



# CAPSTONE PROJECT

**A journey to happiness with "Chuyện của Bim" -  
a communication campaign from FPT University Students**

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# Table of contents

<b>ABSTRACT</b>	<b>5</b>
<b>A. INTRODUCTION</b>	<b>7</b>
I. Capstone project	7
II. The sponsor and media cooperation collaborators	9
III. Role of our team in the project	12
<b>B. FORMATIVE RESEARCH</b>	<b>13</b>
I. Subject analysis and research objectives	13
II. Research Methods	22
III. Target audience analysis	26
IV. Media channel analysis	31
<b>C. IDEA DEVELOPMENT</b>	<b>36</b>
I. Idea overview	36
1. Goals	36
2. Objectives	37
3. Theory applied	38
II. Communication strategy	40
1. Content strategy	42
2. Communication channel strategy	47
3. Execution timeline	48
III. Communication tactics	49
<b>D. PRODUCTION PLANNING</b>	<b>54</b>
I. Work breakdown structure	54
II. Cost management	55
III. Human Resource Management	61
IV. Risk Management	65
<b>E. CAMPAIGN EXECUTION</b>	<b>68</b>
I. Campaign overview	69
II. Detailed implementation plan	72
III. Implementation progress	76
<b>F. EVALUATION AND RECOMMENDATION</b>	<b>102</b>
I. Overall assessment of the effectiveness of the communication campaign	102
II. A separate assessment of the project's communication campaign	109
III. Evaluation of methods	113
IV. Evaluation of the implementation team and stakeholders	115
V. Evaluation from stakeholders	117
VI. Recommendation	121
<b>G. APPENDIX</b>	<b>125</b>
I. Research about project “Chuyện của Bim”	125
II. Plagiarism Check/Result	126
III. Letter to sponsors and collaborators	127
IV. Go for hands-on experience and practical training with MSI	128
V. Social media posts	131
VI. Figure and tables	131
VII. References	133

# ABSTRACT

"Chuyện của Bim" is a social media initiative produced from scientific study by a group of students from FPT University in Hanoi to increase awareness about gynecological and female genital health. The project is exceedingly delighted to have placed third in the scientific research competition FPT Edu Research Festival 2022, under the Multimedia Communication Subcommittee.

Fantastic 5 (Multimedia student - K15, FPT University, Hanoi) is thrilled to join in and contribute to the growth of a scientific research study into a successful communication initiative that positively impacts the community. Our key tasks in contributing to the development of the communication plan for the campaign "A journey to happiness with "Chuyện của Bim" - a communication campaign from FPT University Students" are listed below:

- Building and managing content for the social media platform of "Chuyện của Bim"
- Organizing event activities in partnership with social media parties to connect the community

Happiness is an essential component of reproductive health care, which involves physical, emotional, and social elements. This initiative aims to spread positive concepts and create a media space where specialized knowledge about reproductive health can be shared with everyone, especially women.

The project team wants each woman to be able to understand her body, open up and share with family and friends in addition to fostering diversity, self-confidence and convey correct knowledge. Our team collects research information through the experience survey tables of the target audience using the quantitative research approach. The findings indicate that health care communication is essential. In many ways, the ability to acquire information to protect and care for oneself remains limited. As a result, we must strengthen and promote online and offline communication efforts to enable young people to approach and be more receptive to reproductive health concerns so that they can respect and love themselves a little more.

As a result, our team develops the campaign based on the five criterias listed below:

- **Possibility:** Reproductive and gynecological health care is a practical issue that has received little attention on social media. As a result of the campaign's focus on an issue that is considered taboo in society, the initiative offers three solutions: awareness raising, interaction and engagement, and support and care. When combined with concurrent operation on online and offline platforms, it aids in the broad and effective sharing of the project's message to the community.
- **Creativity:** The project employs the representative figure Bim, who is individualized and demonstrated with close visuals. This will help to mitigate sensitivity while gradually acquainting the audience with the disclosure of information and fostering more open conversations regarding female genitalia.
- **Community:** This is a non-profit effort whose goal is to create a secure and trustworthy community for women, free of body and value judgements.

Spreading positive messages and sharing diverse, open narratives empowers women to embrace their individual experiences, enabling them to cultivate self-love and self-care more effectively.

- **Credibility:** Establish an accessible and reputable source of information to assist people in properly understanding and comprehending issues and facts about female genitalia that raise public awareness about reproductive health care in women; while also supporting connections with reputable and orthodox organizations and clinics on reproductive health care in women.
- **Scientific:** The project team used research approaches to establish correct tactics and examined the findings to determine the efficacy of the communication plan in this campaign.

Based on the graduation project requirements, this Production Book has a total of 160 pages and is divided into 6 parts to be completed between May 2023 and August 2023. To be specific, the capstone project includes:

- A. Introduction
- B. Formative Research
- C. Idea Development
- D. Production Planning
- E. Campaign Execution
- F. Evaluation & Recommendation
- G. Appendix

Our team has completed with a rate of only 2% plagiarism by using Grammarly Pro and met the graduation project requirements under the guidance of lecturers from FPT University Hanoi.

In general, the activities and communication for the campaign "A Journey to Happiness with Chuyện của Bim" have been successfully evaluated and received many positive feedbacks from participants, project owners as well as other organizations in this collaboration.

# Project Dashboard

A journey to happiness with "Chuyện của Bim"  
- a communication campaign from  
FPT University Students

**Project Status:** DONE

**Project Team:** Fantastic 5

## Schedule





Start date: 10/5/2023

End-date: 10/8/2023

## Stakeholders

Project Owner: Lê Ngọc Ánh

Sponsors & Collaborators:

-  MSI - Reproductive Choices Vietnam
-  TÔI 20 - Twenties
-  Melonning
-  Phòng Tư vấn Tâm lý ĐH FPT Hà Nội - Cốc Kề

## Objectives:

- Contribute to eliminating prejudices and misconceptions related to the female reproductive system.
- promotes self-confidence and self-love for women's and children's bodies

## Goals

- Provide easily accessible, detailed, and precise information.
- Establish an open, safe, and positive environment for discussions.
- Extend its reach and impact beyond the initial community.

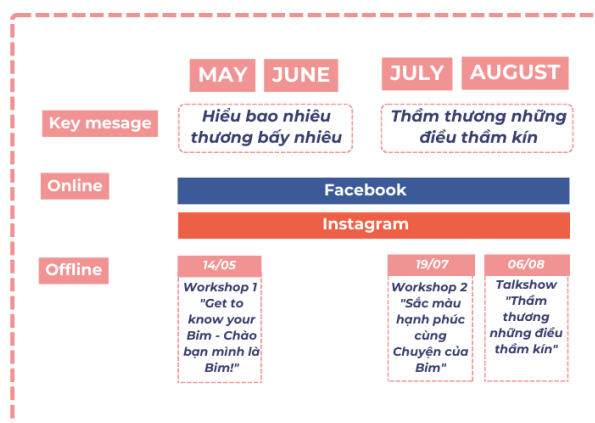
## Our tasks

- Building and managing content for the social media platforms of "Chuyện của Bim"
- Organizing event activities in partnership with social media parties to connect the community.

## Social Media Platforms



## Execution Timeline



## A. INTRODUCTION

In this section, we will explain the origins of our project and why we think it is important to society. We all know, health is the most valuable asset we possess, and it directly affects our quality of life and our potential. And especially reproductive health, because it not only affects personal health but also affects the development and happiness of the family and the whole society. We wanted our final basic media campaign to at least have a positive impact on society. So we are grateful to be allowed to work with the Non-governmental organizations and sponsors on this project. Moreover, this is also the most important time for us to apply what we have learned into practice, training and practical experience. This section will also briefly introduce the direct stakeholders involved as well as the communication work items, from there, the roles and responsibilities of our team in the events of this campaign. In addition to our specialist Sponsoring Non-governmental organizations, we are also working directly with financial sponsors and event partners.

### I. Capstone project

#### 1. Name of capstone project

**Vietnamese name:** Chiến dịch truyền thông của sinh viên Đại học FPT về mưu cầu hạnh phúc cùng "Chuyện của Bim".

**English name:** A journey to happiness with "Chuyện của Bim" - a communication campaign from FPT University Students.

#### 2. Project introduction

In the context of the age of technology and great progress, modern society has placed too much importance on economic, material and personal success. People today spend a lot of time and energy working toward financial goals due to intense competition in life and social pressure, but they often neglect to take care of their mental, spiritual, and physical health. And humans can only build successful and fulfilling lives when they look after our emotions, spirits, and general well-being.

Realizing that importance, the communication campaign of FPT University students about the pursuit of happiness with "Chuyện của Bim" is a project using multi-platform social networks such as Facebook, Instagram and offline events. With the criteria of safety, correctness, and accuracy, the project wishes to create the "Understanding" of knowledge for people to "Understand" about their own body. The project team believes that after the word "UNDERSTAND" will be the word "COMPREHEND". In this case, "COMPREHEND" refers to learning to appreciate your body more and how to take care of your mental health on an internal level so that every woman may see that being a female is ALWAYS GREAT.

So, on the way to build and improve the community's knowledge about reproductive health care - a topic that is still taboo to discuss in Vietnam, "Chuyện của Bim" will become a companion to share the most up-to-date, accurate knowledge with the community and encourage love for oneself and society.

#### 3. Reasons to choose this project

The desire and attempt to acquire the condition of contentment, peace, and joy that individuals always seek are by definition the pursuit of happiness, which is a concept of

thinking and psychological state. The pursuit of happiness is viewed in a variety of contexts and can mean different things to different people. Happiness may be correlated with material well-being and professional achievement for some people. However, love, empathy, and the capacity to share can also contribute to happiness through attachment in interpersonal relationships. It is crucial that the pursuit of pleasure encompasses not just meeting one's own wants but also a social component and giving back to the community. Helping others, showing kindness and living meaningfully is also an important part of the pursuit of happiness, which is what our team is aiming for.

Together with the "Pursuing happiness" ("Cùng mưu cầu hạnh phúc") movement, the Fantastic 5 project team - proudly composed of students from FPT University - is infused with inspiration, affection, and entrusted with the message of "Creating Happiness." Chairman Truong Gia Binh emphasized the guiding principles, compass, and reasons for the establishment of FPT: "Each of our lives will be happier, more beautiful, and meaningful when we all strive for happiness together." Chuyện của Bim desires to actively contribute to spreading and building a community that effectively embodies FPT's message of "Pursuing Happiness."

In terms of sharing and educating their offspring and subsequent generations, our group is aware that **not all generations are open** and forthcoming. Even many people feel embarrassed when it comes to things that seem to be physiologically normal. However, it is an important source of encouragement, motivating us - representing a strong young generation - to dare to think, to dare and always ready to face any challenge. This is reflected in the message and knowledge conveyed in this media campaign. We believe that evoking the positive aspects of understanding and open-mindedness in young people will be a solid step towards the happiness journey of individuals in particular and the community in general.

This communication campaign's deployment is also a response to society's most pressing issues, particularly the alarming rates of diseases like cancer, infertility, and gynecological cancer-related issues.

The **alarming statistics on the prevalence of deadly diseases** like cancer cannot be disregarded. Millions of women battle this terrifying disease every year all around the world. According to statistics provided by the medical sector on the prevalence of gynecological cancer in Vietnam, up to 5,000 women are diagnosed with cervical cancer each year, which equates to 14 new cases and 7 fatalities every day. Shame and guilt have been found to be the main factors in gynecological cancer deaths thus far. In fact, 40% of women feel embarrassed when it comes to gynecological problems and a quarter of them decide not to go for a check-up ([Thu Cuc hospital, 2023](#)). Additionally, the terrible issue of **infertility is growing in prevalence**. Numerous couples may never be able to have children of their own, and part of the reason for this may be due to a lack of understanding about healthy relationships and reproductive health care. According to statistics of the World Health Organization (WHO), Vietnam is one of the countries with the highest infertility rate in the world. Statistics of the Ministry of Health Portal of our country show that every year there are about 1 million infertile and infertile couples, the rate is about 7.7%. In which, couples under the age of 30 account for 50%. Along with the problem of infertility, many women still lack systematic awareness of gynecological issues. A lack of proper information and education can lead to a failure to know how to care for and protect this vital organ,



thereby facilitating health problems.

Understanding the above situation, “A journey to happiness with “Chuyện của Bim” – a communication campaign from FPT University Students” was conceived and implemented to create the spread of consciousness about the pursuit of happiness in the community. By combining education and communication platforms, this campaign aims to help people realize that happiness is not only an individual state but also a shared task in society. At the same time, the campaign also arouses social awareness of love, sharing and the ability to create a strong and livable community, especially in sex education and reproductive health care.

#### **4. Proposed Solutions**

We have some recommendations for “Chuyện của Bim” to put into practice with the aim of bringing positive qualities not only physically but also mentally. Before the presence of Fantastic 5, the fanpage “Chuyện của Bim” had not been put into operation according to the complete and specific plan. In addition, the topic of reproductive health care and sex education is limited on social media channels due to the platform's policies (*for example, content moderation policy, policies against fake news and misinformation, etc.*). In that context, detailed planning and execution of a media campaign is necessary for “Chuyện của Bim” – a project that is starting the process of branding and implementation. This will help the project be known as a prestigious, long-term program, carefully invested and with top attention to people's physical and mental health.

In addition, to be able to reach the target audience that is the current young generation, our group will maintain the use of avatars such as the character Bim and design and communication publications in a cute, eye-catching style and a youthful and friendly tone. Moreover, maintaining the use of such characters will increase brand recognition for “Chuyện của Bim”. Media sponsorship is also important to help increase the authenticity of the information posted, the project will cooperate between NGOs, medical and educational professionals.

Therefore, “Chuyện của Bim” goes beyond just developing an online community, creating a knowledge-rich information channel, and bringing a comfortable space where individuals may directly share information and experiences in a secure and open manner.

## **II. The sponsors and media cooperation collaborators**

The campaign's outcome depended on many factors, including the assistance of the media partners, who were crucial to the project's success as well as the campaign's activities. We hoped that this combination serves as both a lesson learned and an inspiration to work together to propagate more ideals, transform people's perspectives on health care, and foster a better social environment for all.

### **1. Expertise Sponsorship**

- **MSI Reproductive Choices Vietnam**
  - Website: [msichoices.org.vn](https://msichoices.org.vn)
  - Email: [thai.knt@msichoices.org.vn](mailto:thai.knt@msichoices.org.vn)
  - Fanpage: <https://www.facebook.com/MSIchoicesvietnam>

Since its establishment in Vietnam in 1989, MSI Reproductive Choices has been a

recognized leader in the fields of family planning and reproductive health (RH). Through an inventive route that grants Vietnamese women the right to have "choice," the organization offers healthcare services, high-quality reproductive health, and family planning, including safe abortion.

The organization has worked with partners for more than 30 years to address the wide range of requirements of its clients, particularly disadvantaged groups with significant unmet needs. The organization's main objective is to offer excellent, client-centered treatment to assist women in avoiding unintended pregnancies and minimizing unsafe abortions, which are the two main causes of death for women globally. MSI gives women the tools they need to create the world they want.

MSI has a system of international standard clinics, a team of medical experts, and a reliable source of authoritative data on gynecological and reproductive health. MSI offers a trusted healthcare resource accessible to the project target group.

The cooperation of the project "Chuyện của Bim" and MSI will provide an opportunity to help the community, especially young women, with an accurate source of information and an open space to learn and share issues that are considered important issues. The project simultaneously encourages support for women's access to cost-effective, high-quality healthcare services.

## **2. Financial sponsorship**

- **Tôi 20 - Twenties**

- Website: <https://toi20.org/>
- Email: [thamgia@toi20.org](mailto:thamgia@toi20.org)

Founded in September 2013, Twenties is a non-profit organization run by a group of Vietnamese students and international students. During the years of operation, Twenties has always been faithful to the mission of finding and realizing social ideas and projects that have the power to change the community. Every year, Twenties hosts an idea competition to support creative teams and ground-breaking concepts. Educational projects with the potential to have a beneficial influence on the young people and promote effective, widespread communication are given special consideration.

Chuyện của Bim has advanced to the Top 3 Best Social Projects of the Twenties 2023 Contest as a result of the efforts of our team, and has also been awarded support to deploy in the summer of 2023 with a sponsorship value of VND 50,000,000.

Twenties will provide funds for each project activity, as well as help Chuyện của Bim plan the implementation, contact local and international sponsors, and write the necessary documents to apply for funding. The project is expected to be promoted on Twenties's website, social networking sites & Influencers, Independent media Twenties. The organization will also assist initiatives to contact Vietnamese media outlets, arrange press conferences, and produce press releases.

Thanks to funding from Tôi 20 - Twenties, we have been able to carry out plans and activities that were previously only a dream. Having significant capital has opened many new doors, helping to strengthen community cohesion activities, such as organizing workshops and seminars. These activities not only help strengthen solidarity

in the community, but also facilitate the sharing of knowledge and experiences and create an environment that promotes personal and social growth.

### **3. Event corporations**

- **Melonning**

- *Representative: Ms. Han Minh Nhat*
- *Email: [safesexsharingsss@gmail.com](mailto:safesexsharingsss@gmail.com)*
- *Fanpage: <https://www.facebook.com/Melonmeloning>*

Melonning is a non-profit organization operating since 2019 in Vietnam, with the main mission of improving knowledge and creating a healthy exchange environment for the LGBT+ community. Melonning was originally a group of young people with the desire to create an open, friendly and safe place to share with friends in the community about sexual safety issues in modern society.

Based on the background that female-loving girl groups are somewhat more closed off, it's hard to come out, there is gender discrimination in the workplace and among friends and family, making them vulnerable groups in underprivileged areas. Melonning has organized workshops and several exchange activities in an effort to encourage acceptance and consensus in society. These initiatives offer knowledge and information, promote dialogue, and build links between the LGBT+ community and the wider community.

In its four years of continuous operation, Melonning has maintained monthly workshops and chat programs to disseminate information and raise public awareness about safe sexual health for two of those years. As a result, this collaboration will attract a clientele interested in the initiatives of the two parties and enable you to freely exchange and locate reliable information sources.

- **Psychological Counseling Department of FPT University Hanoi - Cóc Kẽ**

- *Email: [tuvansinhvien@fpt.edu.vn](mailto:tuvansinhvien@fpt.edu.vn)*
- *Fanpage: <https://www.facebook.com/tuvantamlyFPT/>*

For FPT university students, Cóc Kẽ is a free and open psychological counseling program where they are always invited to come and talk about whatever problems they are having in life, particularly those that are academic life, psychology, abilities,... Since its founding on December 6, 2016, Cóc Kẽ has been carrying out a wide range of activities, such as: Providing articles on knowledge about mental health; Providing coffee every Friday in the form of group counseling; Organizing events with university students; and Monthly workshop and media support.

The psychological counseling department at Cóc Kẽ has been in operation constantly, has planned numerous sharing activities, raised awareness of mental health, and has had the fervent support and involvement of students. Cóc Kẽ has had a certain degree of access and attendees over the course of its almost six years in operation. People who have received extensive training in psychology work for Cóc Kẽ. First and foremost, that methodical expression demonstrates the professional ethical standards we must uphold when working with pupils, including discretion, respect, objectivity, and honesty.

The initiative benefited greatly from the psychological counseling department's assistance in terms of people, location, and experience. We are able to carry out

activities and programs that are more in-depth and successful with the target community because of our partnership.

- **MSI Reproductive Choices**
  - Website: [msichoices.org.vn](http://msichoices.org.vn)
  - Email: [thai.knt@msichoices.org.vn](mailto:thai.knt@msichoices.org.vn)
  - Fanpage: <https://www.facebook.com/MSIchoicesvietnam>

As a sponsor, co-organizer and professional sponsor, MSI Reproductive Choices VN has dedicatedly supported Chuyện của Bim in implementing projects and programs related to reproductive health care. With a vision and high ethical values, MSI has brought to the community advanced and effective solutions.

MSI's support in organizing events for Chuyện của Bim project has made an important contribution to our success and influence. Thanks to this support, we can organize social and educational events more professionally and effectively, creating a space to share information, exchange and make connections among members of the community.

- **I'm Nature**
  - Email: [innature.vn@gmail.com](mailto:innature.vn@gmail.com)
  - Fanpage: <https://www.facebook.com/innature.vn>

I'm Nature is a natural cosmetics company, with more than 5000 distributors and agents nationwide. I'm Nature has consistently worked to advance and strengthen the brand through sustainable development over the years. I'm Nature has steadily earned customers' trust by producing high-quality, safe, and friendly products.

In addition, I'm Nature has always accompanied and carried out many meaningful volunteer programs, giving love and sending thousands of gifts to unfortunate lives, children and households in difficult circumstances across the country with a series of programs: "Mid-Autumn Festival for you", "High and warm sunshine".

I'm Nature is a sponsor, an effective companion, contributing to promoting and supporting the activities and mission of Chuyện của Bim. I'm Nature is conceived from understanding the concerns and worries of women, especially those who are mothers and wives, to bring completely natural products to create care products. Health and beauty ensure absolute safety criteria, bringing outstanding efficiency to users. I'm Nature has also been loved and trusted by tens of thousands of customers nationwide.

With this cooperation, I'm Nature and "Chuyện của Bim" together aim to strive together to contribute to the community, collaboratively shaping a promising future, imparting positive values, and spreading love to everyone, with a special focus on women.

### **III. Role of our team in the project**

"Chuyện của Bim" project has just been built based on research and initially put into practice, so it still faced many challenges and difficulties. So, our team took care of the entire process of planning, researching and implementing the media project (building multi-platforms: Facebook, Instagram and supporting events), starting from April 17, 2023 to August 25, 2023 with three main phases as follows: First, we conducted research to build big ideas, useful content and messages for the communication project. Next, we were responsible for the development and production of media

content, including concept generation, content planning and logistics, as well as image production, video. Besides, we also cooperated with related organizations and sponsors to organize events. Finally, we evaluated the effectiveness of the communication project in the final stage.

### **Conclusion:**

**Working with many organizations and sponsors might be impacted by a wide range of subjective and objective organizational elements, making it difficult for some tasks to go as expected. However, every task was finished and done successfully under the supervision of instructors and leaders; with the effort, the highest spirit of each member as well as the close distribution among sponsors, members of the group, and partners.**

## **B. FORMATIVE RESEARCH**

To better understand the project's communication landscape and to define overarching communication strategies for the campaign, we initiated the process of understanding and analyzing stakeholders and objectives.

With the purposes of having “Chuyện của Bim” featured across media platforms and creating an impact with the campaign information, as well as projecting the campaign's image and presence in Vietnam, we have researched the following topics:

- An overview of the project's pre-deployment situation
- The issues and current realities have had an impact on the campaign's subject
- Appropriate research methods to identify specific community needs for the campaign
- Appropriate target audience for campaign implementation
- Popular and appropriate media platforms for the target audience

### **I. Subject analysis and research objectives**

#### **1. About the project Chuyện của Bim**

##### **1.1. Vision and core values**

“Chuyện của Bim” is a social media project – aiming to spread a positive and create a space to share civilized knowledge on the topic of reproductive health for everyone, especially women. The vision of “Chuyện của Bim” is to create an environment where everyone can learn and share accurate information about the female genitalia and the pursuit of human happiness. In order for women to properly understand their bodies and be able to love, appreciate, and care for themselves, this initiative strives to provide women with the necessary knowledge regarding female genitalia.

The core values of “Chuyện của Bim” include:

- **Accuracy:** The project's goal is to present accurate and trustworthy information regarding female genitalia that is based on academic study and professional medical understanding. This helps ensure that readers receive information that is correct and applicable to everyday life.
- **Education:** “Chuyện của Bim” focuses on educating and increasing awareness about women's reproductive health, self-determination and confidence about their genitals. By providing the right knowledge and information, the project hopes to help women better understand their bodies and make smart and right

decisions regarding personal health and happiness.

- **Empathy and respect:** "Chuyện của Bim" promotes respect and empathy for each person's experience and right to self-determination. The project intends to establish a secure, open environment where people may openly talk and share thoughts without being judged or scrutinized by objectively researching and reliably spreading knowledge regarding female genitalia.
- **Motivation for change:** "Chuyện của Bim" wants to promote a positive change in the way female genitals are judged and treated. By stimulating discussion and providing the right information, we hope to contribute to eradicating prejudice, improving awareness, and promoting social change in understanding and respecting female genitalia.

## 1.2. Environmental analysis

Before entering the communication planning phase for the campaign, we need to study and analyze the environment in which we evaluate the external and internal factors that will affect our project. This is a necessary stage as it will give us a clear understanding of the situation as well as where we stand in the current situation. This provides the basis for future communication strategies.

### 1.2.1. SWOT

A SWOT analysis is a frequently employed tool for situation analysis in advertising communications. When utilized in the field of communication, SWOT analysis aids in developing effective communication strategies by providing a broad picture of an organization's, project, or product's internal and external condition. Strength (S), Weakness (W), Opportunity (O), and Threat (T) are the letters in the acronym SWOT.

In our case, we performed a SWOT analysis of "Chuyện của Bim" in the context of where we began our research and campaign planning. The aim is to find out the current advantages and disadvantages of the project, grasp the current situation, thereby assess the potential and bring about a successful campaign.

#### **Strengths:**

- *Quality content:* The project "Chuyện của Bim" is supported by experts, specialized sponsors in gender and reproductive health, ensuring accurate, reliable and quality communication content.
- *Combining education and communication platforms:* The combination of education and communication helps the project spread the message effectively and make a wide impact in the community.
- *Community Participation:* The project creates a positive environment for discussion and interaction from the community, helping to spread the message naturally and promote participation.

#### **Weaknesses:**

- *Budget constraints:* The project's reliance on a certain amount of funds may limit its ability to execute bigger media and event initiatives.
- *Fixed time events:* Workshops and talkshows have a fixed time, which can be difficult to attract the target audience to participate because group members are still students, so personal schedules are affected.
- *Practical Engagement:* Although the project is focused on being online, creating the actual interactive environment can be quite challenging.



- *Difficulty in changing habits:* It may be difficult for some people in the community to change habits and attitudes about sex education and reproductive health. Changing perceptions and behaviors is not an easy process and can take time and effort.

#### **Opportunities:**

- *Increased interest in reproductive health:* There is growing interest in sexual and reproductive health topics in society, facilitating the project to spread its message and make an impact.
- *Direct connection with target audience:* Using social networks and online media allows the project to interact directly with the target audience and create an open discussion environment.

#### **Threats:**

- *Competition from other content:* On social media, there are many other content competing for the attention of the target audience. This competition can make the project's message dilution and difficult to stand out.
- *Difficult to change:* Some target audiences may not be able to easily change their habits and attitudes about sex and reproductive health. The low likelihood of change can reduce the project's impact on these people.
- *False perception:* Some people may perceive the project in a way that is not true to its original purpose. This can lead to misunderstandings and cause negative reactions from the community.
- *Creating social controversy:* Discussing sensitive issues such as gender and reproductive health can cause competition and conflict in the community, especially when there are different views on the topic.

### **1.2.2. PESTLE**

This PESTLE analysis helped us better understand the key factors in the external environment that can affect a community project like “Chuyện của Bim”. From there, we were able to identify opportunities and challenges, and prepare the project's strategy to effectively achieve its goals within the context of the operating environment.

PESTLE is referred to Political, Economic, Social, Technological, Legal and Environmental. Below is the PESTLE analysis for the project.

#### **Political**

- Regulations and policies on sex education and information on women's reproductive health, applied by government and regulatory agencies.
- Policy or regulatory changes may affect the scope and content of posts on social media platforms.
- From a political point of view, the provision of information about female genitalia and women's self-determination can be controversial and attract interest from interest groups.

#### **Economic**

- The economic situation and income of users can affect the ability to access and use tools to access social networks.
- Business partners or sponsors can play an important role in maintaining and growing the project.
- It is possible to develop different business models such as advertising, support

from non-profit organizations or collecting service fees to generate revenue for the project.

### ***Social***

- Social attitudes, values, and notions about female genitalia, gender, reproductive health, and women's self-determination can vary across cultures and societies.
- It is necessary to consider and respect local cultural values and social conceptions when transmitting information on social networks.
- Creating empathy and support to help women overcome stereotypes and insecurities tied to female genitals is vital in communication.
- People are often afraid to talk about reproductive health, so when they have problems, they often worry and do not know how to take care and solve them. Therefore, it is necessary to have reliable sources of information and the community to share, to play an active role in building a better environment for everyone.

### ***Technological***

- In order to expand effectiveness and reach, new technologies can be utilized, including social media, mobile apps, and data analytics.
- Using the most recent technological developments to produce material for social networks in an effort to connect with young people, such as AR effects on Instagram, ...
- The privacy and protection of personal data is a significant concern when gathering and handling information on social platforms.

### ***Legal***

- It is necessary to comply with regulations and privacy regarding the collection and use of users' personal information.
- Legal provisions related to content and communication about female genitals should be considered and adhered to, especially when the audience are children and adolescents.

### ***Environmental***

- Each person's environment and living conditions directly affect how they approach health care and sex education.
- Environmental issues such as pandemics or climate change can affect community health and development.

**In summary, the analysis of various contexts surrounding 'Chuyện của Bim' project is a crucial stride in guaranteeing the campaign's future success. Drawing from these factors above, the campaign can adeptly navigate sensitive matters, customize messages, and create campaigns that resonate deeply with its audience.**

## **2. About the topic "Pursuing happiness"**

Researching the prospect of happiness helps us better understand people's psychology, emotions, and perspectives on important aspects of life, from psychology to society and economics. Besides, this helps us better understand the nature of happiness and how to create an environment that promotes happiness by improving quality of life through "Chuyện của Bim" as well as this campaign.

## 2.1. Concept

It's challenging to describe the state of happiness. Since the beginning of time, philosophers, psychologists, and even economists have tried to understand it. The psychology of happiness, a subfield of psychology, has been used to describe happiness since the 1990s. Happiness is more than just a happy mood; it is a state brought about by having a good life, a meaningful life, and a deep sense of contentment.

Happiness is both a conquest and an universal desire. Many scientists have found that in order to succeed, one must learn to love and share with everyone around them, especially those who care about and love them. That matters more than the accomplishments themselves, such as being wealthy and possessing a lot of material goods, etc. ([Happiness | Psychology Today](#)).

## 2.2. Statistical Research

**Happiness** is a difficult concept to quantify, but there is a whole science of happiness. Besides, happiness refers to a person's subjective experience of contentment with their external living environment, which includes their relationship to the natural world, their social environment, and their inner mental environment.

Vietnam is currently ranked 65th in the ranking of 156 countries on the Happiness Index - a relatively high rank for a low-middle-income country, and Vietnamese people are also relatively optimistic and satisfied with their happiness. what they are having such as jobs, family life - society, welfare - insurance from the State and a comfortable life now ([Vietnamnet.vn](#), 2023).

**Variables to evaluate happiness index:** GDP per capita, Social Support, Generosity, Healthy Living Expectations, Freedom of Life Choices, and Corruption Perceptions ([World Happiness Report](#), [Industry and Trade magazine](#)).

- **Social support**

Is social support or someone to lean on in times of trouble. *"If you are in trouble, do you have a relative or friend that you can count on to help you whenever you need it?"*. The average of all responses resulted in a single value representing the amount of social support present in a country. The Happiness Index and the degree of Social Support have an exponential rather than a linear relationship. The lack of Social Support affects the Happiness Index to a certain extent.

- **Healthy life expectancy**

Mental health is an important component of subjective well-being and also a risk factor for future physical health and longevity. Mental health influences and drives certain choices, behaviors, and outcomes of individuals.

- **Freedom to choose life**

Inherent to everyone, *regardless of shade, sex, nationality, ethnicity, language, religion, or any other status*, are Human Rights. Human rights cover a wide range of freedoms, such as the right to labor and education, the freedom from slavery and torture, the freedom of speech and opinion, and many others. Everyone is entitled to non-discrimination rights.

- **Generosity**

People are happier when we try and happily share our own happiness with others. It's a valuable lesson and the world will become a better place when

more people focus on sharing happiness, happiness is sometimes simply a matter of giving.

- **Corruption Perceptions**

This factor is determined by averaging the results from the following two questions: (1) *“Is corruption widespread in the Government in your country?”*, and (2) *“Is corruption pervasive in businesses in your country?”*. However, this factor had the smallest correlation with the happiness index.

- **GDP per capita (GDP per capita)**

Is the most accurate method to determine the wealth of a country. A country's wealth is highly correlated with happiness levels. High GDP per capita allows for development, growth, convenience and so many other things that lead to higher levels of happiness.

**Habits of happy people:** Happiness or suffering is the choice of each person. The basis for lasting happiness depends on habits, not on momentary material possessions (Dantri, 2021)

- Live meaningfully & enjoy life: Happy people tend to slow down to enjoy, such as enjoying the real taste of a meal, reveling in a conversation...
- Develop physical health: Happy people often maintain a regular exercise routine because physical health has huge benefits for mood. Movement calms the brain and controls impulses.
- Improve and develop mental health: Happy people often choose to associate with people who are happy and have a positive attitude to life. Happiness can be spread from person to person. When surrounded by happy people, you will become confident, creative and especially happy.
- Self growth: Happiness can be difficult to maintain, but when we persist in pursuing the right mindset, we will improve in a positive direction. Accepting new challenges, seeking learning opportunities will bring happiness to people.

**Happy Vietnamese:** The concept of happiness of Vietnamese people is often more in favor of satisfying needs with family life, community, and social relations. There are three components to happiness: *material economic conditions, family and social relations and spiritual life* (Tuoitre, Tapchicongsan, 2022).

- Spiritual life: Good health and a balanced state of mind are important factors in achieving happiness. Being provided with quality medical services, having access to mental health resources, and being able to maintain a healthy, regular lifestyle play an important role in building a strong foundation for personal happiness.
- Family and social relations: Warm, supportive, and loving family relationships can bring joy and happiness to each family member. At the same time, being connected to the surrounding community and having good relationships with others can also increase personal satisfaction and happiness.
- Personal freedom: Personal liberties and freedom in general are considered an important factor in happiness. When people have freedom of choice, freedom to express opinions and to act according to their own preferences, they can enjoy life the way they want and feel more free and happy.
- Security and stability: Security and stability in society is an important factor in creating an environment conducive to personal growth and happiness. When people feel safe and don't worry about their personal and family security, they

can focus on creating a happy life.

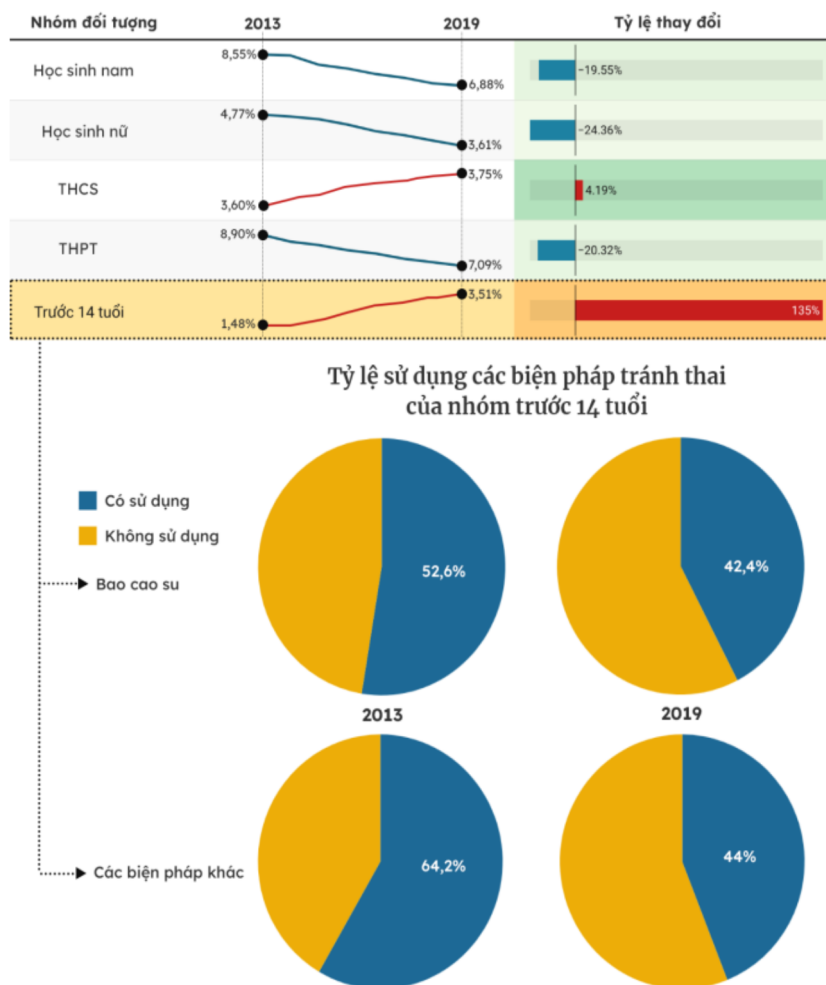
- Economical material conditions: People have a better foundation from which to build happiness into their daily lives when they have enough money to cover essential expenses like food, water, health care and education.

Therefore, to create a happy society, it is necessary to create an environment that promotes happiness by providing opportunities for personal growth and “Chuyện của Bim” will help to bring that opportunity to everyone, creating a good environment in which each individual can learn, develop, contribute and feel satisfied with his or her life. Chuyện của Bim wishes to smash prejudice, promote each person’s pursuit of happiness, thereby improving understanding of the body and health through this useful information channel.

### 3. Issues on sex education and reproductive health care in Vietnam

#### 3.1 . Situation of the problem

In order for adolescents to successfully transition into adulthood, it’s critical that they have the knowledge, attitudes, and abilities necessary to take responsibility for their own health and wellbeing, regardless of their age, sex, marital status, socioeconomic standing, ethnicity, sexual orientation, or gender identity. Comprehensive sex and sexuality education in age-appropriate schools is an effective means of reaching a wide range of children and young people.



On 25th April 2022, the World Health Organization (WHO) and the Ministry of Health Portal published the “Global Student Health Behavior Survey Report in Vietnam 2019” and it revealed alarming data after a two-year pause brought on by the Covid-19 pandemic. Accordingly, the rate of having sex for the first time before the age of 14 in Vietnam had doubled in the past 6 years, from 1.45% in 2013 to 3.51% in 2019. (WHO, 2022)

Besides, the survey in 2021, according to UNICEF, in Vietnam, the rate of young men having sex before the age of 15 was 0.2%. This rate was higher in women, about 0.9%.

(Figure 1.3.1. The results of the survey on sexual behavior of 13-17 year old students at 81 schools in 21 provinces, comparing 2013 and 2019 )

Even 8.9% of women aged 15-19 had sex with a partner 10 years older than them. ([UNICEF, 2021](#))

According to statistics from the Department of Maternal and Child Health, on average, each year, the whole country has about 300 to 400 thousand abortions at the age of 15-19 recorded, of which 60-70% are students. The General Department of Population reported that while the abortion rate in Vietnam has declined over the last ten years, it has been growing for more than ten years among adolescents and young people. ([Ministry of Health Portal, 2019](#)) There are cases when knowing that despite the risk of abortion at facilities that do not meet the requirements, it has led to major health consequences such as infertility & genital infections. Therefore, providing young people with knowledge about sexual health, reproductive health combined with life skills education is a necessary and urgent issue.

