



SIDEKICK

**BEHAVIOR CHANGE COMMUNICATIONS
ADVOCACY AND VISUAL DESIGN**

Sidekick is a **research-driven design and strategic communications agency** that applies **design thinking, social and behavior change communication (SBCC), and policy advocacy** to drive meaningful social transformation. Founded in 2014, Sidekick has worked across Asia to **develop participatory engagement models, evidence-based strategies, and innovative advocacy solutions** that create lasting change.

We specialize in **human-centered research, storytelling for impact, and strategic communication campaigns** that address **complex social issues** in health, human rights, education, and sustainability. Our approach is deeply rooted in behavioral science, ensuring that **every intervention is practical, actionable, and scalable.**

**OUR APPROACH:
BRIDGING INSIGHTS
INTO ACTION**

At Sidekick, we believe that **sustainable change** happens when **research, communication, and advocacy come together.** Our integrated approach ensures that insights translate into measurable impact:

HUMAN-CENTERED RESEARCH & DESIGN THINKING

- Conducting **ethnographic research**, **participatory design workshops**, and **behavioral studies** to uncover unspoken insights.
- Applying **design thinking** methodologies to co-create solutions with communities, policymakers, and stakeholders.
- Using behavioral models such as **COM-B** to guide **practical interventions**.



SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)



- Developing **strategic campaigns** that integrate storytelling, media, and digital engagement to **influence behaviors and drive action**.
- Crafting **data-driven communication strategies** that connect with audiences and inform policy change.
- Using **interactive experiences and participatory approaches** to foster **long-term impact and behavioral shifts**.

CAPACITY BUILDING & COMMUNITY ENGAGEMENT

- Designing and leading **workshops and training programs** that equip changemakers with actionable skills and strategies.
- Providing **strategic consulting** to governments, UN agencies, NGOs, and businesses to enhance leadership and advocacy effectiveness.
- **Facilitating collaborations across sectors** to foster shared learning, strengthen networks, and drive sustainable impact.
- **Supporting peer-led initiatives, mentorship programs, and leadership development** to build long-term advocacy and capacity.
- Bridging gaps between **policy experts, practitioners, and grassroots movements** to ensure inclusive decision-making and sustained impact.



POLICY & SYSTEMS ADVOCACY

- **Transforming research insights into policy recommendations and actionable strategies.**
- Conducting policy structure analysis and power mapping to **identify opportunities for systemic change.**
- Connecting civil society, businesses, governments, and international organizations to **foster collaboration and alignment.**
- Equipping stakeholders with data, advocacy tools, and coalition-building strategies to **drive long-term policy impact.**



OUR IMPACT: BEYOND AWARENESS, CREATING BEHAVIORAL & POLICY CHANGE

Sidekick has led high-impact initiatives that have:

- **Shifted social norms** through research-backed storytelling.
 - **Informed national policies** on human rights, sustainability, inclusion, and equality.
 - **Strengthened local advocacy networks** by equipping organizations with the tools to drive change at both community and policy levels.
 - **Mobilized diverse stakeholders**- from government officials to grassroots communities, through inclusive engagement strategies.
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OUR PARTNERS & COLLABORATIONS

Sidekick collaborates with governments, UN agencies, academic institutions, nonprofits, businesses, and impact-driven enterprises to design and implement scalable and high impact interventions.



WHY SIDEKICK?

RESEARCH-DRIVEN & HUMAN-CENTERED

We use behavioral science and participatory design to develop tailored solutions.

INNOVATIVE COMMUNICATION STRATEGIES

We craft engaging, data-driven storytelling that resonates with diverse audiences.

POLICY ADVOCACY EXPERTISE

We translate research insights into actionable policy recommendations and institutional reforms.

MULTI-SECTOR COLLABORATION

We work across public, private, and civil society sectors to ensure sustainable impact.

WE ARE STRATEGIC INNOVATORS, CHANGEMAKERS, AND IMPACT-DRIVEN ADVOCATES WORKING TO BUILD A MORE EQUITABLE AND SUSTAINABLE FUTURE.



