

# Co-design of the Youth Empowerment Tool

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## YOUTH EMPOWERMENT TOOL (YET)

YET is an online tool providing young people with accessible and reliable information on sexual and reproductive health along with trusted referral pathways. YET remains current, relevant and relatable to young people due to its strength in co-design from initial inception in 2020, to the current review in 2023.



## WE ASKED YOUNG PEOPLE

**"Codesign is a process which involves people in the decisions that will have an impact on them. Co-design involves more than a one-off event or workshop, as it's a process consisting of multiple phases"** Orygen

- **36 young people** participated in online surveys and face-to-face consultations, providing ongoing feedback and advice at all stages of project design, including branding and content. Content areas: consent, contraception, protection and gender and sexuality diverse needs.
- **24 young people** studying graphic design were engaged in the YET brand development and re-design. The three stages of YET imagery evolution are displayed on the left.

## WHAT DID THEY SAY?

Young people recognised the value of co-design;

**"It's important so that you can get the voices and opinions about what matters and what's important to the target demographic. Without the input of the target demographic issues would be missed or misinterpreted from an outsiders lens"**

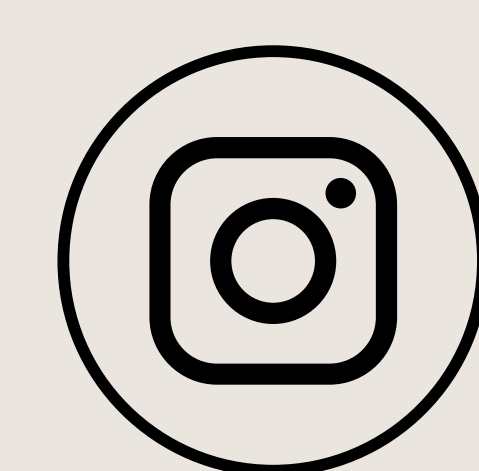
Young person aged 21 years

**"Co-design is important as it targets the needs of the consumer in which the product is designed for. Without codesign, time and contributions to the said project could be irrelevant as it may not be tailored to the required target audience or purpose. This is super important when targeting youth health as technology divides generations more than we have ever seen"**

Young person aged 21 years

## SO, ARE WE THERE YET?

Consultations are underway with young people at headspace and PEYAC to review content and design. Recommendations for inclusion in the YET webpage are; further information on STIs, consent, cost of contraception and clarity of referral pathways.



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