### **3.2. Cause of the problem**

The above facts and statistics have raised the question of education as well as reproductive health care, which still has many unresolved problems. Therefore, based on what we find out, we can give the following two main reasons:

- **Cultural factors and social prejudices:** In fact, according to Asian culture, people's psychology is still shy and indifferent when it comes to sex education and sexuality. When children have a need to learn, many parents hastily "label" them, claiming that they are not wise and fear that they are "drawing a way for the deer to run". When it comes to sex education, reproductive health, or information about safe sex, there is a growing divide between parents and children due to a lack of trust and understanding between them. Preventing the inclusion of sex education in the curriculum is mainly the fear that "sensitive" content will "destroy" the innocence of students and stimulate unhealthy curiosity.
- **Education program:** From the current situation and statistics, there are gaps in the current sex education. The contents of sex education and sexual health in schools are still not really effective due to the content, time and method of teaching. Teachers do not have enough skills and methods to communicate and connect with students, creating a comfortable environment for them to share their problems so that they can provide timely support. In today's schools, sex education is not a separate subject but is integrated with other subjects such as Science and Biology. Education expert Nguyen Le Thuy, Center for Youth Skills Development, said that the leading cause of teenage pregnancy is a lack of knowledge about sex education and emotional management skills ([Xã Đông Mỹ.gov.vn.2023](#)). Meanwhile, today's children have easy access to movies, pictures and stories about gender inappropriateness on the Internet.

### **4. About the related media projects**

Sex education and reproductive healthcare have gained increasing attention and importance in recent years. Recognizing the significance of comprehensive sexual health knowledge, some projects aim to address cultural taboos and promote open discussions about sexuality. By focusing on topics such as reproductive health, consent, contraception, and gender equality, these initiatives strive to empower Vietnamese youth with accurate information and skills to make informed decisions about their sexual and reproductive well-being.



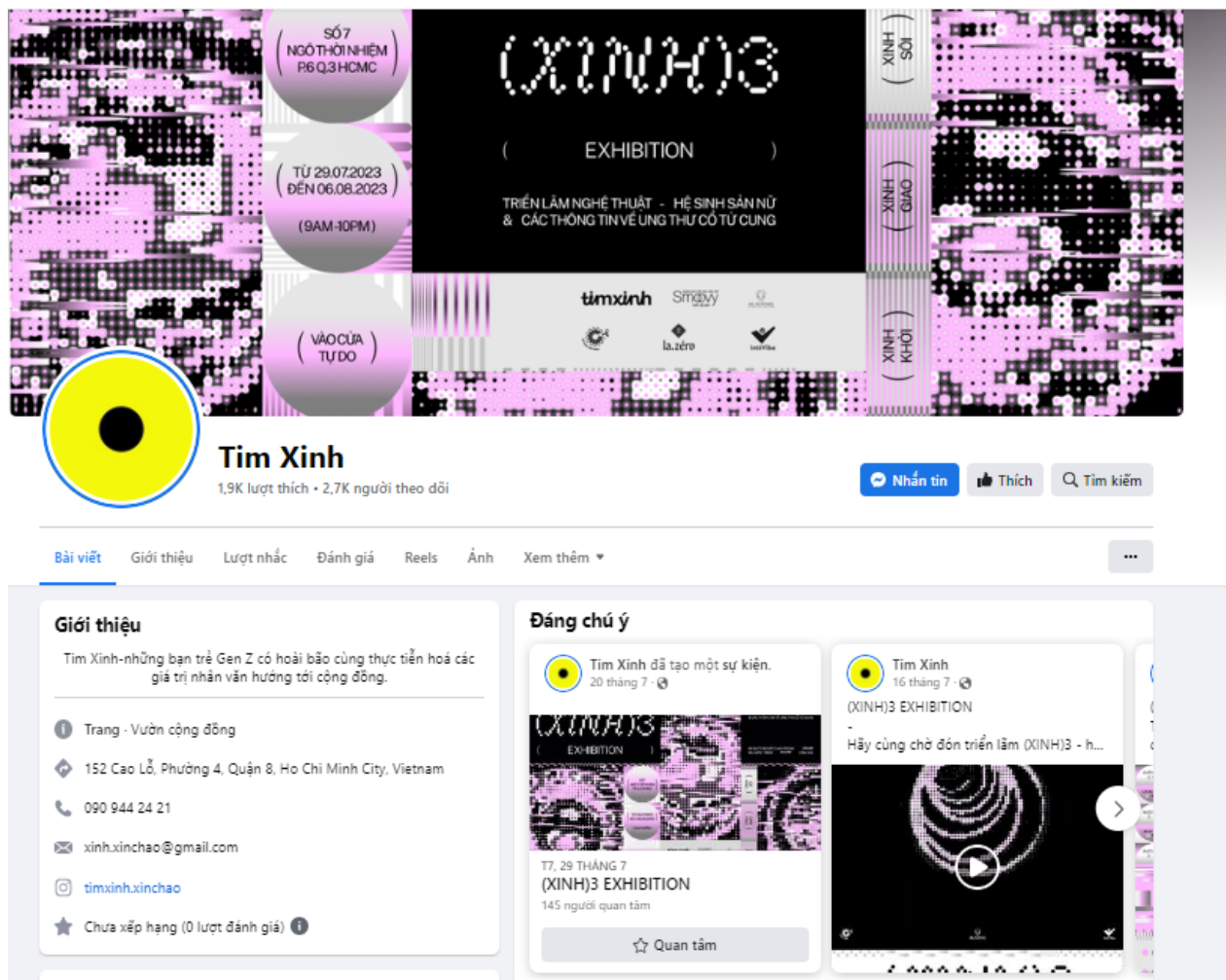
#### 4.1. A reproductive health project: Tim Xinh

"Tim Xinh" is a community project for Gen Z individuals focusing on women's reproductive health, specifically the uterus. The project made its debut on social media on December 15, 2022, with the message "BEAUTY IN HEALTH AND APPEARANCE ♥".

Their initiative with the community's improvement at heart, as they firmly hold the belief that attaining 'BEAUTY' can be achieved through the acquisition of knowledge, personal experience, and the enjoyable embrace of positive, joyful energy to sustain the fervor of passion throughout the journey.

A creative contest was organized by Tim Xinh in collaboration with L'Officiel Vietnam and Smoovy, with the shared goal of spreading awareness about the significance of understanding that safeguarding the uterus is to protect the beloved women in your life. The contest gained a lot of media attention, which spread the message to many GenZ as well as Influencers and KOLs on social media.

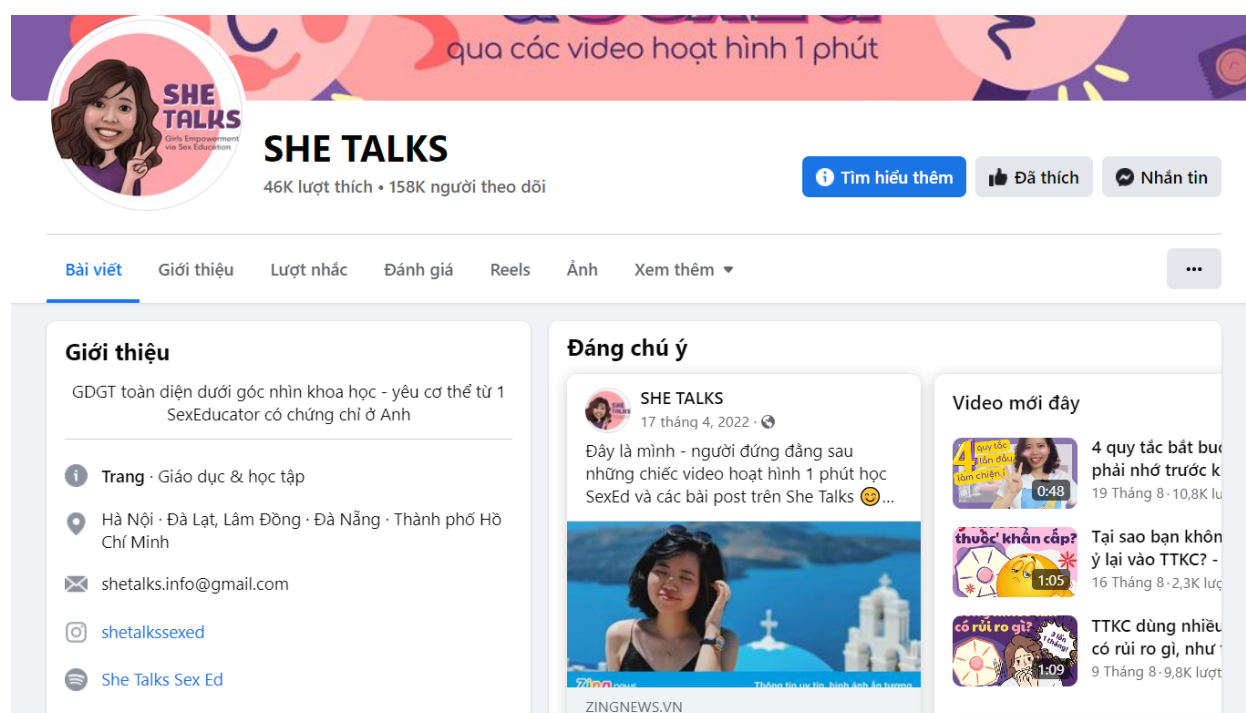
- Official Facebook Fanpage: <https://www.facebook.com/timxinh.xinchao> (2.7K followers)
- Official Instagram Fanpage: <https://www.instagram.com/timxinh.xinchao/> (1.6K followers)



## 4.2. A general sex education project: She talks

SHE TALKS is a platform dedicated to sex education and reproductive health for adolescents and young individuals. Its content offers unique perspectives on sex and encourages everyone, especially women, to discuss it confidently, comfortably, and in a sophisticated manner. Founded in 2019, SHE TALKS has become one of the leading sources of sex education for young people on Facebook. Developed extensively on both the Facebook platform and website, this project is built upon a comprehensive vision of sex education.

- Official Facebook Fanpage: <https://www.facebook.com/shetalks.info> (158K followers)
- Official Instagram: <https://www.instagram.com/shetalkssexed> (2,0K followers)



To sum up, understanding the situation and the causes helps us to clearly define the goals that the campaign was aiming for. This insight enabled us to create a solution-providing campaign and positive experience to make a profound impact and real change on the issue of sex education and reproductive health in Vietnam. We hope that “Chuyện của Bim” will also encourage active participation from each individual to contribute to build a healthy and loving community and the campaign can have a strong sustainable position on the social media compared to other related projects.

## II. Research Methods

**Research methods play an important role in promoting community project activities. They help identify the specific needs of the community, measure effectiveness, and generate proactive community participation. Here are two important research methods and their role in campaign execution.**

### 1. Research methodologies

## 1.1. Primary Research

Primary research is conducted by collecting data via survey questionnaires based on research topics. The questions in this study phase were aimed to offer an overview of sex education and reproductive health concerns, particularly health awareness issues. female genitalia. This is a quantitative public empirical survey with closed questions that is simple, easy to read, and straightforward.



### Khảo sát mức độ quan tâm tới chủ đề Chăm sóc sức khỏe vùng kín của phụ nữ Việt Nam

Chào các bạn!

Khảo sát này được thực hiện bởi **Fantastic 5** - nhóm sinh viên thuộc lớp MC trường đại học FPT Hà Nội. Hiện nhóm đang khảo sát về **Mức độ quan tâm để chăm sóc sức khỏe vùng kín của phụ nữ Việt Nam**. Chúng mình rất mong anh chị/ các bạn đã, đang và sẽ tham gia trả lời các câu hỏi dưới đây.

Ý kiến của mọi người rất quan trọng cho hoạt động khảo sát của chúng mình kiến đều được ghi nhận và đánh giá cao.

**Fantastic 5** cam kết form khảo sát này sẽ được bảo mật và chỉ phục vụ cho trình nghiên cứu tại trường ĐH FPT Hà Nội.

Chúng mình trân trọng cảm ơn và xin dành tặng các bạn món quà nho nhỏ khảo sát nhé! 🍪

- Quantitative research is a research approach used in the social sciences and other disciplines that collects and analyzes data numerically and statistically. The survey team will be able to generalize to a broad sample group for the project's target audience thanks to the utilization of quantitative research in this project.
- Quantitative research is appropriate for studying respondents' attitudes, views, habits, and levels of interest in reproductive health. The information gathered included age, gender, sexual relations, contraceptive methods, and reproductive health knowledge.
- This primary research was conducted from June 19 to July 19, 2023.

(Online survey: <https://shorturl.at/uGHT4>)

## 1.2. Secondary research

Secondary research, also known as document-based research, is the process of gathering, synthesizing, and evaluating existing information and data from a variety of sources, including books, papers, and articles, newspapers, reports, past studies, databases, and etc. The project team gathers information from official sources of reproductive health papers, published and produced by scientists and clinicians with competence, in order to have a thorough picture of reproductive health care information and knowledge. These informational resources not only assist the project team in knowledge acquisition, but also act as a source of content to give readers with correct information on many platforms for this implementation project.

Type	Title	Link
Book	Schuling, Kerri Durnell, and Frances E. Likis. <i>Women's gynecologic health</i> . Jones & Bartlett Learning, 2016.	<a href="https://drive.google.com/file/d/1hTk3ck0xaoEzZGY7ZOODRFYEBFJFj3H6/view?usp=sharing">https://drive.google.com/file/d/1hTk3ck0xaoEzZGY7ZOODRFYEBFJFj3H6/view?usp=sharing</a>
Book	Enright, L. (2019). <i>Vagina: A</i>	<a href="https://drive.google.com/file/d/1">https://drive.google.com/file/d/1</a>

	re-education. Atlantic Books.	<a href="https://drive.google.com/file/d/1f5iKWLpmxHhbd8kzOllr3lSEKZaKfsDF/view?usp=sharing">f5iKWLpmxHhbd8kzOllr3lSEKZaKfsDF/view?usp=sharing</a>
Book	Handbook of obstetrics and gynecology, Prof. Translated by Nguyen Duy Tai	<a href="https://drive.google.com/file/d/1zMIX5qCN8cRWT2gZkgPa4lecmuRLf4DL/view?usp=sharing">https://drive.google.com/file/d/1zMIX5qCN8cRWT2gZkgPa4lecmuRLf4DL/view?usp=sharing</a>
Book	Strickland, B. (2012). READ MY LIPS: A COMPLETE GUIDE TO THE VAGINA AND VULVA. <i>Feminist Collections: A Quarterly of Women's Studies Resources</i> , 33(2), 23-25.	<a href="https://drive.google.com/file/d/13nu3AjlU0p-9QjvQ408_d6fJ4Wtgn0Aj/view?usp=sharing">https://drive.google.com/file/d/13nu3AjlU0p-9QjvQ408_d6fJ4Wtgn0Aj/view?usp=sharing</a>
Book	Schuurmans, N., & Blake, J. (2017). <i>Healthy beginnings: giving your baby the best start, from preconception to birth</i> . John Wiley & Sons.	<a href="https://drive.google.com/drive/folders/1lmvmYxHK_SrgPIAKvuhGbK5WF7LgDzON">https://drive.google.com/drive/folders/1lmvmYxHK_SrgPIAKvuhGbK5WF7LgDzON</a>
Book	Gunter, J. (2019). <i>The vagina bible: The vulva and the vagina: Separating the myth from the medicine</i> . Citadel.	<a href="https://drive.google.com/file/d/1SZ-h7qllixyRPaE7-VxC70INUq1NGqm9/view?usp=sharing">https://drive.google.com/file/d/1SZ-h7qllixyRPaE7-VxC70INUq1NGqm9/view?usp=sharing</a>
Website	Wellness Trends, Sex & Relationships - Refinery29	<a href="https://www.refinery29.com/en-us/health">https://www.refinery29.com/en-us/health</a>
Website	The vulva galleries	<a href="https://www.thevulvagallery.com/">https://www.thevulvagallery.com/</a>
Website	Planned parenthood	<a href="https://www.plannedparenthood.org/learn/teens/puberty/my-vulva-and-vagina-normal">https://www.plannedparenthood.org/learn/teens/puberty/my-vulva-and-vagina-normal</a>
Website	gender spectrum	<a href="https://www.genderspectrum.org/">https://www.genderspectrum.org/</a>
Website	smart sex resource	<a href="https://smartsexresource.com/sexual-health/">https://smartsexresource.com/sexual-health/</a>
Website	Hopkins Medicine	<a href="https://www.hopkinsmedicine.org/health/wellness-and-prevention/preparing-for-gender-affirmation-surgery-ask-the-experts">https://www.hopkinsmedicine.org/health/wellness-and-prevention/preparing-for-gender-affirmation-surgery-ask-the-experts</a>
Website	Vulvovaginal Health	<a href="https://www.acog.org/womens-health/faqs/vulvovaginal-health#:~:text=The%20vulva%20also%20may%20change,can%20vary%20with%20different%20ethnicities">https://www.acog.org/womens-health/faqs/vulvovaginal-health#:~:text=The%20vulva%20also%20may%20change,can%20vary%20with%20different%20ethnicities</a>

Website	We Grow VN	<a href="https://www.wegrow.edu.vn/">https://www.wegrow.edu.vn/</a>
Website	UNHCR: Sexual and gender based violence (SGBV) prevention and response	<a href="https://emergency.unhcr.org/protection/protection-mechanisms/sexual-and-gender-based-violence-sgbv-prevention-and-response">https://emergency.unhcr.org/protection/protection-mechanisms/sexual-and-gender-based-violence-sgbv-prevention-and-response</a>
Website	RAINN: Sexual violence	<a href="https://www.rainn.org/">https://www.rainn.org/</a>
Website	Vietnam Youth Alliance	<a href="https://vnyouthally.org/">https://vnyouthally.org/</a>

**(Table II.1.2. Content reference source)**

## **2. Measurement assessment**

### **2.1. Measurement evaluation requirements**

#### **2.1.1. Credibility**

The degree of transparency and exposure around the survey and research process is connected to credibility. This study's methods, results, and data sources should be published and shared so that others can test and validate the findings. This is due to the data analysis procedure, which must be done appropriately and rationally. Analytical data must be provided in a clear and transparent manner that is checkable and repeatable, particularly in the field of reproductive health, and the study sample must correctly represent the project group's target audience and ensure that the desired audience is represented.

#### **2.1.2. Scientific**

A reproductive health community project's research is a crucial aspect in assuring the quality and trustworthiness of study data. In reproductive health research, data collecting must be done to assure the correctness, reliability, and consistency of the data obtained, particularly the data sources and materials for the study. This involves selecting accurate, dependable, and scientifically sound sources of information, such as earlier research, medical databases, or reports from a credible medical institution.

#### **2.1.3. Relevancy**

In reproductive health research, the information gathering procedure must be closely tied to the study purpose. The study questions and data should correctly and totally reflect the components of reproductive health that are being studied. Furthermore, information on reproductive health research is collected from study participants, including those who were surveyed, interviewed, or observed. The information gathering procedure must be handled in a consistent and polite way, assuring the participants' comfort and voluntary engagement.

Data collecting for research on reproductive health is a delicate process, thus information must be tied to the context and culture of the community or target group. Cultural aspects, gender, age, customs, and attitudes toward reproductive health must be recognized in order to acquire accurate and sensitive information and develop clear and understandable inquiries. These variables must be examined to ensure the study's relevancy and quality of information.

#### **2.1.4. Recency**

Gathering information within this time period might give the most up-to-date and credible information due to recent new advancements, discoveries, or key basic research published in the previous few years. The project team can, however, still refer to past literature and research in the field of reproductive health since the knowledge from these studies can be utilized as a foundation to focus on these elements. Recent authoritative and relevant research has provided a new edge.

#### **2.2. Measurement Evaluation Assurance**

The instrument used to assess and measure the survey is determined by the study's unique aims and features. The following factors influence the project team survey (Scribbr, 2019)

<b>Factors</b>	<b>Ways to implement</b>
Reliability	<ul style="list-style-type: none"><li>- Evaluates the survey's reliability, or its ability to evaluate the results' consistency and stability.</li><li>- Internal reliability and test-retest reliability are two reliability metrics that may be used to examine the dependability of survey questions or items.</li></ul>
Validity	<ul style="list-style-type: none"><li>- Assesses a survey's reasonableness, or its capacity to reliably and efficiently assess the qualities that it quantifies or quantifies.</li><li>- A survey's reasonableness may be assessed using relevance metrics such as internal validity, external validity, and content validity.</li></ul>
Hierarchy	<ul style="list-style-type: none"><li>- Assesses the survey's capacity to differentiate between distinct audiences or purposes.</li><li>- This may be determined by examining the survey's capacity to detect discrepancies in participant replies or ratings.</li></ul>
Consistency	<ul style="list-style-type: none"><li>- Assess the degree of consistency among the survey's questions or items.</li><li>- This can be determined by examining commonalities in participant replies or evaluations.</li></ul>

***(Table II. 2.2. Factors influence the project team survey)***

### **III. Target audience analysis**



# TARGET AUDIENCE

## OVERVIEW

### WHO WE AIM TO TARGET?

- Young women who want to care for their health through reputable sources of knowledge.
- Women have been seeking motivation to promote self-improvement and especially know how to cherish themselves.
- People want to open up with each other about these seemingly sensitive issues that are difficult to talk about.



**AGE**  
18-25



**GENDER**  
Female



**LOCATION**  
In major cities



**OCCUPATION**  
Student, Office worker,  
General Laborer



**BEHAVIOR**  
Use social media  
regularly

The function of target audience analysis is critical in identifying, understanding, and addressing the requirements of the individuals who will be served by the project, campaign, or activity. Target audience analysis assists in developing an accurate and suitable direction, consequently optimizing the project's or activity's influence on the target audience. Here are the elements to consider.

## **1. Demographic**

The project's target audience for reproductive health care for women aged 18-25 is a group of young women who are nearing maturity. This is a vital time in a woman's life when she begins to acquire significant habits and make reproductive and health decisions. This age group is frequently making big decisions regarding their professions, education, marriage, and families.

Furthermore, when working and living in the city, students and office employees will have access to an environment that frequently has quick access to information sources such as the internet, books, periodicals, and instructional materials. This allows individuals to educate themselves and have access to the most up-to-date information on reproductive health care.

## **2. Geographic**

The project's target demographic is young individuals who already live in the city. When living in a city, it is common to have rapid and easy access to information via various media sources such as television, radio, newspapers, and the internet. This provides accurate, up-to-date information about reproductive health care, as well as information about relevant community activities and initiatives.

Furthermore, major cities frequently feature a plethora of social and community groups that promote reproductive health. This is a popular location for educational activities, seminars, and events connected to reproductive health. Students and office professionals may readily participate in these activities to develop their knowledge and abilities, share experiences and learn from others, and facilitate information sharing. More easily trust and connect the community.

## **3. Psychographic**

### **3.1. Mentality**

Women between the ages of 18 and 25 are a vibrant group of young people who are curious about life and themselves. During this time, individuals are experiencing a wide range of complex emotions and ideas about various elements of life, particularly those concerning sexual and reproductive health.

- **Curiosity** is a terrific trait for young ladies. They are curious about the body, relationships, and psychophysiological changes that occur throughout puberty. However, several topics and difficulties concerning reproductive health and BPSD frequently perplex them. The scarcity of official sources of information makes research difficult and, at times, stressful.
- **Consciousness of self-appearance** is common among young women. They are interested in beauty and have a desire to be appealing. Sensitive emotions are a feature of the lives of women in this age range. They are easily irritated, have poor self-esteem, and are stressed by their environment. Fear of body form and female genitalia can both have an impact on their sexual experience.
- **Physiological needs** are a natural aspect of young women's lives. Interactions in

sexual relationships are quite significant in their life. Young women, on the other hand, have a strong feeling of reproductive health. They recognize that reproductive health is important for living a healthy and happy life. Another prevalent tendency is comparison with others. Women aged 18 to 25 frequently compare their attractiveness and sexuality standards to those of others in society, which can lead to psychological stress.

In addition to individual characteristics, there are general factors that affect women in this age group. The need to feel loved, cared for, and respected in emotional and sexual relationships is important. If this need is not met, loneliness and psychological distress may result:

- Women between the ages of 18 and 25 are often filled with self-doubt and concern about how to conform to and satisfy social expectations about sex and relationships. This might result in psychological disorders such as tension and irritation, especially in key situations such as first-time intercourse.
- Confused and worried about being judged and criticism from society is also a challenge for them. Emotions are triggered by the fear of being perceived as lacking in integrity or modesty, being looked down upon by others, or being harassed by family, friends, or society for opposing opinions and actions. Uncomfortable and self-conscious.
- Women of this age have sensitive psychology and are often cautious about discussing sensitive matters, taboos, feelings of inadequacy, and anxiety when confronted with these concerns. They require assistance and counsel in order to overcome these challenges and develop a good outlook and confidence in life.

### **3.2. Interest**

The project subjects' concern for their comfort and self-confidence is expressed by their thorough and clean care for the intimate body area, which is not simply an issue of health. This interest is also reflected in the fact that the target audience is continually on the lookout for newly updated information and ways to improve their understanding of how to care for their private body part. They may remain up to speed with the newest information and guidance by participating in forums, chat groups, or following women's health social networking sites.

Not only is intimate care routinely practiced, but the target audience is also interested in spreading social awareness about this issue. They can take part in community activities related to women's reproductive health campaigns in order to spread the word about the significance of reproductive health care and assist other women in gaining knowledge.

### **4. Media usage behavior**

People who are engaged in health care frequently use purposeful and wise communication. They search and select information from media sources to better their comprehension and health-care decisions. To discover accurate and scientific information, they frequently consult respected medical websites, books, and professional publications.

Furthermore, they frequently watch and follow healthcare-related social media platforms and online videos. These sections provide them practical information, advice on exercise, food, and reproductive health measures.

Participation in online forums, healthcare communities, or discussion groups to exchange information and experiences is also reflected in media usage behavior. They disclose personal details about their experiments and debate the findings, allowing others to learn and contribute again.

## **5. Word of mouth behavior**

Word of mouth is a strong way to spread the word about sex education and reproductive healthcare. When people share helpful and true information with their friends and family, it's like tossing a pebble in a pond – the knowledge spreads out. Talking openly about these things makes it easier for everyone to learn. People become more interested in important topics like staying healthy, understanding their bodies, and making good choices. When people share in a circle of mutual friends, it creates a nice environment where people can feel okay asking questions. This sharing of information not only helps people learn more but also brings them together in a supportive group. As more people learn about these projects, they can help others know too. So, when people spread the word, they're motivating others to join and come to participate in meaningful events as well as social activities like workshops and talkshows.

Summary: The intended demographic of the project consists of young women aiming to enhance their well-being through reputable sources of knowledge. These individuals have been seeking inspiration to foster personal growth, particularly in the realm of self-appreciation. Additionally, they desire a platform for candid discussions about topics that might appear delicate and hard to broach.

## **IV. Media channel analysis**

The most effective media and communication platforms to reach the target audience and maximize the effectiveness of the media campaign are determined through media analysis, which is of utmost importance. The data we gathered for our media channel analysis was summarized here.

### **1. Overall analysis**

Vietnam had 77.93 million Internet users at the beginning of 2023, or 79.1% of the country's total population. Additionally, there were 70 million users of social networks, which is 71% of the population and there were 161.6 million active mobile connections worldwide, or 164.0% of the world's population. ([Data Reportal, 2023](#))

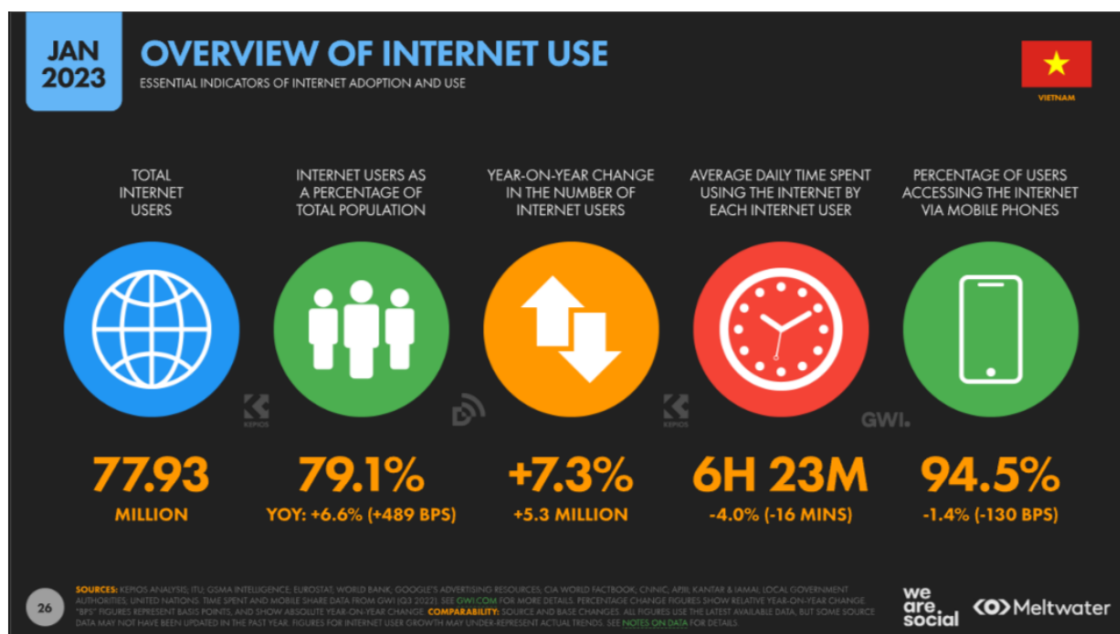
- **Digital era 4.0**

The use of the internet and social media is becoming increasingly popular in the daily lives of Vietnamese people. Vietnam has witnessed a rapid increase in internet usage rates, from 70.3% in 2021 to 79.1% in 2023. The percentage of social media users has also risen to a figure of 89.8% across Vietnam (using at least one social network), with Facebook and Zalo being the primary platforms. Social media is also considered a reliable source of information for news updates and job opportunities. It plays a significant role in shaping one's identity, especially among individuals aged 16-19 (43%) and 20-30. Life without the internet and social media is nearly unimaginable for many Vietnamese people.



(Figure IV.1.a. Adoption and use of connected devices and services, Data Reportal 2023)

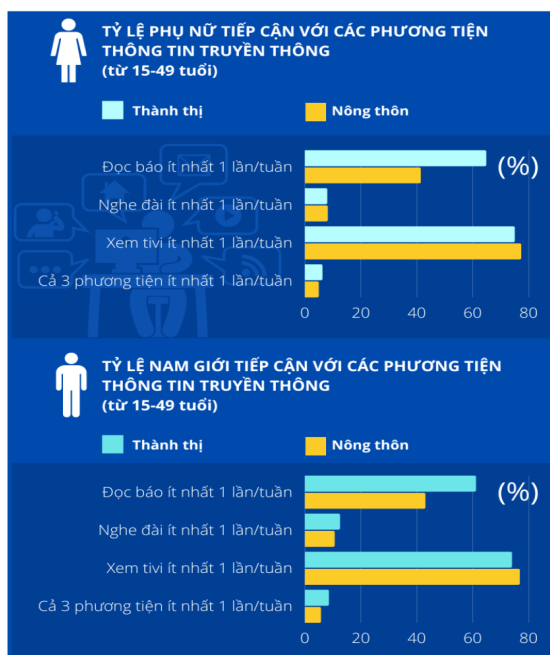
- Internet behaviors in Vietnam 2023



(Figure IV.1.b. Internet Behaviors in Vietnam, Data Reportal 2023)

Vietnam had 77.93 million Internet users in total in January 2023, making up 79.1% of the country's total population. In Vietnam, there are now 5.3 million more Internet users than there were in 2022, up 7.3%, according to Kepios study. At the start of 2023, there was still 20.9% of Vietnam's population, or 20.60 million people, without Internet access.

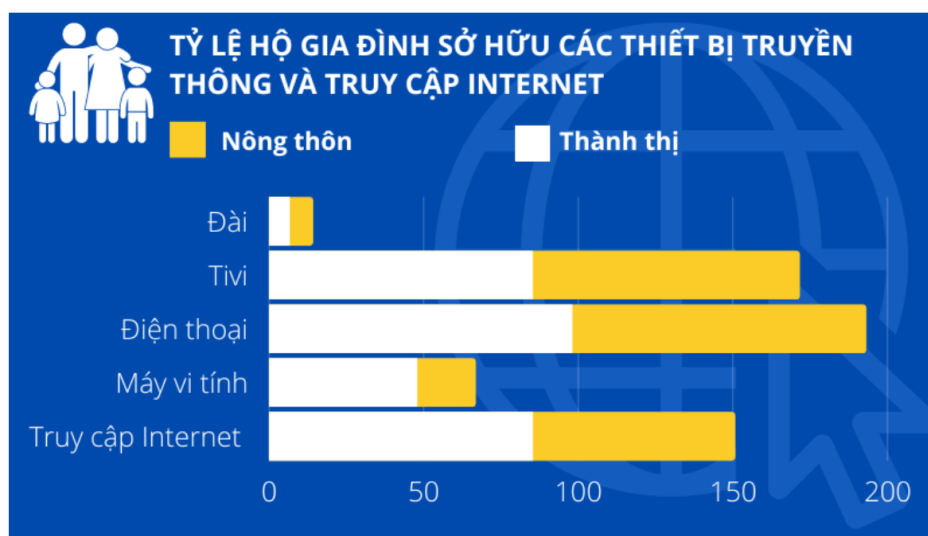
- Percentage of men and women accessing the media



(Figure IV.1.c. Percentage of men and women accessing the media 2022)

- Percentages of women and men aged 15 to 49 who weekly accessed to a certain kind of media (newspaper, radio, or television) as well as those who accessed to all three (2022)
- In Vietnam, 8.0% of women aged 15 to 49 listen to the radio, 50.2% read newspapers, and 76.4% watch TV at least once each week. For men, the rates were similar at 49.6%, 11.3%, and 75.9%.
- Additionally, only 5.4% of women and 6.7% of men frequently accessed all three types of media, whereas 86.5% of women and 86.9% of men did not use any of the aforementioned three media categories.

● **Percentage of households owning communication devices and accessing the Internet**

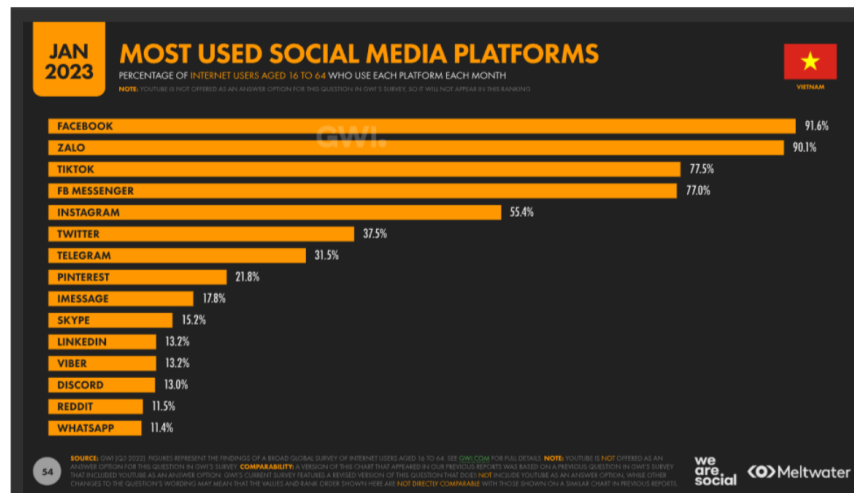


(Figure IV.1.d. Percentage of households owning communication devices and accessing the Internet)

Source: [\[Infographics\] Tình trạng người dân tiếp cận truyền thông ở Việt Nam](#)

It is evident that knowledge and information are spread at a very low level because nearly the same percentage of people in urban and rural areas use communication devices and access the Internet. "Chuyện của Bim" was created with the intention of effectively providing important knowledge about sex and reproductive education by taking advantage of the current scenario.

- Statistics on the usage rate of social networking platforms



(Figure IV.1.e. Statistics on the usage rate of social networking platforms in Vietnam on January, 2023, Data Reportal)

Source: [Digital 2023: Vietnam – DataReportal – Global Digital Insights](#)

#### According to Data Reportal:

- **50.6 percent** of Vietnam's social media users were **female**, while **49.4 percent** were **male**
- **64.40 million** users aged **18 and above** were using social media in Vietnam at the start of 2023, which was equivalent to **89.0 percent** of the total population aged **18 and above** at that time.

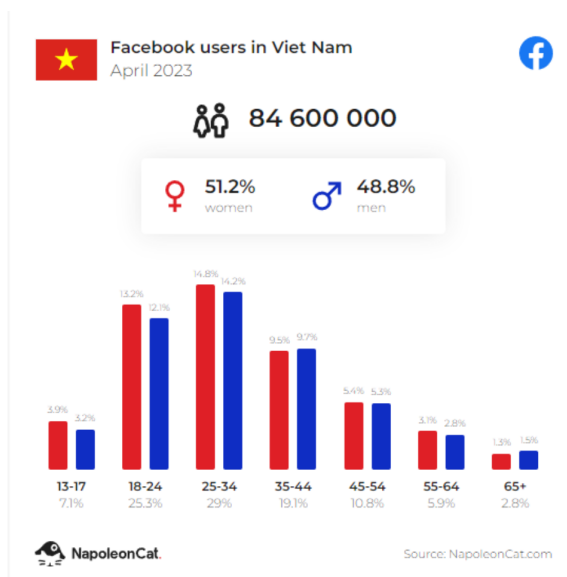
In consideration of the discussed research on media usage trends and audience demographics, "Chuyện của Bim" opted for Facebook and Instagram as its primary channels for executing the campaign. Both platforms wanted to share educational content, make things more inclusive, and engage the project's followers. Furthermore, "Chuyện của Bim" could effectively and rapidly reach out to audiences, especially the youngsters, due to the widespread use of these social platforms for communication in contemporary society.

## 2. Analysis of communication channels related to the project

### 2.1. Facebook Platform:

#### Popularity of Facebook in Vietnam





(Figure IV.2.1. Statistics of Facebook users in Vietnam April 2023)

- According to data from Napoleon Cat (a tool to measure social network indicators) as of **April 2023**, there were more than 84.1% of the country's population in Vietnam, or close to **85,100,000** (Eighty five million one hundred thousand) Facebook members in which women make up 51% of the population. The greatest demographic was those between the ages of 25 and 34, which accounted for 24,600,000 users. The age group of 18 to 24 was the greatest gender disparity, with women outnumbering men by 10,300,000 (ten million three hundred thousand) people.

Statistics of Facebook users in Vietnam (April 2023).

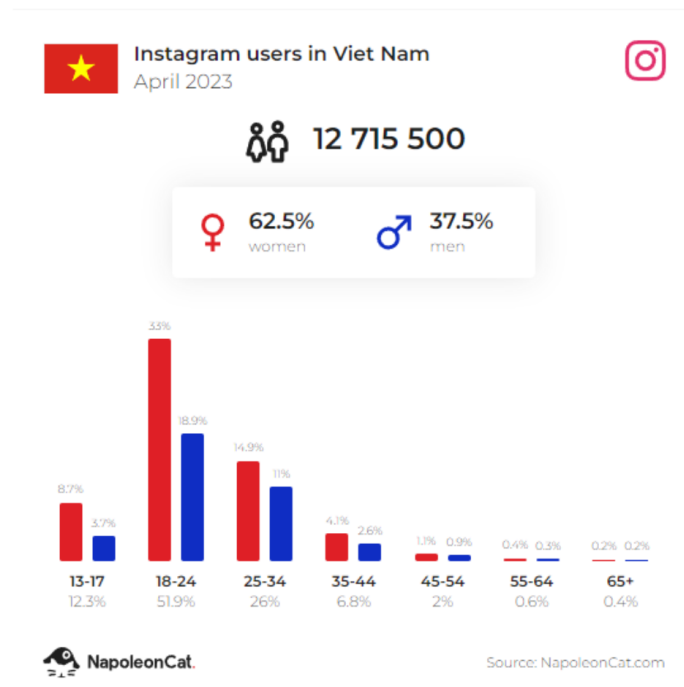
### What do they do on Facebook?