ผู้หญิง women မိမိ perempuan
မိမိ women မိမိ perempuan
အမျိုးသမီး women မိမိ perempuan
babae women မိမိ perempuan

ENDING
GENDER-BASED
WORKPLACE
EXPLOITATION
THROUGH
KNOWLEDGE
AND MUSIC

A NEW WAY
TO CONNECT
WITH MIGRANT
WORKERS
THROUGH MUSIC

OVERVIEW

For many women migrant workers from Laos, Cambodia, and Myanmar working in Thailand, life is tough. Long hours in factories, domestic labor, and service jobs leave little time for anything else—making it even harder to access **information about their rights** or find support services. This gap means that traditional awareness campaigns often fail to reach them in meaningful ways. But do you know what does? **Music.**

At Sidekick, we sought a **more effective way to connect.** We took a different approach—one built on human-centered research, storytelling, and participatory engagement. The answer was clear: **music and digital platforms.**

WHAT WE LEARNED FROM MIGRANT COMMUNITIES

WE IMMERSED OURSELVES IN THEIR WORLD

- We spent a week living alongside migrant workers, watching their routines, having informal chats, and understanding how they relax and stay informed.



TIME IS A LUXURY

- After grueling shifts, migrants have almost no spare time, making it hard to participate in structured learning programs.

MUSIC IS THEIR ESCAPE

- The one thing they always make time for? Music. Whether through mobile phones or Bluetooth speakers in crowded dorms, it's their way to unwind and connect.



EDM (ELECTRONIC DANCE MUSIC) IS THEIR GO-TO SOUND

- Fast beats and big drops to help them shake off exhaustion and feel alive.

TEMPLES AND SOCIAL GATHERINGS MATTER:

- We knew that weekends at temples offer a safe and familiar space for women migrants to come together, providing a chance for meaningful connection.



TURNING INSIGHTS INTO ACTION: THE MUSIC CAMPAIGN

MIGRANT WORKERS AS SINGERS

- **Migrant workers lent their voices to the music**, while we collaborated with professional DJs and producers to craft the sound and bring their stories to life in recording studios.



A UNIQUE SOUND

- **We blended EDM beats with ASEAN folk percussion**, creating a sound that felt both familiar and fresh.

MESSAGES THAT MATTER

- The lyrics directly addressed the struggles migrant workers face—**harassment, exploitation, and workplace abuse**—while reinforcing the powerful message: **'It's never your fault.'** The song also prominently featured the 1300 helpline number, ensuring workers knew where to turn for support.

TESTED AND FINE-TUNED

- We played the songs **in migrant communities, at temple gatherings, and even in workplaces** to make sure they resonated.

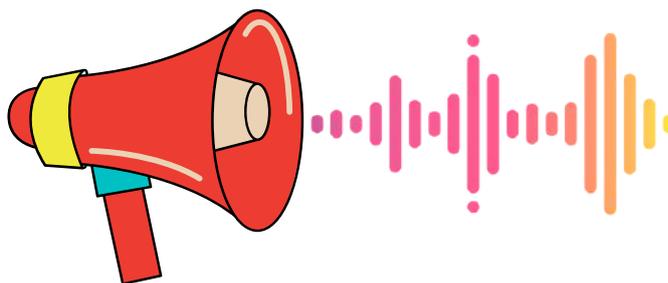
SOCIAL MEDIA AS THE MEGAPHONE

- The songs were launched through Facebook, YouTube, and TikTok, **reaching migrant workers where they already spend time online.**



BEYOND A PUBLIC SERVICE MESSAGE

- Instead of just saying “Know your rights,” the music used a repetitive, easy-to-remember EDM mix to ensure key messages stuck with listeners while naturally integrating helpline numbers and support networks.



MAKING A REAL IMPACT

ACCESSIBLE TO ALL

- The songs were produced in **Burmese, Khmer, Lao, and Thai**, making sure no one was left out.

