

«KNOWLEDGE CENTER»

- **Online platform for specialists who work with young people and adolescents, including those, who are at risk**



ONLINE PLATFORM "KNOWLEDGE CENTER"



**WAS INTRODUCED IN 2014
WITH INITIATIVE AND
SUPPORT OF UN
CHILDREN'S FUND
(UNICEF)**

**INFORMATION
SUPPLEMENTATION
IMPLEMENTATION OF
PA "UKRAINIAN
INSTITUTE FOR SOCIAL
RESEARCH AFTER
OLEKSANDR
YAREMENKO"**

**IN PARTNERSHIP WITH ICF
AIDS FOUNDATION EAST-
WEST – AFEW- UKRAINE)**

<http://knowledge.org.ua/o-nas/>

«KNOWLEDGE CENTER»

- The **first information resource for professionals** working with adolescents, including vulnerable and at-risk ; for parents and adolescents themselves from the region of Eastern Europe and Central Asia.

<http://knowledge.org.ua/o-nas/>

COUNTRIES OF THE PROJECT

Центр Знаний
knowledge.org.ua



<http://knowledge.org.ua/o-nas/>

Main objective of the online platform:

- Building a knowledge base for specialists in the prevention of the spread of HIV/AIDS, tuberculosis, STIs and other socially unsafe diseases, the prevention of substance use, smoking and other negative manifestations in the adolescent environment, health promotion for children, adolescents and young people, including adolescents at risk.

<http://knowledge.org.ua/o-nas/>

ВОЗМОЖНОСТИ ОНЛАЙН-ПЛАТФОРМЫ «ЦЕНТРЗНАНИЙ» ДЛЯ ОБУЧЕНИЯ:

STUDY

- **Online Courses**
- **Tests**
- **Educational videos**
- **Webinars**

LIBRARY

- **Regulatory documents**
- **Methodical materials**
- **Statistics**
- **Publications**
- **Research results**



ONLINE PLATFORM «KNOWLEDGE CENTER

<http://knowledge.org.ua>

Не захищено | knowledge.org.ua

Подписка

Центр Знаний knowledge.org.ua

unicef unite for children

AIDS Foundation EastWest СНІД Фонд Схід Захід

УКРАЇНСЬКИЙ ІНСТИТУТ СОЦІАЛЬНИХ ДОСЛІДЖЕНЬ ІМ. ОЛЕКСАНДРА БРОСЕНКА ГРОМАДСЬКА ОРГАНІЗАЦІЯ

Главная О нас Библиотека Обучение Исследователям Учителям Родителям Подростку Карта услуг Контакты

Информационная онлайн-платформа «Центр Знаний»

для специалистов, работающих с подростками, в том числе с уязвимыми и из групп риска, которая содержит материалы по обучению, консультированию и тестированию, ориентирована на регион Восточной Европы и Центральной Азии (Украина, Беларусь, Молдова, Грузия, Азербайджан).

Новые публикации

Поиск

Поиск

Замечание общего порядка № 20

Подростки групп риска к инфицированию ВИЧ Книга для ТРЕНЕРА

Коротка довідка щодо ВІЛ серед ЧСЧ та трансгендерів в Україні 2018

In 2018:

**Number of users:
made up 13,865
people.**


**On average - 1200
visitors per month.**

**The number of
page visits has
doubled compared
to 2017.**

Google Analytics data:

89 780 online platform page views

Out of them:

- **30 180** – «Education»
 - **13 905** – «Library»
 - **6 745** – «For Researchers»
 - **3 180** – «Youth Friendly Clinics»
 - **13 175** – «For adolescents»
 - **14 870** – «For parents»
- 