- In Vietnam, Facebook is the most widely used social network. Users frequently use this social network to post photographs, videos, and memories from their lives, despite the fact that Tiktok is trending and growing more interesting due to its short video approach. Additionally, a sizable number of users utilize Facebook for recruiting, livestream sales, and online commerce.
- Facebook is a popular platform for people to exchange information, media, and private information with friends and family. Facebook is additionally utilized as a platform for updating news, events, and topics of interest.

According to the aforementioned studies, “Chuyện của Bim” had the benefit of being able to swiftly increase both the quantity and quality of content and images for Vietnamese users to consume. Additionally, in order to prevent our content from being flagged by Facebook as prohibited content, it must be transmitted carefully, neatly, and naturally.

## 2.2. Instagram Platform:

- **Instagram's popularity in Vietnam**



(Figure IV.2.2. Statistics of Instagram users in Vietnam April 2023)

Source: [Instagram Users in Vietnam April 2023](#)

- According to data from Meta's advertising tool, there would be **10.35 million** Instagram users in Vietnam in the beginning of 2023. Instagram's advertising reach in Vietnam at the beginning of the year was equal to **10.5%** of the country's overall population, according to the company's most recent adjusted statistics. It should be emphasized, though, that Instagram solely prohibits users under 13. Therefore, 13.0% of the eligible population in Vietnam would be using Instagram in 2023.
  - In early 2023, **13.3%** of all Internet users in Vietnam (regardless of age) was reached by Instagram's advertising. In Vietnam, **62.5%** of Instagram's advertising users were female, compared to 37.5% of male users.
  - The potential advertising reach of Instagram in Vietnam has shrunk by 1.3 million (-11.2%) between 2022 and 2023, according to Meta's strategists. The company's statistics also showed that between October 2022 and January 2023, the size of Instagram's Vietnamese ad viewership declined by 450k (-4.2%).
- **Instagram specific statics**
    - As of May 2021, Instagram had been downloaded more than 1.2 billion times worldwide, according to Sensor Tower.
    - Data from Instagram indicates that as of October 2020, there are approximately 1.16 billion monthly users of the service. The typical user spends roughly 30 minutes each day on Instagram.
    - There are around 100 million new photographs and videos uploaded to Instagram every day.
    - User age: Instagram users tend to be fairly young, with 32% of users being between the ages of 18 and 24 and 67% of users being under 34.

- Instagram will generate around 18 billion USD in income by 2021, a rise of more than 35% over the current year, predicts eMarketer.

Instagram has been and continues to be the global leader in visual social media growth. “Chuyện của Bim” has the ability to produce higher content on photographs thanks to the current popularity and trends on Instagram, better communicating knowledge, messages, and education to viewers. The message of “pursuing happiness” is gradually intermingled to raise the value of human life, beginning with fresh insights and viewpoints.

### **Impact of the two platforms mentioned above on the intended audience**

“Chuyện của Bim” believes that sharing material via Facebook and photographs via Instagram has a significant advantage based on the findings of the aforementioned studies. We anticipate that content relating to sex education and reproductive care will be well accepted by the target audience of students and office workers, who comprise the demographic that utilizes the two platforms the most.

## **C. IDEA DEVELOPMENT**

After doing the initial research, we used the insights and knowledge from our research to develop ideas for our media campaign.

It took us almost a month to complete the research and planning phase of the media mission for Chuyện của Bim. During the finalization process, we also received many corrections and comments from stakeholders to finalize the plan. The plan presented in this report will list all the information and all the necessary steps the campaign will go through.

### **I. Idea overview**

#### **1. Goals**

- The main goal of the campaign is to contribute to eliminating prejudices and misconceptions related to the female reproductive system. By providing accurate, scientific, and clear information, the campaign aims to help women understand correctly and comprehensively about their reproductive anatomy. Through addressing misinformation and biases, the campaign creates an environment for women to build confidence and positive awareness about their bodies.
- Furthermore, the campaign promotes self-confidence and self-love for women’s and children’s bodies. It focuses on educating and guiding women and children to learn, care for, and prioritize their reproductive health. This objective encourages the development of positive thinking and fosters a positive attitude towards managing and safeguarding reproductive health.

In order to achieve the outlined goals, which included raising awareness, establishing a cohesive image, strengthening connections, and bringing the project closer to the public, especially women aged 18–25, we had developed the following activities:

- Research and analyze the target audience to orient the appropriate strategy.
- Identify the core value of the project to make a difference and capture the interest of the audience
- Build a consistent project image using elements such as logos, colors, and references.
- By developing interactive activities, responding to their requirements, and obtaining feedback, you may improve engagement and communication with your target audience.
- Measure results and adjust strategies for best results.
- Develop relationships with partners, potential audiences, organizations.

## 2. Objectives

With the significant goals set forth by the project, focusing on enhancing brand recognition and its value, "Chuyện của Bim" has to undertake the planning and implementation of a series of activities to accomplish these objectives:

- The primary objective of the campaign is to offer accessible and detailed information about female genitalia, fostering accurate understanding among women and raising awareness of reproductive health care. A social platform is established on Facebook (**20,000 reaches**) and Instagram (**15,000 impressions**) to promote the project. Measurable goals include increasing followers, tracking engagement (**approx. 3,000 interactions**), and monitoring video views.
- Furthermore, the campaign aims to create an open and safe space for women to discuss their genitals, fostering shared experiences and learning; and to broaden its impact, spreading vital reproductive health messages across society. By organizing events with estimated attendances of **20-100 people**, the campaign aims to promote positive change and community-wide awareness of these crucial issues.

## 3. Theory applied

### 3.1. Method 5W1H

5W1H is a model to help define specific goals, plans, and strategies for each campaign, project or idea. The 5W1H method is commonly used in marketing, helping businesses plan implementation and achieve set goals.

Based on this formula, we would know what we need to do, why we need to do it, how to do it, and how people are involved. Specifically, 5W1H stands for the words to ask "What – When – Where – Why – Who – How" in English.

Some questions to ask when using the 5W1H model are as follows:

<b>WHAT?</b>	What do I need to communicate?
	What do I want to bring to the audience?
	What will be my data source?
	What should the message be?

<b>WHEN?</b>	How long does this plan/project/campaign take to execute? When does development start? How long can a project phase take to complete?
<b>WHERE?</b>	Where does the problem happen? Where is the event venue? In which region does the target audience live? Where will this communication lead?
<b>WHY?</b>	Why choose this audience? Why is this communication important? Why is my choice correct?
<b>WHO?</b>	Who is my audience? Who will be affected by my communication? Who will take the necessary actions? Who are the stakeholders? Who will take responsibility?
<b>HOW?</b>	How will I communicate? How will I be convinced? How will I handle difficult audiences or questions? How did I come to a particular decision or idea? How is that going to help stakeholders?

*Reasons for choosing to apply this model:* From the beginning of the project, there were many stages of planning and preparation, so we needed to find a model that could guide our work. Every project or campaign, whether short or long, must have a purpose and must pose problems about people, situations, situations and need solutions. We had to answer the questions: What? What happened? Who is involved? Where does it happen? When did that happen? Why does it happen? How did it happen? Understanding this, we came up with the 5W1H model, which will help us answer the direction of our implementation. Moreover, 5W1H can be easily applied in all other communication projects because this model is very useful.

### **How to apply to the project**

Applying the 5W1H model for our team to ask themselves questions each time they perform each task, helps determine the path to take without deviating from the original goal. 5W1H is a model that can be applied to every mission in the campaign. Here are some questions asked by our team during the implementation:

<b>WHAT?</b>	<ul style="list-style-type: none"> <li>- What is the main content and message that the project wants to convey to readers through the article?</li> <li>- What medium to use to convey to the audience?</li> </ul>
<b>WHEN?</b>	<ul style="list-style-type: none"> <li>- How long does this campaign take to run?</li> <li>- When does development start?</li> <li>- How long can a project phase take to complete?</li> </ul>
<b>WHERE?</b>	<ul style="list-style-type: none"> <li>- Where should this content be posted and where should it be</li> </ul>

sent?

- WHY?**
- Why choose this audience?
  - Why this content?
- WHO?**
- Who will read this article? Who will be affected by this content?
  - Who will need this content? Who will be attracted to this content?
- HOW?**
- How do I write to fit the overall voice of the campaign?
  - How should I write to suit this sensitive field? How should I convey my message to best suit my target audience?

### 3.2. AIDA model

The AIDA (Attention - Interest - Desire - Action) model describes the journey that the audience goes through before acting. The model consists of four phases. In these four stages, the primary task is to draw people's attention to your brand, create interest in your brand's product, arouse desire for the product, and ultimately drive action. Brands use this model to decide how they build and deliver messages to their target audience at each stage of their journey.

**Attention** In order to arouse the curiosity and initial attention of the target audience, it is necessary to use the right content, tools, methods and methods to touch their curiosity and attention and make them stop. to receive the information you have provided.

**Interest** Once the curiosity of the target audience has been built, it is imperative for businesses to find ways to further stimulate their interest in the brand and its products/services.

To complete this step, it is necessary to have deeper access to information that affects their needs, or untapped hidden worries and pain.

**Desire** When you awaken the hidden needs, concerns, and pain in the target customers, they will also begin to form needs, wants and desires to own the product/service.

This is the step to push the target customer to self-awareness of the core reason why they want the product/service.

**Action** The effectiveness of this final stage largely depends on how you use your call-to-action strategy. Brands use this model to decide how they build and deliver messages to their target audience at each stage of their journey.

Reasons for choosing this model: "Chuyện của Bim" is a non-profit project, and is somewhat sensitive to the desire to give women the opportunity to look directly at their genitals with a more positive attitude. We had set the biggest goal: How to let

more people know about the project and help readers get the right information that can be applied in daily life. Therefore, the AIDA model was chosen by us to optimize the efficiency of the stages.

How to apply to the project:

- Attention: We will use a distinct and cohesive representation of Bim to draw people's attention on social media. Bringing intimacy to audiences through colors, images, and content to let them know the project.
- Interest: Present interesting and captivating information about Reproductive Health as well as knowledge about sex (genital organs). To make the issue relatable and realistic, we will provide specific examples and relevant stories (like Diary series).
- Desire: At this stage, we need to create a connection between the project's message and the demand of the target audience. It is necessary to organize more offline events to promote interaction to reach the maximum audience target and make them love and follow other products of the campaign.
- Action: Finally, promote the tasks in the above three stages and focus on the message of the campaign, to increase the audience's love for "Chuyện của Bim" project and the campaign, thereby participating in offline events. This helps to create an environment that promotes action by creating stimulation and positive emotions.

Using this model, we were able to determine what our mission was and at what stage of the campaign we were. Besides, AIDA makes it easy for us to evaluate and measure communication effectiveness after the campaign ends, therefore drawing many lessons from experience.

## **II. Communication strategy**

We prepared and strategized content and channels under the section on media strategy. Expressly, the following communication objectives form the basis of our primary communication plan from the beginning of May to August:

- To raise awareness of "Chuyện của Bim"'s branding among viewers: Put the logo, Bim character, hashtag, image, and brand tone of the channel on the chosen media networks.
- Creating content about the significance of reproductive health care: Actively promoting engaging and interesting content to raise awareness about self-care, thereby potentially enhancing the well-being of individuals and the community.
- Share with the audience "Chuyện của Bim" collective spirit: Work with stakeholders to organize activities that will promote, disseminate, and provide the community with important information.

### **1. Content strategy**

#### **1.1. Concept**

##### **1.1.1. Background**

Harsh life conditions and societal pressures lead individuals to spend most of their time and effort on achieving material success as well as remarkable advancement. However, amidst this pursuit, they often neglect to enjoy happiness and take care of their own health.



Team **Fantastic 5** became aware of this issue and began “A journey to happiness with “Chuyện của Bim” - a communication campaign from FPT University Students”. In the community, this project aims to increase awareness of the pursuit of pleasure. Invoking social awareness about love, sharing, and creating a strong, liveable community, particularly with the topic of sex education and reproductive health care, this campaign aims to help people realize that happiness is not only a personal state but also a shared responsibility of society.

### 1.1.2. Insights

Insight is a deep understanding of the target audience, their needs, wants, and moods. Therefore, the project “Chuyện của Bim” would need insights about the target audience to build effective content and communication strategies. Here are some insights that can be applied to the project:

- **Pursuit of happiness:** People in society are under a lot of pressure to succeed financially, materially, and personally because of these pressures and problems. It's crucial to establish a happy consciousness environment where individuals can concentrate on spiritual principles and understand that seeking genuine happiness is necessary and should not only be dependent on monetary success.
- **Interest in stories and real-life experiences:** With a combination of education and communication, the project “Chuyện của Bim” aims to spread the message of love, sharing and reproductive health care. Sex education and reproductive health care are crucial for increasing community understanding and knowledge, assisting individuals in developing a deeper sense of self, and fostering an atmosphere of respect and care for each other.
- **Limited knowledge about gender:** Young people in Vietnam are frequently interested in and concerned about gender-related topics, but they frequently lack access to forums for open discourse and information from reputable sources. They might rely on inaccurate information from friends, the media, or other unreliable sources because they lack accurate and comprehensive knowledge about gender and reproductive health care.
- **The need for reliable sources and reliable information:** To understand gender and take care of their reproductive health, young people need trustworthy sources of information. They need information from reliable sources, which Chuyện của Bim will provide.
- **Actively participate on social networks:** Young people often have the habit of participating in social networks, using platforms such as Facebook, Instagram and TikTok to express their views and interact with information.

Based on the above insights would help us clarify our direction and goals. Additionally, insight was crucial in creating the “Big idea” for the project communication campaign that is described below.

## 1.2. Idea

As previously mentioned, this insight aided in directing and building the framework for big concepts in the media campaign. We were able to produce a strong and successful Big concept that would have a positive impact on our project by fusing creativity with a thorough understanding of the target audience.

### 1.2.1. Big Idea

Name of big idea: “The stories of Bim” (Những câu chuyện của Bim)

Aiming to inspire and enact real change, the Big Idea of the campaign will generate a series of practical and positive real-life stories. These stories will narrate experiences and knowledge, encompassing journeys filled with challenges but also Bim's confidence and strength. The audience will engage with intriguing and touching stories of self-acceptance, exploration, love, and self-value, aiming to foster a positive shift in societal perspectives on gender and reproductive health.

### 1.2.2. Key message

The main message that “Chuyện của Bim” want was divided into 2 phases “**Hiểu bao nhiêu, thương bấy nhiêu**” and “**Thầm thương những điều thầm kín**”.

#### **Phase 1: “Hiểu bao nhiêu, thương bấy nhiêu” (The more you understand, the more you cherish)**

During this stage, the focus would be on recognizing the importance of understanding the difficulties, problems, and emotions of each community member. To sympathize with and gain a deeper understanding of people's experiences, it was essential to dedicate time to actively listen, communicate, and gather insights about them.

This created a mindful space in the society where each person could concentrate on spiritual principles and acknowledge the pursuit of genuine happiness, which was not merely based on worldly success. Moreover, mutual respect and caring were fostered when people comprehend and understand each other more.

#### **Phase 2: “Thầm thương những điều thầm kín” (Cherish the secret things)**

In the community and in all facets of life, it was much better if we could stress the value of showing one another love and care. It was essential to extend love, encouragement, and consideration for the mental and reproductive health of others as we acknowledge their challenges and concerns.

On the other hand, we should promote the importance of the community in creating a safe and fulfilling environment to live in. We must support, love, and care for one other's mental and reproductive health by accompanying, understanding, and sharing these things. A safe and supportive environment could be created by expressing affection and sharing secrets.

The project wished to create a new society where there are no judgments about our values or our bodies and where women are given the chance to have a more positive relationship with their genitalia.

### 1.2.3. Slogan: “**Thấu hiểu - Yêu thương - Trân trọng**” (Understanding - Love - Appreciation)

Slogan of “**Chuyện của Bim**” refers to a special way of loving, understanding, and respecting others. It conjures up the sense of comprehending and empathizing with various facets of life, particularly those pertaining to sex and reproduction.

“**Thấu hiểu - Yêu thương - Trân trọng**” means:

- **Thấu hiểu (Understanding):** This is an important value in building an environment of wisdom and consensus. Understanding requires openness, a willingness to listen and empathize with others, especially in the areas of gender and reproduction. Understanding enables us to more fully appreciate the worries, requirements, and agency of others.
- **Yêu thương (Love):** Love is a crucial emotional attribute, particularly in creating a community that is understanding and helpful. To love means to be kind, helpful, and to spread love to others around you. Love contributes to the establishment of a non-negotiable, secure atmosphere where everyone can feel cared for and accepted in the context of sex and reproduction.
- **Trân trọng (Appreciation):** Respect is a key virtue in respecting and appreciating diversity, self-determination, and individual ideals. Respect demands an appreciation of each person's uniqueness and freedom of choice. Respectfully ensure that everyone has the freedom to choose their own gender and reproductive options and that their body and health are respected.

The slogan also promotes respect for individual ideals, independence, and variety in the workplace. We have the ability to establish a space of respect where everyone's contributions are esteemed, and discussions about female genitalia are conveyed with security and equality through mutual understanding and care.

#### 1.2.4. Hashtag




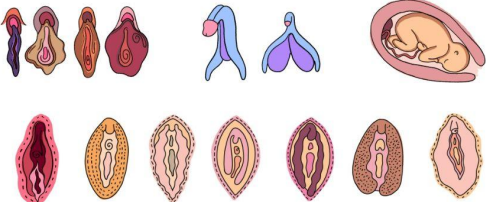
#ChuyencuaBim #Nhungdieuchuadamnoi  
 #Thamthuongnhungdieuthamkin #Bimtutinkhongngainoi  
 #Hieubaonhieuthuongbaynhieu #kienthuc #workshop

Not only are they keywords, but they also convey profound messages, symbolizing the spirit and objectives of the campaign. They are closely associated with the promotion of awareness, understanding, and love for reproductive health. The chosen hashtags represent the nature of the project, its messages, and the values that the "Chuyện của Bim" project aims to share with the community. They help establish recognition and attract individuals interested in the content and goals of the project.

#### 1.2.5. Key visual

Bim's portrait – the symbol representing each individual in the community, where Bim is smiling brightly and eyes full of sympathy and love. Bim is holding a big heart, symbolizing love and sharing. Below the key visual is "Chuyện của Bim" – the project name is written in large, prominent letters.

The color of "Chuyện của Bim" stands out as bright pink. Creates a feeling of warmth and positivity, showing playfulness and optimism in building a community of love and care.

<p><b>Chuyện của Bim</b></p> <p>VISUAL MOODBOARD</p> <p>MAIN LOGO</p>  <p>COLOR PALETTE</p> 	<p><i>Main colors and logos</i></p>
<p>BRAND IDENTITY</p>  <p>GRAPHIC ILLUSTRATOR</p> 	<p><i>Illustrations for the article</i></p>
<p>FONTS</p> <p><b>Monsterrat</b></p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p><b>Roboto Condensed</b></p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p><i>Main font</i></p>

(Table II.1.2.5. Visual moodboard)

### 1.3. Content route

<b>Hiếu bao nhiêu, thương bấy nhiêu</b>							
<b>Bim và những điều bạn chưa biết</b>							
1. Tên gọi	2. Vị trí của Bim	3. Ngoại hình của Bim	4. Tin đồn về Bim	5. Gia đình của Bim	6. Bạn bè của Bim	7. Người yêu của Bim	8. Workshop

<p>- Những tên gọi thân thương mọi người hay gọi (cô bé, vùng kín, bướm bướm, bím, cơ quan sinh dục, âm hộ, âm đạo,...)</p> <p>=&gt; Vậy tên nào là đúng?</p> <p>=&gt; Hãy cùng Bim bắt đầu một hành trình thấu hiểu để yêu thương, bình thường hóa Bim trên cơ thể và gọi tên thật đúng để trân trọng cô bé của mình thật nhiều</p>	<p>- Bim là ai? Ở đâu? (Bim là cơ quan sinh dục của phụ nữ, bao gồm âm hộ, gò mu, lông mu, môi ngoài âm hộ, môi trong âm hộ, âm vật, màng trinh, âm đạo, cửa âm đạo)</p> <p>=&gt; Mỗi bộ phận đều có vị trí và chức năng riêng</p> <p>=&gt; Đừng nên nhầm lẫn với nhau nhé</p>	<p>- Hình dạng chung của Bim: kích thước và hình dáng (âm hộ, môi âm hộ, âm vật,...)</p> <p>=&gt; Tổng hợp 5 loại dáng phổ biến của Bim</p> <p>=&gt; Tuy nhiên mỗi người một vẻ mười phần vẹn mười (bình thường hóa vẻ đẹp tự nhiên của Bim)</p>	<p>- Series tổng hợp những chuyện lạ về Bim ("Quan hệ tình dục nhiều sẽ làm cô bé rộng ra"; "Phụ nữ phải cảm thấy đau đớn vào lần đầu tiên khi quan hệ"; "Sử dụng các loại kem bôi và thuốc đặt sẽ giúp cô bé của bạn trở nên hồng hào"...)</p> <p>=&gt; Có đúng không?</p> <p>=&gt; Hoàn toàn là những câu chuyện trôi nổi không rõ ngọn ngành trên mạng</p> <p>=&gt; Khuyến đừng nghe theo những điều chưa được kiểm chứng có thể làm hại tới Bim của bạn</p>	<p>- Dáng vẽ của bim qua các thời kỳ (lúc bé, dậy thì, trưởng thành, sinh sản)</p> <p>=&gt; Cái nhìn rõ ràng về cách Bim phát triển</p> <p>=&gt; Thấu hiểu về mỗi khoảnh khắc của Bim</p> <p>- Gia đình của Bim (bà, mẹ, cô, dì, bác gái)</p> <p>=&gt; Bà và mẹ: hình ảnh ở độ tuổi già</p> <p>=&gt; Cô dì: thời kỳ thai sản và hậu thai sản</p>	<p>- Những hình dạng độc đáo của Bim</p> <p>=&gt; Mỗi Bim là một cá thể độc nhất (màu sắc, kích thước, hình dạng)</p> <p>=&gt; Đẹp theo cách riêng, không tự ti, so sánh</p>	<p>- Thủ thi thẩm thi: Series Tâm sự của Bim với người yêu (Về những băn khoăn lo lắng về ngoài; những dấu hiệu thay đổi của bản thân)</p> <p>=&gt; Người yêu tâm lý khuyến nên tự tin về bản thân hơn (mỗi người một vẻ đẹp riêng)</p> <p>=&gt; Những thay đổi theo thời gian là chuyện bình thường (do tác động của tuổi tác, hormone, chuyện quan hệ,...)</p>	<p><b>Workshop 1 "Get to know your Bim - Chào bạn mình là Bim!"</b></p> <p>+ Nội dung: Giáo dục và cung cấp kiến thức về BPSD nữ.</p> <p>- Các hoạt động chia sẻ cảm nhận BPSD qua hình ảnh đơn giản và màu sắc</p> <p>- Bộ sưu tập hình vẽ của người tham gia được đăng tải trên website và social media của dự án"</p> <p>+ Mục đích: Nâng cao nhận thức</p>
	<p>- Chức năng của từng bộ phận trong cơ quan sinh dục</p> <p>=&gt; Hiểu hơn về kiến thức y khoa giúp các hoạt động chăm sóc và quan hệ tình dục trở nên dễ dàng hơn</p>	<p>- Màu sắc của Bim: khác nhau dựa trên màu da tự nhiên (màu đỏ tía, màu hồng, màu đỏ, màu nâu, màu ghi,...) và tùy thuộc vào lưu lượng máu</p> <p>=&gt; Không có quy chuẩn cho màu sắc của Bim</p>	<p>- Bim trên truyền thông (trên phim ảnh: porn, sex education, các bài báo, website,...)</p> <p>=&gt; Định kiến về hình ảnh của Bim (phải màu hồng hào, sáng và đều màu, môi lớn môi bé không quá dài, cửa âm đạo nhỏ khép kín,...)</p> <p>=&gt; Hình ảnh tiêu chuẩn so sánh của phụ nữ khiến phụ nữ ngày càng tự ti hơn</p>	<p>- Những câu chuyện xảy ra khi Bim lớn lên</p> <p>=&gt; Bề ngoài thay đổi, giãn tĩnh mạch, dễ bị nhiễm trùng, ...</p> <p>=&gt; Ham muốn thay đổi khi BPSD bắt đầu trở nên khô</p>	<p>- What's in my bag</p> <p>=&gt; Những ngày thường: đồ makeup, son môi, nước hoa, khăn ướt, nước hoa, ...</p> <p>=&gt; Những ngày "đèn đỏ": tampon, băng vệ sinh, bao cao su, kẹo socola,...</p>	<p>- Những ngày "đèn đỏ"</p> <p>=&gt; Những sự quan tâm tới tự người yêu của Bim (tâm sự, chăm sóc, chiều chuộng, ....)</p> <p>=&gt; Tips mua đồ, quan tâm</p>	<p><b>Workshop 2 "Cùng Bim đập tan định kiến (Định kiến)" - Sự kiện riêng</b></p> <p>PR báo chí</p> <p>- Nội dung chính:</p> <p>+ Thảo luận, chia sẻ về những định kiến thường bị áp đặt lên BPSD nữ</p> <p>+ Phân tích tác động của những định kiến đó đến nhận định của xã hội về BPSD nữ</p> <p>- Hoạt động trải nghiệm:</p> <p>+ Tô màu nhân vật Bim (2 lần)</p> <p>+ Ngâm thơ về các định kiến</p> <p>- Viết thư cho mailbox</p>

Thâm thương những điều thầm kín							
Cuộc sống hàng ngày của Bim				Những điều Bim chưa dám nói			
1. Làm thế nào để khỏe	2. Skincare thể nào là tốt	3. Outfit of the day	4. Ăn o ết Day	8. Workshop	1. Bim nhạy cảm	2. Bim và chuyện ấy	3. Tân trang cho Bim
<p>- Ăn uống healthy để Bim luôn khỏe mạnh (prebiotics, probiotics, chất béo lành mạnh, nước...)</p> <p>=&gt; Thực phẩm là nguồn cung hoặc là nguồn ngăn ngừa các men nấm âm đạo</p> <p>=&gt; Các cô gái cần chú ý chế độ dinh dưỡng và thực phẩm nạp vào đầy đủ và cần thiết</p>	<p>- Tiêu chí lựa chọn ddvs (độ pH, công dụng, không chứa chất gây hại, không tạo bọt,...)</p>	<p>- Quần nhỏ phù hợp làm Bim thoải mái (những tiêu chí lựa chọn quần lót: chất liệu, kiểu dáng, kích cỡ, độ hỗ trợ,...)</p>	<p>- Thực phẩm giúp Bim đỡ "chịu khổ" (socola, uống nhiều nước, ăn trái cây, cá, thịt gà,...)</p> <p>=&gt; Đa số là các đồ ăn lành mạnh tốt cho sức khỏe (Chế độ dinh dưỡng đóng vai trò quan trọng giúp cơ thể khỏe mạnh hơn)</p> <p>=&gt; Hãy lưu ý bổ sung các loại dưỡng chất gồm thực phẩm giàu canxi, các loại vitamin, chất sắt, Magie và Kali, Axit béo Omega-3.</p>	<p><b>Workshop 3 "We all have a Bim to love - Bim để yêu thương"</b></p> <p><b>kết hợp với Melonning</b></p> <p>- Nội dung chính:</p> <p>+ Thực trạng việc chăm sóc SKSS nữ, những sai lầm trong việc chăm sóc BPSD nữ</p> <p>+ Chia sẻ cách chăm sóc SKSS và BPSD nữ</p> <p>- Hoạt động trải nghiệm:</p> <p>+ Tô màu nhân vật Bim (2 lần)</p> <p>+ Trò chơi Bingo về cách chăm sóc BPSD nữ</p> <p>- Viết thư cho mailbox</p>	<p>Bim thường dễ bị mắc các bệnh phụ khoa thường gặp:</p> <p>- Những bệnh phổ biến nhất (viêm âm đạo, u xơ tử cung,...)</p> <p>- Dấu hiệu nhận biết (Khí hư bất thường, chảy máu âm đạo,...)</p> <p>=&gt; Cách phòng tránh (vệ sinh, khám định kì,...)</p> <p>=&gt; Bim rất nhạy cảm nên hãy trân trọng và yêu thương nhiều hơn</p>	<p>Bim tò mò về chính mình:</p> <p>- Giải mã cảm xúc kì lạ -&gt; Những cảm xúc chưa từng có (khoái cảm khi tự khám phá bản thân)</p> <p>- Định kiến về chuyện 'tự sướng' ở nữ giới</p> <p>=&gt; Không có gì là ngại khi mình tự khám phá cơ thể, hiểu bản thân để càng yêu chính mình</p>	<p>- Bim đã từng có suy nghĩ đi phẫu thuật (do bản thân chưa thấy mình đẹp)</p> <p>=&gt; Vào các hội nhóm trên Facebook để tìm hiểu, đọc trải nghiệm của các bạn, các chị đã từng phẫu thuật</p> <p>=&gt; Tuy nhiên đọc thấy khá nhiều rủi ro (phòng khám chưa chất lượng, bác sĩ tay nghề kém, giá tiền cao, biến chứng sau phẫu thuật,...) nên chưa dám làm</p>

- Bim khỏe, Bim tự tin (các bài tập se khít vùng kín: kegel, squat, yoga...) => Tập thể dục không chỉ giúp Bim xây dựng được thói quen lành mạnh, còn giúp duy trì được vóc dáng khỏe mạnh	- Chăm sóc thể nào cho chuẩn? (vệ sinh, tỉa tốt, lưu ý...)	- Thói quen nhỏ, hạnh phúc to + Những thói quen tốt (thay đồ lót mỗi ngày, ngủ nude, vứt đồ lót cũ, lưu ý...)	- Chăm sóc đúng để nhằm giảm nguy cơ nhiễm khuẩn. (vệ sinh ít nhất 3-4 lần/ngày, sử dụng vòi nước hoặc dòng nước chảy để rửa sạch, chú ý làm sạch hoặc thấm khô vùng kín, thay BVS, tampon thường xuyên,...) - Tập thể dục nhẹ nhàng: không tập các môn thể thao đòi hỏi sử dụng nhiều sức lực	<b>Workshop 4 "Bim và chuyện tình dục (Tình dục)"</b> - Nội dung chính: + Thực trạng việc quan hệ tình dục, những định kiến mà nữ giới gặp phải với BPSD trong việc quan hệ tình dục + Chia sẻ cách để quan hệ tình dục an toàn cho BPSD nữ và cách vượt qua những định kiến sai lầm đó - Hoạt động trải nghiệm: + Tô màu nhân vật Bim (2 lần) + Trò chơi Bingo về cách QHTD an toàn cho BPSD nữ - Viết thư cho mailbox	Bim gặp dị dạng bẩm sinh - Những bất thường về cấu trúc do sự rối loạn quá trình biệt hóa các BPSD trong thời kỳ bào thai (dị tật màng trinh, dính môi sinh dục, dị dạng âm đạo) => Có thể ảnh hưởng tới hoạt động tình dục và sức khỏe sinh sản => Cần phải phát hiện sớm để phẫu thuật kịp thời, giúp Bim trẻ phát triển và sinh hoạt bình thường	Bim với partner: - Khi nào thì Bim đã sẵn sàng cho "chuyện đó"? (cảm xúc, tâm lý, cách thức chuẩn bị,...) - Nỗi sợ khi Bim quan hệ (sợ đau, cô bé bị rộng, tâm lý, mùi cơ thể,...) => Các cô gái hãy tự tin vào chính mình và chuẩn bị các kiến thức kĩ càng trước khi quyết định 'chuyện đó'	- Các hình thức tân trang cho Bim (đặt viên, phẫu thuật, trẻ hóa, tẩy lông vùng kín...) => your body, your choice. Yêu bản thân theo cách riêng mình - Những điều cần lưu ý trước khi quyết định 'làm đẹp' cho Bim => Cung cấp kiến thức để các cô gái cảm thấy an tâm trước khi quyết định làm đẹp
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(Table II.1.3. Content route)

## 2. Communication channels strategy

Social media platforms have now permeated billions of people's daily lives on a global scale. Internet connectivity and technological advancement have made it easier to interact and communicate online. Social networks offer a space for information sharing, entertainment, learning, and networking in addition to facilitating connections with family and friends.

Besides, the trend of social network users today tends to favor short, high-quality content; content with educational and humanistic value; and interactive, interesting and relatable content. That's why the group chose social media *Facebook* and *Instagram* as the main communication platform because of their relevant and effective features in the current digital age. Both Facebook and Instagram have large user bases globally, especially in big cities. This facilitates reaching a broad target audience and enhances the effectiveness of the communication strategy. Both platforms can share various types of content such as articles, images, videos, stories, live streams, and more. This allows our team to create and diversify content to appeal to the target audience. Furthermore, Meta has now integrated Facebook and Instagram features, making it easy to share content across platforms and enhance brand presence.

However, content in the field of Reproductive Health is not widely available on social networks due to sensitive issues, strict regulations and policies of the platforms... our team offers strategies to develop the content of the platforms. social media channels below.

### 2.1. Facebook

- **Target:** The target audience "Chuyện của Bim" wanted to reach was about 18-25 years old. They were students and office workers. This shows that the target audience has a diverse range of education and occupations, from people studying at universities and colleges to people already working and experiencing daily work life. An important point in the target audience was sexual orientation. Fanpage aimed to educate and support those who were in the process of learning about and taking care of their reproductive health,

including gender dualism and the LGBT+ community. “Chuyện của Bim” has always demonstrated a commitment to respecting and meeting the needs of members of this diverse community, providing them with accurate and reliable knowledge and understanding of sex and reproductive health.

- **Content:** On the page, our team created diverse content on topics about care, gender stereotypes, workshops, etc. for articles, photos, and videos. Content primarily reflects the brand's values and satisfies the needs of the target audience. Articles, information and advice will be intelligently designed and aim to build community, increase awareness and encourage active discussion on issues related to sex education and reproductive health. By providing quality content, rich format, Chuyện của Bim will contribute to raising awareness, health and happiness for its target audience.
- **Format of content:** Title of the article is brief and concise, the content of the whole article; The content is extracted from reputable websites, scientific researches, books with high accuracy; Use the signature hashtags of Chuyện của Bim, used throughout the campaign.
- **Advertisement:** We considered using Facebook ads to increase reach and enhance the effectiveness of communication strategy.

## 2.2. Instagram

- **Photos and videos:** Instagram is a photo social network, our team always puts a premium on the quality of our pictures and videos. The content posted on the Instagram page is succinct, concise and uses attractive and clearly branded images to attract the target audience using the dominant pink tone and images. Bim is drawn in a cute and intimate style.
- **Format of content:** Title of the article is brief and concise, the content of the whole article; The content focuses mainly on images, which are extracted from reputable websites, scientific researches, books with high accuracy; Use the signature hashtags of Chuyện của Bim, used throughout the campaign.
- **Hashtag:** Our team researched and used hashtags suitable for each stage of the campaign to reach the audience of interest. These hashtags correspond to the social network Facebook to ensure consistency throughout the campaign.

#ChuyencuaBim #Nhungdieuchuadamnoi  
#Thamthuonghungdieuthamkin #Bimtutinkhongngainoi  
#Hieubaonhieuthuongbaynhieu #kienthuc #workshop

- **Instagram Stories and Instagram reels:** Leverage Stories and Instagram reels to deliver higher quality and interactive content.
- **Community:** Create a community on Instagram by interacting with followers, replying to comments, and participating in conversations. Interact with the target audience in the media to build trust and promote positive interactions with “Chuyện của Bim”.



### 3. Execution timeline

The communication campaign was expected to be implemented based on the experience journey of the target audience that the project brings through two stages of Awareness (May, June) and Interaction (July and August). Based on that journey of experience, we would offer specific communication activities as the following table.

COMMUNICATION SUMMARY PLAN				
The target audience's experience journey	AWARENESS - Awareness		ENGAGEMENT - Interact and understand	
Time	May	June	July	August
	Hiểu bao nhiêu, thương bấy nhiêu		Thâm thương những điều thầm kín	
Main activities	- Building and launching a campaign project with the theme of female genital and reproductive health: “Chuyện của Bim” - Workshop organization		- Continue to build and develop the project - Organize Workshop and Talkshow	
Offline communication	<b>Workshop 1</b>  Purpose: Introduction, creating an image, and disseminating the project to the community		<b>Workshop 2</b> Purpose: Increase interaction, bring the project closer to the target audience through experiential activities  <b>Talkshow</b> Purpose: Strongly attract the target audience and enhance the credibility and reputation of the project, build relationships with stakeholders	
Online communication	<b>Instagram</b> - Chuyện của Bim’s Instagram Account (24 articles): + Post content: short articles, focusing on images related to female genital shapes, Meme, Movie about Sex Education + Story content: Poll, interactive game according to template		<b>Instagram</b> - Chuyện của Bim’s Instagram Account (24 articles): + Post content: short articles, focusing on images related to female genital shapes, Meme, Movie about Sex Education + Story content: Poll, interactive game according to template	
	<b>Facebook</b> - Fanpage “Chuyện của Bim” (30 articles) + Topic: Knowledge about health care for female genitals + Post content: articles about health care, women’s difficult things to say about issues related to the genitals + Facebook Reels: short video		<b>Facebook</b> - Fanpage Chuyện của Bim (30 articles) + Topic: Knowledge about health care for female genitals + Post content: articles about health care, women’s difficult things to say about issues related to the genitals + Facebook Reels: short video	
<b>Online Advertising:</b> + Facebook (Facebook page) + Instagram (Instagram account)				

**(Table II.3. Execution timeline)**

### **III. Communication tactics**

A communication tactic for a project was a blueprint for how to reach and interact with your target audience through different media and communication channels. This was an important part of the communication campaign and ensured that the message was to deliver effectively and create the desired impact.

#### **1. Phases of the campaign**

##### **1.1. Phase 1 - Preparation**

- Meeting to brainstorm ideas and define content and topics with the project owner.
  - Define target audience
  - Approach target audience's insights
- Meeting with Melonning to plan Workshop 1: **"Get to know your Bim - Chào bạn, mình là Bim"**
  - Meeting with MSI to plan long-term cooperation plan, applying for funding, plan the implementation of the communication campaign
  - Complete the schedule section:
    - + Completing content to communicate for MSI partners
    - + Finalize and schedule content for facebook and instagram in May, June
    - + Finalize outline for Workshop 1
    - + Finalize our team's long-term development plan and budget

##### **1.2. Phase 2 - Implementation**

- Media posts
  - Posts on Chuyện của Bim media channel
  - Post on MSI's Facebook Fanpage
- Collect prejudices about Bim by survey
- Organize Workshop 1: **"Get to know your Bim - Chào bạn, mình là Bim"** with Melonning (14/05)
  - Evaluate the effectiveness of the workshop and learn from experience
  - Collect information and re-evaluate the effectiveness of the communication in May and June
- Finalize and schedule content for facebook and instagram in July and August
  - Cooperate with MSI, support media, sponsor expertise, co-organize events
  - Join to learn and support media on the 'Prevention of sexual harassment and sexual abuse' class at KOTO Social Enterprise with MSI (19/06)
- Planning for Workshop 2: **"Chuyện của Bim - Sắc màu hạnh phúc"**
  - Co-operated with Cóc Kẽ the media and organized Workshop 2
  - Complete preparation for Workshop 2
  - Organize Workshop 2: **"Chuyện của Bim - Sắc màu hạnh phúc"** with Cóc Kẽ (19/07)
  - Evaluate the effectiveness of the workshop and learn from experience

- Prepare interview activity plan
- Interview FPT University students about reproductive health
- Prepare for the Talkshow **“Thầm thương những điều thầm kín”** (find collaborative brands, sponsors, speaker doctors)
  - Meeting with doctors, MCs and sponsors
  - Complete preparation for the Talkshow (Effective budget, risk assessment, preparation stage, venue)
- Organize the Talkshow **“Thầm thương những điều thầm kín”** (06/08)
  - Evaluate the effectiveness of talkshow and learn from experience
  - Collect information and re-evaluate the effectiveness of the communication in July and August

### 1.3. Phase 3 - Summary and future plans

#### 1.3.1 Summary

- 85 posts on Facebook, Instagram of Chuyện của Bim
- MSI's 21 Facebook posts
- Successfully organized 2 Workshops and 1 Talkshow
- Follow Facebook increased from 22 to 771
- Follow Instagram increased from 89 to 359

#### 1.3.2 Future plans

- In September, the manual book **“Chuyện của Bim - Những điều tưởng dễ nhưng khó nói”** will be published
- In October, the Series Workshop Unitour **“Sự thật về cô bé của bạn”** will go through 3 Universities in Hanoi
- In November, the Handbook Launch Seminar will be organized
- In December, the art gallery/exhibition **“Vulva Beauty - Vẻ đẹp hình chữ V”** will be organized

## 2. Implementing Activities

### 2.1. Online media

Especially for the subject of Reproductive health care, creating an article for social networks takes thorough planning and assuring the truth and appeal of the material. Our team has done *research and information gathering* by determining the subject of the piece and looking up pertinent information from dependable sources such scholarly articles, books, government publications, and trustworthy medical websites. In addition, the group has identified the *target audience* of the article to customize the content and information suitable for that audience, thereby understanding the needs, interests and knowledge of the target audience will help to write more attractive and valuable articles. In order to ensure the prestige of the brand, the group also *Consult and check information with doctors and medical professionals* to ensure the accuracy and reliability of the information. And most importantly, our team created content suitable for young readers by creating catchy and short titles to attract attention; write creative, neat and trendy content; Use different writing styles like stories, Q&A, or even quizzes to make your writing more engaging.

