



**U-Report**

JAMAICA  
VOICE MATTERS

**U-Report 2019: Annual report**  
**Using mobile messaging to engage youth**  
**and build solutions to better serve them.**

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# About U-Report: Connecting with Jamaican youth for change



A social messaging tool pioneered by UNICEF, U-Report gives Jamaican youth a greater voice on issues of national importance.

Once they sign up, U-Reporters can both receive and share information via messaging platforms. We send short polls on a range of issues, which can gather national survey sample size responses within 24-48 hours.

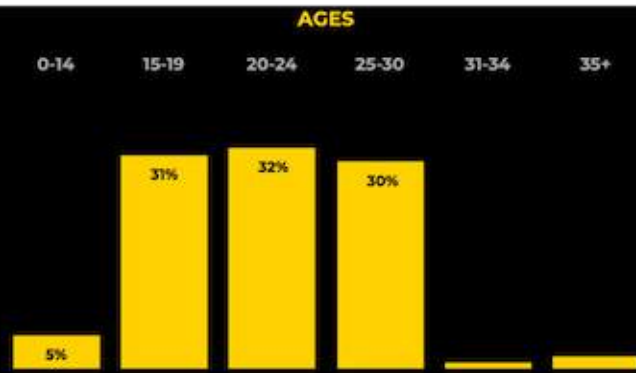
We can also host messaging bots, which allow for interactive questions and answers. U-Report also has the potential to chat lines and live chats.

U-Report provides unique access to real-time, large-scale data from children and youth (primarily ages 13-29) that would otherwise be difficult or costly to get.

U-REPORTERS IN JAMAICA

9,314

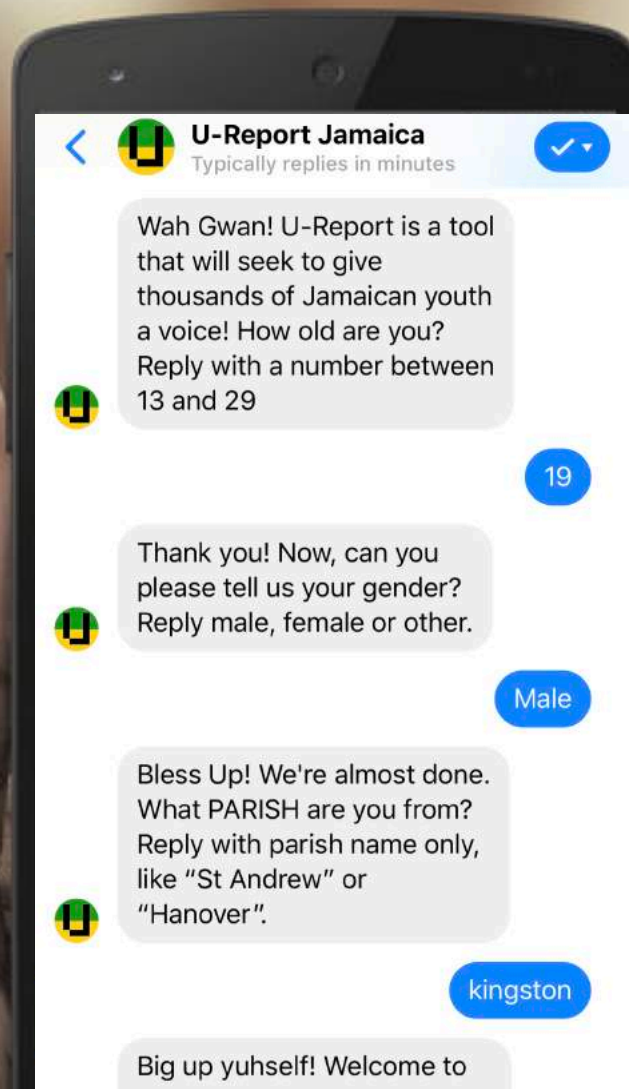
PARTNERING WITH 8,522,623 U-REPORTERS  
IN 63 COUNTRIES WORLDWIDE





# How U-Reporters join and engage

U-Report operates over messaging: free SMS/texting thanks to partnership with FLOW; and Facebook Messenger.



In 2020 we are adding:



# Meet our Youth Council



A Youth Council steers the U-Report project and all activities.

Current members: Dominic McIntyre, Hakeem Bryan, Danielle Mullings, Rasheem Martin, Loteshea Hutchinson and Brithney Black (inset).