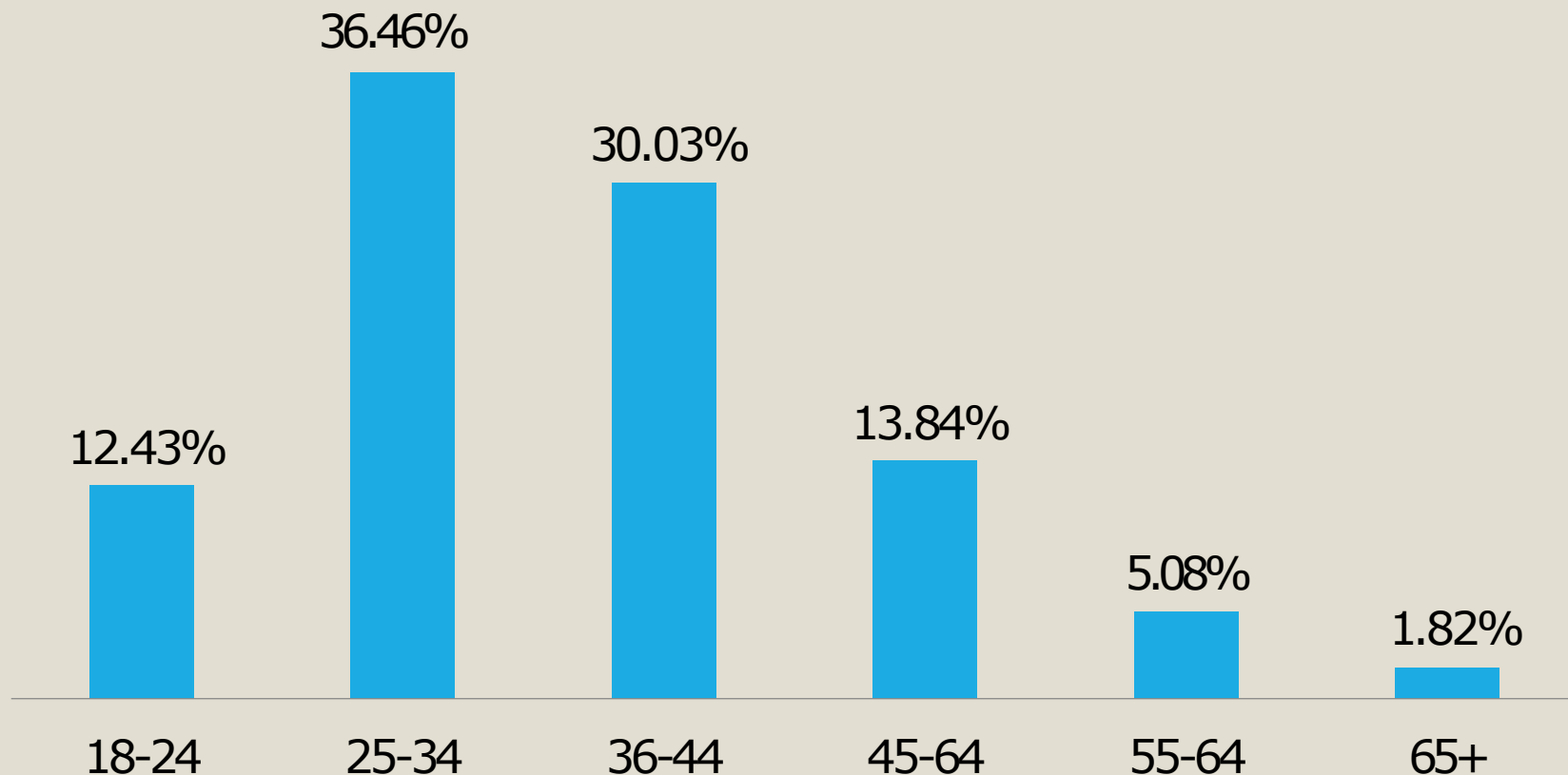
In 2018

The number of page views has grown by 20% compared to 2017

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<http://knowledge.org.ua>

Age distribution of users



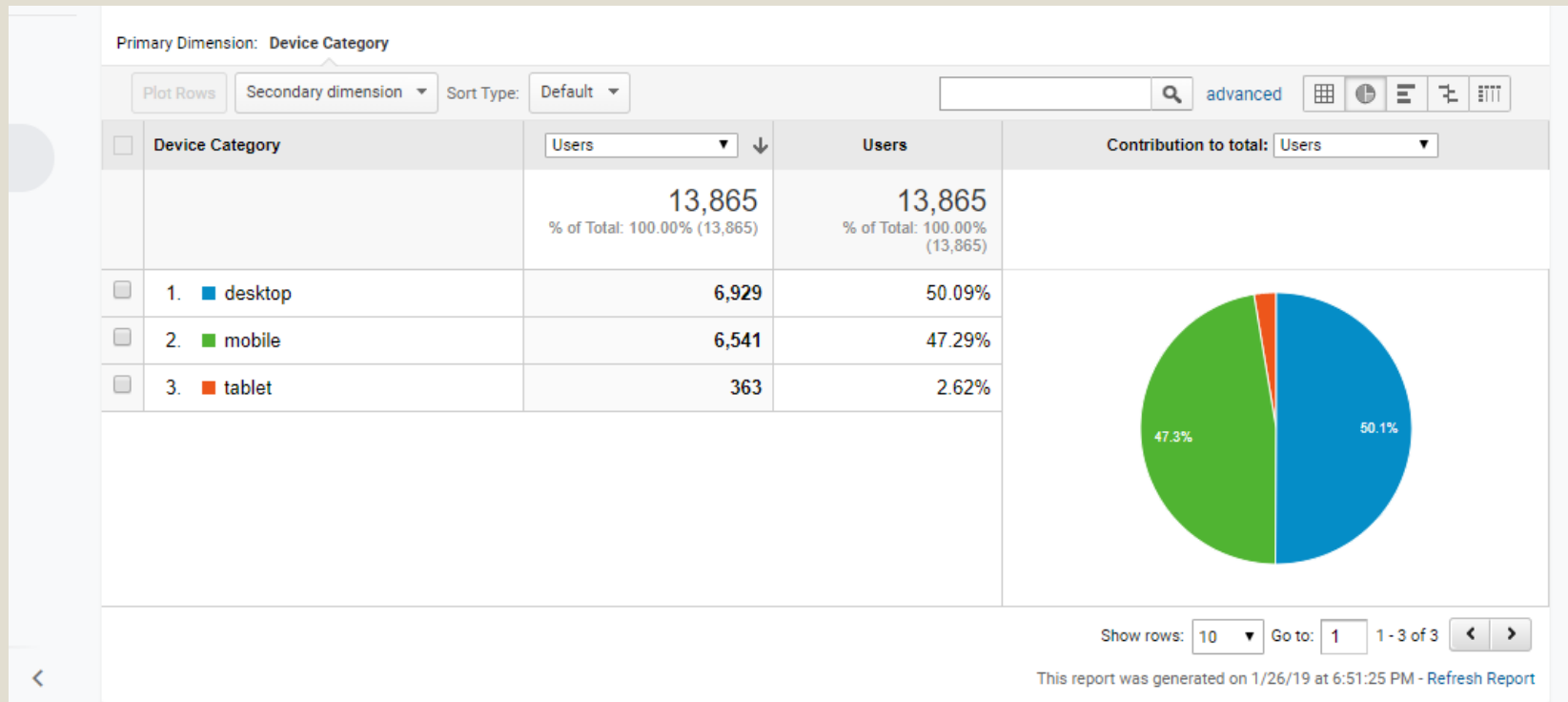
In 2018:

The number of users aged 35-44 years has grown by 6% compared To 2017

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Distribution of users by input source



In 2018

Almost half of the users of the online platform use its mobile version.

For two years (from 2016) number of such users increased more than twice from 20% to 47.3%.

Geography of the online platform visitors:

- **Ukraine** – 70% users
- **USA** – 5% users
- **France** – 3% users
- **Belarus** – 3% users
- **Kazakhstan** – 2% users
- **Germany, India, Moldova** – 1%/ each country

Facebook page of the online platform

<https://www.facebook.com/KnowledgeUA/>



The number of subscribers increased by 265 people for the past year.