Media channel	Facebook	Instagram
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<b>1. Content</b>		
<b>1.1. Knowledge</b>	<p>Ensure the factors are accurate, do not conflict with the research, experts; Update new and objective information in the post, which enhances the usefulness and credibility of the content, and builds trust and positive interaction from readers.</p> <p>The group also avoids sharing sensitive medical information and complex medical diagnoses, encouraging readers to turn to medical professionals for more detailed advice.</p>	
<b>1.2. Topic</b>	Diverse topics such as knowledge about female genitals, prejudice, reproductive health care, event communication...	The topics are similar to those on Facebook, the implementation formats are more varied: facts, Q&A, games, memes, puzzles, quizzes, etc.
<b>1.3. Advertisement</b>	Selecting and advertising articles with useful, trending knowledge content that match the characteristics, needs and interests of the target audience helps create engaging content and positive interactions.	Choose to advertise recap videos of workshop events, talkshows with youthful music, in line with the trend of young people using Instagram.
<b>2. Image</b>		
<b>Format</b>	Images with flexible formats and sizes, including standalone photos or photo albums.	Focus on image and video content, especially square images. The content in the picture will be full and more.
<b>Design</b>	Posts with clear and engaging images can capture the interest of users.	Images on Instagram need to be optimized to attract users and create a nice visual feel.
<b>3. Frequency</b>		
	Plan a posting schedule with a frequency of 4 posts/week, for the month with workshops and talkshows, there will be a frequency of 5 posts per week, equivalent to 18-20 posts per month. Our team makes sure to post regularly to maintain the page's interaction but not too spamming.	Plan to post with a frequency of 4 posts per week, including knowledge, entertainment and communication for the workshop, equivalent to 16 articles per month.

*(Table III. 2. 1. Online media)*

**2.2. Offline activities:**  
**2.2.1. Workshop Plan**

**a. Purpose:**

- Increased awareness for participants about the project 'Chuyện của Bim'
- Bringing media projects closer to the public
- Attract target audience, turn potential audience into loyal audience

**b. Target:**

- Create a creative playground through experiential activities
- Increase the audience's opportunity to learn and improve knowledge about sex education
- Spreading a positive atmosphere, encouraging and enhancing the spirit of sharing as well as building more knowledge about reproductive health
- Attracting participants are mainly pupils and students

**c. Implementation content:**

- Estimated implementation time:
  - + In May: The project phase begins to operate, the organization of this phase's workshop to attract and find the target audience interested in the project
  - + In July: After a period of social media and learning from the first workshop, this is the right time to continue organizing the next workshop to build relationships with stakeholders, and spread the word to the community
- Content production:
  - + Identify topics in each phase to provide a detailed program plan and an appropriate workshop format.
  - + Media channel:
    - o Facebook, Instagram: Bringing information about the event includes 3 stages: before, during and after the event; Post a promotion, put the content around the workshop topic
- Production of media publications:
  - + The image must be uniformly designed to match the project's identity throughout the Workshop
  - + Printing time should be prepared and implemented 1 week before the event to avoid unnecessary risks during the event

**2.2.2. Talkshow**

**2.2.2.1. Talkshow plan**

**a. Purpose:**

- Build a friendly and professional project image
- Engage the target audience (pupils, students, women) and stakeholders
- Enhance and provide knowledge on topics of reproductive health care and sex education

**b. Target:**

- Increase the audience's opportunity to learn and improve knowledge about sex education
- Spreading a positive atmosphere, encouraging and enhancing the spirit of sharing as well as building more knowledge about reproductive health

### **c. Implementation content**

- Estimated implementation time:
  - + In August: After conducting two workshops, trust has been built with stakeholders; a talkshow will be organized for the purpose of educating and sharing knowledge about sex education and reproductive health care from professional doctors
- Content production:
  - + Determine the topic of the talkshow to come up with a detailed program plan and the appropriate form and scale of the organization
  - + Media channel: Facebook, Instagram: Information about the event includes 3 stages: before, during and after the event; Post a promotion, put the content around the workshop topic

## **3. Communication platform**

### **3.1. Owned Media**

Owned media are media that are fully owned and controlled by Chuyện của Bim. The advantage of having total control over the content and how it communicates with its clients is that it allows you to establish and maintain your own brand, collect customer data, and create a direct contact with your target audience. “Chuyện của Bim” is now focusing on two primary channels:

- Facebook Page “Chuyện của Bim” is the main communication channel owned and controlled by the project team. Our team then has complete control over the material that will be released, when it will be posted, and how it will connect with the target audience. Furthermore, communicating with followers by reacting to comments, messaging, and using the engagement tools provided by Facebook will aid in the development of relationships and connections between the admin team and the audience, concentrating on reproductive health care. The project team may collect data regarding community page followers, reaches, and interactions using Facebook’s analytics tools. This assists our team in better understanding the target audience and improving their communication approach in future deployments.
  - The established date: 20/07/2022
  - Project implementation time: 10/05/2023 - 10/08/2023
- Instagram “chuyencuabim” is a suitable choice for the audience of “Chuyện của Bim”. Setting up an Instagram account for communication has several advantages, ranging from connecting to communicating with the audience, growing a brand, and generating closeness and modernity. One of the most important reasons is that Instagram has drawn a big number of users, particularly young people. The “Chuyện của Bim” audience is made up of people between the ages of 18 and 25 who use the Instagram platform as part of their daily lives.

The project may publish beautiful images as well as videos on Instagram, creating a visual interactive array that allows customers to quickly recognize and recall the brand. The project team may also leave a lasting impression by generating distinctive photographs, sharing tales, and emphasizing the importance that community initiatives provide to followers. This makes a

powerful first impression and enhances identification of Chuyện của Bim.

- The established date: 06/08/2022
- Project implementation time: 10/05/2023 - 10/08/2023

### **3.2. Earned Media**

Throughout the project's implementation, the project team is proud to collaborate with connected organizations. One of them is MSI - Reproductive Choices - the project's sponsor, co-organizer, and professional sponsor.

The project team collaborated with MSI to establish and assist media content generation on the organization's fanpage.

- Media posts are moderated by medical professionals as well as verified data before being posted on the official page.
- The image has the logo of "Chuyện của Bim" accompanying MSI and Australian Aid in the media products of the article.

As a result, 'Chuyện của Bim' could have the opportunity to appear on this non-governmental organization fanpage, as well as potentially reach MSI's target audience within the same demographic as 'Chuyện của Bim'.

Furthermore, the advertising and communication activities on this fanpage will assist "Chuyện của Bim" in being co-advertised and increasing awareness for Facebook visitors interested in the themes discussed.

## **D. PRODUCTION PLANNING**

In this segment, we presented a comprehensive and meticulous production plan designed to support the effective and impactful execution of the campaign. Within this segment, we outlined the essential steps in the production process, including creating a work breakdown structure, planning financial management, human resource as well as possible risks during the campaign.

### **I. Work breakdown structure**

The work breakdown structure plays an important role in organizing and managing a project or task. It facilitates the creation of order and organization in the working process and helps to clearly identify the tasks and responsibilities of each team member. So that this communication campaign can not only operate and maintain on target and schedule, optimize resource use, but also helps to define clearly the tasks and responsibilities of each member, promotes teamwork spirit and transparency in the working process.



WORK STRUCTURE			
Campaign	A journey to happiness with “Chuyện của Bim” - a communication campaign from FPT University Students		
Start day (expected)	10/5/2023	End date (expected)	10/8/2023
Owner of Project	Le Ngoc Anh	Target	
Project manager	Fantastic 5	<div>- Increase awareness and spread the project to the public, especially girls aged 15 and over and women</div> <div>- Provide knowledge/Raise people's awareness about sex education and reproductive health care</div> <div>- Organize activities for students, students and even working people can participate, share and learn</div>	
Instructors	Ms. Vu Viet Nga		
Project member			
Name	Role		
Nguyen Thu Thuy	Team leader, content creator		
Hoang Phuong Nhi	Design, run ads		
Le Do Nhat Anh	Design, media		
Pham Thi Hai Yen	Content Creator		
Nguyen Luu Duc	Content Creator		
Important milestones			
Execution time	Content		
May	<div>- Prepare communication plans, sponsorship and cooperation plans</div> <div>- Complete social media posts in May</div> <div>- Organize workshop 01</div>		
June	<div>- Complete social media posts in June</div> <div>- Support communication for stakeholders (specifically MSI organization)</div>		
July	<div>- Support communication for stakeholders (specifically MSI organization)</div> <div>- Complete social media posts in July</div> <div>- Organize workshop 02</div>		
August	<div>- Complete social media posts in August</div> <div>- Organize talkshows</div> <div>- Summarize and evaluate</div>		

*(Table I. Work breakdown structure)*

## II. Cost management

Our team chose to take 40% (VND 20,000,000) out of the total of VND 50,000,000 for the project Chuyện của Bim in order to concentrate on the two stages of awareness (awareness) and interaction-understanding (engagement) in the project phase. 75% of which will go toward communications, events, and human resources costs, with the

remaining funds going toward risk and reinvestment.

## 1. Budget Allocation

Item		Percent	Unit	Total amount
Total cost of communication		20%	dong	4,000,000 đ
Total event cost		40%	dong	8,000,000 đ
Total cost of personnel		15%	dong	3,000,000 đ
Other costs	Risk	5%	dong	1,000,000 đ
	Reinvestment	20%	dong	4,000,000 đ
Estimated total cost				20,000,000 đ

(Table II.1.Budget Allocation)

## 2. Detailed communication costs

### 2.1. Communication costs social network

2.1. Communication costs social network						
CATEGORY	Communic ation	Details	Quantity	Unit	Unit price estimate	Total amount
Media channel	Facebook	Facebook Ads	3	post	200,000	600,000
		Book Fanpage/Community	2	post	300,000	600,000
	Instagram	Instagram Ads	3	post	200,000	600,000
PR/Journalism	Newspaper	Book PR articles with available content	1	post	1,200,000	1,200,000
		Book PR articles with available content	1	post	1,000,000	1,000,000
Total						4,000,000

(Table II.2.1.a. Communication costs overview)

STT	CATEGORY			Time				
				May	June	July	August	Total
1	Online media channel	Facebook	Facebook Ads		200,000 đ	200,000 đ	200,000 đ	600,000 đ
			Book Fanpage/Community		300,000 đ	300,000 đ		600,000 đ
		Instagram	Instagram Ads		200,000 đ	200,000 đ	200,000 đ	600,000 đ
2	PR Press	Newspaper	Book PR articles with				1,200,000 đ	2,200,000 đ

			available content					
			Book PR articles with available content				1,000,000 ₪	

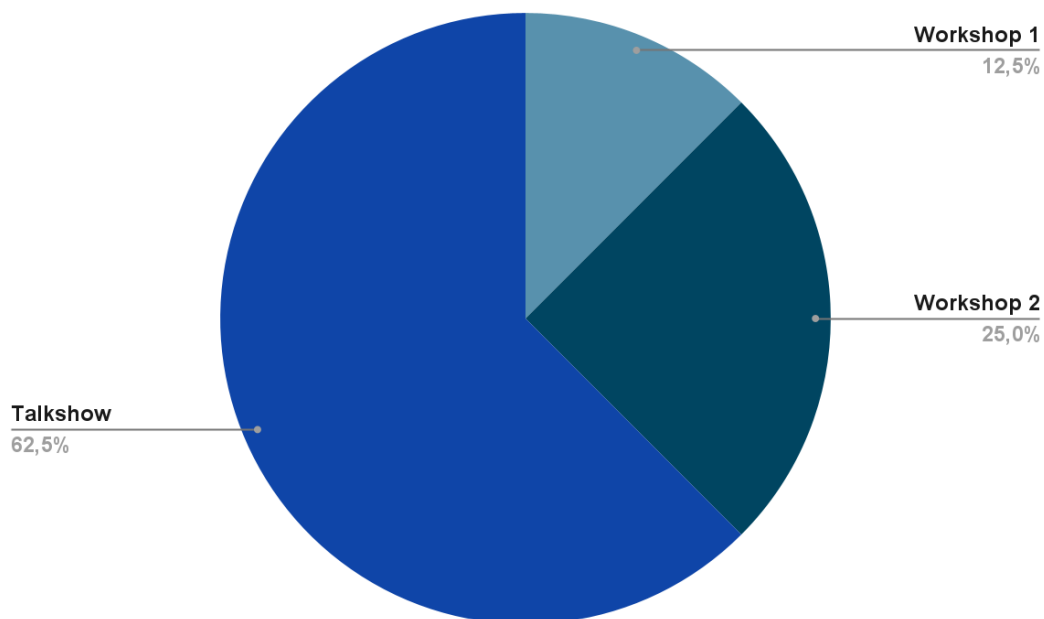
(Table II.2.1.b. Media channel & PR press cost's schedule for each month)

Cost of running ads							
Stage	Communication	Category	Time	Number of articles	Unit price (excluding VAT 10%)	Total cost (excluding VAT 10%)	KPI
June	Facebook	Increase post engagement (key article of the month)	5 days	1	200,000	200,000	Reach 7.1K people Post engagements
		Page ads	5 days	1	300,000	300,000	Reach 996-2.9K people/day
	Instagram	Increase personal visits	5 days	1	118,090	118,090	
	Total			5		618,090	
July	Facebook	Increase post engagement (key article of the month)	3 days	1	150,000	150,000	
		Page ads	5 days	1	200,000	200,000	
	Instagram	Increase personal visits	5 days	4	118,090	472,360	
	Total			8		822,360	
August	Facebook	Increase post engagement (key article of the month)	5 days	1	200,000	200,000	
		Page ads	5 days	1	0	0	
	Instagram	Increase personal visits	5 days	1	0	0	
	Total			5		200,000	

(Table II.2.1.c. Budget of running ads)

## 2.2. Event cost

### 2.2.1. Workshop



*(Graph II.2.2.1. Workshop cost overview)*

#### 2.2.1.1. Workshop 1

CATEGORY	STT	CONTENT	Quantity	Unit	Unit price Estimate	Total amount	Note
Location	1	Location rental support	1	day	0	0	Free venue
Supplies	2	Crayon	5	box	60,000	300,000	
	3	Printing	1	package	500,000	500,000	
	4	Flashcard	100	piece	1,000	100,000	
	5	QR code stand	5	piece	20,000	100,000	
Guest	6	Owner of Project	1	personel	0	0	
Total						1,000,000	

*(Table II.2.2.1.1. Workshop 1 cost estimate)*

### 2.2.1.2. Workshop 2

CATEGORY	STT	CONTENT	Quantity	Unit	Unit price Estimate	Total amount
DESIGN, PRINT	1	Standee Design	1	piece	80,000	80,000
	2	Handheld hashtags	2	piece	40,000	80,000
	3	TV screen design	1	piece	0	0
	4	Gifts: Gift card design	4	piece	15,000	60,000
	5	Gifts: Stickers	35	piece	8,000	280,000
	6	Graphic design for WS	10	piece	500	5,000
	7	Game slide design, wallpaper for the WS . session	1	piece	0	0
SUPPLIES	8	Canvas (20x20)	35	frame	12,000	420,000
	9	Tissue	50	scroll	1,440	72,000
	10	Milk glue (120ml)	15	bottle	14,000	210,000
	11	Watercolor (100ml)	10	bottle	22,000	220,000
	12	Package of chopsticks	1	set	10,000	10,000
	13	Purl	5	bottle	10,000	50,000
	14	Paper cup (270ml)	50	cup	45,000	45,000
	15	Pencil	5	piece	6,000	30,000
	16	Tablecloth (137x180cm)	5	piece	25,000	125,000
	17	Rice cake pag	2	package	25,000	50,000
	18	Water	2	bottle	11,000	22,000
	19	Lollipop: gift after the event	1	package	55,000	55,000
	20	Flower	1	bouquet	150,000	150,000
	21	Snacks (Chips)	5	package	5,000	25,000
	22	Chicken hair clip	5	piece	2,100	10,500
PERSONEL	23	MC (Courtesy of Cốc Kẽ)	1	personel	0	0
	24	Owner of Project	1	personel	0	0

<b>MEDIA</b>	25	Media (person in the group)	2	personel	0	0
<b>Total</b>						<b>2,000,000</b>

*(Table II.2.2.1.2. Workshop 2 cost estimate)*

## 2.2.2. Talkshow

CATEGORY	STT	CONTENT	Quantity	Unit	Unit price spent	Total amount	Note
<b>Printing</b>	1	Standee Design	1	piece	80.000	80.000	
	2	Handheld hashtags	1	piece	60.000	60.000	
	3	(Gift): Design a gift card	30	card	2.800	85.000	
	4	(Gift): Stickers	4	set	7.000	28.000	
	6	Lucky number	1	set	7.000	7.000	
	7	Organizer's Card	6	piece	10.000	60.000	
<b>Present</b>	8	Flowers for guests (Sponsors, MSI, doctors)	3	bouquet	120.000	360.000	
	9	Gift box	20	bag	3.000	60.000	
		Glass bag	1	bag	20.000	20.000	
	11	Gift cup	20	piece	15.000	300.000	
	12	Logo	2	sheet	130.000	260.000	
<b>Tea-break</b>	13	Water bottle 20L	1	bottle	30.000	30.000	
	14	Tea-break (cake, fruit)				100.000	
	15	Paper cups and plates	1	set	100.000	100000	
	16	Venue	1	session	3.000.000	3.000.000	
<b>Personel</b>	17	Financial support for singers	1	personel	150.000	150.000	
	18	Financial support for Collaborators	1	personel	150.000	150.000	
	19	Financial support for MC	1	personel	150.000	150.000	
<b>Guest</b>	20	Dr. Vu Minh Phuong	1	personel	0	0	
<b>Total</b>						<b>5.000.000</b>	
<b>Sponsor</b>	21	Sponsored by MSI			3.000.000	3.000.000	MSI supports inviting experts
<b>Total (including sponsorship)</b>						<b>8.000.000</b>	

(Table II.2.2.2. Talkshow cost estimate)

### 2.3. Human resources cost

CATEGORY	Board	CONTENT	Quantity	Unit	Unit price estimate	Total amount
Personnel	Executive Board	The oranges of justice	5	hour	5,000	1,500,000
		Fantastic 5	5	hour	5,000	1,500,000
	Professional advisory team	MSI	10	personel	0	0
	Support Team	Women's Museum	14	day	0	0
	Collaborators	Meal support	18	day	0	0
TOTAL						3,000,000

(Table II.2.3. Human resources cost estimate)

### 2.4. Risk cost

STT	CATEGORY	Communication	Content	Estimated unit price	Total amount
1	Risk	Organize workshops	There is a shortage of items, costs are incurred	1,000,000	1,000,000
2	Reinvestment	Cost of preparation for the next stage	Communication, cooperation with parties, printing	4,000,000	4,000,000
TOTAL					5,000,000

(Table II.2.4. Risk cost estimate)

## III. Human Resource Management

### 1. Internal

#### • Planning phase

ST T	Position	People incharge	Job details	Execution time	Requirement achieved
1	Lead Team & Content Production	Nguyen Thu Thuy	<ul style="list-style-type: none"><li>- Responsible for monitoring and evaluating the performance of team members</li><li>- Connect members to</li></ul>	2 weeks	<ul style="list-style-type: none"><li>- Achieve group goals</li><li>- Make sure the deadline is on time / 2 days in</li></ul>



			<p>create collective strength to help the group accomplish a common goal</p> <ul style="list-style-type: none"> <li>- Brainstorm ideas for the detailed content of the proposed plan</li> <li>- Ensure the number of articles and the quality of output content</li> <li>- Check the progress and quality of the work before reporting the results</li> </ul>		<p>advance</p> <ul style="list-style-type: none"> <li>- The quality of the content of the article should be ensured for completeness and accuracy</li> </ul>
2	Content Production & HR Management	Pham Thi Hai Yen	<ul style="list-style-type: none"> <li>- Manage team performance and come up with methods to improve productivity</li> <li>- Ensure the participation and presence of members in the meeting</li> <li>- Ensure the interests of members</li> <li>- Recruit collaborators for the project</li> <li>- Create ideas for detailed content according to the planned plan</li> <li>- Ensure the number of articles and the quality of output content</li> <li>- Ensure media content is produced according to the set timeline and plan</li> </ul>	2 weeks	<ul style="list-style-type: none"> <li>- Make sure the deadline is on time / 2 days in advance</li> <li>- Content quality should be ensured for completeness and accuracy</li> </ul>
3	Media Planner & Visual Design	Hoang Phuong Nhi	<ul style="list-style-type: none"> <li>- Make an overview plan for communication activities for the project</li> <li>- Detailed content planning for each social media platform</li> <li>- Allocate the right amount of work in media production to each team member</li> <li>- Ensure media content is produced according to the set timeline and plan</li> <li>- Support to design publications, videos, infographics based on the</li> </ul>	2 weeks	<ul style="list-style-type: none"> <li>- Make sure the deadline is on time / 2 days in advance</li> <li>- The plan should be as complete and comprehensive as possible.</li> </ul>

			planning framework - Support processing video image content, on multiple platforms		
4	Content Production & Risk Management	Nguyen Luu Duc	- Brainstorm ideas for the detailed content of the proposed plan - Ensure the number of articles and the quality of output content - Ensure media content is produced according to the set timeline and plan - Make predictions and risk management methods to optimize the project's chances of success - Manage and be in charge of interaction for the page	2 weeks	- Make sure the deadline is on time / 2 days in advance - The plan should be as complete and comprehensive as possible.
5	Production & Visual Design	Le Do Nhat Anh	- Design publications, videos, infographics based on the planning framework. - Create and process image and video content on multiple platforms - Manage quality, ensure images, products stick to the content and plan set out	2 weeks	- Make sure the deadline is on time / 2 days in advance - The quality of design products should be guaranteed in terms of color and layout

**(Table III.1. Human Resource Management)**

### ● Deployment phase

In order to complete the group work, it is first required to create an environment where team members may communicate with one another. Members of the group will actively approach and get to know one another under the direction of the group leader. You can either ask questions or hear an introduction live. The more details we can get about one another, particularly details pertaining to group activities, the better the members will understand one another and be able to cooperate. Boost the effectiveness of teamwork.

Through team activities as well as individual team member activities, teamwork outcomes are guaranteed. Before beginning the assignment, the group's leader and members have a discussion, come up with some good ideas, speak out, and share their thoughts.

After reaching agreement on the implementation plan, the team members will assign and discuss the work to suit each person's ability based on their expertise. The group

discussed together to set out a specific plan, work diary, estimated time to complete and prepare for the next activities.

The team leader is responsible for connecting and synthesizing all the work of each member, ensuring the work is done on schedule and with results.

**Some notes:**

- During the meeting:
  - + Listen carefully and keep the meeting focused on its goals;
  - + Simplify all the complexities using summaries and summaries;
  - + Prevent misunderstandings and ambiguities, and try to maintain transparency in the discussion;
  - + Control comments that are too long to affect the content or work plan of the group;
- End of meeting:
  - + Record meeting minutes
  - + Evaluate the meeting (determine what has been done, what has not; what needs to be promoted, what needs to be learned)
  - + Set up upcoming to-dos and assign tasks

● **Post-project phase:**

- Report fully on the results, the process of implementing the plan, the work productivity of each member and the financial plan according to the correct form and regulations.
- Review and check whether the project is running on schedule and KPI's.
- Learn lessons and propose plans for the future so that the project can continue to be implemented more effectively.
- Collect personal opinions of project members and participants to be able to get objective views on project results.

**2. Stakeholders**

● **Cooperated partners**

- MSI Reproductive Choices Vietnam
- Tuổi 20 - Twenties
- Melonning
- Psychological Counseling Department of FPT University Hanoi - Cốc Kế
- I'm Nature

● **General objective**

The collaboration with “Chuyện Cửa Bim” Project is an opportunity to provide the community, particularly young women, with a source of essential information and a comfortable space to learn about and discuss delicate subjects. The project emphasizes helping women connect to affordable, high-quality health care throughout the project's period.

These projects work best together because they each provide distinctive qualities and together they create a complete ecosystem for women's health care. The collaboration of “Chuyện Cửa Bim”, MSI, and Melonning can aid in broadening the projects' horizons and improving their operational effectiveness, giving the

Vietnamese people a crucial resource for quality healthcare in a thorough manner.

Twenties' financial assistance and planning recommendations seem to offer "Chuyện của Bim" additional strength and resources to spread pragmatic principles throughout the neighborhood. Through their collaboration, "Chuyện của Bim" and Twenties are able to more effectively spread important information to the target and essential audiences.

The "Chuyện của Bim" project is closer to the students of FPT University Hanoi, in particular, thanks to the assistance of the Psychological Counseling Department of FPT University Hanoi - Cốc Kế event planning team. The project's values are then more accessible to the general public, increasing the effectiveness of reaching the target audience.

With the sponsorship from the I'm Nature, "Chuyện của Bim" project seems to be inspired by the belief that the value of protecting health and the environment goes further, creating motivation and building credibility for target audience.

- **The criteria for evaluating the partnership relationship**

To assess the current status of the partnership between "Chuyện của Bim" and its partners, the following criteria can be used:

- Operational effectiveness: This is one of the important criteria to evaluate the current state of the partnership. The parties need to determine the extent to which the set objectives have been achieved and evaluate the effectiveness of the implemented activities.
- Partner satisfaction level: Parties need to listen to feedback from partners about implemented activities, thereby assessing satisfaction, shortcomings and finding ways to improve.
- Consensus and Compatibility: This assesses the ability of the parties to work together and their willingness to share common goals. From there, it helps to assess the level of consensus and compatibility between the parties, thereby offering solutions to strengthen the relationship.

To strengthen and develop a sustainable cooperative relationship between Chuyện của Bim and its partners, the following solutions can be applied:

- Enhance information and communication: The parties need to have close, continuous and complete communication, so that they can clearly understand each other's needs and desires.
- Cooperation and coordination in the implementation of activities: The parties need to work closely to achieve the common goal, and at the same time, it is necessary to respect and meet the needs of the parties.
- Evaluation and improvement of operational efficiency: The parties need to regularly evaluate the effectiveness of the implemented activities and offer improvement solutions to ensure that the cooperation relationship always develops sustainably.

#### **IV. Risk Management**

In order to ensure that the project has a plan and remedies in place to limit negative outcomes, project risk management is crucial to its success. The project's ability to survive unforeseen circumstances is aided by how closely the risks are managed. Here

are the threats and defenses that we believe could have an impact on the campaign.

No.	Risk	Describe	Solution
1	Funding loss	Unable to secure funding or encountering disagreements during collaboration.	<ul style="list-style-type: none"> <li>- Members of the project use personal funds to provide funding for the creation and maintenance of the project.</li> <li>- Look for fresh sources of funding and make sure the project doesn't rely on just one.</li> <li>- Spend time and cultivate strong bonds with other prospective sponsors.</li> <li>- Work together with like-minded groups, individuals, or organizations to achieve shared objectives to improve your chances of receiving funding.</li> </ul>
2	Slow progress	The project owner will decide whether to approve the proposal and content.	<ul style="list-style-type: none"> <li>- Before beginning the project, define the objectives, strategies, and approved content with the project owner.</li> <li>- Establish precise work schedules and completion dates as the project is being implemented.</li> <li>- Present drafts, interim versions, or continuing work to the project owner for approval rather than merely waiting for final approval.</li> <li>- To ensure timely delivery of all content to the reviewer, conduct thorough research.</li> <li>- Working effectively to prevent conflicts and arguments boosts project potential and productivity.</li> </ul>
3	Negative response	Faced with opposition and negative reactions from certain individuals or groups holding traditional views or biases on this topic.	<ul style="list-style-type: none"> <li>- The administrators will debate and explain any offensive comments among themselves.</li> <li>- Delete any unhelpful, offensive, or promotional comments.</li> </ul>
4	No notification about the change in plans	Since the team and the project owner share communication, when the project owner modifies the plan, the team will learn about it too late to respond.	<ul style="list-style-type: none"> <li>- Providing feedback that needs to be heard, gaining a better understanding of the project owner's activities to always be aware of changes in the working process</li> <li>- Create a method for notice and communication that is clear. Establish a particular procedure for project owners to communicate changes to their plans. Make sure the information is supplied to the</li> </ul>

			<p>communication team on schedule and request early notice from the project owner.</p> <ul style="list-style-type: none"> <li>- Make sure that the project owner and the communication team are in constant communication and information exchange.</li> <li>- Make backup plans and be prepared to deal with unforeseen adjustments.</li> </ul>
5	Readers fail to grasp the conveyed information	The posts lack direction and contain rambling content that lacks stage-by-stage strategies.	<ul style="list-style-type: none"> <li>- Readers who have not yet understood should be given an explanation or a reminder by reacting to comments.</li> <li>- Add a brief comment to condense the article's key point.</li> </ul>
6	Talkshows and workshops have garnered little notice and have attracted few people.	The number of people who have signed up to attend discussion shows and workshops is still small, falling short of the group's goal.	<ul style="list-style-type: none"> <li>- Discover and specify your target market. Clearly state who your talkshows and workshops are intended for. To get the audience's attention, use aggressive promotion and up your marketing efforts.</li> <li>- To publicize talkshows and seminars, use social media platforms, email marketing, internet, and offline communication.</li> <li>- Produce interesting articles, interesting pictures, and interesting videos, then distribute it on appropriate forums, groups, and communities.</li> <li>- Take into account providing alluring incentives or rewards to boost engagement.</li> <li>- Cooperate with colleagues and leaders in the same industry. Influencers and partners can spread the word about your talkshow and workshop to a bigger audience.</li> </ul>
7	Low involvement	The posted article did not receive much engagement due to its content being restricted by readers and social media policies.	<ul style="list-style-type: none"> <li>- Place adverts</li> <li>- Encourage participation by posing queries, conducting polls, or soliciting feedback.</li> <li>- Seeding articles from sites with relevant content</li> <li>- Use social media and other means of communication to generate conversation and draw readers.</li> <li>- To increase interest and engagement, post links to the page's content on major social networks and join relevant organizations and communities.</li> </ul>
8	The absence of speakers at the talkshows,	For private or reluctance-related reasons.	<ul style="list-style-type: none"> <li>- Demands that a contract be signed before cooperating in order to guarantee participation</li> </ul>

	workshops		
9	No sponsors when organizing the talkshows and workshops	There is no sponsor providing money or resources for discussion shows or workshops.	<ul style="list-style-type: none"> <li>- Make contact with companies, charities, or people who are interested in the event's theme to ask for sponsorship.</li> <li>- Take into account maximizing already-available resources, such as utilizing available space, reducing the use of facilities and equipment, and planning low-resource activities.</li> </ul> <p>Use your current contacts. Request the help of MSI in locating possible sponsors that they have ties to.</p>
10	The presence of a small number of participants at workshops and talkshows	There are not many people who have signed up and are certain to attend talkshows and workshops.	<ul style="list-style-type: none"> <li>- Create pre-event marketing initiatives to attract attention and boost participation. Use email, social media, and other avenues of contact to engage participants and promote the event.</li> <li>- To encourage marketing and involvement, get in touch with pertinent groups, organizations, or educational institutions. Cooperate with subject-matter specialists to build credibility and draw audience members.</li> <li>- Establish the event's target audience clearly, and concentrate on reaching them with the appropriate information.</li> </ul>

***(Table IV. Risk management)***

## **E. CAMPAIGN EXECUTION**

The next step is implementation and implementation once the communication campaign for the project "Chuyện của Bim" has been planned. The project's most crucial phase, where actions are carried out in accordance with a previously created plan. We will adhere to the suggested course of action, reduce risks, and effectively address any issues that may crop up throughout the execution phase. We will provide an overview of the campaign, as well as details on the implementation activities and advancements we have made.

# PROJECT OVERVIEW



## I. Campaign overview

### 1. About the campaign

In the context of an increasingly progressive and developed society, the goal of financial, material and personal success is gradually dominating people's minds. However, the harshness and pressures of life sometimes make us miss another important aspect, which is happiness and mental health. Recognizing this situation, the project "Chuyện của Bim" was born with specific goals: raising awareness about the pursuit of happiness in the community and sharing knowledge about sex and reproductive health.

The project aims to build a positive education and communication environment, where people can learn, discuss and share knowledge about gender, relationship and reproductive health. We aim to awaken awareness of the importance of happiness and mental health, and build a united and understanding community.

"Chuyện của Bim" not only directs people to learn about gender and reproductive health topics correctly, but also opens up opportunities for them to share, discuss and create an empathetic community. By focusing on happiness and mental health, we hope the project will have a great impact on people's lives, especially those who are at a critical stage in their lives.

### 2. Main target

- **Raising awareness of the pursuit of happiness:** Help people better understand



the true meaning of happiness and realize that it does not only come from material success but also from understanding, love and sharing.

- **Facilitating discussion and sharing:** Create a safe and welcoming space where people can freely discuss and share thoughts, feelings and knowledge about sex education and reproductive health.
- **Encourage the spirit of sharing and love:** Promote the spirit of sharing, love and create a strong community by creating social awareness about each person's role in building a positive living environment.
- **Building knowledge about sex and reproductive health:** Provide information, knowledge and education related to sex and reproductive health, help people better understand how to manage their health, and create a safe environment for conversations about this topic.
- **Building a strong and livable community:** Create an open and confident community where everyone works together to build a better environment for the future, with understanding, respect and love.

### 3. Mode of Operation

- **Workshop and Talkshow organization:**  
The project "Chuyện của Bim" implements offline activities such as workshops and talkshows to create an environment for face-to-face meeting, discussion and information exchange. These events are designed to provide quality knowledge from experts in sex and reproductive health. They provide an opportunity for attendees to delve deeper into the topic, ask questions, share experiences, and build common interest.
- **Using social networks:**  
"Chuyện của Bim" uses the popularity of social networks such as Facebook, Instagram to connect with the target audience. We post content regularly to create interaction, discussion and sharing of the project's message. These platforms help us reach a large number of users and create an open discussion environment.
- **Create interactive engagement:**  
The project encourages active participation from the community through contests, live discussions and creating a place where people can share personal stories. We create a safe and trusted space for people to dare to express opinions and share experiences.
- **Collaborate with experts:**  
The project works with experts in gender, reproductive health, psychology and education to ensure knowledge is conveyed accurately and with credibility. We invite experts to join the forum, discuss and provide useful information in project activities.

### 4. Message

- **"Hiểu bao nhiêu, thương bấy nhiêu"**

This campaign focuses on conveying an important message about the importance of understanding, understanding and loving. This message shows the subtlety and meaning of sharing, learning together and building a united community.

- **"Thầm Thương Những Điều Thầm Kín"**

Encourages openness and discusses sensitive issues such as gender and reproductive health. It encourages the sharing of personal experiences and provides an atmosphere of safety and trust so that significant life issues can be discussed.

## 5. Target

- **Pupils and students:** People including both men and women are in the learning and development age, need knowledge about sex, reproductive health to have the right awareness and decisions in life.
- **Women in the period of childbearing and reproductive health care:** Women in this stage need knowledge about health and safety measures during childbirth as well as how to take care of them after giving birth, which will help women become more confident and better manage their own health. and children.
- **Parents:** Parents need information and guidance to help their children understand gender, reproductive health and build a positive body image.
- **Online community:** People who are interested in topics of sex and reproductive health on social networks and online forums.
- **Social organizations:** Organizations focused on education, health and community development can collaborate and participate to spread messages and knowledge.

## 6. Communication channels

- **Social network:** Use social networking platforms such as Facebook, Instagram to share campaign content, images, videos and messages. This is a good environment to connect with people, create engagement, and interact.
- **Talkshow and Workshop:** Organize live talkshows, workshops, seminars with the participation of experts, researchers and target audiences to create an environment for discussion and direct information exchange.

## 7. Talkshow and workshop activities

- Workshop:
  - + Reproductive health care: Organizing workshops on reproductive health care for women, providing information on the menstrual cycle, health check and prevention of problems related to reproductive health .
  - + Sex education: Organizing sex education workshops for both men and women, helping to increase awareness of rights and responsibilities, preventing pregnancy and protecting reproductive health.
  - + Confidence and positive image building: Workshop focuses on building confidence and positive body image, helping young people confidently overcome social pressures about shape and appearance.
- Talkshow:
  - + Open discussion: Organize a talkshow with the participation of experts and speakers with in-depth knowledge of gender and reproductive health, opening an in-depth discussion on sensitive issues.
  - + Share stories: Invite people with real-life experiences to share their personal stories about overcoming difficulties, motivating and encouraging you to attend.
  - + Live Interaction: Enable audience participation by asking questions and engaging in live discussions with presenters, creating an open and comfortable discussion environment.
  - + Answer questions: Organize talkshows dedicated to answering questions and questions related to gender and reproductive health from the audience.