MORE THAN MUSIC

- It sparked action: Migrants didn't just listen; they connected, engaged, and took meaningful steps. **More migrant workers became aware of their rights and where to seek help.** Many shared their excitement, telling us that **for the first time, they had access to content in their own language that was not only informative but also incredibly catchy and memorable.**

BLENDING DIGITAL AND REAL-WORLD ENGAGEMENT:

- **Live performances and community events** at temples, workplaces, and social spaces turned awareness into real discussions.
- Dance brings people together: That's why we also organized **dance competitions** at industrial parks and estates, creating fun, high-energy spaces where information could be shared naturally.

SCALABLE AND ADAPTABLE

- The approach can work across **different ASEAN countries**, fine-tuned to each culture and community.

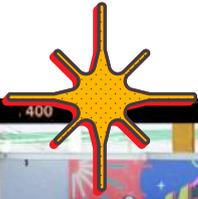
WHY THIS PROJECT MATTERS

We started with research, not assumptions—taking the time to understand what really resonates with migrant workers.

We used music as a bridge—transforming outreach from something passive into something emotional, engaging, and shareable.

We moved beyond awareness to real change—migrants weren't just informed; they took action.





The Migrant & Music Project shows that **truly listening to communities leads to something meaningful, powerful, and lasting.**

This is more than outreach—it's real change in action.





APPLYING THE HUMAN-CENTERED RESEARCH MODEL TO ADDRESS AGEISM

OVERVIEW

Ageism—bias based on age—is deeply ingrained in many societies, shaping how generations perceive and interact with one another. In Thailand and across ASEAN, intergenerational divides are often influenced by negative past experiences, limited exposure, or economic disparities. The challenge is moving beyond awareness to foster real behavioral change.

At Sidekick, we applied a **human-centered approach** to uncover the underlying dynamics of ageism and **turn insights into action**.

BRIDGING GENERATIONS THROUGH A HUMAN-CENTERED APPROACH



We identified "**Connectors**"—individuals who naturally bridge generational gaps. Partnering with researchers from Thammasat University's School of Innovation, we studied their characteristics and behaviors, leading to the development of a structured framework for intergenerational understanding.

This research resulted in **A.L.M.O.**, a set of four key behaviors that drive positive engagement:

- **Appreciate** – Recognizing and valuing effort at every stage, not just the outcome.
- **Listen** – Actively listening and creating an inclusive space for all opinions.
- **Mistakes** – Sharing mistakes openly so others can learn from them.
- **Open** – Creating a safe space for honest and unrestricted dialogue.

TURNING INSIGHTS INTO ACTION

Sidekick collaborated with the Institute for Population and Social Research at Mahidol University to design and evaluate the project using:

- **The COM-B Model** – To assess newly acquired knowledge and skills while identifying the environments needed to foster sustained intergenerational behavior change.
- **The PEACE Model** – To ensure meaningful intergenerational interactions through shared experiences and relationship-building skills.

Through both models, we:

- **Designed pilot projects** with support from the Thai Health Promotion Foundation, **bringing together young professionals and students with A.L.M.O-trained faculty and executives for collaborative activities like storytelling and photography.**
- Sidekick ensured inclusivity through thoughtful design and open communication.

DRIVING LASTING CHANGE

- **A training model was developed for executives, senior employees, and faculty to adopt A.L.M.O. behaviors** that enhance engagement with younger generations.
- **The impact showed that young professionals and students became more confident in speaking and exchanging ideas with older generations...**

...engaged more openly in intergenerational interactions, and developed a stronger desire to learn from senior professionals. **These behaviors continued 6 months post-program, demonstrating lasting change.**



KEY TAKEAWAYS



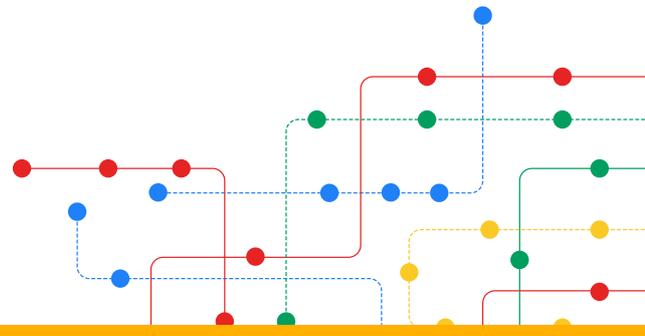
Young participants who once hesitated to engage with executives and faculty gained confidence, **actively sharing their perspectives.**