# *U-Report polls sent in 2019*

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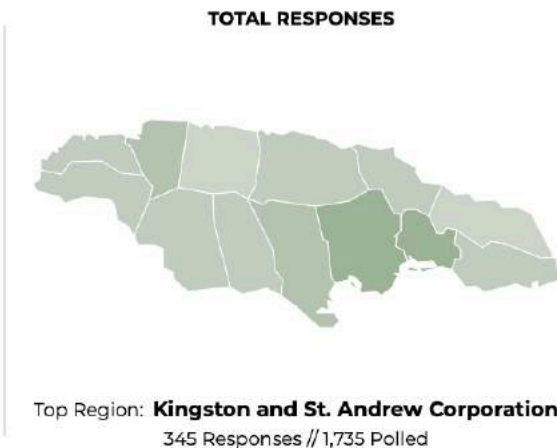
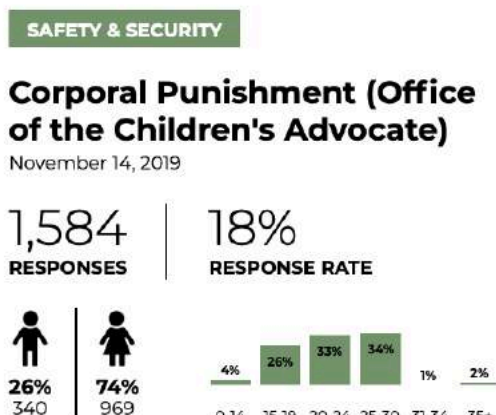
We sent two bots and 17 polls, with responses that regularly exceed the national sample size of 1,000. Four exceeded 1,500.

- United Nations: Human Rights Day
- OCA: Corporal punishment
- JYAN: Sexual health education in schools (HFLE) with JYAN
- NFPB: Sexual and reproductive health
- MoHW: Suicide prevention bot – World Mental Health Day
- ONRTIP: Human trafficking
- MoNS: Volunteering for ZOZO summer camps (KMA and St James)
- UNICEF: Cyberbullying (global poll)
- MoHW: Ministry of Health & Wellness anxiety test
- UNICEF: Social media influencers
- Girls Who Know JA: Women's Day (street harassment)
- FLOW Foundation: Safer Internet Day
- MoH&W: Dengue bot
- MoH&W: Dengue alert

# OCA corporal punishment poll for World Children's Day

The Office of the Children's Advocate (OCA) sent this poll with U-Report to learn more about attitudes to corporal punishment and alternatives:

- 89% received corporal punishment at home
- 78% received corporal punishment at school
- 38% said children need corporal punishment
- 49% said corporal punishment makes children feel it is OK to hit others
- **Key finding: when asked about “the best ways to discipline”, only 17% chose corporal punishment. Among other options, 41% chose ‘talk to them’; and 38% ‘withdraw privileges’.**



# Case study: Ministry of Health & Wellness collaboration

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*“The U-Report bot on suicide was a way to educate young people and to support them and others in accessing help.”*  
– Christopher Tufton, Minister of Health & Wellness

We collaborated with the Ministry in 2019 to help the government directly engage youth on health matters of national importance:

**Dengue:** we polled U-Reporters for advice on how the Ministry can better communicate with youth. When 47% said they didn’t know symptoms, we created a messaging bot to advise them on A. Prevention B. Symptoms and C. Treatment.

**Anxiety self-screening:** we modified a paper-based anxiety test for youth to screen themselves for anxiety symptoms. 600+ were referred to the Ministry for assistance.

**Suicide prevention:** For World Mental Health Day, we created a bot to help those struggling with suicidal feelings and to help others identify those in need and provide help.



# *2020 strategy: responding to U-Reporter feedback*

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***U-Reporters have spoken, loudly! The topic they are most concerned about is mental health – evidenced by high response rates to polls related to that issue.***