## II. Detailed implementation plan

### 1. Media activities

#### 1.1. Fanpage Facebook

STT	Ngày đăng	Content Angle	Outline	CAPTION	Trạng thái
			Gắn hashtag: #ChuyenCuaBim #Nhunghieuchuadamnoi	1000 chữ	DUYỆT CẦN CHỈNH SỬA
Tháng 5					
1	10/5	1. Tên gọi	- Những tên gọi thân thương mọi người hay gọi (cô bé, vũng kình, bướm, búp, cá, quạ, chim)	Xin chào xin chào, lại là Bim đây 🐣🐣🐣 🐣 Năm nay, chúng ta sẽ cùng nhau trải	DUYỆT
2	11/5	2. Vị trí của Bim	- Bim là ai? Ở đâu? (Bim là cơ quan sinh dục của phụ nữ, bạn nắm ấm)	🐣 Biết Bim đã lâu nhưng chắc hẳn các bạn chưa biết điều này nhỉ. Bim hay được biết tới	DUYỆT
3	17/5	3. Ngoại hình của Bim	- Hình dạng chung của Bim: kích thước và hình dáng (âm hộ, môi âm)	Theo Bim biết thì có khá nhiều chị em vẫn đang còn bầy giờ, cùng Bim tìm ra dáng vẻ của mình	DUYỆT
4	19/5	4. Tin đồn về Bim	- Bim trên truyền thông (trên phim ảnh, game, sex education, các hội)	Đã bao giờ bạn tự hỏi, liệu mình có cần "tân troy	DUYỆT
5	22/5	5. Gia đình của Bim	- Những câu chuyện xảy ra khi Bim lớn lên	"CÔ BÉ" SẼ THAY ĐỔI NHƯ THẾ NÀO THEO THỜI	DUYỆT
6	23/5	6. Bạn bè của Bim	- What's in my bag => Những ngày thường: đỏ	TRONG TÚI CỦA BİM CÓ GÌ?	DUYỆT
7	24/5	7. Người yêu của Bim	- Những ngày "đen đỏ" => Những sự quan tâm tới tư người	🔥 NGÀY "ĐEN ĐỎ" VÀ NHỮNG ĐIỀU NGƯỜI YẾ	DUYỆT
8	12/5	8. Workshop 1 "Get to know your Bim - Chào bạn mình là Bim!"	Giới thiệu workshop	🔥 Đêm tháng năm chưa năm đã đến ngày đi	DUYỆT
9	13/5		Remind lịch tham gia workshop	Workshop rồi mọi người ơi!! 🔥 Một chút thông báo nhỏ 🔥	DUYỆT
10	14/5		Remind check mail	🔥 COUNTDOWN 6 HOURS LEFT 🔥	DUYỆT
11	14/5		Update trong sự kiện	🔥 "Get to know your Bim - Chào bạn mình là	DUYỆT
12	15/5		Bài cảm ơn sau sự kiện	[RECAP] WORKSHOP "Get to know your Bim - Chào bạn mình là Bim!" 🔥	DUYỆT
13	26/5	3. Ngoại hình của Bim	- Hình dạng chung của Bim: kích thước và hình dáng (âm hộ, môi âm)	TẠI SAO MÌNH LẠI CÓ LÔNG NHỈ? 🐣	DUYỆT
14	27/5	6. Bạn bè của Bim	- Những hình dạng độc đáo của Bim	CÔ BÉ THƯỜNG CÓ MÀU GÌ? 🐣?	DUYỆT
15	27/5	7. Skincare	- Chăm sóc thể nào cho chuẩn? (vệ sinh, tẩy tế bào chết, lưu ý...)	BİM VÀ CÔNG CUỘC CHĂM SÓC BẢN THÂN MỖI NGÀY	DUYỆT
16	28/5	1. Tên gọi	- Bim được liên tưởng qua những hình ảnh nào? (quả chuối, bông)	NHẬT KÝ CỦA BİM #2: Chuyện cái tên	DUYỆT
17	29/5	2. Vị trí của Bim	- Chức năng của từng bộ phận trong cơ quan sinh dục	NHẬT KÝ CỦA BİM #1: Các bộ phận của Bim có	DUYỆT
18	30/5	4. Tin đồn về Bim	- Series tổng hợp những chuyện lạ về Bim ("Quan hệ tình dục nhiều sẽ	NHẬT KÝ CỦA BİM #3: Bim và những "scandals"	DUYỆT
Tháng 6					
1	5/6	4. Tin đồn về Bim	Định kiến về Bim trên phim ảnh	NHẬT KÝ CỦA BİM #3: Bim suốt trở thành người mẫu !!	DUYỆT
2	7/6	3. Ngoại hình của Bim	Định kiến về ngoại hình của Bim	NHẬT KÝ CỦA BİM #4: Mình mặc bikini có đẹp không nhỉ?	DUYỆT
3	9/6	6. Bạn bè của Bim	Mặc cảm tự ti so sánh với bạn bè	NHẬT KÝ CỦA BİM #5: Ai cũng có nét đẹp củ	DUYỆT
4	10/6	Bạn bè của Bim	pride month, love is love, nữ yêu nữ	NHẬT KÝ CỦA BİM #6: Love is love - "Yêu" nà	DUYỆT
5	12/6	7. Người yêu của Bim	- Thủ thỉ thăm thì: Series Tâm sự của Bim với người	Tâm sự với người ấy (P1) 🐣 Trước khi có một Bim tự tin ngồi đây	DUYỆT
6	13/6	4. Tin đồn về Bim	Định kiến về Bim trên social media: - Bạn nắm kiến thức chuyên	BẠN CÓ BIẾT 🐣 🔥 CÁC NHÀ QUẢNG CÁO THƯỜNG ĐĂNG	DUYỆT
7	16/6	5. Gia đình của Bim	Nỗi lo của đi Mai khi mang thai	Nỗi lo khi mang thai	DUYỆT
8	17/6	7. Người yêu của Bim	MEME của Bim với người yêu	Tâm sự với người ấy (P2)	DUYỆT
9	18/6	Sự đồng thuận 1	- Tình dục đồng thuận là gì? Kết	ONLY YES MEANS YES #1 - Chỉ khi đồng ý mới	DUYỆT
10	19/6	Sự đồng thuận 2	- Dấu hiệu của sự không đồng	ONLY YES MEANS YES #2 - Chỉ khi đồng ý mới	DUYỆT
11	20/6	6. Bạn bè của Bim	Phim ảnh & Âm nhạc - Những nơi	NHẬT KÝ CỦA BİM #7: Hành trình dẫn thân	DUYỆT
12	21/6	4. Tin đồn về Bim	- Series tổng hợp những chuyện lạ về Bim ("Quan hệ tình dục	NHẬT KÝ CỦA BİM #8: Bim và những "scandals"	DUYỆT
13	23/6	7. Người yêu của Bim	- Những ngày "đen đỏ" => Những sự quan tâm tới tư	Tâm sự với người ấy (P3)	DUYỆT
14	26/6	5. Gia đình của Bim	Cuộc gọi cuối tuần: Bé Mi em gái Bim gọi cho Bim về tình	📞 Cuộc gọi cuối tuần: Nỗi lo của em gái về kh	DUYỆT
15	27/6	4. Tin đồn về Bim	Chuyên mục: BẠN CÓ BIẾT: Có phải cô bé se khít thì mới tốt	BẠN CÓ BIẾT 🐣	DUYỆT
16	30/6	5. Gia đình của Bim	Tâm sự với mẹ về cách vệ sinh c	Tâm sự Mẹ Trước khi có thầy cô, trước khi có bác sĩ và các	DUYỆT

Tháng 7					
1	06/07	1. Làm thế nào để khỏe	(TẠO CHUỖI SERIES MỚI: "BIM KHỎE MẠNH"	BIM KHỎE BIM ĐẸP 🍓	DUYỆT
2	07/07	2. Skincare thế nào là tốt	- Tiêu chí lựa chọn ddvs (độ pH, công dụng, không chứa	"Skincare" cùng Bim 🍓	DUYỆT
3	08/07	3. Outfit of the day	- Quần nhỏ phù hợp làm Bim thoải mái (những tiêu chí lựa	BẠN ĐÃ MẶC ĐÚNG? 🍓	DUYỆT
4	10/07	4. Ăn o ết Day	- Thực phẩm giúp Bim đỡ "chịu khổ" (socola, uống nhiều nước	ĂN O ẾT DAY #1 🍓	DUYỆT
5	11/07	1. Làm thế nào để khỏe	- Bim khỏe, Bim tự tin (các bài tập se khít vùng kín: kegel,	Làm thế nào để khỏe? #2	DUYỆT
7	13/07	Workshop 2 (FPT) "Sắc màu của Bim"	Giới thiệu workshop	Thấu hiểu bản thân qua sắc màu hạnh phúc -	DUYỆT
8	18/07		Remind lịch tham gia	1 DAYS LEFT	DUYỆT
9	18/07		Remind check mail	FLEX "Chuyện của Bim - Sắc màu hạnh phúc"	DUYỆT
9	19/07		Update trong sự kiện	🍓 ON GIỚI "Chuyện của Bim - Sắc màu hạnh	DUYỆT
10	20/07		Bài cảm ơn sau sự kiện	LỜI CẢM ƠN VÀ HẸN GẶP LẠI	DUYỆT
			Bài cảm nghĩ sau sự kiện	🍓 Thủ thi thăm thi cũng Chuyện của Bim 🍓	DUYỆT
11	14/07	2. Skincare thế nào là tốt	- Chăm sóc thế nào cho chuẩn? (vệ sinh, tỉa tốt, lưu	Skincare cho làn da vùng kín	DUYỆT
12	16/07	3. Outfit of the day	- Thói quen nhỏ, hạnh phúc to	Ngủ nude liệu có tốt? Có nên bỏ đồ lót cũ đi?	DUYỆT
13	21/07	4. Ăn o ết Day	-Chăm sóc cô bé lúc đến	ĂN O ẾT DAY #2 🍓	DUYỆT
14	01/08	Talkshow "Thăm thương những điều thăm kín" (HN)	Giới thiệu talkshow + form	Chuyện của Bim - Thăm thương những	DUYỆT
15	02/08		Giới thiệu khách mời	GIỚI THIỆU BÁC SĨ VU MINH PHƯƠNG - ĐIỀU	DUYỆT
16	03/08		Giới thiệu nhà tài trợ	[GIỚI THIỆU] NTT ĐỒNG HÀNH I'm nature - v	DUYỆT
17	04/08		Đến Talkshow có gì?	TẠI SAO NÊN TỚI TALKSHOW CỦA CHUYỆN CỦA BIM	DUYỆT
18	05/08		Remind lịch tham gia talkshow	[1 DAY LEFT] Talkshow đầu tiên của Chuyện của	DUYỆT
20	06/08		Update trong sự kiện	UPDATING   TALKSHOW "THĂM THƯƠNG NHƯNG	DUYỆT
21	07/08		RECAP	[RECAP] TALKSHOW "THĂM THƯƠNG NHƯNG ĐIỀU	DUYỆT
22	08/08		Bài cảm ơn + Form đánh giá sự	[LỜI CẢM ƠN]	DUYỆT
23	05/08		Mail xác nhận tham dự - gửi	[CHUYỆN CỦA BIM] Xác nhận đăng ký tham gi	DUYỆT
24	07/08		Mail cảm ơn - gửi ngày 7/8	[TALKSHOW] CHUYỆN CỦA BIM CẢM ƠN	DUYỆT
Tháng 8					
14	01/08	Talkshow "Thăm thương những điều thăm kín" (HN)	Giới thiệu talkshow + form	Chuyện của Bim - Thăm thương những	DUYỆT
15	02/08		Giới thiệu khách mời	GIỚI THIỆU BÁC SĨ VU MINH PHƯƠNG - ĐIỀU	DUYỆT
16	03/08		Giới thiệu nhà tài trợ	[GIỚI THIỆU] NTT ĐỒNG HÀNH I'm nature - v	DUYỆT
17	04/08		Đến Talkshow có gì?	TẠI SAO NÊN TỚI TALKSHOW CỦA CHUYỆN CỦA BIM	DUYỆT
18	05/08		Remind lịch tham gia talkshow	[1 DAY LEFT] Talkshow đầu tiên của Chuyện của	DUYỆT
19	05/08		Mail xác nhận tham dự - gửi	[CHUYỆN CỦA BIM] Xác nhận đăng ký tham gi	DUYỆT
20	06/08		Update trong sự kiện	UPDATING   TALKSHOW "THĂM THƯƠNG NHƯNG	DUYỆT
21	07/08		Mail cảm ơn - gửi ngày 7/8	[TALKSHOW] CHUYỆN CỦA BIM CẢM ƠN	DUYỆT
22	08/08		Bài cảm ơn + Form đánh giá sự	[LỜI CẢM ƠN]	DUYỆT
21	10/08		RECAP	[RECAP] TALKSHOW "THĂM THƯƠNG NHƯNG ĐIỀU	DUYỆT
22	12/08	Bạo lực giới	Các dạng về bạo lực giới như	Điều gì tạo nên b.ạo l.ực giới hiện nay? Một số	DUYỆT

(Table II.1.1.Facebook content)

## 1.2. Instagram fanpage

10/7	<b>FACTS: Những dự án tôn vinh Bim trên thế giới</b>	- Tổng hợp một vài dự án về vulva mà đã đạt được thành tựu trên thế giới => tag tài khoản đó để tăng tương tác
12/7	<b>Q&amp;A: Những câu hỏi thường gặp về Bim</b>	Bộ phận cấu tạo nên Bim (tập trung vào hình ảnh và chức năng sinh học của Bim)
14/7	<b>GAME: Nhìn hình đoán chữ</b>	- Gọi tên bộ phận của Bim
18/7	<b>Q&amp;A: Giải đáp chuyện í ẹ #1</b>	- Câu hỏi về chuyện quan hệ tình dục (Quan hệ tình dục nhiều sẽ làm cô bé rộng ra; Phụ nữ phải cảm thấy đau đớn vào lần đầu tiên khi quan hệ;...) => Giải đáp thắc mắc, đính chính tin đồn => Đưa ra tips, kiến thức chuyên môn
20/7	<b>FACTS: 5 điều bạn chưa biết về Bim</b>	- Những bài tập luyện tốt cho sức khỏe của Bim (Kegels, Aerobics,...)
22/7	<b>MEME: Hình ảnh Bim trên truyền thông</b>	- Hình ảnh trên các bộ phim về giáo dục giới tính
24/7	<b>GAME: Nhìn hình đoán chữ</b>	- Đoán tình trạng sức khỏe của Bim (khí hư)
26/7	<b>MEME: Hình ảnh Bim trên truyền thông</b>	- Những câu nói hài hước
27/7	<b>Bạn chưa chắc đã hiểu Bim đâu</b>	- Câu hỏi xoay quanh chủ đề về cô bé (ví dụ: cô bé có thể tự làm sạch được không?) - Đặt những câu hỏi mà Bim thường bị hiểu lầm => Đưa ra những kiến thức thú vị, đính chính những hiểu lầm dựa trên kiến thức khoa học
28/7	<b>Q&amp;A: Giải đáp chuyện í ẹ #2</b>	- Câu hỏi về chuyện quan hệ tình dục (Quan hệ tình dục nhiều sẽ làm cô bé rộng ra; Phụ nữ phải cảm thấy đau đớn vào lần đầu tiên khi quan hệ;...) => Giải đáp thắc mắc, đính chính tin đồn => Đưa ra tips, kiến thức chuyên môn

**(Table II.1.2.Instagram content)**

## **2. Event activities**

### **2.1. Workshop**

#### **2.1.1. Workshop 1: "Get to know your Bim! - Chào bạn, mình là Bim!"**

##### **a. Goals, requirements**

- Introducing and launching the project to the community
- Build a safe, close space for people to share

##### **b. Active content**

- Workshop's name: **Get to know your Bim! - Chào bạn, mình là Bim!"**
- Event time: 19:00 - 21:00 (May 04, 2023)
- Event venue: Daily Dose - 18 Le Truc, Ba Dinh, City. Hanoi
- Participants:
  - Students, students from universities

- Office staff
- Estimated number: 15–20 people
- Main activities:
  - Part 1: Overview of the project
  - Part 2: Play a card game and fill in the word to learn about the structure of the genitals.
  - Part 3: All participants share their own knowledge and experiences of sexual and reproductive health

### **2.1.2. Workshop 2: "Chuyện của Bim – Sắc màu hạnh phúc"**

#### **a. Goals, requirements**

- Create a creative playground to relieve stress for students after school.
- Spread a positive atmosphere, a safe space, encourage and enhance the spirit of discovery and sharing.
- Build more knowledge about sex education and reproductive health for attendees.

#### **b. Active content**

- Workshop's name: "Sắc màu hạnh phúc"
- Event time: 14:00 – 17:30 (July 19, 2023)
- Event venue: Alpha Building – R304, FPT University, Hanoi
- Main participants:
  - Student at FPT University
- Estimated number: 20–30 people
- Main activities:
  - Part 1: Play a quiz game to learn basic knowledge about female genitals and reproductive health care
  - Part 2: Make a paper picture of genitals from your own perspective
  - Part 3: Summarizing, giving gifts to participants

## **2.2. Talkshow "Thầm thương những điều thầm kín"**

#### **a. Goals & requirements**

- Create empathy and understanding about difficult issues of women.
- Spread a positive atmosphere, a safe space, encourage and enhance the spirit of learning and sharing
- Provide additional expertise on sex education and reproductive health to attendees.

#### **b. Active content**

- Talkshow's name: "Thầm thương những điều thầm kín"
- Event time: 14:00 – 17:30 (August 6, 2023)
- Event venue: 25T2 Building – N05 Nguyen Thi Thap, Cau Giay District, City. Hanoi
- Participants:
  - Students, students from universities
  - Office staff
- Estimated number: 40–50 people
- Main activities:
  - Part 1: Introduction of the program and sponsors
  - Part 2: Knowledge sharing from expert speakers with two topics,

- reproductive health care and education about safe sex.
- Take a break between classes and play interactive minigames that give gifts to participants
- Part 3: Summarizing and giving gifts to talkshow attendees

### III. Implementation progress

#### 1. Communication activities

##### 1.1. Production Schedule

No	Manufacture	Category	PIC	Start time - end time	Status	APRIL		MAY				JUNE				JULY					AUGUST	
						Week 3 (17/04 - 23/04)	Week 4 (24/04 - 30/04)	Week 1 (01/05 - 07/05)	Week 2 (08/05 - 14/05)	Week 3 (15/05 - 21/05)	Week 4 (22/05 - 28/05)	Week 1 (29/05 - 04/06)	Week 2 (05/06 - 11/06)	Week 3 (12/06 - 18/06)	Week 4 (19/06 - 25/06)	Week 1 (26/06 - 02/07)	Week 2 (03/07 - 09/07)	Week 3 (10/07 - 16/07)	Week 4 (17/07 - 23/07)	Week 5 (24/07 - 30/07)	Week 1 (31/07 - 06/08)	Week 2 (07/08 - 13/08)
1	Facebook Content (May)	Plan a project overview	Team	17/04	Complete																	
		Content Planning for MSI (R1)	Team	23/04	Complete																	
		Content Planning for MSI (R2)	MSI + Team	27/04	Complete																	
		Plan an overview content for "I 20"	I'm 20 + Team	04/05	Complete																	
		Planning content for Facebook Fanpage (May)	Team	07/05	Complete																	
		Preparing content for Facebook Fanpage (May)	Team	08/05 - 29/05	Complete																	
		Content moderation Facebook Fanpage (May)	Owner of Project	09/05 - 11/05	Complete																	
		Manage and schedule content uploading on Facebook Fanpage (May)	Team	10/5 - 28/05	Complete																	
		Preparing content for MSI Facebook Page (June)	MSI + Team	09/05	Complete																	
		Censorship of Facebook Fan Page content (June)	Owner of Project	11/05	Complete																	
2	Instagram Content (May)	Instagram Content Planning (May)	Team	09/05	Complete																	
		Manage and schedule Instagram content (May)	Team	10/5 - 28/05	Complete																	
3	Workshop 1 (May)	Planning for WS 1 (May)	Team	08/05	Complete																	
		Allocate content deployment	Team	10/05 - 15/05	Complete																	

		staff for WS 1 (May)																					
		Manage and schedule content for Workshop 1	Team	12/05 - 15/05	Complete																		
4	Facebook Content (June)	Planning content for Facebook Fanpage (June)	Team	29/05	Complete																		
		Preparing content for Facebook Fanpage (June)	Team	01/06	Complete																		
		Manage and schedule content uploading on Facebook Fanpage (June)	Team	07/06 - 30/06	Complete																		
		Air content MSI Facebook Page (June)	MSI	01/06 - 30/06	Complete																		
5	Instagram Content (June)	Manage and schedule Instagram content (June)	Team	03/06 - 22/06	Complete																		
6	Facebook Content (July)	Preparing content for MSI Facebook Page (July)	Team	02/07 - 21/07	Complete																		
		Planning Facebook Fanpage content (July)	Team	02/07	Complete																		
		Preparing content for Facebook Fanpage (July)	Team	02/07 - 31/07	Complete																		
		Manage and schedule content uploading on Facebook Fanpage (July)	Team	06/07 - 31/07	Complete																		
		Air content MSI Facebook Page (July)	MSI	03/07 - 31/07	Complete																		
7	Workshop 2 (July)	Planning for WS 2 (July)	Team	06/07	Complete																		
		Prepare content for WS 2 (July)	Team	06/07 - 20/07	Complete																		
		Manage and schedule content for Workshop 2	Team	13/07 - 20/07	Complete																		
8	Instagram Content (July)	Manage and schedule Instagram content (July)	Team	04/07 - 31/07	Complete																		
9	Talkshow (August)	Planning for WS 2 (August)	Team	28/07	Complete																		
		Contact sponsors for cooperation	Team	24/07 - 30/07	Complete																		



		Preparing media for WS 2 (August)	Team	28/07 - 09/08	Complete																	
		Manage and schedule Talkshow content	Team	01/08 - 09/08	Complete																	
10	Instagram Content (August)	Manage and schedule Instagram content (August)	Team	02/08 - 09/08	Complete																	

(Table III.1.1. Production Schedule)

## 1.2. Fanpage Facebook

### 1.2.1. Fanpage "Chuyện của Bim"

During the period from 10/05/2023 - 10/08/2023, fanpage "Chuyện của Bim" has deployed a total of **57 media posts** and divided into 2 main phases:

- Phase 1 (May-June 2023): "Hiểu bao nhiêu, thương bấy nhiêu"
- Phase 2 (July-August 2023): "Thầm thương những điều thầm kín"

Number of deployments: On average, there are 18-20 posts/month on fanpage

The implemented contents were stuck to Content Plan monthly according to the following topics

- Topic 1 "Bim và những điều bạn chưa biết"
- Topic 2 "Cuộc sống hàng ngày của Bim"
- Topic 3 "Những điều Bim chưa dám nói"

#### 1.2.1.1. Phase 1 "Hiểu bao nhiêu, thương bấy nhiêu"

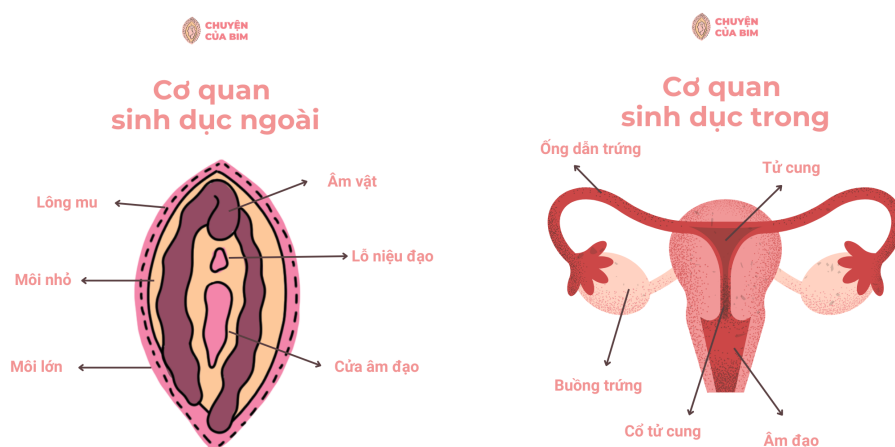
During this stage, the project's aim is to furnish readers with accurate, ample, and specific details. The goal is to offer information about the biological term of the intimate area, and to create a sense of familiarity for people that they can share freely with others.

In May, the number of posts on Facebook fanpage was implemented: 17 posts (including 15 articles and 1 video post)

- The content is deployed under the theme "Bim and things you don't know" - this topic is in phase 1 of the project to provide professional information and bring images of female genitals to the audience gradually
- The topic is divided into 6 content lines related to the life of the character image "Bim"
  - Name
  - Structure
  - Appearance
  - Rumor
  - Family friends
  - Lover
- Through the character Bim, these content pathways are approached in the form of professional information with positive close language and visual design imagery.
  - Knowledge pieces are synthesized and referenced from medical reference books, and they are moderated by MSI project owners and doctors.
  - The image is portrayed in accordance with the character Bim's everyday tale, giving viewers and readers a sympathetic look and progressively

familiarizing them with this character's appearance.

- The project also makes use of short movies that are spoken and animated based on the provided content. The video is created using the existing screenplay and music to create a sense of familiarity and pleasure.



- Posting frequency: 1 post every 2 days
- Usually deployed time frame: 15h and 20h
- Interactions achieved: 1,306 interactions

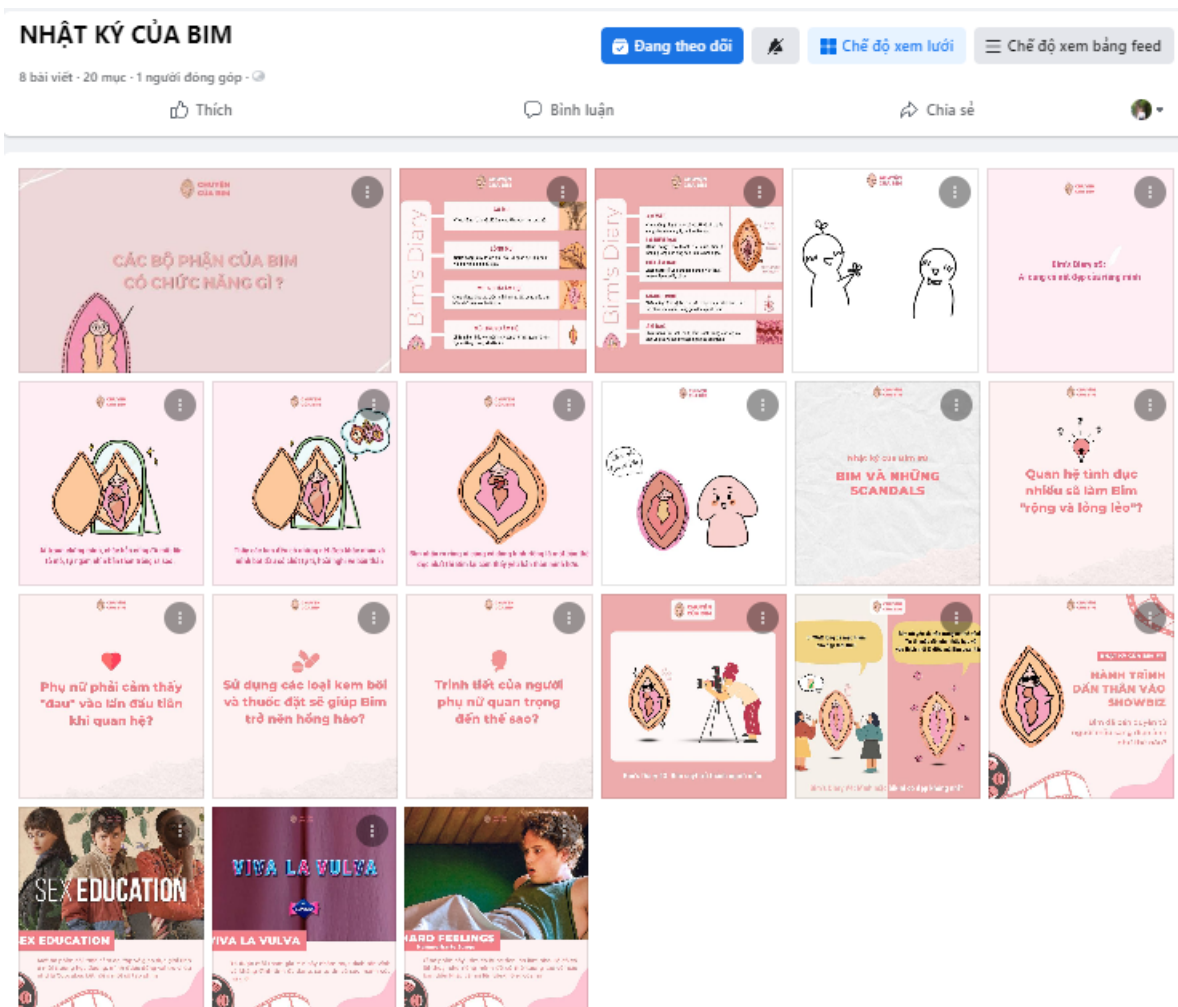
STT	Dự kiến đăng	Ngày đăng	Nội dung bài đăng	Dạng sản phẩm truyền thông	Link Ảnh	Link bài viết	Status	Lượt tương tác	Lượt comment	Lượt share
Tháng 5										
1	10/5	10/5	Xin chào xin chào, lại là Bim đây 🐼🐼	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	33	29	3
2	11/5	11/5	Biết Bim đã lâu nhưng chắc hẳn các bạn chưa biết d	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	25	17	1
3	12/5	12/5	🐼 Đêm tháng năm chưa nằm đã đến ngày đi Worksho	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	34	31	6
4	13/5	13/5	🐼 Một chút thông báo nhỏ 🐼	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	20	3	0
5	14/5	14/5	🕒 COUNTDOWN 6 HOURS LEFT 🕒	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	21	8	2
6	14/5	14/5	📺 "Get to know your Bim - Chào bạn mình là Bim" - KHA	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	42	12	2
7	15/5	15/5	[RECAP] WORKSHOP "Get to know your Bim - Chào bạn	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	23	9	0
8	17/5	17/5	Theo Bim biết thì có khá nhiều chị em hiện nay vẫn	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	23	8	1
9	19/5	19/5	🐼 Đã bao giờ bạn tự hỏi, liệu mình có cần "tán trang" lại	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	27	4	2
10	22/5	22/5	"CÓ BÉ SẼ THAY ĐỔI NHƯ THẾ NÀO THEO THỜI GIAN?"	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	28	1	2
11	23/5	23/5	TRONG TÚI CỦA BIM CÓ GÌ?	Video	<a href="https://drive.g/https://www.t">https://drive.g/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	26	6	4
12	24/5	24/5	🐼 NGÀY "ĐEN ĐỎ" VÀ NHỮNG ĐIỀU NGƯỜI YÊU BIM L	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	19	6	0
13	26/5	26/5	TẠI SÀO MÌNH LẠI CÓ LÔNG NHÍ? ➡	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	724	26	1
14	27/5	28/5	CÓ BÉ THƯỜNG CÓ MÀU GÌ NHÍ? 🐼	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	22	0	0
15	27/5	28/5	BIM VÀ CÔNG CUỘC CHĂM SÓC BẢN THÂN MỖI NGÀY	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	26	0	2
16	29/5	30/5	🐼 NHẬT KÝ CỦA BIM # 1: Các bộ phận của Bim có chức	Ảnh	<a href="https://prnt.sc/https://www.t">https://prnt.sc/https://www.t</a>	<a href="https://www.t">https://www.t</a>	Đã hoàn thành	25	2	0

(Table III. 1.2.1.1.a. Statistics of Facebook content in May)

In June, the group continued to deploy articles on Facebook Fanpage under the topic 1 "Bim và những điều bạn chưa biết", but re-allocated the content contained in the following posts:

- BIM'S DAIRIES (NHẬT KÝ CỦA BIM)

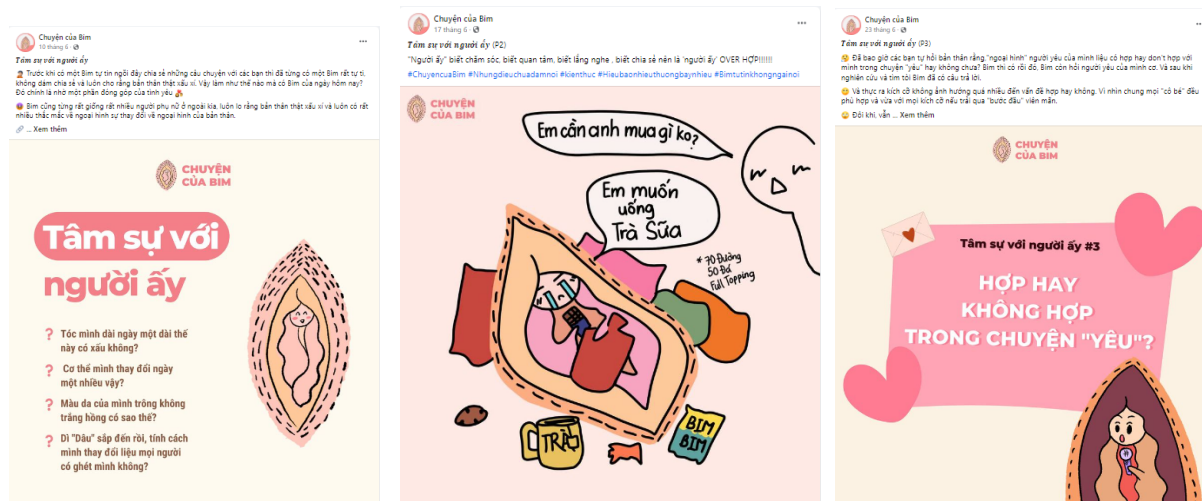
If the group's content channel was used intermittently in May, the material of "Chuyện của Bim" was delivered more clearly and broadly in June. Stories about everyday life combined with professional knowledge are collected under the primary title "Bim's Diary" - where Bim's character may simply communicate and confide in readers facts and words. Tell a day's tale, elicit good feelings, and transmit joy and happiness through the message at the conclusion of the day.



- **SHARE WITH PARTNERS (TÂM SỰ VỚI NGƯỜI ẤY)**

This is the direction of the material that the project team intends to synthesize and reveal hidden tales that are difficult to convey when the character Bim enters a relationship. It focuses also on relationship concerns and challenges linked to love sentiments. "Tâm sự với người ấy" intends to communicate sexual difficulties, about period days, care, and recommendations with readers in order to assist individuals approach the process of growing towards love feelings more freely.

Expert expertise and guidance are also added into tales in this content form to assist the narrative line provide accurate, complete, and succinct information.



### • ONLY YES MEANS YES (TÌNH DỤC ĐỒNG THUẬN)

"Only Yes Means Yes" is used as material to connect to consenting sex. Articles that aim to raise readers' knowledge of the frequently difficult subject of sex. This topic not only includes knowledge, but also advice and techniques on how to identify mutual consent, emphasizing the significance of respect in sex.

The major purpose of consensual sex is to safeguard healthy and safe sex for everyone while honoring people' right to self-determination. Understanding, respect, and effective inter-party contact are critical for the application of this concept in all situations.

Number of articles in June deployed: 17 articles (including 15 articles and 2 animated videos)

- Usually deployed time frame: 15h and 20h
- Interactions achieved: 424 interactions
- Average: 24 interactions/post
- Some posts are delayed and published earlier than expected

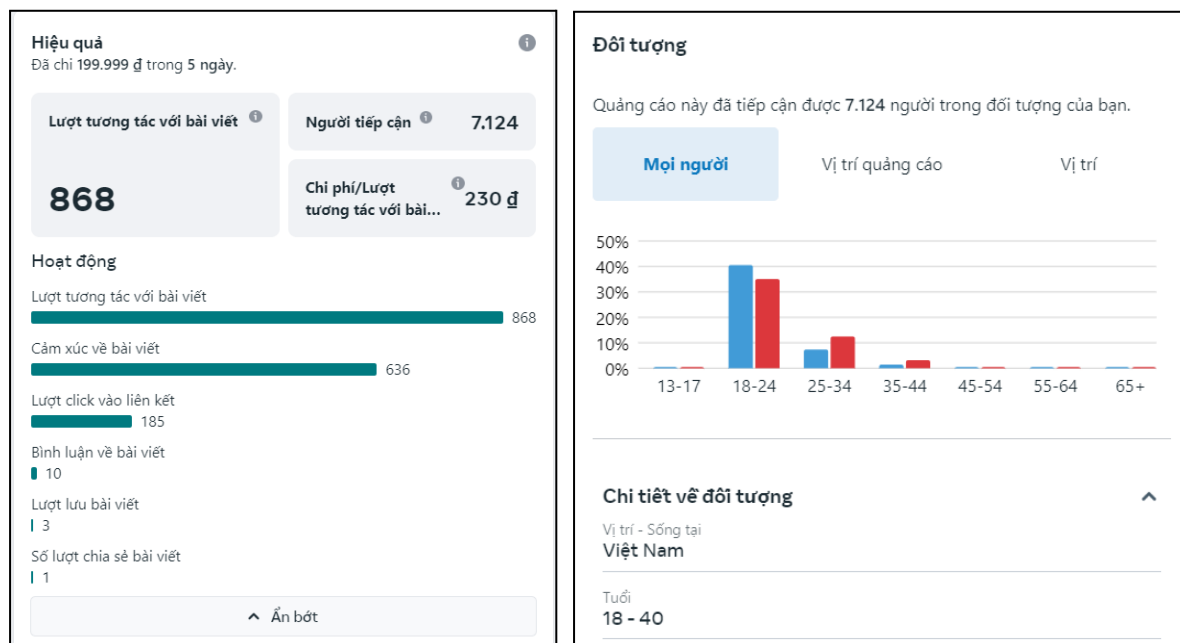
STT	Dự kiến đăng	Ngày đăng	Nội dung bài đăng	Dạng sản phẩm truyền thông	Link Ảnh	Link bài viết	Status	Lượt tương tác	Lượt comment	Lượt share
<b>Tháng 6</b>										
17	28/5	3/6	NHẬT KÝ CỦA BIM #2: Chuyện	Video	<a href="https://drive.g">https://drive.g</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	22	5	2
18	5/6	5/6	NHẬT KÝ CỦA BIM #3: Bim	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	24	2	
19	7/6	7/6	NHẬT KÝ CỦA BIM #4: Minh	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	26	2	
20	9/6	8/6	NHẬT KÝ CỦA BIM #5: Ai có	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	22	3	
21	12/6	10/6	Tâm sự với người ấy	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	26	3	
22	10/6	12/6	NHẬT KÝ CỦA BIM #6: Love	Ảnh	<a href="https://drive.g">https://drive.g</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	28	5	
23	13/6	13/6	BẠN CÓ BIẾT	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	26	1	
24	16/6	16/6	Nỗi lo khi mang thai	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	23	2	
25	17/6	17/6	Tâm sự với người ấy (P2)	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	24	5	
26	18/6	18/6	ONLY YES MEANS YES #1 - C	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	21	5	
27	19/6	19/6	ONLY YES MEANS YES #2 - C	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	20	3	3
28	20/6	20/6	NHẬT KÝ CỦA BIM #7 Hành	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	24	2	
29		22/6	[GÓC KHẢO SÁT]	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	5	4	
30	21/6	22/6	NHẬT KÝ CỦA BIM #8: Bim	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	18	2	
31	23/6	23/6	Tâm sự với người ấy (P3)	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	20	6	
32	27/6	27/6	BẠN CÓ BIẾT	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	15	0	
33	26/6	29/6	Cuộc gọi cuối tuần: Nỗi lo	Video	<a href="https://drive.g">https://drive.g</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	22	3	

(Table III. 1.2.1.1.b. Statistics of Facebook content in June)

In order to increase engagement during this period, the project team started running ads to reach more people. This post is selected by the important factor and fully demonstrates the content and purpose of the project; at the same time combined with

more humorous and popular elements.

- Number of ads: 1 post
- Running time: 5 days
- Budget: 210,000 VND
- Reach achieved: 7,124 people
- Post interactions: 868 interactions



(Table III. 1.2.1.1.c. Overall reach statistics)

### 1.2.1.2. Phase 2 "Thăm thương những điều thầm kín"

After two months of launching a campaign to spread the recognition of "Chuyện của Bim" widely on social networks, the project was moved to a plan to increase user interaction and communication for upcoming offline activities in July and August.

