ul>  |
|  <p data-bbox="216 1115 499 1155"><b>Professionals</b></p> | <ul style="list-style-type: none"><li>• Very <b>difficult to switch</b> between own language and client/patient language</li><li>• It is <b>not clear to all professionals</b> how Zanzu can be used as a communication tool in counseling and education</li><li>• They find it <b>difficult to integrate</b> a digital tool into a conversation<ul style="list-style-type: none"><li>&gt; They do not use Zanzu when they think the client/patient is not computer literate</li><li>&gt; They think the images are too shocking</li></ul></li><li>• A lot of professionals, such as in hospitals, <b>don't know</b> Zanzu yet</li></ul> |

# Partners helping with implementation

## PARTNERS



Bundeszentrale  
für  
gesundheitliche  
Aufklärung



# 2019 and onwards



Renewed communication with testimonials



Usability improvement



Other target groups: young migrants, lower socioeconomic status, low skilled, people with disabilities...



Renewed communication with testimonials



## Current challenges

- Very expensive to add or change content
  - > Right now: only able to delete content
  - > No budget
- The platform is aging
  - > 2025: will no longer be safe
  - > Need of budget to rebuild
    - Plan is ready
    - Texts can be written by Sensoa staff

## Strengths

- Tool fulfills a need
- Tool is unique
- Tool is well researched and evidenced based
- Tool is catered to newcomers in Belgium specifically

## Weaknesses

- Adaptability is low because of many languages
- Updates are time consuming
- Updates are expensive (translation costs)
- Language choice is difficult and bound by actual events
- No EU website because of specific laws in EU MS
- Initial website was technically very complex – difficult for the upkeep

## Opportunities

- Learning opportunities from international partners in implementation and languages for example
- Sharing of evaluations and site construction (which made it free for Dutch partner)
- Audits (users-research) are needed
- First time big thinking exercise to be more inclusive

## Risks

- We wanted to much and make it too complex
- Implementation and promotion is necessary because people will not find it on themselves
- Intermediaries need constant guidance on how to use
- Without updates you lose relevance
- Working with foreign partners, we had to follow their quality labels and guidelines (which were very strict) - led to lots of testing (veel geld en tijd)
-