Webinars of the online platform

- <http://knowledge.org.ua/obuchenie/>



WE CONDUCTED:

- **22** webinars for professionals working with at-risk groups
- **11** webinars for teachers
- **20** webinars for health workers of AIDS Centers in areas that are not controlled by the government of Ukraine (Donetsk, Lugansk). In collaboration with the Institute of Epidemiology and Infectious Diseases. L.V. Gromashevsky NAMS of Ukraine



Site reach:

- **1 980** people registered for webinars online
- **965** people participated online
- **1953** people watched the recordings YouTube channel
- **3528** watched the webinars on the online platform "Knowledge Center"

In 2018 WE WERE TALKED ABOUT:

- **Adolescent health**
- **Sexual development and education**
- **Harm of smoking and new trends in smoking**
- **Self-harm and teen suicide**
- **LGBT teens**
- **Adolescence and its features**
- **Gender inequality**
- **Mobbing and Bullying**
- **Addictions**
- **Prevention of psychoactive substance use**
- **Features of working with HIV + children**
- **HIV diagnosis**
- **ART therapy**
- **Viral Hepatitis C**



Online platform content

- <http://knowledge.org.ua/>



In the main topics of the online platform we posted:

- **Reports**
- **Guidelines**
- **Brochures**
- **Programs**
- **Orders**
- **Quick reference**
- **Books**
- **Reports and Survey Results**
- **Publications on current topics in the "News" section daily**
- **Online course announcements**

On the online platform we covered:



- **18-24.03.2018**

[Global week on adolescent health](#)

Ensured organization and holding of a number of events, as well as provided daily coverage of the partner events in Ukraine and other countries.

On the online platform we covered:

The screenshot shows the website knowledge.org.ua with a news article titled "Конференция «Подростки в Украине: права, потребности и внедрение Замечания общего порядка №20 в государственной политике»". The article features the United Nations logo and a search bar. The text of the article includes: "Министерство социальной политики Украины совместно с Представительством Детского фонда ООН (ЮНИСЕФ) в Украине 12 апреля 2018 г. проводило конференцию «Подростки в Украине: права, потребности и внедрение замечания общего порядка ООН №20 в государственной политике». Целью данной конференции является содействие совершенствованию государственной политики по обеспечению прав и интересов подростков в Украине, определение приоритетов и путей улучшения деятельности в соответствии с замечанием общего порядка ООН №20 (http://knowledge.org.ua/general-comments). Во время дискуссий были рассмотрены и обсуждены вопросы межотраслевого сотрудничества и нормативно-правовые аспекты возрасту. /04/united-nations-logo-480x288.png Юма «Центро Знаний» для всех желающих: забезпечивав проміну онлайн-

- **Scientific practical conference**
“Adolescents in Ukraine: rights, needs and implementation of General Comments N°20 in state policy»
(12.04.18)

In 2018 online platform "Knowledge Center"



- **Became an informational and technical partner of the ICF "Partnerstvo "Kozhniy Dytyni". Partnership in conducting a series of webinars on family patronage.**
- **In 2018, 3 of the 10 scheduled for 2018-2019 webinars were held. Total coverage (online, website, YouTube) was 860 people.**

Plans and prospects for the online platform "Knowledge Center" development in 2019

- **Conducting a series of training webinars with specialists from the Children's Association for HIV in the UK - CHIVA (Amanda ELY, Magda CONWAY) - February-March 2019.**
- **Development of partnerships with countries of the EECA region. Increasing the number of platform users from countries in the region.**
- **Development of separate platform directories (for Teachers, for Teens) by attracting new partners.**
- **Development of the information component of the site. The introduction of new forms of presenting information (genres)**

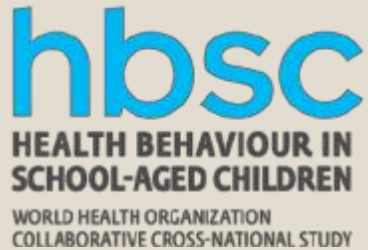


Plans and prospects for the online platform "Knowledge Center" development in 2019

- **Improvement of the mobile version of the site (see slide 10). In particular, the directory "Researchers", "Library".**
- **Ongoing work on the Library of information materials from**
- **Countries – partners of online platform .**
- **Increasing the number of subscribers and users of the platform, Facebook page by posting useful and unique content.**
- **Development of an online platform as an information and technical partner for socially significant programs and projects aimed at adolescents and young people in the region.**



Partners of the online platform Knowledge Center



Ministry of Foreign Affairs of the Netherlands



TEENERGIZER!



Міністерство молоді та спорту України



Thank you for your attention

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