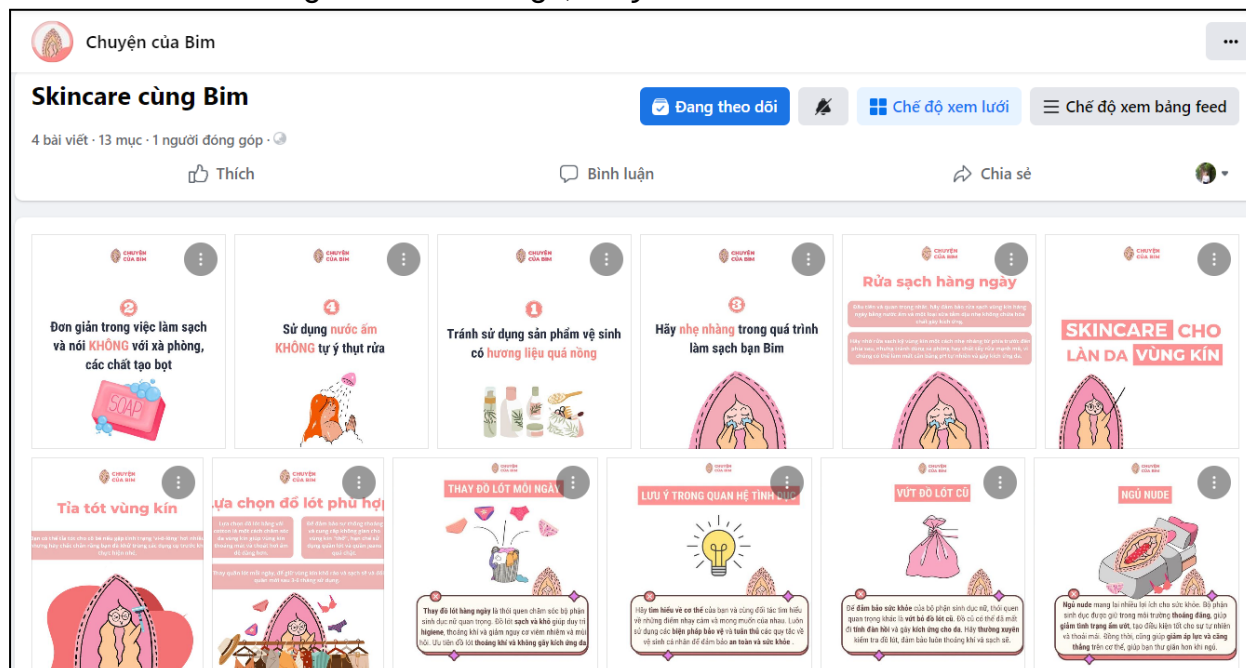
The week of July 1, the project team deploys posts related to reproductive health care and protection of the private area through the topic 2 "Cuộc sống hàng ngày của Bim"

- The project team has brought intriguing material about how to take care of the body by expressing the content via the issues Bim frequently faces when his period arrives and the techniques that can assist Bim overcome that time. Health, body hygiene, and vital suggestions for females, as well as students who have gone through this experience.
- The contents are distributed into 2 main directions "Ét-o-ét Day" and "Skincare cùng Bim"
  - "Ét-o-ét Day" is a collection of media posts on the challenges that the character Bim and her female pals endure throughout the menstrual cycle. This is a means for the project team to express sympathy for the seemingly insignificant but tough to discuss situation in Bim's everyday existence.
  - "Skincare cùng Bim" is a type of creative material used by the team to provide intimate health care guidance and suggestions. To make the content more accessible to readers, it is written in a cheery, hilarious, and entertaining tone. Simultaneously, brief phrases are chosen to better



complement the material and tone.

- Image:
  - Implemented as Multi-photo, split into small images with accompanying tips
  - Bright colors create a healthy feeling and are friendly to the reader
  - Title: big and clear design, easy to read



The second half of July is the time to conduct communication for offline Workshop activities that took place 1 week before and during the event to call for participants to register and know more about the event.

- Content is written and prepared 2 weeks before the event, including the pre-event, during and post-event phases.
- Footer of the article must be identical with information including time and location of the event; as well as event-specific hashtags and call-to-action (CTAs)
- The required information must be clear and accurate and exciting to create a highlight to attract readers to participate in the event more.

Number of posts deployed in July: 14 posts (including 12 articles and 2 videos)

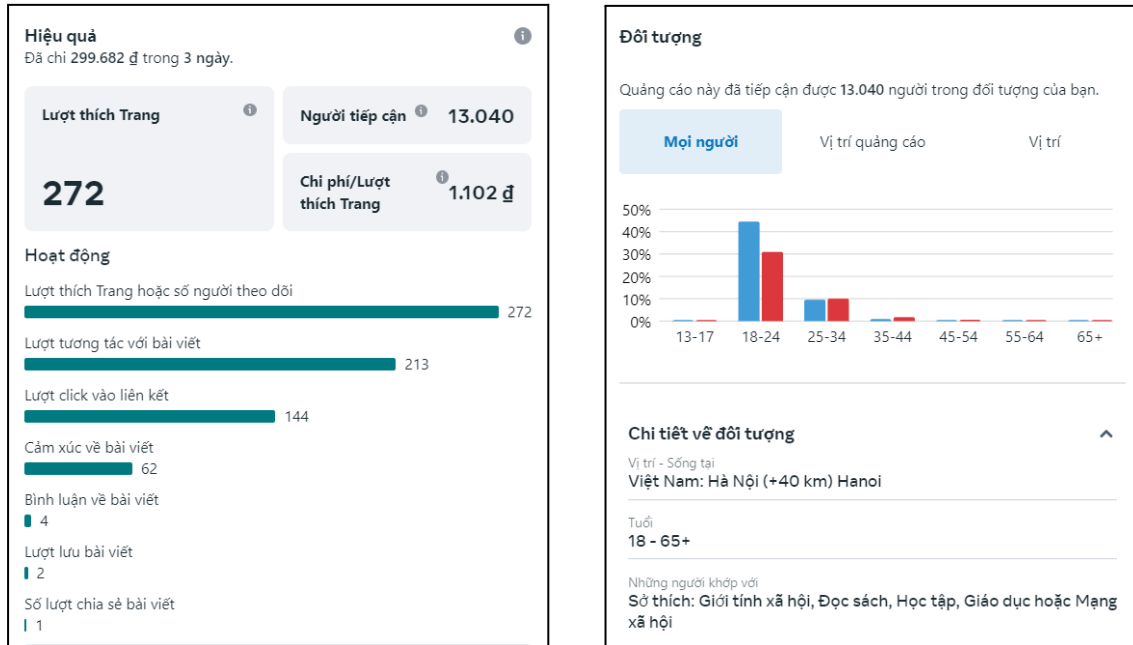
- Usually deployed time frame: 20h
- Interactions achieved: 426 interactions
- Average: 26 interactions/post

STT	Dự kiến đăng	Ngày đăng	Nội dung bài đăng	Dạng sản phẩm	Link Ảnh	Link bài viết	Status	Lượt tương tác	Lượt comment	Lượt share
34	30/6	2/7	Tâm sự Mẹ	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	16		
35	6/7	6/7	BIM KHỎE BIM ĐẸP	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	11		
36	10/7	10/7	ÉT O ÉT ĐAY #1	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	17		
37	11/7	11/7	Làm thế nào để khỏe? #2	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	17		
38	13/7	13/7	Thấu hiểu bản thân qua sắc	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	62	51	7
39	14/7	15/7	Skincare cho làn da vùng kín	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	18	2	1
40	16/7	16/7	"Ngủ nude liệu có tốt? Có n	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	26	2	
41	18/7	17/7	FLEX "Chuyện của Bim - S	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	25	8	3
42	18/7	18/7	1 DAY LEFT	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	27	9	2
43	19/7	19/7	👉 ON GIỚI "Chuyện của B	Video	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	14	3	2
44	20/7	20/7	LỜI CẢM ƠN VÀ HEN GẶP LẠI	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	29	16	5
45		22/7	Thủ thi thăm thi cùng Ch	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	24	6	2
46	7/7	26/7	"Skincare" cùng Bim	Video	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	11		
47	11/7	31/7	ÉT O ÉT ĐAY #2	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	9	1	

(Table III. 1.2.1.2.a. Statistics of Facebook content in July)

During this period, to support Fanpage communication, running ads for Fanpage is essential for July to reach the right followers and target audience of the project.

- Number of ads: 1 post
- Running time: 3 days
- Budget: 300,000 VND
- Reach achieved: 13,040 people
- Likes on fanpage: 272 people



(Table III. 1.2.1.2.b. Overall reach statistics)

The first two weeks of August are the final stages of the project "In journey to happiness with "Chuyện của Bim". This is also the time when the Talkshow "**Thầm Thương Những Điều Thầm Kín**" marked the milestone of the interactive phase of the project for the topic 3 "Những điều Bim chưa dám nói".

- Communication activities on the Facebook Fanpage are focused on communication for the project's talkshow on August 6. Because this event involves stakeholders, the information provided on the fanpage must be accurate and consistent throughout the event.
- Event content is divided into media posts that give purpose, appeal, updates, and thank you notes. These stages in the process of preparing and conducting the event are all approved and censored by related partners before being posted on Fanpage.
- Image: color in moodboard, title and logo of the event. The layout is well-balanced, making it easy to see and read.



<https://prnt.sc/mjmdwg8EFyxj>

Number of posts in August: 12 articles

- Usually deployed time frame: 9am; 15h and 20h
- Interactions achieved: 350 interactions
- Average: 20 interactions/post

STT	Dự kiến đăng	Ngày đăng	Nội dung bài đăng	Dạng sản phẩm	Link Ảnh	Link bài viết	Status	Lượt tương tác	Lượt comment	Lượt share
Tháng 8										
48		1/8	[TALKSHOW] Chuyên của E	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	75	27	11
49		2/8	GIỚI THIỆU BÁC SĨ VU MINH	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	16	3	1
50		3/8	[GIỚI THIỆU] NTT X ĐỒNG	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	11	1	
51		3/8	[GIỚI THIỆU] NTT ĐỒNG H	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	9		
52		4/8	TẠI SAO NÊN TÔI TALKSHOW	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	8	6	2
53		5/8	[1 DAY LEFT] Talkshow đầu	Ảnh	<a href="https://drive.g">https://drive.g</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	8		1
54		6/8	UPDATING TALKSHOW TH	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	23		
55		7/8	[LOI CAM ON]	Ảnh	<a href="https://prnt.sc">https://prnt.sc</a>	<a href="https://www.f">https://www.f</a>	Đã hoàn thành	20		
56			RECAP							

**(Table III. 1.2.1.2.c.Statistics of Facebook content in August)**

### 1.3. MSI Reproductive Choices Vietnam Fanpage

During the communication process, the Fantastic 5 project team had the opportunity to cooperate with **MSI Reproductive Choices Vietnam** organization to produce media content on the organization's official fanpage. During the period from May 10 to August 10, 2023, a total of 20 posts were posted on the fanpage.



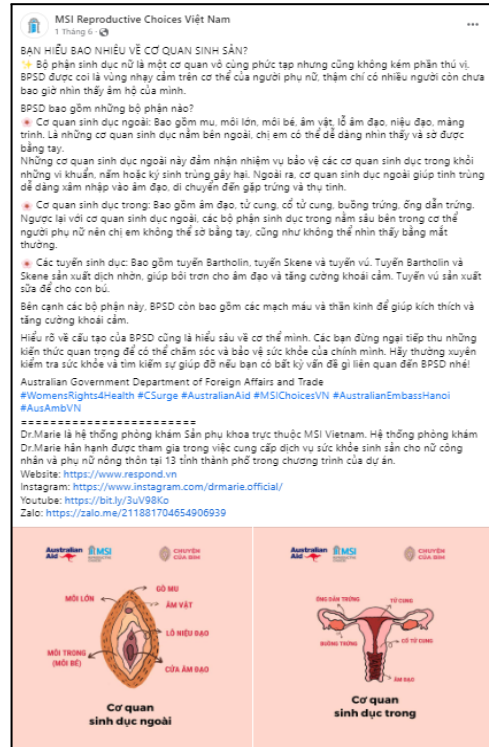
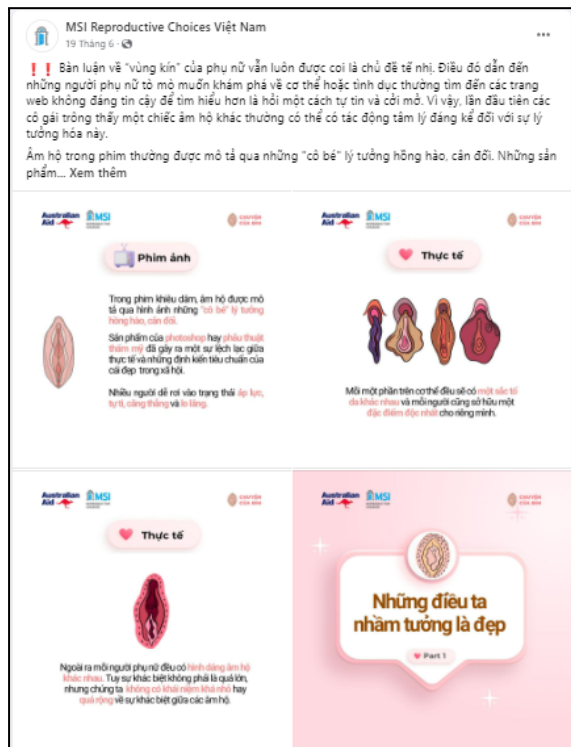
		Tháng 5			
Content Pillar	Dạng bài	Vẻ đẹp của BPSD nữ			
Key Message		Càng hiểu lại càng Thương			
Content Angle		1. Định nghĩa về đẹp	2. Cấu tạo của BPSD nữ	3. Hình dáng/màu sắc đa dạng của BPSD nữ	4. Chăm sóc định kỳ BPSD nữ
Content Direction		<p>- Vẻ đẹp là gì? Vẻ đẹp của người phụ nữ được tiêu chuẩn hóa trên truyền thông như thế nào</p> <p>- Hình ảnh BPSD nữ được minh họa như thế nào trên các phương tiện truyền thông</p>	<p>- BPSD được cấu thành từ những bộ phận nào? Tác dụng của từng bộ phận? =&gt; Có kiến thức rõ ràng, hiểu sâu về cơ thể mình</p> <p>- Sự thay đổi của BPSD nữ trước và sau khi sinh sản (hoặc thời kỳ: bé, dậy thì, trước và sau khi sinh) =&gt; Có cái nhìn đón nhận về quá trình thay đổi của BPSD =&gt; Tâm lý thoải mái hơn, trân trọng và yêu thương</p>	<p>- Các hình dạng khác nhau của BPSD nữ: hình ảnh, độ dài, kiểu dáng BPSD nữ của mỗi người thường khác nhau dựa theo độ tuổi phát triển =&gt; Không nên so sánh</p> <p>- Màu sắc của BPSD: khác nhau dựa trên màu da tự nhiên (màu đỏ tía, màu hồng, màu đỏ) và tùy thuộc vào lưu lượng máu =&gt; Không có quy chuẩn cho màu sắc của vùng kín</p>	<p>- Thời gian cần đi khám phụ khoa định kỳ và những chú ý trước khi đi khám =&gt; Về việc chọn các cơ sở uy tín =&gt; Thời gian đi khám không trùng với chu kỳ kinh nguyệt, không quan hệ tình dục, kiêng chất kích thích</p> <p>- Các tips chăm sóc giúp BPSD luôn khỏe mạnh + Vệ sinh vùng kín + Sử dụng các biện pháp phòng tránh khi quan hệ tình dục + Tránh dùng các sản phẩm tẩy rửa + Đi khám phụ khoa định kỳ</p>
Format/Visual		Ảnh + caption tiêu đề	Infographic	Ảnh + caption tiêu đề	Ảnh + caption tiêu đề Infographic
		Tháng 6			
Content Pillar	Dạng bài	Bảo lực giới trên cơ sở tình dục			
Key Message		Chỉ khi đồng ý, mới là đồng ý			
Content Angle		1. Các dạng bạo lực giới trên cơ sở tình dục	2. Sự đồng thuận của hai bên	3. Điều gì xảy ra khi mang thai ngoài ý muốn	4. Cách phòng chống bạo lực giới trên cơ sở tình dục
Content Direction		<p>- Những dạng bạo lực giới trên CSTĐ hiện nay? Các tác nhân gây nên bạo lực giới trên CSTĐ =&gt; Bạo lực tình dục có nhiều dạng và những ảnh hưởng tạo nên những xu hướng tình dục đó</p> <p>- Dấu hiệu của bạo lực tình dục là gì? Những hậu quả mà nạn nhân của bạo lực tình dục phải hứng chịu =&gt; Những dấu hiệu để nhận ra khi ai đó đang bị bạo lực tình dục =&gt; Hậu quả: Tự làm đau bản thân, trầm cảm, hoảng loạn, rối loạn giấc ngủ, ...</p>	<p>- Tình dục đồng thuận là gì? Kết hôn có phải là việc bình thường hóa cho đồng thuận tình dục không? =&gt; Cơ thể phản ứng trước những kích thích không có nghĩa là đồng thuận tình dục =&gt; Chấp nhận một mối quan hệ tình yêu hay vợ chồng không có nghĩa là luôn đồng thuận về mặt tình dục. =&gt; Only yes means yes (Chỉ khi đồng ý mới là đồng ý)</p> <p>- Dấu hiệu của sự không đồng thuận: lên tiếng "không", "dừng lại, dừng vũ lực chống trả lại, bị ép buộc (hành động, lời nói, thao túng), tình trạng không tỉnh táo =&gt; Trong tình dục, bất kỳ hành vi vượt quá ranh giới nào cũng sẽ trở thành quấy rối tình dục hoặc tấn công tình dục. =&gt; Cần phải cùng nhau nói chuyện/chia sẻ với nhau về ngôn ngữ của sự đồng thuận</p>	<p>Lý do cho việc mang thai ngoài ý muốn: chủ yếu là không sử dụng bất kỳ biện pháp tránh thai nào (do bản thân bạn tình không muốn sử dụng) =&gt; Áp lực: Phụ nữ bị bạo lực giới trên phương diện lời nói và hành động từ partner của mình (khuyến đi nạo phá thai, đổ lỗi lên người phụ nữ, bị người yêu ruồng bỏ, chia tay, không chịu trách nhiệm vì hành động của mình)</p> <p>Những phản ứng của phụ nữ khi phát hiện ra mang thai ngoài ý muốn (Sợ hãi và lo lắng; cảm giác cô đơn, cô lập; bối rối và ăn năn; khủng hoảng tinh thần và mất kiểm soát bản thân; buồn bã và thất vọng) =&gt; Nguyên nhân: tự trách bản thân vì đã không lên tiếng bảo vệ sức khỏe bản thân, thất vọng vì cách ứng xử, phản ứng của partner, sự ghẻ lạnh của những người xung quanh =&gt; Nên tìm kiếm sự giúp đỡ của chuyên gia để giải tỏa, chia sẻ, để được hỗ trợ y tế</p>	<p>- Ngăn chặn bạo lực tình dục bằng những cách nào? =&gt; Bảo vệ bản thân trước các tác nhân có thể gây ảnh hưởng về mặt tình dục</p> <p>- Các cách liên hệ với các tổ chức về bạo lực tình dục cho phụ nữ =&gt; Những nơi có thể liên hệ như: Trung tâm Tư vấn và Hỗ trợ Pháp luật cho Phụ nữ (Hội Luật gia Việt Nam), Tổ chức Chăm sóc và Bảo vệ Trẻ em, etc</p>
Format/Visual		Ảnh + caption tiêu đề	Infographic	Ảnh + caption tiêu đề	Ảnh + caption tiêu đề Infographic
		Tháng 7			
Content Pillar	Dạng bài	Chăm sóc sức khỏe sinh sản			
Key Message		Bầu khỏe - Mẹ vui			
Content Angle		1. Chăm sóc sức khỏe tiền thai sản	2. Chăm sóc sức khỏe trong thời kỳ mang thai	3. Chăm sóc sức khỏe hậu thai sản	
Content Direction		<p>Những bước cần thiết để chuẩn bị sức khỏe trước khi mang thai: - Tìm kiếm thông tin &amp; hỗ trợ - Xét nghiệm sức khỏe định kỳ - Lối sống và chế độ dinh dưỡng - Chuẩn bị tinh thần</p> <p>Khám tiền sản là gì? Cần chuẩn bị gì trước khi đến khám? =&gt; Giới thiệu về tầm quan trọng của việc chăm sóc sức khỏe trước khi mang thai, những lợi ích và nguy cơ liên quan.</p>	<p>Cách chăm sóc để mẹ bầu có một thai kỳ khỏe mạnh: - Chế độ dinh dưỡng - Tâm lý khi mang thai - Chế độ làm việc, nghỉ ngơi =&gt; Mẹ bầu nắm được các kiến thức quan trọng khi mang thai</p> <p>Những mốc thời gian cần thiết để kiểm tra sức khỏe cho bà bầu trong từng giai đoạn của thai kỳ. - 3 tháng đầu - 3 tháng giữa - 3 tháng cuối</p>	<p>Những vấn đề về sức khỏe thường gặp sau thai sản (bị viêm đường tiết niệu, căng cơ đáy chậu) =&gt; Trang bị kiến thức để tránh gây hoang mang, lo lắng cho mẹ bầu</p> <p>Tâm lý hậu thai sản (baby blue, trầm cảm sau sinh...) =&gt; Đưa ra dấu hiệu, giải pháp khám bệnh cho mẹ bầu</p>	
Format/Visual		Ảnh + caption tiêu đề Infographic	Ảnh + caption tiêu đề Infographic	Ảnh + caption tiêu đề Infographic	

**(Table III. 1.3.MSI Facebook content deployment)**

The content of the articles is distributed by topic in the months 5-6-7 based on the request of the organizer, including: beauty of female genitals, gender-based violence education and reproductive health care. This content is researched and produced by the project team according to the content pillar and angle as planned. After that, it is censored by a team of experts and medical experts before uploading images and content on the page.

- Number of written posts: 24 articles
- Number of posted media posts: 20 posts

- Number of photos produced: 60 photos (Average: 3 photos/post)



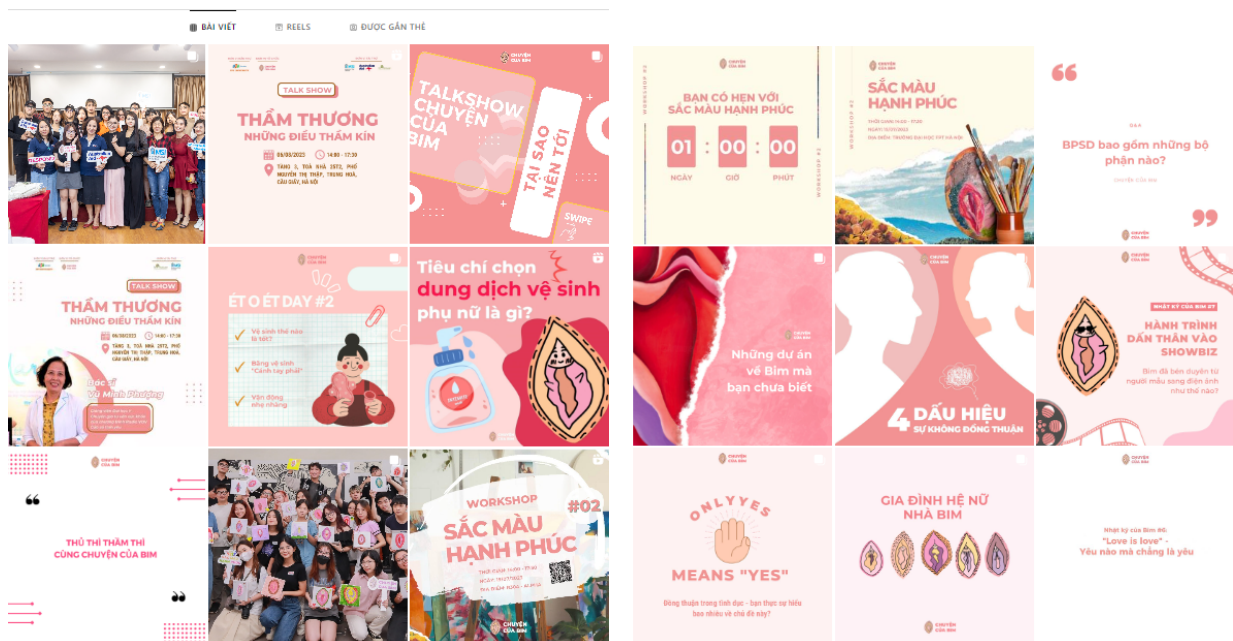
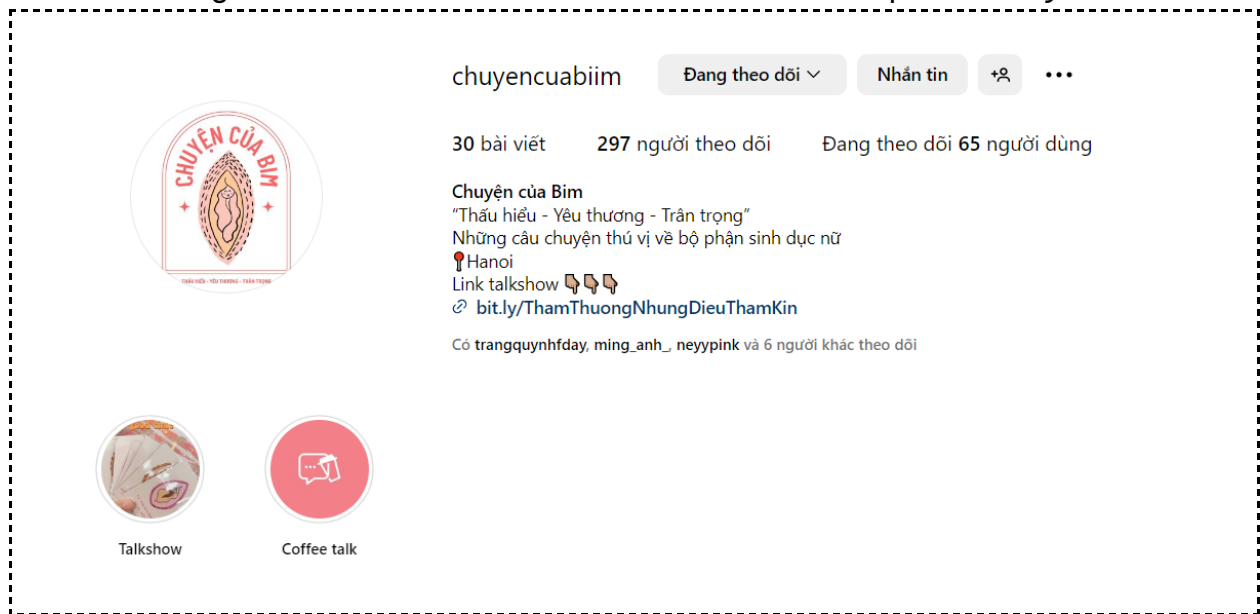
(MSI's Facebook posts)

## 1.4 Fanpage Instagram

During the 3-month period of the project "Pursuing Happiness with Chuyện của Bim", the project team has actively developed and developed an instagram personal page with good identity and beautiful images. Instagram encourages creativity and originality making it possible for projects to share a variety of content such as images, short videos, Stories and IGTV. This allows them to express media messages in a diverse way and make a strong impression on readers.

- The total number of posts posted on Instagram is 27 posts, equivalent to an average of 8-9 posts/month.
- Instagram reach for Chuyện của Bim: 8,676 accounts

- Age range: 18-34
- Including: 133 accounts that have interacted within the past 90 days



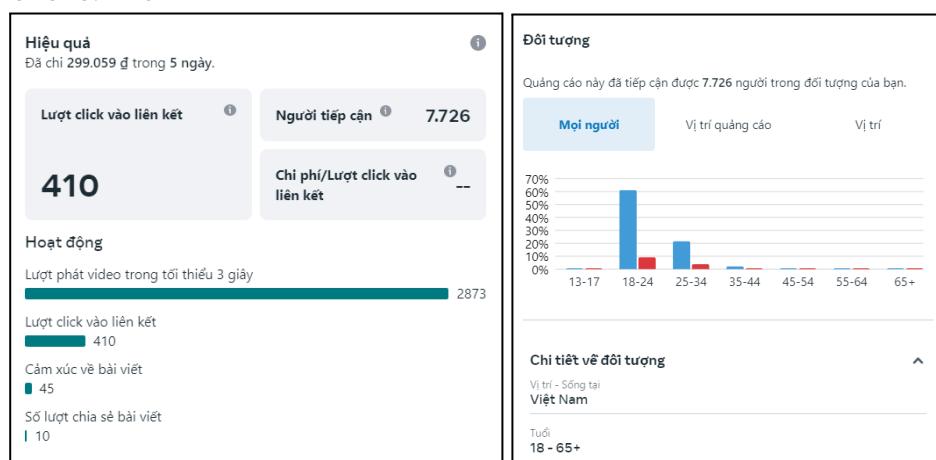
**Instagram posts**

Instagram, in comparison to the initial concept, is a parallel content deployment project platform, although not as robust as Facebook. The articles are largely visual, and the information is varied based on the target audience's approach. The project team calculated and planned the image's preparation and emphasis on the platform in advance. Content should be more visual and engaging with readers, and vital information on Instagram capabilities like Stories and Instagram Reels should be kept up to date.

Instagram is interested in participatory activities and genuine individuals, therefore routes connected to community activities gain attention in addition to professional material. One of the important strategies in sharing information and optimizing the campaign is advertising to extensively communicate the meaning of community

activities to the target followers

- Number of ads: 1 post
- Post reach: 7,726
- Link clicks: 410



(Figure III.1.4. Overall reach statistics)

**Summary:** Overall, the team has successfully implemented the amount of media posts on Facebook and Instagram Fanpage, which has gained an expected result of spreading messages and reaching out to media users. The content topics have been delivered in a diverse way which contain many aspects of reproductive health to give accurate information for readers, as well as the creative content format including photos and videos. Both social media platforms have a quite number of interested followers and the gradual post tendency which makes the platforms more visible to the audience.

## 2. Communication Costs

CATEGORY	Communication	Details	Quantity	Unit	Unit price estimate	Total amount
Media channel	Facebook	Facebook Ads	1	post	200,000	200,000
			1	post	300,000	300,000
			1	post	70,741	70,741
		Book Fanpage/Community	0	post	300,000	0
	Instagram	Instagram Ads	1	post	300,000	300,000
PR/Journalism	Newspaper	Book PR articles with available content	0	post	1,200,000	0
		Book PR articles with available content	0	post	1,000,000	0
Total						870,741

(Table III.2.a. Communication costs overview)

STT	CATEGORY			Time				
				May	June	July	August	Total
1	Online media channel	Facebook	Facebook Ads		1	1	1	3
			Book Fanpage/Community	0	0	0	0	0
		Instagram	Instagram Ads	0	0	1	0	1
2	PR Press	Newspaper	Book PR articles with available content	0	0	0	0	0
			Book PR articles with available content	0	0	0	0	
Total								4

***(Table III.2.b. Media channel & PR press cost's schedule for each month)***

Cost of running ads							
Stage	Communication	Category	Time	Number of articles	Unit price (excluding VAT 10%)	Total cost (excluding VAT 10%)	KPI
June	Facebook	Increase post engagement (key article of the month)	5 days	1	199,999	209,999	Reach 7,1K people Interact with post
		Page ads	5 days	1	0	0	
	Instagram	Increase personal visits	5 days	1	0	0	
Total						209,999	
July	Facebook	Increase post engagement (key article of the month)	3 days	0			
		Page ads	5 days	1	299,682	314,666	Reach 996-2,9K people/day
	Instagram	Increase personal visits	5 days	1	299,059	314,012	Reach 7,726 people 410 clicks for link
Total						626,678	
August	Facebook	Increase post engagement (key article of the month)	5 days	1	70,741	70,741	Reach 1,674 people
		Page ads	5 days	0	0	0	
	Instagram	Increase personal visits	5 days	0	0	0	
Total						70,741	

(Table III.2.c. Budget of running ads)

### 3. Event activities

#### List and tasks of members during event activities

No.	Name	Mission
1	Nguyen Thu Thuy	Full coordinator
2	Pham Thi Hai Yen	Check-in participants Upload media post
3	Hoang Phuong Nhi	Media
4	Nguyen Luu Duc	Takecare



5	Le Do Nhat Anh	Media
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**(Table III.2. Event tasks)**

### 3.1. Workshop

#### 3.1.1. Workshop “Get to know your Bim! - Chào bạn, mình là Bim!”

- Time: 14/05/2023
- Numbers of participants: 16

##### 3.1.1.1. Timeline

Stage	Time	Work	Time	Personnel
Prepare	14/05/2023	Arrange workshop space	2 hours	Project member
Part 1: Open to welcome guests	18:30 - 19:00	Welcome guests to the workshop	30 mins	Project member, Melonning
Part 2: Warm up	19h00 - 19h10	Introducing Melonning project and partner	10 mins	Project member, Melonning
	19h10 - 19h40	Experiential activity: Coloring the character Bim	30 mins	Project member
Part 3: Content Deployment	19h40 - 20h10	- Brief introduction of sex education on female genitalia and reproductive health care to raise awareness among participants - Introduction to female genitalia	30 mins	Project member, Melonning
Part 4: Interactive activities	20h10 - 20h40	Flashcard game: Players describe and share feelings about keywords in flashcards	30 mins	Project member
	19h10 - 19h40	Experiential activity: Play Bingo game and color Bim character (2nd time)	30 mins	Project member
Part 5: The End	20h40 - 21h00	Guests share their feelings about the workshop (Writing paper for Bimbox)	20 mins	Project member, Melonning
	21h00	End of the workshop		Project member, Melonning

**(Table III.2.1.1.1. Timeline Workshop “Chào bạn, mình là Bim”)**

##### 3.1.1.2. Actual cost of implementation

CATEGORY	STT	CONTENT	Quantity	Unit	Unit price paid	Total amount
LOCATION	1	Location rental support	4	day	0	0
DESIGN, PRINT	2	Printing	1	package	500,000	500,000
	3	QR code stand	5	piece	20,000	100,000
TOOL	4	Crayon	5	box	44,000	220,000
	5	Flashcard	60	paper	3,000	180,000
<b>Total</b>						<b>1,000,000</b>

**(Table III.2.1.1.2. Actual cost of Workshop “Chào bạn, mình là Bim”)**

##### 3.1.1.3. Pictures and Videos



*(Photos from the event)*



RECAP

**Workshop #1:**  
**Get to know your Bim**  
**có gì?**



*(Video recap from the event)*

### 3.1.2. Workshop "Chuyện của Bim - Sắc màu hạnh phúc"

- Time: 19/07/2023
- Numbers of participants: 24

#### 3.1.2.1. Timeline

Stage	Time	Work	Time	Note	Personnel
<b>Part 1: The Beginning</b>					
Prepare	11:30 - 12:00	Gather members, bring items to R304	30 mins	Work: + Mount the standee + Set the table, cover the table + Fill water for drawing activities (2 big bottles of water) + Divide paper cups for positions + Prepare gifts + Receive flowers	All members Preparation: Flowers, water, food Mounting standee: Duc Prepare the camera: Nhat Anh Set-up check-in desk, Hashtag: Yen
	12:30 - 13:30	Setting up event room	1 hour		
Open to welcome participants	13:30 - 14:00	Welcome you to join the talkshow - Check-in - Stabilize seats for attendees	30 mins		- Check-in: Yen - Seating arrangement: Duc - Media to take pictures to check-in for guests: Nhat Anh
Warm up	14:30 - 14:40	MC introduced and started the program + Introduction to the workshop "Chuyện của Bim - Sắc màu hạnh phúc" (5p) + Project owner speaks about the project (5p)	10 mins		- Takecare: Duc - Media: Nhat Anh
<b>Part 2: Breaking the Ice - Learn about Bim</b>					
Ice breaking activities	14:40 - 15:00	MC let participants get to know each other + Activity "Each person gets to know the person next to them and tell everyone 3 things they know about them" + The questions are based on the information posted on Chuyện của Bim	20 mins		- Up story media: Yen - Nhi - Media for taking pictures: Nhat Anh - Takecare: Duc - Coordinating around: Thuy
Deploy the game	15:00 - 16:00	Start the Slide game "Get to know your Bim" + MC introduces the game + Participants will discuss the questions together and give the best answer + The project owner briefly explains the content of the answer	1 hour		- Media for taking pictures: Nhat Anh - Takecare: Duc - Coordinating around: Thuy
<b>Part 3: Painting</b>					
Deploy painting	16:00 - 17:30	MC introduces painting activities + Show participants how to make a video tutorial Participants started to draw pictures	1 hour 30 mins	- Distributing tools and painting supplies - Post media (Story Facebook, story Instagram, post Facebook, post Instagram) - Media: event photography	All members

				- Support event participants to make paintings - Award for the most voted songs	
<b>Part 4: The End</b>					
End of the workshop	17:30 - 17:40	- Take a picture - Tidy up - Send a thank you letter	10 mins		All members

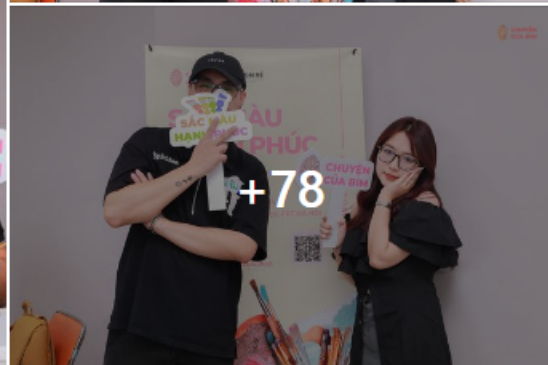
**(Table III.2.1.2.1.Timeline Workshop “Chuyện của Bim - Sắc màu hạnh phúc”)**

### 3.1.2.2. Actual cost of implementation

CATEGORY	No.	CONTENT	Quantity	Unit	Unit price paid	Total amount
DESIGN, PRINT	1	Standee Design	1	piece	75,000	246,000
	2	Handheld hashtags	2	piece	120,000	
	3	Stickers (shipping: 21k)	7	set	30,000	
	4	Gift: Gift card design (5.8x9cm)	35	piece	3,000	85,000
	5	TV screen	1	piece	0	0
	6	Graphic design for WS	20	sheet	2,000	40,000
	7	Game slide design, wallpaper for the WS . session	1	piece	0	0
TOOL	8	Canvas (20x20)	35	frame	12,000	633,500
	9	Watercolor (100ml)	10	bottle	10,000	
	10	Tissue	50	roll	1,156	57,800
	11	Milk glue (120ml)	15	bottle	14,000	193,200
	12	Single use chopsticks	1	set	4,000	4,000
	13	Sparkling powder	5	bottle	3,000	15,000
	14	Decorative beads				0
	15	Paper cup (270ml)	1	set (50 pieces)	50,000	50,000
	16	Pencil	5	piece	3,000	15,000
	17	Tablecloth (137x180cm)	6	piece		100,000
	18	Rice cake	1	package		20,000
	19	Jelly	1	package	42,000	42,000
	20	Flower	1	bouquet		200,000
	21	Snack	10	package		60,500
	22	Chicken hair clip	5	piece	3,600	18,000
	23	Paper cup (270ml) <buy more>	1	set (50 pieces)	55,000	55,000
<b>Total</b>						<b>1,835,000</b>

**(Table III.2.1.2.2.Actual cost of Workshop “Chuyện của Bim -Sắc màu hạnh phúc”)**

### 3.1.2.3. Pictures and Videos



*(Photos from the event)*



*(Recap video image in the event)*

### 3.2. Talkshow "Thầm thương những điều thầm kín"

- Time: 06/08/2023
- Numbers of participants: 41

#### 3.2.1. Timeline

Stage	Time	Work	Time	Note	Personnel
Part 1: The Beginning					
Prepare	13:30 - 14:00	Arrange space to hold talkshow	1 hour	<ul style="list-style-type: none"> <li>- Backdrop</li> <li>- Tables and chairs on stage</li> <li>- Attendee seats</li> <li>- Table for gifts</li> <li>- Frame for pictures</li> </ul>	All members Preparation: Flowers, water, food Mounting standee: Duc Camera: Nhat Anh Set-up check-in desk, Hashtag: Yen
Open to welcome participants	14:00 - 14:30	Welcome guests to join the talkshow	30 mins		<ul style="list-style-type: none"> <li>- Check-in: Yen + NaNa</li> <li>- Seating arrangement:</li> </ul>