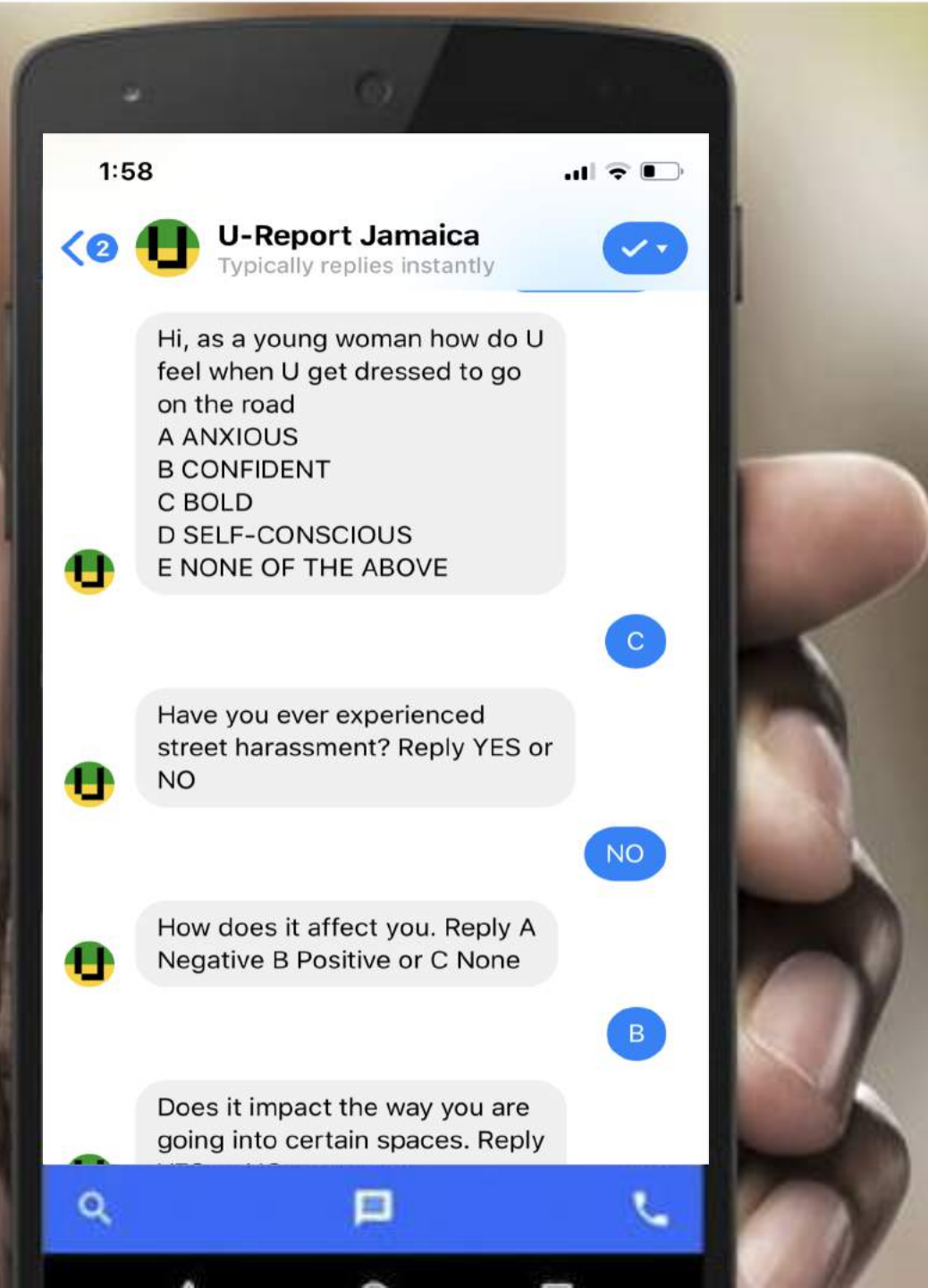
Having established this need, 2020 will see U-Report pivot from polls, or asking U-Reporters for information, to using existing capabilities of our software to give info and direct help to U-Reporters.

This can take two forms: automated messaging bots like we already provide; and potentially, an anonymous messaging adolescent mental health chatline.

We will also be supporting the soon-to-launch Spotlight Initiative to tackle family violence in Jamaica.

# Appendix

## How U-Report works



## A) *U-Report capabilities*

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- **Polls:** usually 3-5 multiple choice questions. Takes approx. 24 hours for 1,000 responses. Potential partners can submit poll requests for review by UNICEF and the governing U-Report Youth Council.
- **Bots:** provide U-Reporters with pre-programmed info that allows them to answer questions and get the information they need e.g. our dengue bot with MoHW gave three options: (A) Prevention (B) Symptoms and (C) Treatment.
- **Chatlines:** U-Report can operate chat line services with trained facilitators who can provide instant help or referrals. We are currently exploring the possibility of a U-Report-powered adolescent mental health chatline with the Ministry of Health & Wellness Teen Hub facility in Kingston – in order to expand their services virtually.
- **Mobilisation:** U-Report can be used to recruit volunteers for a range of activities.
- **Emergencies:** see next slide

## B) Emergencies

U-Report can be used to understand needs and share vital information during emergencies, such as during two major hurricanes in 2017:

**24,500**

Caribbean U-Reporters joined in under 3 weeks

In hours before Irma and Maria averaging a new U-Reporter every

**10 seconds**

**8,000** questions answered

**90%** said info useful

**80%** said they'd shared info > one person

Over **550** 'spontaneous' thank yous



## C) For partners: data & insights

Data from polls can be viewed in real-time on our website; and can be filtered by parish, gender and age. Partners can gain access to the raw data file. Website: <http://jamaica.ureport.in>

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*U-Reporters have told us how concerned you are about mental health and suicide. If you want to help prevent it reply A warning signs B getting help E to exit*

1,542 responded out of 1,643 polled





Thank you ☺

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