					Duc - Welcoming guests Doctor, sponsors: Nhi, Thuy - Media to take pictures to check-in for guests: Nhat Anh
Warm up	14:30 - 14:35	MC introduced + "Nhớ mãi nụ cười xinh" - singer Pham Thanh Huyen	5 mins	Empty stage	Give the mic to the singer, MC: Duc (running the stage) Media taking pictures at event
	14:35 - 14:50	Stabilize attendees MC introduced and started the program + Project introduction; talkshow topic "Thầm thương những điều thầm kín" + Acknowledgments to sponsors (Im Nature and MSI) (5ph) - Representative of I'm Nature speaks (5 minutes) - MSI representative speaks (5 minutes) Project owner gives flowers to NTT	20 mins	Empty stage MSI live streams	- Check-in + up story communication: Yen - Support to hold flowers to give to sponsor: Nana - Media for taking pictures: Nhat Anh - Run the stage: Duc - Coordinating around: Thuy - Takecare guest: Nhi
<b>Part 2: Content 1</b>					
Content Deployment	14:50 - 15:00	- Stage set up - MC introduces guests + Doctor Vu Minh Phuong	10 mins	- 1 table - 2 seats - 2 bottles of water	
	15:00 - 15:45	Theme "Understand how much love you have" Topic content on reproductive health care in general and female genitals in particular. Issues are raised: - There are improper ways of taking care / Misunderstandings about care - I don't know how to take care of her to prevent illness - Feeling shy, not daring to share problems to solve, understand and love each other more. . Q&A	45 mins	- 1 table - 2 seats - 2 bottles of water	- Run the stage; give mic: Duc - Check-in + communication: Yen - Audience coordinator: Nana - Takecare customers: Nhi - Take pictures: Nhat Anh - Program coordinator: Thuy
<b>Part 3: Break</b>					
Minigame	15:45 - 16:00	Tea-break and food Mini-game: Lottery to win prizes + Each person before joining is given a number + 3 prizes for 3 lucky people	15 mins	- 1 table - 2 seats - 2 bottles of water	30 minutes before break time: - Prepare food: Yen, Nana - Bring fruit to the guest table: Nana Mini game: - Invite the audience to the stage: Duc - Support gift giving: Children - Show slide: Thuy - Take pictures: Nhat Anh
<b>Part 4: Content 2</b>					
Content Deployment	16:00 - 16:45	Theme 2: "Understanding to love" Theme content about love and sex stories, take the initiative to have a safe relationship Interact with the audience The question posed:	45 mins	- 1 table - 2 seats - 2 bottles of water	- Run the stage; give mic: Duc - Coordinating the audience: Nana, Yen - Takecare customers: Nhi

		<ul style="list-style-type: none"> <li>- When is the girlfriend ready for "having sex"? (emotional, psychological, method of preparation, ...)</li> <li>- Fear of sex (fear of pain, the girl being wide, psychological, body odor, ...)</li> <li>- How to prevent disease and what both men and women should do to have a safe relationship (before marriage and after marriage)</li> </ul>			<ul style="list-style-type: none"> <li>- Take pictures: Nhat Anh</li> <li>- Program coordinator: Thuy</li> </ul>
	16:45- 17:00	Q&A: to the participating audience - Expert speakers answer + Quantity: 5-7 questions	15 mins	<ul style="list-style-type: none"> <li>- 1 table</li> <li>- 2 seats</li> <li>- 2 bottles of water</li> </ul>	<ul style="list-style-type: none"> <li>- Ask the audience to ask questions: Nhi</li> <li>- Take pictures: Nhat Anh</li> <li>- Run to give the mic to the audience: Duc</li> </ul>
<b>Part 5: The final</b>					
summary	17:00 -17h10	<ul style="list-style-type: none"> <li>- Summary of events</li> <li>- Give gifts to all participants</li> </ul>	10 mins	Empty stage	<ul style="list-style-type: none"> <li>- Prepare the camera for the interview: Yen</li> <li>- Looking for people and interview: Nana</li> <li>- Giving gifts to the audience: Duc</li> <li>- Show QR to rate: Thuy</li> <li>- Media: Nhat Anh</li> </ul>
	17:10 - 17:20	Take a commemorative photo: MC - Guest - Audience members	10 mins	Empty stage	<ul style="list-style-type: none"> <li>- Prepare the camera for the interview: Yen</li> <li>- Looking for people and interview: Nana</li> <li>- Coordinating photography: Duc, Nhi, Thuy</li> <li>- Media: Nhat Anh</li> </ul>
	17:20 - 17:30	Clean up and leave	10 mins	Clean up	All members

**(Table III.2.2.1. Timeline Talkshow “Thắm thương những điều thầm kín”)**  
**3.2.2. Actual cost of implementation**

CATEGORY	No.	CONTENT	Quantity	Unit	Unit price estimate	Total amount
Printing	1	Standee Design	1	piece	75.000	75.000
	2	Handheld hashtags	1	piece	30.000	30.000
	4	(Gift): Stickers	4	piece	7.000	28.000
	5	Lucky number	1	piece	7.000	7.000
	6	(Gift): Design a gift card	30	plate	2.800	84.000
	7	Print card	4	card	10.000	40.000
	8	Organizer's cards (string + card cover)	6	piece	10.000	60.000
Present	9	Flowers for guests (Sponsors, MSI, doctors)	3	bouquet	100.000	300.000
	10	Gift box	20	bag	5.000	100.000
	11	Glass bag	1	bag	60.000	60.000
	12	Gift cup	20	piece	16.500	330.000
	13	Logo	2	set	130.000	260.000
Tea-break	14	Water	15	bottle	4.000	52.500
	15	Paper cups and plates	1	set	85.000	85000
	16	Tea-break service	1	session	1.510.000	1.510.000

	17	Venue	1	session	2.600.000	2.600.000
Personnel	18	Financial support for singers	1	personel	150.000	150.000
	19	Financial support for collaborators	1	personel	150.000	150.000
Guest	20	Dr. Vu Minh Phuong	1	personel	0	0
<b>Total</b>						<b>5.921.500</b>
Sponsor	21	Sponsored by MSI				3.000.000
<b>Total (deducting sponsorship)</b>						<b>2.921.500</b>

**(Table III.2.2.2. Actual cost of Talkshow "Thầm thương những điều thầm kín")**

### 3.2.3. Pictures and videos



**(Photos from the event)**





*(Event recap video)*

## F. EVALUATION AND RECOMMENDATION

### I. Overall assessment of the effectiveness of the communication campaign

After three months of implementing the campaign "A journey to happiness with Chuyện của Bim", the project team moved on to the stage of analyzing the efficacy of the communication campaign to see if the campaign met its initial aim. Evaluation is particularly significant since it is a means by which the project team can recognize the benefits and drawbacks of the entire process, as well as examine the work of the entire team, read and analyze the findings and data so that it may be improved in future projects.

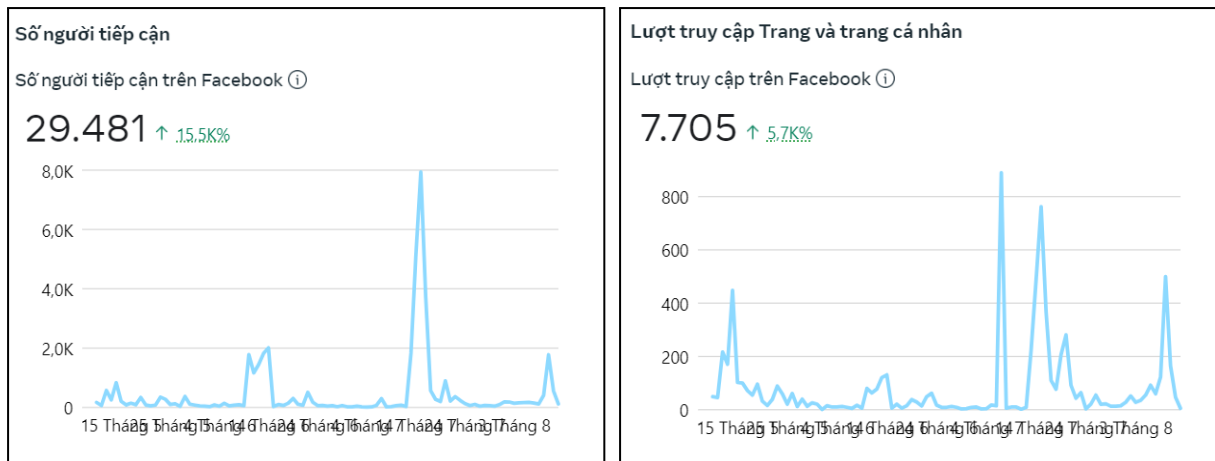
We will evaluate two factors in evaluating the campaign's effectiveness: **the communication metrics** obtained during the campaign and **the media survey** from the target audience who have been exposed to and engaged in the campaign.

#### 1. Statistics

##### 1.1. Fanpage Facebook

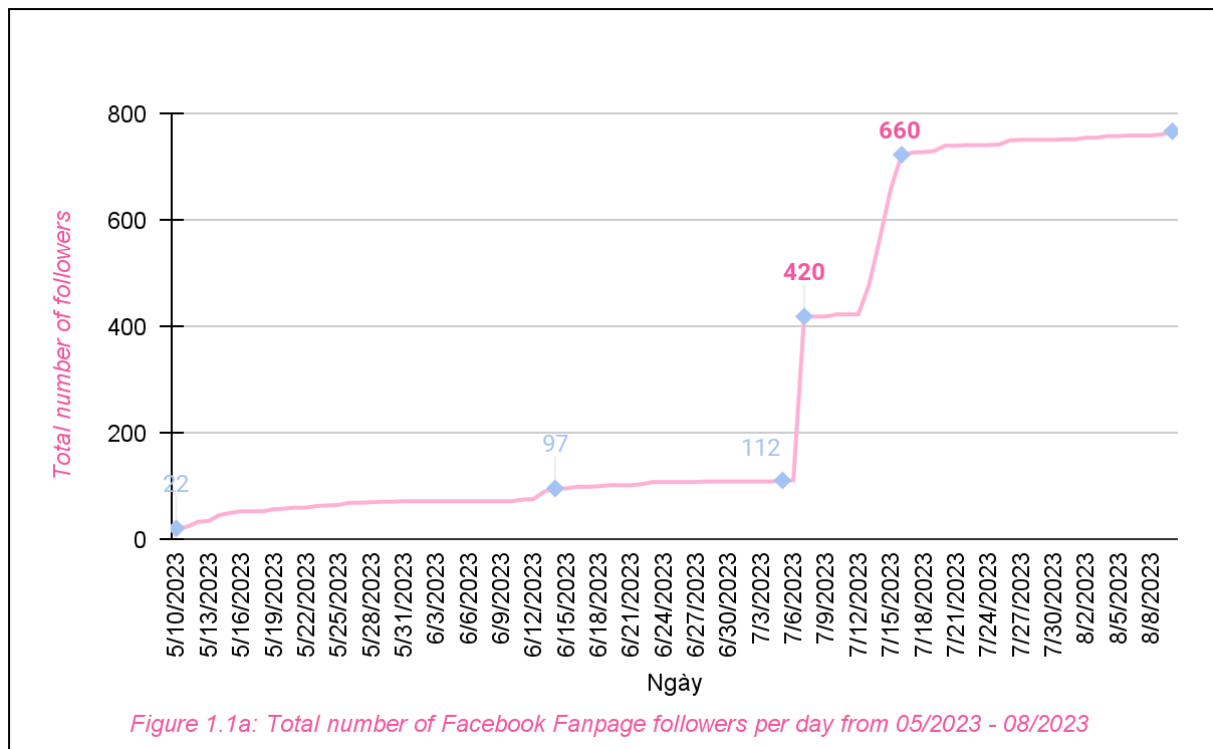
During the time the project team was building and managing the content on the Fanpage "Chuyện của Bim," the number of users reached **29,481** (a more than 15,000% increase in reach before May 10, 2023).

The number of visitors to the fanpage surged by more than 5,500% and stood at **7.705**.



(Figure I.1.1.a. Facebook fanpage reach statistics 05-08/2023)

### Number of followers:



(Figure I.1.1.b. Total number of Facebook fan page followers per day 05-08/2023)

As seen in the graph, the initial following of the Fanpage "Chuyện của Bim" was fairly low, as it was still relatively new on this social networking site, with only **22 followers** (as of May 10, 2023).

"Chuyện của Bim" had a considerable following of **97** individuals after a month of coming online, deploying, and resuming with content sequences in the campaign launch phase. However, this was not the ideal size that the project team expected.

So, in order to reach a more focused audience, it is critical to begin the process of broadly spreading material on this social networking platform. As a result, the team **decided to run advertisements** from mid-June through early July.

“Chuyện của Bim” increased from **112 to 420 followers** in just 4 days thanks to the selection of articles with information relevant to the nature of the campaign and an appealing title. This rating indicated that the content of “Chuyện của Bim” was professional, but it might still be simplified with vibrant graphics and visual material, making people more likely to continue reading the website.



Link ảnh: <https://prnt.sc/Esoo8CicPDnN>

During the period from week 2/July to week 4/July, this is the period when offline events officially come into operation. Combined with media articles with advertising tools, the number of followers of “Chuyện của Bim” also increased to **the highest milestone was 660** followers on July 18, 2023.

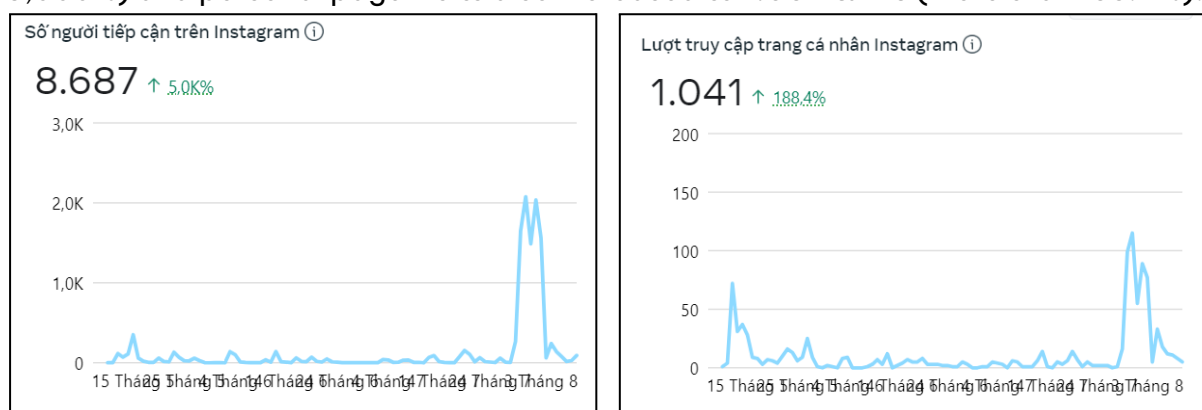
The article with the highest reach was the announcement of the Workshop 2 event “**Sắc màu hạnh phúc**” posted on July 13, 2023, with a total of:

- Impressions on feed: 2,298 times
- Number of people reached: 1,961 accounts
- Post engagement: 697

After that, the number of followers on the Facebook Fanpage “Chuyện của Bim” continued to post on average 5-10 people/day. Recorded until August 12, 2023 the number of followers of the fanpage **771 people**.

## 1.2. Instagram

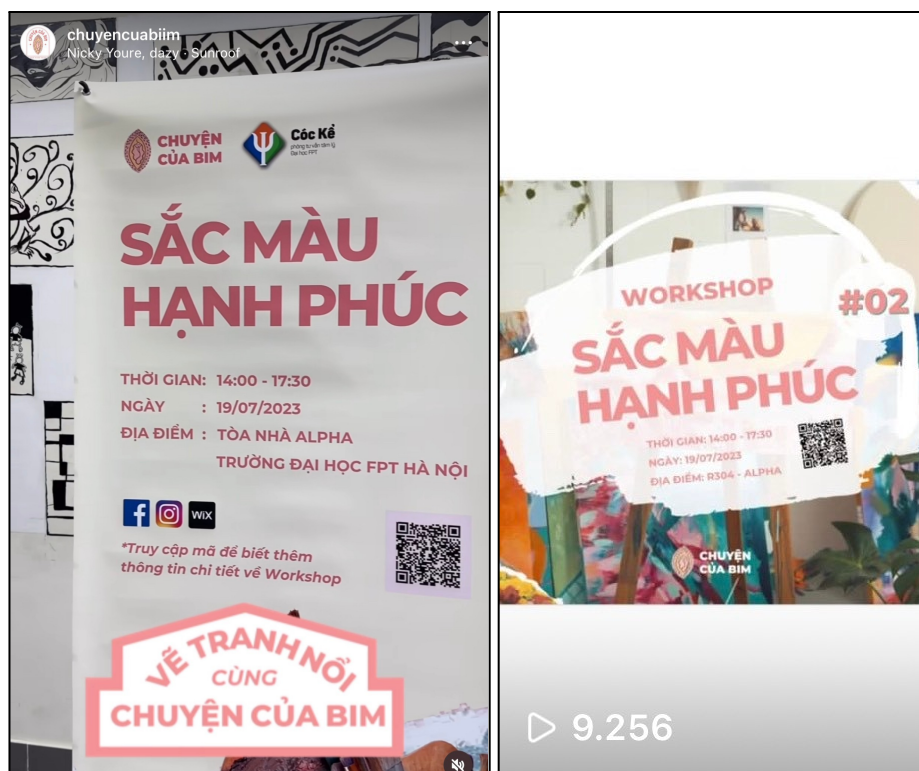
With Instagram platform, “Chuyện của Bim” also had significant changes when the campaign started. Compared to before May 10, 2023, the number of people reached on Instagram had been collected **10,661 hits** (equivalent to an increase of more than 5,000%) and personal page visits also increased to **1.062 turns** (more than 188.4%).



(Figure I.1.2. Instagram reach statistics 05-08/2023)

With a total of 359 followers on Instagram (increased by 2 times compared to before May 10, 2023), the posts with the interaction rate are rated at a very good level according to the scale of [instrack.app](https://instrack.app).

- The engagement rate was 4.98% of total followers, equivalent to an average of 13 likes/post
- The weekly interaction rate fell at 19.93% compared to the total number of followers increasing each week



The article with the highest reach rate is the video article Instagram Reels Recap of the Workshop 2 event "Sắc màu hạnh phúc" with **views are 9,256** and **30 shares** in there:

- The number of accessible accounts were **7,726 accounts**
- Impressions were up to **9,124 impressions**

Monitoring the development of the media channel and improving content and images helped "Chuyện của Bim" gradually gain higher recognition on this social networking platform. Although there are still many differences in the results of communication on Instagram compared to Facebook, it has met the original criteria and goal of the campaign, which is to bring a positive community message to more people.

### Summary:

Chuyện của Bim and the campaign's major communication channel evaluation team achieved the aim of boosting the channel's visibility on online platforms, with the reach and relative number of Fanpage followers increasing day by day. Simultaneously, the number of persons interested in reproductive health care is growing. The most visible is the increased number of subscribers as well as the magnitude of the event with the project team.

Because of the sensitivity and specificity of the media material on reproductive and genital health, the project team had to **refer to the policy** on two social networking

platforms to ensure that the community policies were not violated. This may be viewed as the media team building investment communicates both the material and the visuals by employing terms that are nice and friendly with content consumers. All of these materials have been approved by Facebook and Instagram and are permitted to display advertising on this platform.

The team plans and controls the mention of sensitive themes throughout the moderation stage, ensuring that the articles are delivered to the readers in the most detailed manner possible. To prevent sensitivity and unpleasant community rules breaches, the visuals are entirely created and animated. However, the project team must be developed more in order to quickly expand and reach additional target audiences.

## **2. Media survey**

During 3 months of campaign implementation, the team conducted 3 surveys corresponding to communication activities.

- Stage one: Surveying the level of interest in the topic of intimate health care
- Stage two: Survey on satisfaction after Workshop 2 "Sắc màu hạnh phúc"
- Stage three: Survey on feedback after the Talkshow "Thầm thương những điều thầm kín"

The implementation of the survey helps the project team to have an overview of the level of interest of the target audience (students, female office workers) about reproductive health care and understanding about access to media information related to female genitals.

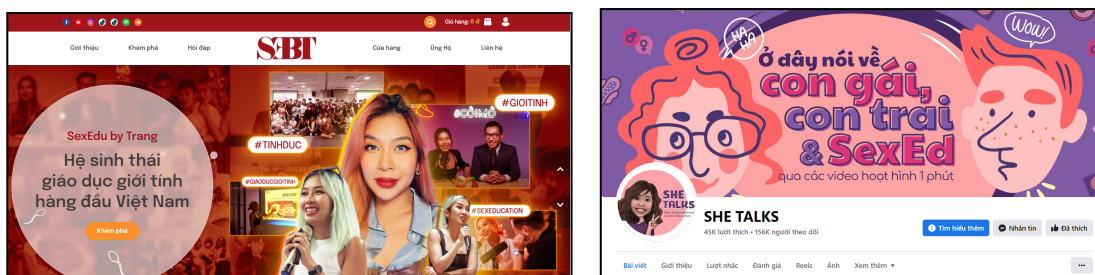
### **2.1. Phase one - Survey the level of interest in the topic of intimate health care**

This is a survey to learn about the behavior of social networking platform users and to utilize their knowledge on how to acquire information about genitals.

The survey on the level of interest in the issue of intimate health care, which included 104 persons, yielded a variety of responses. According to data, 70.2% of participants are between the ages of 18 and 24, with 51% being students and 23.2% being office employees. More than 42 percent of those polled were in a relationship, while 50 percent were single.

In terms of how they learnt about sex education, more than 86.5% said they learned through social networking platforms, 66.3% through school, and more than half through friends. The majority of survey respondents were most interested in sex and menstruation/reproduction information. The most popular sex education channels with surveyors are "Sexeduby Trang" (sex education site) and "Shetalks," with 82.7% having seen this information disseminated on social networks.





As a result, the majority of individuals have been exposed to various sorts of sex education media content, particularly sex on social networking platforms. As a result, more than 91.3% believe that more attention should be paid to women's personal health care in Vietnam.

When it comes to questions concerning the look of private parts, however, more than half of poll respondents feel that the attractiveness of the vagina is highly significant. In which the two terms "pink" and "healthy" are the most often agreed upon (almost half of the poll participants), and the difficulties linked to the female are "scent" and "relationship". 35-45% of individuals were extremely interested in "sex" and "reproductive health care."

Furthermore, just 42.3% of participants said they frequently take care of their private regions. 96.2% believe that eating healthily and seeing a gynecologist are the most important things to do for the healthiest private part.

Thereby it can be seen that, although the topic of sex education is being widely popularized, the level of topics on intimate care is not really high. Not to mention, there are still many conflicting opinions about awareness and how to take care of female genitals.

## 2.2. Phase two - Survey on satisfaction after Workshop 2 "Sắc màu hạnh phúc"

After a month and a half of developing communication content for two social media channels, the project team engaged in an interactive phase, arranging community events with young people from the project's target audience. To address the pain issue identified in the original survey, we decided to launch a paper painting class where we could both communicate basic facts on female genitals and work and exchange positive, open thoughts in a secure environment.


The workshop was attended by more than 20 FPT University students, with 90% taking part in the event survey. The majority of attendees were pleased with the workshop's organization and responded well to the speaker's presentation. The information supplied was thought to be valuable in improving one's understanding of female genitality. 90% of participants rated the interactive and painting sessions as innovative and enjoyable. The remaining 10% stated that the task takes longer to finish. Furthermore, some ideas from participants regarding the preparation of accessories in terms of colors, napkins, wet wipes, and so on.

However, to continue the mining topic after the event, our team open a tiny mailbox for attendees to express their comments. We've learned more about each person's unique

viewpoint on how to handle the subject of health care.

- The majority of female friends in the audience remarked that, despite being girls, they knew and understood more about "Bim" for the first time that day, and were supplied with knowledge they had never dared to acquire or care about. The workshop adopts a bold, sensitive, yet subtle concept that makes the experience more comfortable and open.
- Fear of participation in a place with many female friends is something many male friends have, but they get to meet many new friends and learn knowledge that no one dares to offer. This knowledge is regarded as novel and beneficial in understanding the ladies in their life.

Overall, the event was a success; excellent feedback on workshop activities was received, and the message and information were shared with the students; nevertheless, the project team still has to develop at the standard level. developed to offer the complete experience to the attendees.




**CHUYỆN CỦA BIM**

“

Hello Chuyện của Bim, mình biết chương trình qua một người bạn và đã follow page cũng khá lâu rồi. Mình không phải sinh viên trường FPT nhưng mình thật sự rất ấn tượng với workshop lần này do các bạn sinh viên trường F tổ chức. Ban đầu mình follow page vì thấy ý tưởng của page thật sự rất sáng tạo, táo bạo và ý nghĩa. Tuy nhiên, qua workshop lần này mình mới thực sự cảm nhận được cái ý tưởng đó được hiện thực hoá như thế nào. Mình đã được trải nghiệm và tham gia các hoạt động giúp mình bổ sung kiến thức mà mình cho rằng mình chưa bao giờ dám tìm hiểu hay quan tâm từ trước đến nay. Workshop làm mình cởi mở hơn với những vấn đề người khác cho là "nhạy cảm". Mình xin trân trọng dành lời cảm ơn đến BTC và mong rằng workshop sẽ được nhiều người quan tâm hơn, đạt được những thành công trong tương lai.

”

**Rita**  
Cựu sinh viên  
Học viện ngân hàng



**CHUYỆN CỦA BIM**

“

Mình chỉ là muốn cảm ơn Chuyện của Bim và các bạn rất nhiều về buổi workshop ngày hôm đó. Thú thực, mình chưa bao giờ đi workshop và workshop lần đầu tiên mình tham gia ở trường là "Sắc màu hạnh phúc" - một workshop "tạo hình" cho Bim. Ban đầu, mình đã nghĩ rằng mình khó có thể hòa đồng, đặc biệt là trong một căn phòng mà số đông là các bạn nữ tham gia.

Tuy nhiên, đối với mình, đây không chỉ là một buổi workshop thông thường mà còn là một buổi chia sẻ về những kiến thức, kinh nghiệm mà mình chưa từng được biết, hơn nữa, mình cũng có thể sử dụng những kiến thức đó để hiểu hơn về những người phụ nữ xung quanh mình. Chuyện của Bim đã cho mình đi từ bất ngờ này đến bất ngờ khác, từ việc Bim níu chân mình ở lại đến cuối buổi việc không ngần ngại dùng tay không để làm tác phẩm của mình mặc dù có các dụng cụ được BTC cung cấp. Mình tin là với những trải nghiệm của mình, sẽ có rất nhiều những bạn khác chưa biết tới sẽ cảm thấy tiếc nuối phần nào về việc bỏ lỡ buổi workshop này.

Tóm lại, mình chỉ muốn cảm ơn Bim rất nhiềuuuu, mong là Bim sẽ có thể mở ra thêm những ws mới hay ho, thú vị hơn trong tương lai, và chắc chắn mình sẽ rủ cả các bạn của mình đến để trải nghiệm cùng mọi người ð

”

**David**  
Sinh viên K15  
Truyền thông đa phương tiện

### 2.3. Phase three - Survey on feelings after the Talkshow "Thắm thương những điều thắm kín"

The Talkshow was organized by the project team in collaboration with associated organization **MSI - Reproductive Choices Vietnam** and the brand **I'm Nature** at the end of the campaign "A journey to happiness with "Chuyện của Bim."

With a total of 41 persons attending the talkshow, this was the campaign with the most involvement. This talkshow spread through word-of-mouth to attract a larger number of participants. Based on the registration form, a total of 32 individuals registered, and more than 15 people joined as friends and partners who were referred through mutual connections.

According to a project team survey, 93.3% of participants were highly happy with the program. 90% good response on the presenters and practical knowledge, and 83.3% happy with the program substance.

Given the speakers' expertise and warmth, 100% of the participants who responded favorably to the manner delicate messages were communicated were more subtle and open. The content in the program was organized from simple to challenging so that people might participate and discuss with the speaker more.

Furthermore, being personally involved in the program's activities helped assisting participants in interacting, connecting with the community, and sharing tough information regarding female genital health care. These insights were great tools for improving abilities and learning more about self-loving.

## **II. A separate assessment of the project's communication campaign**

### **1. Content**

- Positive

Online communication	Offline activities
<ul style="list-style-type: none"> <li>- The tone used in the article was easy to understand, fully conveying the campaign's message; Avoided overly sensitive words and images.</li> <li>- The information was fully sourced, not copyrighted on images and content.</li> <li>- Articles with medical knowledge and information were carefully censored to avoid miscommunication.</li> <li>- The content of the article answered users' questions, concerns and doubts about gender and reproductive health, created understanding and helped them feel more confident in managing their personal health.</li> <li>- Called to action readers by providing detailed and scientific information, sites and organizations that can promote behavioral change in reproductive health and gender, encourage the implementation of preventive measures and appropriate care.</li> </ul>	<ul style="list-style-type: none"> <li>- Youthful and accessible workshop activities for the target age group (drawing pictures, playing flashcards, talkshow...)</li> <li>- The content of the workshop or talkshow program created many opportunities for participants to ask questions, discuss and interact directly with speakers or experts, helping to create a positive learning environment.</li> <li>- The program created a wide range of real-world experiences: participants experience real-world experiences and apply their knowledge first-hand, helping them better understand different aspects of gender and reproductive health.</li> <li>- In addition to professional knowledge, activities were organized for participants to develop communication, presentation, teamwork and problem solving skills.</li> </ul>

- Limits



Online communication	Offline activities
<ul style="list-style-type: none"> <li>- The topics of sex education and reproductive health care are often sensitive topics that make some people feel uncomfortable participating or interacting on the site. Chuyện của Bim has not received much interaction from readers.</li> <li>- Because sex education on social networks, especially in Vietnam, has not been widely disseminated, so many people who approach the article still have a not-so-serious attitude.</li> <li>- Some people may disagree with the messages or values conveyed on the site, especially if they conflict with their religious or cultural values.</li> </ul>	<ul style="list-style-type: none"> <li>- Topics of sex and reproductive health are often sensitive topics, making some people feel uncomfortable or hesitant to participate in face-to-face activities, so they have not received much participation.</li> <li>- Due to financial constraints, the group has not been able to organize a wider variety of activities and events, which hinders the group's creativity in content activities.</li> <li>- In some activities, the interaction is biased towards one-way, when participants are not confident or comfortable enough to participate in the discussion.</li> </ul>

## 2. Media channel

- *Main communication channel*

Initially, when working with the project owner and was expressed the desire to run a campaign focusing mainly on the social network Instagram. Some of the reasons mentioned include, first, that Instagram is a popular environment for young people and adolescents, where sex education and reproductive health care are particularly important. Furthermore, Instagram allows users to create a community of shared interest on issues related to gender and reproductive health using hashtags and tags users can connect with people interested in the same topic. Besides, Instagram users tend to prefer privacy and security through private accounts and there, they freely share their personal and life stories.

However, when it came to implementation, our team found Facebook to be a more suitable platform to run an effective campaign. Some of the reasons mentioned include, Facebook is an extensive social media platform with a diversified user base that ranges in age, gender, and region, making it possible to connect with a variety of target audiences, from adolescents to adults. Moreover, the group can easily connect with experts, organizations and communities working in the field of sex education and reproductive health, thereby collaborating to organize community events. Besides, Facebook users tend to be more open, they often share their daily life, activity updates and interactions with friends, relatives and colleagues. We measured the expected statistics, which are 29,390 reach and 30,729 interactions on social platforms, after the campaign had been running for 4 months. This helps Chuyện của Bim easily reach the target audience & convey the strongest message.

- *KPIs*

Below are statistics comparing the effectiveness of the 2 main communication channels.

First, we measured communication effectiveness across different online channels, including Chuyện của Bim's Facebook page and chuyencuabiim's Instagram. The metrics to focus on are likes, followers, reach, and engagement. The results of this process will be the first step in evaluating the effectiveness of the communication campaign.

STT	Communication	Category	KPI	Real results	% KPI Result
1	Facebook	Likes	700	631	89,5%
		Followers	900	771	85,6%
		Reach	20,000	29,390	146,95%
		Interaction rate	1,5%	2.5%	166,7%
2	Instagram	Followers	830	359	43,3%
		Reach	12,000	10,676	89%
		Interaction rate	1,5 %	1,9%	126.7%

**(Table II.2.Comparison between KPIs and results obtained from Facebook and Instagram)**

- $\text{Total reach} = \text{reach per post} * \text{number of posts per month} * 6$
- $\text{Engagement rate} = \text{Reactions per post} * \text{total posts} / \text{Number of followers}$


### 3. Expense

- Online communication: the team ran 3 ads on Facebook and 1 post on Instagram under different types of ads and goals. Each form of advertising has its own advantages and disadvantages.

#### - Facebook

- + *Interact with posts*: reached 7,124 people and 868 interactions with the post

Bài viết được quảng cáo



10 Tháng 6 • Do Nhi Ph...

Lượt tương tác với bài viết

TẠI SAO MINH LẠI CÓ...

**Đã hoàn tất**

**7.124**  
Người tiếp cận

**868**  
Lượt tương tác với bài viết


**199.999 đ**  
Đã chi tiêu/200.000 đ

- Pros: Generated direct engagement with article content, often resulting in increased likes, comments, and shares. Showed users' real interest in content through direct interaction. Created discussion around the content

of the article, increasing the likelihood of spreading the message.


- Cons: It was unlikely that an interaction comes with a deep understanding of the message, as some interactions may be just "like" without reading the content.

+ *Like page*: reached 13.040 people and 272 page likes

Quảng cáo Trang				
	13 Tháng 7 • Do Nhi Ph... <b>Lượt thích Trang</b> Không có gì flex ngoạ...	<b>Đã hoàn tất</b>	<b>13.040</b> Người tiếp cận	<b>272</b> Lượt thích Trang
				<b>299.682 đ</b> Đã chi tiêu 100.000 đ mỗi ngày

- Pros: Created a lasting connection between the user and the site, kept them informed of new content. Increased brand recognition and trust from users.
- Cons: Did not create deeper engagement with specific content, just created a basic relationship between the page and the user.


+ *The conversation begins via text message*: reach 261 people

Bài viết được quảng cáo				
	9 Tháng 8 • Do Nhi Ph... <b>Tin nhắn</b> "Ngủ nude liệu có tốt..."	<b>Đang hoạt động</b>	<b>261</b> Người tiếp cận	-- Cuộc trò chuyện bắt đầu qua tin nhắn
				<b>20.035 đ</b> Đã chi tiêu/120.000 đ

- Pros: Created opportunities for personal interaction and drives engagement through live chat. Created opportunities to consult and answer questions directly from users.
- Cons: Site manager to ensure chats are responded to in a timely and quality manner.

## - Instagram

+ *Link clicks*: reached 7,726 people and 410 clicks on the link

File phương tiện được quảng cáo trên Instagram				
	30 Tháng 7 • Do Nhi Ph... <b>File phương tiện được quảng cáo trên Instagram</b>	<b>Đã hoàn tất</b>	<b>7.726</b> Người tiếp cận	<b>410</b> Lượt click vào liên kết
				<b>299.059 đ</b> Đã chi tiêu 60.000 đ mỗi ngày

- Pros: Directed users to the fanpage Chuyện của Bim. Link clicks could be easily tracked and campaign performance determined based on whether users actually redirected to the target page.
- Cons: Not sure if users click on conversion actions like follow the page. And the performance of this type of ad depended largely on the landing page the user will be taken to. If the page is unattractive or difficult to use, users may leave quickly.

## ● Offline Communication:

### - Positive:

- + Attracted students to participate because the program was quite attractive, there were many activities and practical gifts, and no cost to

- register.
- + After each event, our group received many positive feedbacks about the program and wish to join future events.
- + The cost of buying equipment to prepare for the event was more economical than the estimated cost.
- + Expenditures were set out in clear and complete categories, avoiding the lack of tools / items that affect the mood of attendees and guests.
- Limit:
  - + There was still limited funding, because members were currently having to make a lot of advance/temporary payments.
  - + The preparation of items such as printing, buying ... were fixed costs, difficult to reduce the load due to dependence on suppliers.
  - + The group did not carefully calculate the number of tools suitable for the attendees, so they bought too many items, causing waste.

#### **4. Evaluation of media products:**

- *Positive*
  - The image on the Fanpage used the brand identity: Bim's character image and the main pink tone, helping to increase recognition with an approachable, youthful style, suitable for the target age.
  - Communication products were designed in many forms: videos, images, gif..., which were more accessible and diverse for viewers.
  - Offline media publications were designed to be easy to see, bearing brand characteristics.
- *Limit*
  - The media publications had not really attracted, caused viral, only provided information and one-way, so they had not received much attention and interaction.
  - The posts had not yet strongly expressed the message through each stage, only stopped at the hashtags of different stages.
  - Haven't had the opportunity to work and appear in the press, which had not really increased the prestige of medical information on the channel.

### **III. Evaluation of methods**

#### **1. Research and analysis methods**

The review of research methodologies and information analysis on the issue of reproductive health care is critical to enhancing knowledge and giving accurate, trustworthy information in this sector. Quantitative research is an essential research tool in analyzing the campaign's success as well as the response of the target audience in the "Chuyện của Bim" campaign on the pursuit of happiness.

- *Positive*
  - The research surveys conducted before, during, and after the project all got an objective sample of the data, allowing the project team to see diverse replies on reproductive health concerns.
  - Following each survey, there was a favorable shift in the findings.
  - Gather information and thoughts on media participants and followers.

- *Limit*
  - Opinion surveys need to be explored in more detail
  - To get a better picture of the campaign's performance, more people should participate in the questionnaires
  - Distribute the survey panel more broadly to achieve diversity in participant responses.
  - Communication effectiveness data needs to be analyzed and have clearer data throughout the campaign implementation

## **2. About ideas**

These approaches are implemented in the most complete and optimum manner based on the obtained information and thoroughly applied to the problem to be addressed. To examine and refine the communication concepts in this campaign, the project team used the studied approaches (5W1H. - AIDA - SWOT - PESTLE).

- *Positive*
  - Using these tools to provide an overview and detailed analysis of the target audience for the campaign.
  - Answering questions that outline the ultimate goals and objectives of the campaign.
  - Ideas are studied from a variety of perspectives in order to foster critical thinking and identify the best communication solutions.
  - Using the methods outlined above, the media material is closely watched and reviewed so that our team can build and enhance the image and content on a daily basis.
- *Limit*
  - The topic is sensitive, so ideas are still limited in implementation. More creative activities are needed.
  - The content is in the safe zone and not yet highly trending to reach many people.
  - There is a need to improve the quality of expertise and distribute the content to more areas.

## **3. Planning and implementing**

Planning and implementation are critical components of every campaign in order to assess its efficacy. Implementation planning assists the project team in defining the campaign's goals and scope. Setting precise goals, such as increasing understanding about reproductive health, increasing community awareness of the initiative, and establishing an engaging place for the target audience.

- *Positive*
  - The strategy for the entire project is divided into progressive phases so that our team can track the campaign's development.
  - The distribution of the media strategy; personnel; risks assist team members in better managing and controlling the quality of output goods.
  - Once a time period is established, the implementation will go more easily in order to meet the campaign's deadline.
- *Limit*
  - Creating an overall communication plan takes time and effort. In order to fully complete the plan, the project team needs to spend time researching and

collaborating, dividing the plan clearly so that the campaign can be implemented on schedule.

- The plan should clearly outline the direction, especially the direction of content distribution on which channels.
- Deployment of content should follow the initial information and requirements set forth, but should not be too rigid. There is a need to be flexible in each phase of the plan.

#### **4. Evaluation and measurement**

Post-campaign evaluation and measurement provides several advantages for assuring the effectiveness and development of future initiatives. Evaluation and measurement allow us to establish whether or not the campaign met its objectives. It aids in determining the level of success and offers extensive information about the outcomes obtained.

- *Positive:*
  - The review process will highlight the campaign's strengths and weaknesses. This aids in concentrating on the skills that must be created and optimized for the future plan.
  - Having measurement and evaluation data aids in demonstrating the worth of the campaign to stakeholders such as sponsors, government, or the community. Post-campaign evaluations aid in detecting changes in the environment or social condition and making modifications to preserve campaign effectiveness.
- *Limit*
  - The measurement findings are not very large or persuasive; a fresh approach for the next plan is required.
  - Metrics must be analyzed using knowledge and additional depth.

**Summary:** Conducting a survey to collect opinions and information about the target audience allows the group to have an overview of the importance of reproductive health care issues for each person while also having in-depth access to the participants' thoughts, opinions, and feelings prior to the group's communication activities.

#### **IV. Evaluation of the implementation team and stakeholders**

##### **1. About the subject**

###### **1.1 Positive**

After a period of developing *Chuyện của Bim*, we have successfully partially communicated important information regarding genital care and sex education. Through the inclusion of commonplace narratives and unpopular realities, viewers are made to feel heard and are encouraged to love themselves more by Bim's adorable picture.

Workshop and Talkshow programs have consistently produced specific highlights to make it simpler for young people to accept and have fun with sex, as well as to consider it a regular part of life, with the goal of establishing a comfortable and sharing environment for them.

###### **1.2. Limit**

"*Chuyện của Bim*" has numerous obstacles in connecting with users through

social media due to its inclusion on the list of taboo subjects to discuss and the fact that it is decades ahead of prevailing beliefs and prejudices. Chuyện của Bim is a fresh and new project, therefore the transmission will be a long one and demand a lot of support resources. As a result, there isn't yet a voice for it in the community of supporters.

## 2. Owner of Project

**Project owner:** Le Ngoc Anh

### 2.1 Positive

The project owner is the one who assists Chuyện của Bim's content and graphics in having the most precise orientations to make the task more efficient and clear. The project owner has provided our team members with access to a number of sources for research and writing so that we are able to supply the audience with the most accurate information possible.

In addition to providing the material, the project owner serves as a liaison between our team and Twenties and MSI Reproductive Choices to obtain media coverage, subject-matter expertise, and image sponsorship for Chuyện của Bim.

### 2.2. Limit

Due to the abundance of research topics, there were times when the project owner was unable to closely monitor the group's progress. Information was interrupted during meetings with Tôi 20 since certain sessions were not announced to the group to include the attendance of team representatives, placing pressure on both the contractual side of the project and the financial side.

## 3. Sponsors and Collaborators

Individuals	Positive	Limit
<b>I'm Nature</b>	The sponsor of the talkshow "Thầm thương những điều thầm kín" is I'm Nature. I'm Nature is an expert in providing goods and services for expectant and postpartum women. Businesses have helped the program work as smoothly as possible by providing gifts and communications. The group's competent and proactive working manner is a benefit in helping them find a talkshow partner quickly.	When the plan and scenario are finished, I'm Nature frequently makes requests, which throws off the timetable and makes our team try to catch up to finish the plan. Sometimes project requirements conflict with the initial objective, but the two sides have successfully worked together to find a solution.
<b>MSI Reproductive Choices</b>	Since the beginning of the Bim Story project, MSI Reproductive Choices has served as the initiative's expert sponsor and media censor. Together, the two have provided the target audience with insightful and beneficial content.  Additionally, the organization makes it	In the Respond project, a partnership between Chuyện của Bim and MSI, professional content moderators initially took too long, delaying the timetable.  The talkshow schedule deviates from the original plan when the product is placed on a table close to the stage instead of

	possible for both parties to receive assistance from each other throughout their activities, which helps our team have more information and data for the present project. MSI is also very passionate about supporting the project to identify specialists, assisting in the smooth operation and success of the Talkshow.	the intended location, which may lead to issues with sponsor I'm Nature.
<b>Tôi 20</b>	Tôi 20 has helped the Chuyện của Bim initiative up till now by providing it with greater incentive. They help the group to organize and finalize the communication.	We had Tôi 20's initial, fervent support, but afterwards encountered several issues with the strategy, which limited my ability to collaborate. Our team encountered challenges while working on the project since at the project's conclusion the Project Owner and the Organization had not yet signed the contract.

***(Table IV.3. Evaluation from team to sponsors and collaborators)***

#### **4. About the group**

##### **4.1. Positive**

- Our team has mainly adhered to the original plan based on the project owner's instructions regarding content and image.
- Knowledge and experience are the things that the group gains the most during the operation.
- Our team developed through learning and creativity, and they were completely committed to the project.
- Teamwork is excellent; members frequently help one another.
- Our team's strength is its capacity for adaptability and swift problem-solving, which is most evident during the Workshop and Talkshow periods.

##### **4.2. Limit**

- The group has a lot of challenges introducing this idea to the online community and young people because it is a sensitive subject.
- The project hasn't been able to stand out very much because the crew just has a few abilities.
- The crew had to learn and work while organizing because we had no prior expertise.

#### **V. Evaluation from stakeholders**


The feedback and evaluations from our instructor, the project owner, collaborators, and sponsors will be both lessons and motivation for us to learn, improve, and continuously refine our work. The compliments and expressions of gratitude make us feel valued and cared for, reflecting the trust that everyone has placed in us as well as the credibility and reputation of the executing team.



## 1. Sponsors and Collaborators

We consider it an honor to have had businesses and organizations alongside us the entire time the project was being built. The feedbacks from sponsors and partner groups are as follows:

**Feedback from sponsors**

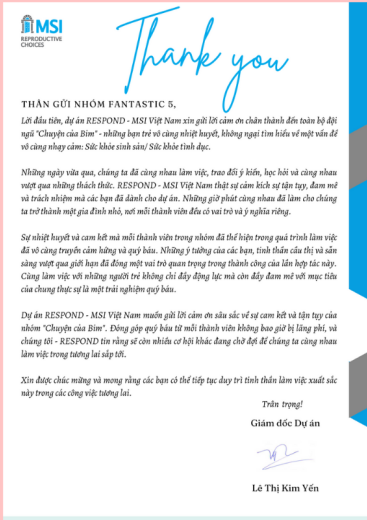


Thay mặt I'm Nature, chị cảm ơn mn đã cho I'm Nature được đồng hành với sự kiện ý nghĩa này. Chúc các chương trình và hoạt động tiếp theo của Chuyện của Bim thành công hơn nữa

12:19

Tin nhắn, @

**I'm Nature**



**THANK YOU**

THÂN GỬI NHÓM FANTASTIC 5,

Lời đầu tiên, dự án RESPOND - MSI Việt Nam xin gửi lời cảm ơn chân thành đến toàn bộ đội ngũ "Chuyện của Bim" - những bạn trẻ vô cùng nhiệt huyết, không ngại tìm hiểu về một vấn đề vô cùng nhạy cảm: Sức khỏe sinh sản/ Sức khỏe tình dục.

Những ngày vừa qua, chúng ta đã cùng nhau làm việc, trao đổi ý kiến, học hỏi và cùng nhau vượt qua những thách thức. RESPOND - MSI Việt Nam thật sự cảm kích sự tận tụy, đam mê và trách nhiệm mà các bạn đã dành cho dự án. Những giờ phút cùng nhau đã làm cho chúng ta trở thành một gia đình nhỏ, nơi mỗi thành viên đều có vai trò và ý nghĩa riêng.

Sự nhiệt huyết và cam kết mà mỗi thành viên trong nhóm đã thể hiện trong quá trình làm việc đã vô cùng truyền cảm hứng và quý báu. Những ý tưởng của các bạn, tinh thần của thị và sẵn sàng vượt qua giới hạn đã đóng một vai trò quan trọng trong thành công của lần họp tác này. Cùng làm việc với những người trẻ không chỉ đầy động lực mà còn đầy đam mê với một mục tiêu của chúng ta thực sự là một trải nghiệm quý báu.

Dự án RESPOND - MSI Việt Nam muốn gửi lời cảm ơn sâu sắc về sự cam kết và tận tụy của nhóm "Chuyện của Bim". Đồng góp quý báu từ mỗi thành viên không bao giờ bị lãng phí, và chúng tôi - RESPOND tin rằng sẽ có nhiều cơ hội khác đang chờ đợi để chúng ta cùng nhau làm việc trong tương lai sắp tới.

Xin được chúc mừng và mong rằng các bạn có thể tiếp tục duy trì tinh thần làm việc xuất sắc này trong các công việc tương lai.

Trân trọng!  
Giám đốc Dự án

Lê Thị Kim Yến

**MSI Reproductive Choices Vietnam**

Chào Thủy,  
Chị gửi nhóm kết quả đánh giá Workshop Sắc màu hạnh phúc trong File đính kèm nhé.  
Về quá trình làm việc với nhóm dự án, chị thấy nhóm thể hiện sự tâm huyết với dự án liên quan đến giáo dục giới tính. Nhóm cũng chu đáo và cẩn thận trong việc take care các khâu chuẩn bị cho sự kiện. Dù quá trình truyền thông diễn ra hơi vội, nhưng nhóm vẫn đảm bảo số lượng người tham gia sự kiện. Nếu có điều gì đó có thể làm tốt hơn, chị nghĩ nhóm có thể viết chi tiết hơn trong các bài viết recap về các nội dung, hoạt động trong sự kiện để những người không tham gia có thể hiểu được đúng những mục tiêu mà Workshop đã truyền tải.  
Cảm ơn nhóm đã kết nối để Phòng Tâm lý có cơ hội chia sẻ với sinh viên. Chúc nhóm tiếp tục phát triển nhé.  
Chị Dung

PHÒNG TƯ VẤN TÂM LÝ ĐẠI HỌC FPT  
HÀ NỘI - CỐC KẾ

## 2. Project owner

We are thrilled to work with the project owner, who has been an enthusiastic consultant with us since the beginning of the project's implementation. She has helped us promote "Chuyện của Bim" widely on social media platforms and bring meetings to facilitate networking. Here is the project owner's gratitude for us:



### 3. Capstone Project's Instructor

We truly appreciate the time and effort our instructor - Dr.Vu Viet Nga dedicated to reviewing and evaluating our work:

*“Được học ở ĐH FPT - là một trường ĐH với nhiều hoạt động trải nghiệm và có những hoạt động hướng về cộng đồng, các em đã rất cố gắng để có thể hoàn toàn độc lập thực hiện chiến dịch này. Có thể nói, đây là một công trình thanh niên Nhà F xuất sắc từ khi lên ý tưởng, thực hiện nghiên cứu khoa học để đạt giải Ba Res Fes 2022 đến khi triển khai một chiến dịch truyền thông với hai nền tảng chính là Facebook và Instagram và các hoạt động trực tiếp. Để thực hiện được, ngoài những kiến thức học ở trường và thực tế tham gia các hoạt động cũng như sau kỳ thực tập, các em cần phải có một tinh thần ham học hỏi, sáng tạo và thực sự cầu thị cũng như một lòng dũng cảm rất lớn khi dám làm một đề tài còn mới. Chỉ có như vậy, các em mới có thể thực hiện tốt được mục tiêu của đề án với kinh phí của nhóm tự bỏ ra ở nhiều hạng mục (như chạy quảng cáo, tổ chức sự kiện..) khi chưa ký được hợp đồng với nhà tài trợ.*

*Trong quá trình làm đề án, các em nghiêm túc, chịu khó, rất chủ động, sáng tạo đưa ra các hoạt động và nội dung truyền thông, cũng như chạy quảng cáo, tận dụng các mối quan hệ để PR cho dự án của mình. Các em cũng tiếp thu rất tốt và nhanh những nhận xét và đáp ứng yêu cầu cao của giảng viên hướng dẫn cũng như ý kiến góp ý của cô*

*Nguyễn Minh Ngọc, cô Vũ Tuyết Nhung, cô Lương Thanh Bình. Các thành viên trong nhóm đồng đều, thực hiện tốt các công việc được giao và phối hợp tốt để hoàn thành chiến dịch truyền thông và viết cuốn khóa luận cũng như chuẩn bị bảo vệ....”*

#### Nhận xét của Giảng viên hướng dẫn

GRA497 G5

##### 1. Tên đồ án tốt nghiệp/ The Capstone project Title

**Tên tiếng Việt:** Chiến dịch truyền thông của sinh viên Đại học FPT về mưu cầu hạnh phúc cùng "Chuyện của Bim".

**Tên tiếng Anh:** A journey to happiness with "Chuyện của Bim" - a communication campaign from FPT University Students.

Họ tên những sinh viên bảo vệ khóa luận/ Students of The Capstone project defense

Nguyễn Thu Thủy	HS160017
Hoàng Phương Nhi	HS160013
Phạm Thị Hải Yến	HS150582
Nguyễn Lưu Đức	HE140802
Lê Đỗ Nhật Anh	HE151274

#### Nhận xét của giảng viên hướng dẫn/ Comments from the proposed supervisor

3.1 Nội dung khóa luận (so với mục tiêu nghiên cứu, cơ sở lý luận, số liệu, phân tích, tính ứng dụng)/ Thesis content (compare to the research objectives, theoretical basis, data, analysis, application...etc)

Chiến dịch truyền thông của sinh viên Đại học FPT về mưu cầu hạnh phúc cùng "Chuyện của Bim" nhóm Fantastic 5- [GRA497 G5](#) thực hiện trong thời gian từ 17/4/2023 đến 20/8/2023.

"Chuyện của Bim" là dự án truyền thông xã hội nhằm nâng cao nhận thức về sức khỏe phụ khoa và bộ phận sinh dục nữ, được phát triển từ nghiên cứu khoa học của nhóm sinh viên trường đại học FPT Hà Nội. Dự án đạt được Top 3 của cuộc thi nghiên cứu khoa học FPT Edu Research Festival 2022.

Nhóm Fantastic 5 đã rất dũng cảm khi chọn lựa thực hiện truyền thông cho một chủ đề rất khó thực hiện khi truyền thông. Hay như trích lời cô Vũ Tuyết Nhung- giảng viên ĐH FPT HN: "Các em làm được thể hơn hẳn thế hệ mình, dám nghĩ

1

dám làm, dám đương đầu, thêm nữa là mỗi được toàn chuyên gia xin. Chính bản thân em và con gái đi nghe xong mới vỡ ra nhiều thứ mà xưa nay em vì xấu hổ không dám dạy con. Học không phải chỉ là kiến thức, mà các em học được rất nhiều từ chị và các thầy cô MC là sự tử tế và tận tụy. Các em ra đời sẽ là những người thành đạt.

#### Nhóm đảm nhận trách nhiệm

- Xây dựng và quản lý nội dung cho kênh mạng xã hội của "Chuyện của Bim" (Facebook và Instagram)
- Tổ chức hoạt động sự kiện hợp tác với các bên truyền thông xã hội để kết nối cộng đồng

Từ đầu tháng 5 đến tháng 8, chiến lược truyền thông chính được đặt ra từ các mục tiêu truyền thông sau:

- Tăng độ nhận diện thương hiệu của người xem về Chuyện của Bim: Đưa thông tin nhận dạng của kênh như logo, nhân vật Bim, hashtag, hình ảnh và tông màu thương hiệu trên kênh truyền thông Facebook và Instagram được lựa chọn.
- Sáng tạo nội dung về ý nghĩa của chăm sóc sức khỏe sinh sản: Tích cực tuyên truyền những nội dung hay ho và thú vị nhằm nâng cao ý thức về chăm sóc bản thân, từ đó có thể cải thiện đời sống hạnh phúc của cá nhân và cộng đồng.
- Lan tỏa tinh thần chung của CCB tới khán giả: Hợp tác với các bên liên quan, phát động các sự kiện cổ vũ, lan tỏa và vẽ đẹp những kiến thức hữu ích đến cộng đồng.

Thông điệp chính mà "Chuyện của Bim" muốn truyền tải được chia làm 2 giai đoạn "Hiếu bao nhiêu, thương bấy nhiêu" và "Thăm thương những điều thầm kín"

Chiến dịch đã đạt được yêu cầu và mục tiêu đề ra. Trong khoảng thời gian, đội ngũ dự án xây dựng và quản lý nội dung trên Fanpage "Chuyện của Bim", số lượng người tiếp cận rơi vào 28.114 lượt (tức tăng hơn 15.000% lượt tiếp cận trước ngày 10/5/2023). Lượt truy cập vào trang fanpage cũng từ đó mà tăng hơn 5.500% và rơi vào 7.571 lượt truy cập. Tương tự với nền tảng Instagram, "Chuyện của Bim" cũng có những thay đổi đáng kể khi chiến dịch bắt đầu. So với trước ngày 10/05/2023, số người tiếp cận trên Instagram [chuyencuabim](#) đã thu về 8.687 lượt tiếp cận (tương đương với tăng hơn 5.000%) và lượt truy cập trang cá nhân cũng tăng thành 1.041 lượt (gấp hơn 188.4%).

Đối với các hoạt động trực tiếp, chiến dịch cũng đã nhận được nhiều nhận xét tích cực từ người tham gia.

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Xuyên suốt 3 tháng triển khai chiến dịch, nhóm đã thực hiện 3 cuộc khảo sát tương ứng với các hoạt động truyền thông.

- Giai đoạn đầu: Khảo sát mức độ quan tâm tới chủ đề chăm sóc sức khỏe vùng kín
- Giai đoạn hai: Khảo sát về mức độ hài lòng sau hoạt động Workshop 2 "Sắc màu hạnh phúc"
- Giai đoạn ba: Khảo sát về cảm nhận sau hoạt động Talkshow "Thăm thương những điều thầm kín"

Các bảng khảo sát nghiên cứu trước, trong và sau dự án đều nhận được lượng mẫu khách quan về kết quả giúp đội ngũ dự án thấy được các phản hồi trái chiều khác nhau về vấn đề liên quan đến sức khỏe sinh sản. Có sự thay đổi khả quan về kết quả sau mỗi lần khảo sát được thực hiện.

Về quyền khóa luận đã đưa ra đầy đủ cơ sở lý thuyết và thực tiễn phân tích bốn khía cạnh chính (chủ thể, đối tượng, phương pháp và nội dung) để làm nền tảng cho việc lên ý tưởng, lập kế hoạch, triển khai và đánh giá hiệu quả thực hiện chiến dịch truyền thông này cũng đưa ra những cảm nhận và gợi ý khuyến cáo cho tương lai.

3.2 Hình thức khóa luận (bố cục, phương pháp trình bày, tiếng Anh, trích dẫn)/ Thesis form (layout, presentations methods, English, citation):

Khóa luận với gần 140 trang, có bố cục trình bày đúng yêu cầu của một luận án tốt nghiệp đại học chuyên ngành MC, với các phần chính: Giới thiệu, Nghiên cứu, Lên ý tưởng, Lập kế hoạch, Triển khai, Đánh giá đo lường, Cảm nhận và Khuyến nghị và Phụ lục, các danh mục Tài liệu tham khảo và Bảng biểu hình vẽ. Các phần có kết nối và logic với các mục tóm tắt và tiểu kết. Có các hình vẽ, bảng biểu minh họa.

Khóa luận được thiết kế đẹp, theo bộ nhận diện thương hiệu của Chuyện của Bim. Khóa luận trình bày rõ ràng, Tiếng Anh đáp ứng yêu cầu đề ra, có kiểm tra về độ trùng lặp, chỉ dính đạo văn 4% trên cả bài, đáp ứng yêu cầu của trường.

3.3 Thái độ của sinh viên trong quá trình làm khóa luận (tinh thần, thái độ của cả nhóm và từng thành viên trong nhóm, vai trò và đóng góp của từng thành viên trong nhóm/ Students's attitude of the group and each team member, roles and contributions of each team member)

Được học ở ĐH FPT- là một trường ĐH với nhiều hoạt động trải nghiệm và có những hoạt động hướng về cộng đồng, các em đã rất cố gắng để có thể hoàn toàn độc lập thực hiện chiến dịch này. Có thể nói, đây là một công trình thanh niên Nhà F xuất sắc từ khi lên ý tưởng, thực hiện nghiên cứu khoa học để đạt giải Ba Res Fes 2022 đến khi triển khai một chiến dịch truyền thông với hai nền

tăng chính là FB và IG và các hoạt động trực tiếp. Để thực hiện được, ngoài những kiến thức học ở trường và thực tế tham gia các hoạt động cũng như sau kỳ thực tập, các em cần phải có một tinh thần ham học hỏi, sáng tạo và thực sự cầu thị cũng như một lòng dũng cảm rất lớn khi dám làm một đề tài còn mới. Chỉ có như vậy, các em mới có thể thực hiện tốt được mục tiêu của đề án với kinh phí của nhóm tự bỏ ra ở nhiều hạng mục (như chạy quảng cáo, tổ chức sự kiện...) khi chưa ký được hợp đồng với nhà tài trợ.

Trong quá trình làm đồ án, các em nghiêm túc, chịu khó, rất chủ động, sáng tạo đưa ra các hoạt động và nội dung truyền thông, cũng như chạy quảng cáo, tận dụng các mối quan hệ để PR cho dự án của mình. Các em cũng tiếp thu rất tốt và nhanh những nhận xét và đáp ứng yêu cầu cao của giảng viên hướng dẫn cũng như ý kiến góp ý của cô Nguyễn Minh Ngọc, cô Vũ Tuyết Nhung, cô Lương Thanh Bình. Các thành viên trong nhóm đồng đều, thực hiện tốt các công việc được giao và phối hợp tốt để hoàn thành chiến dịch truyền thông và viết cuốn khóa luận cũng như chuẩn bị bảo vệ.

Trong khi hoàn thành Production book, các em cũng đã rất độc lập, chịu khó sửa kỹ theo yêu cầu của GVHD (từ cấu trúc, yêu cầu nghiên cứu sâu hơn ở nhiều nội dung đến kiểm tra trùng lặp...), và phát huy rất tốt tính sáng tạo và những ưu điểm của sinh viên FPT như thiết kế, trình bày, tiếng Anh.

4. Kết luận: Đạt ở mức nào? (Hoặc không đạt) Conclusion: Pass at what stage? (or not)

4.1 Mức độ đạt được (so với đề cương)/ Achievement level compare to the target (compare to the plan)

Xuất sắc

4.3 Hạn chế/ Limitation

Cần quản trị thời gian tốt hơn.

4.4 Ý kiến của giảng viên

No	Roll	Name	Agree to defense	Revised to the second defense	Disagree to defense	Note
1	HS180017	Nguyễn Thu Thủy	x			
2	HS180013	Hoàng Phương Nhi	x			
3	HS150582	Phạm Thị Hải Yến	x			
4	HE140802	Nguyễn Lưu Đức	x			
5	HE151274	Lê Đỗ Nhật Anh	x			

4

## VI. Recommendation

Communication campaign of FPT University students - A journey to happiness with "Chuyện của Bim" finished; our team has had many experiences and learned many valuable lessons. However, based on the results and evaluations reflected above, we would like to make some recommendations so that "Chuyện của Bim" project can continue to develop more and better serve the community in the future. In addition, a few recommendations for FPT university, the next term students and our team are also a good premise to hope for breakthroughs in the future.

### 1. Recommendations for the project "Chuyện của Bim"

To maintain a long-term project, it is necessary to have a long-term plan, with certainty and specificity. It is suggested that the project owner soon approve the operation plan as well as the human resource plan, ensuring the time and progress of the necessary work.

During the operation, it is also necessary to better promote the professional ability of the members, thereby helping to ensure the quality of the preparation work. Optimization of recruiting additional collaborative support personnel for communication and event services is needed. Today's young people (especially Gen Z) are very talented and dynamic. "Chuyện của Bim" will have new and breakthrough ideas to help the project become more creative in many aspects.

Ensuring financial aspects for the development and sustainability of the project is

essential, therefore our team recommends that the project should collaborate with more stakeholders to exchange and reach common goals, raising the status of the project for “Chuyện của Bim”.

**Conclusion:** Up to now, the project has received the attention and love of everyone. However, in order for the project to go further and create more value to contribute to the community, the above recommendations of the group hope to be of some help so that “Chuyện của Bim” project always has a role as a person. companion in the eyes of the audience and stakeholders - A close, friendly, civilized project that constantly strives to bring values to the community. Besides, it also promotes the creation of many similar good projects in the future.

## **2. Recommendations for FPT University**

From the perspective of our desire to develop, we would like to have some recommendations for FPT university, specifically the Department of Multimedia Communication. When we are communication students studying in university, theoretical subjects and skills are very important for students. However, given the practical nature, sometimes theory only partially supports it. The rest of these are that students must have experience to solve problems. Therefore, we hope that FPT will bring students more practical interactions to be able to handle work in all situations.

It is not only when students go to practice that they have the opportunity to interact with businesses, but even during their studies, they can also link with businesses and media organizations that will help students approach this specialized reality. This helps them not only apply their learning in real work and build relationships in the industry, but also accumulate skills and experience for the future.

The media industry often deals with new trends and technologies. Therefore, curriculum and faculty need to stay up to date with changes in the field. Include topics on technical proficiency, project management, communication background, and the capacity to function in a diverse context.

Communication also requires creativity and energy, so organizing contests, events, or projects that promote creativity and encourage students to express their own ideas and work in groups to address communication challenges is something the university should also pay attention to."

## **3. Recommendations for the next semester's students**

Indeed, they will have to prepare well to be able to go out to work with organizations. Start with a clear understanding of the basic concepts and principles of communication. This will help build a strong foundation to go further in studies and career.

In addition to studying in school and focusing on specialized subjects, they also need to seek a lot of practical experience or learn from friends, predecessors and teachers. This will help students develop necessary professional skills and not get confused in any situation.

Learning soft skills such as communication, teamwork, time management and problem solving are important skills in communication. Developing these skills will help you shine in the workplace.

For students who have never worked on a community project, try it once to feel the excitement because this is an area with a lot of potential for exploitation and requires creativity.

#### **4. Recommended for our team**

Although there were no conflicts in the process of working, there were still some points we needed to improve to optimize the professional capacity of the whole team:

- We need to be more proactive in our work, such as actively contributing ideas and proactively proposing improvements to enhance the product in the best possible way. We also need to improve skills like communication with stakeholders, time management, and effective organization of work.
- Learning, enhancing our knowledge, delving further into necessary skills like content writing, design, staying updated on trends and new technologies will enable us to collectively produce more impressive products in the future.
- Additionally, our team will apply the experiences and lessons learned from this project to make adjustments for future projects and be better prepared to work with different organizations



# CONCLUSION

## Online activities



**29,481** total number of users reached  
**7,705** the number of visitors

**22** Organic followers  
**771** in four months



**10,661 hits**  
**1,062 visitors**

**89** Organic followers  
**358** in four months

### The highest post reach

Reach	Visitors	Engagement
2,836	1,993	702



(without ads)

### The highest post engagement

Reach	Visitors	Engagement
8,335	7,632	2,188



(with ads)

### The highest post reach



(with ads)

Reach	Like
7,952	58
View	Share
9,276	31

## Offline activities

WS 1  
“Chào  
bạn mình  
là Bim”

**16**

participants

1,000,000 VND



WS 2  
“Sắc màu  
hạnh  
phúc”

**24**

participants

1,835,000 VND



Talkshow  
“Thầm  
thương  
những điều  
thầm kín”

**41**

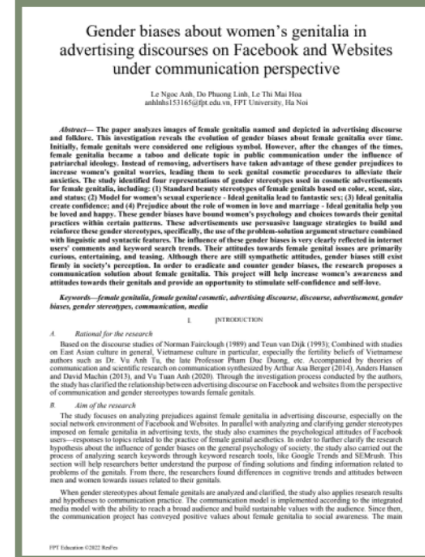
participants

5,910,250 VND



## G. APPENDIX:

### I. Research about project “Chuyện của Bim”



Chuyện của Bim: Folder



## II. Plagiarism Check/Result

### Section A - B (Plagiarism: 2%)

Untitled document

**2%** Plagiarism

According to Grammarly Pro

#### A. INTRODUCTION

In this section, we will explain the origins of our project and why we think it is important to society. We all know, health is the most valuable asset we possess, and it directly affects our quality of life and our potential. And especially reproductive health, because it not only affects personal health but also affects the development and happiness of the family and the whole society. We wanted our final basic media campaign to at least have a positive impact on society. So we are grateful to be allowed to work

### Section C - D (Plagiarism: 1%)

Untitled document

**1%** Plagiarism ⓘ

According to Grammarly Pro

#### C. IDEA DEVELOPMENT

After doing the initial research, we used the insights and knowledge from our research to develop ideas for our media campaign.

It took us almost a month to complete the research and planning phase of the media mission for Chuyện của Bim. During the finalization process, we also received many corrections and comments from stakeholders to finalize the plan. The plan presented in this report will list all the information and all the necessary steps the campaign will go through.

### Section E - F (Plagiarism: 1%)

Untitled document

**1%** Plagiarism

According to Grammarly Pro

#### E. CAMPAIGN EXECUTION

The next step is implementation and implementation once the communication campaign for the project "Chuyện của Bim" has been planned. The project's most crucial phase, where actions are carried out in accordance with a previously created plan. We will adhere to the suggested course of action, reduce risks, and effectively address any issues that may crop up throughout the execution phase. We will provide an overview of the campaign, as well as details on the

### III. Letter to sponsors and collaborators



**IV. Go for hands-on experience and practical training with MSI Reproductive Choices Vietnam**



**Media support for MSI Reproductive at Dr.Marie clinic  
on May 22nd, 2023**





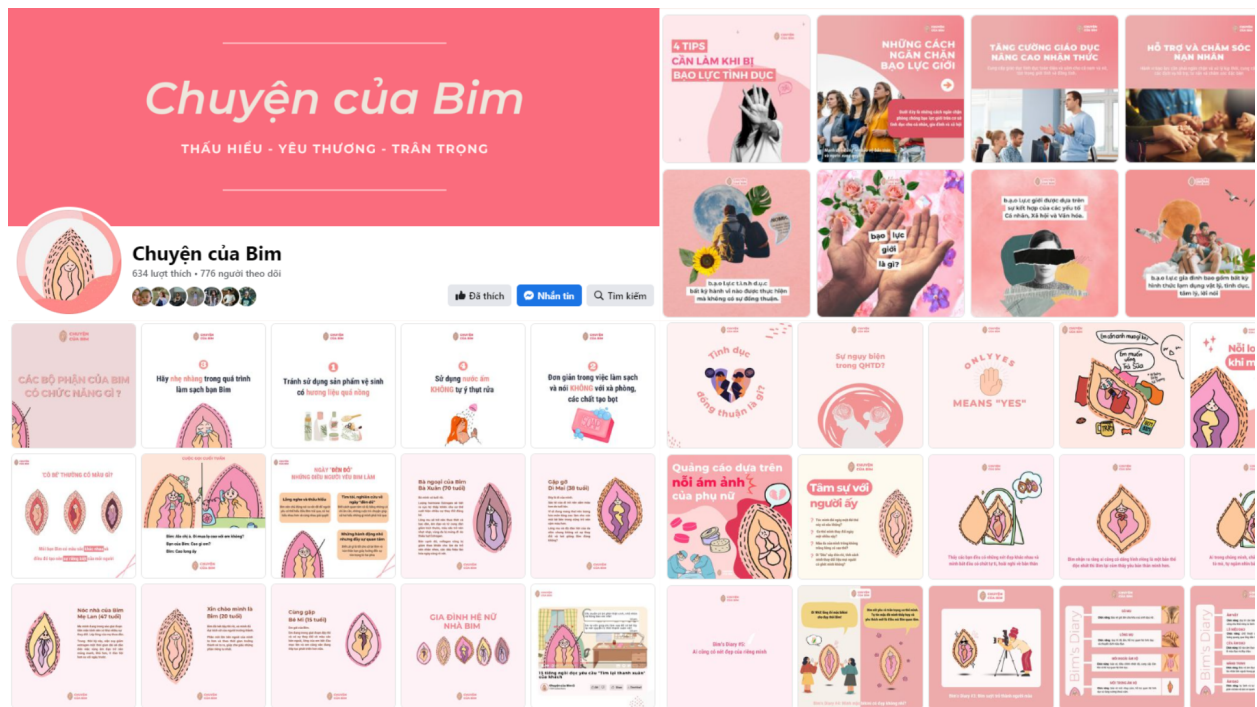
**Media support for MSI Reproductive at Dr.Marie clinic  
on August 1st,2023**



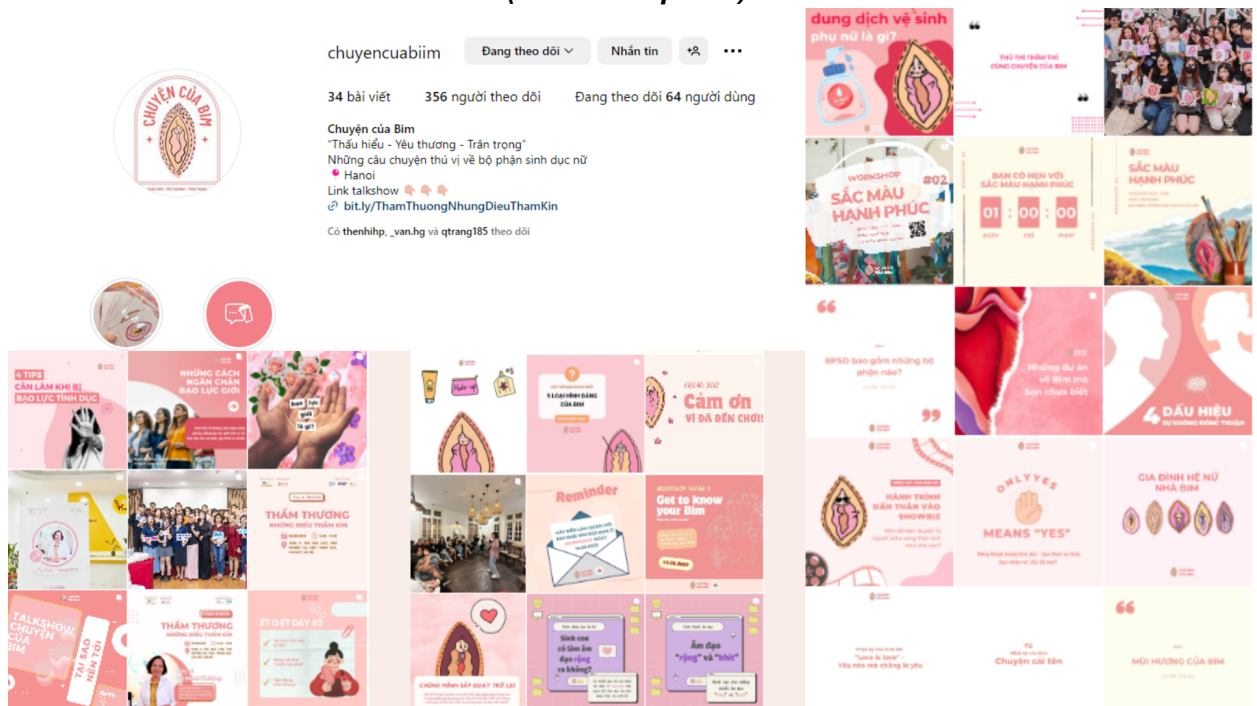
**Join the training course on the topic "Gender-based sexual violence"  
with Doctor Do Viet Dung for KOTO students**



## V. Social media posts



(Facebook posts)



(Instagram posts)

## VI. Figure and tables

A

- Figure I.3.a Percentage of cervical cancer in Vietnam
- Figure I.3.b Percentage of women feel embarrassed about gynecological problems

B

- Figure I.2.2. World Happiness Rank 2022
- Figure I.3.1. The results of the survey on sexual behavior of 13–17 year old students at 81 schools in 21 provinces, comparing 2013 and 2019
- Table II.1.2. Content reference source
- Table II.2.2. Factors influence the team survey
- Figure IV.1.a. Adoption and use of connected devices and services, Data Reportal 2023
- Figure IV.1.b. Internet Behaviors in Vietnam, Data Reportal 2023
- Figure IV.1.c. Percentage of men and women accessing the media 2022
- Figure IV.1.d. Percentage of households owning communication devices and accessing the Internet
- Figure IV.1.e. Statistics on the usage rate of social networking platforms in Vietnam 2023, Data Reportal
- Figure IV.2.1. Statistics of Facebook users in Vietnam April 2023
- Figure IV.2.2. Statistics of Instagram users in Vietnam April 2023

## C

- Table II. 1.2.5. Visual moodboard
- Table II.1.3. Content route
- Table II.3. Execution timeline
- Table III. 2. 1. Online media

## D

- Table I. Work breakdown structure
- Table II.1.Budget Allocation
- Table II.2.1.a. Communication costs overview
- Table II.2.1.b. Media channel & PR press cost's schedule for each month
- Table II.2.1.c. Budget of running ads
- Graph II.2.2.1. Workshop cost overview
- Table II.2.2.1.1. Workshop 1 cost estimate
- Table II.2.2.1.2. Workshop 2 cost estimate
- Table II.2.2.2. Talkshow cost estimate
- Table II.2.3. Human resources cost estimate
- Table II.2.4. Risk cost estimate
- Table III.1. Human Resource Management
- Table IV. Risk management

## E

- Table II. 1.1.Facebook content
- Table II.1.2.Instagram content
- Table III.1.1. Production Schedule
- Table III. 1.2.1.1.a.Statistics of Facebook content in May
- Table III. 1.2.1.1.b.Statistics of Facebook content in June
- Figure III. 1.2.1.1.c.Overall reach statistics
- Table III. 1.2.1.2.a.Statistics of Facebook content in July
- Figure III. 1.2.1.2.b.Overall reach statistics
- Table III. 1.2.1.2.c.Statistics of Facebook content in August
- Table III. 1.3.MSI Facebook content deployment
- Figure III.1.4.Overall reach statistics
- Table III.2. Event tasks
- Table III.2.1.1.1.Timeline Workshop “Get to know your Bim – Chào bạn, mình là Bim”
- Table III.2.1.1.2.Actual cost of Workshop “Get to know your Bim –Chào bạn, mình là Bim”
- Table III.2.1.2.1.Timeline Workshop “Chuyện của Bim – Sắc màu hạnh phúc”



- Table III.2.1.2.2. Actual cost of Workshop “Chuyện của Bim – Sắc màu hạnh phúc”
- Table III.2.2.1. Timeline of Talkshow “Thầm thương những điều thầm kín”
- Table III.2.2.2. Actual cost of Talkshow “Thầm thương những điều thầm kín”
- Table III.2.2.3. MC script of Talkshow “Thầm thương những điều thầm kín”

## F

- Figure I.1.1.a. Facebook fanpage reach statistics 05-08/2023
- Figure I.1.1.b. Total number of Facebook fanpage followers per day 05-08/2023
- Figure I.1.2. Instagram reach statistics 05-08/2023
- Table II.2. Comparison between KPIs and results obtained from Facebook and Instagram
- Table IV.3. Evaluation from team to sponsors and collaborators

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