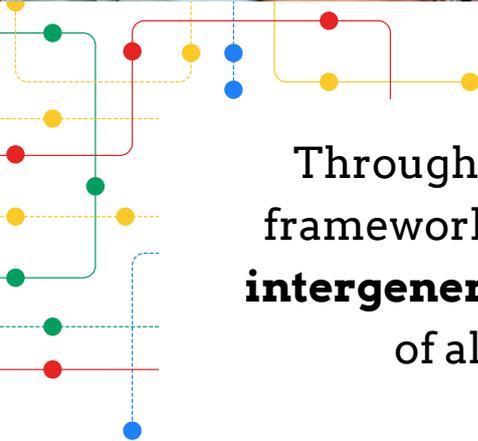
They also developed a deeper appreciation for generational diversity, recognizing that older individuals bring varied experiences.



The COM-B and PEACE models provided evidence-based validation of the program's impact, showing a measurable increase in positive behaviors and attitudes toward intergenerational engagement.



This project creates **meaningful spaces** where young and older generations can **challenge biases, build understanding, and engage more effectively.**



Through structured engagement and the A.L.M.O. framework, **we developed a blueprint for fostering intergenerational understanding**, equipping people of all ages with the tools to build deeper, more constructive connections.



ACTIVE BYSTANDER CAMPAIGN — A MOVEMENT TO MAKE PUBLIC SPACES SAFER



OVERVIEW

Sexual harassment on public transportation is a widespread issue. A study conducted by Thammasat University with support from Sidekick, found that **45% of women in Bangkok have experienced harassment on public transport. Yet, many bystanders feel powerless or unsure about how to intervene.**

Traditional awareness campaigns alone aren't enough. Real change happens when **bystanders step up and act.** That's why we launched '**Peauk**' (**Butt In**)—a campaign designed to equip people with the confidence and tools to safely intervene when they witness harassment.

APPLYING THE HUMAN-CENTERED RESEARCH MODEL TO MENTAL WELL-BEING

HUMAN-CENTERED RESEARCH → UNSPOKEN INSIGHTS

- **Understanding the problem:** We worked with labor unions, transport agencies, and civil society groups to *analyze the barriers preventing bystander intervention*.
- **Victims' experiences:** Women and other vulnerable groups often *fear retaliation, feel uncertain about what to do, and lack institutional support*. As a result, campaigns that focus solely on encouraging them to “speak up” are not always effective, as many feel unsafe and hesitate to come forward.
- **The role of bystanders:** *Many bystanders want to help but don't know how*. Fear of escalating the situation or being ignored discourages intervention.
- **Key insight:** People are more likely to intervene if they feel *prepared, supported, and confident in their role as an ally*.



STORYTELLING IMPACT → TURNING INSIGHTS INTO ACTIONABLE MESSAGES

- **A Call to Action:** We framed bystander intervention as an *empowering social role* rather than an obligation.
- **A Name with Meaning:** “*Pueak*”—which translates to “meddle” or *‘Butt In’*—was redefined as *a positive, proactive stance* against harassment.



- **Relatable Content:**

- **Live performances and VR experiences** at public spaces helped people **step into the shoes of victims and bystanders**.
- Digital and social media campaigns featured influencers and real people sharing their stories of **bystander intervention done right**.
- Breaking the Silence: Hashtags, interviews, and user-generated content encouraged people to talk openly about harassment, **making the issue impossible to ignore**.

FROM AWARENESS TO ACTION

- **Policy Change in Motion:**

The campaign didn't just raise awareness—it drove real policy shifts:

- We worked with the Ministry of Transport, leading to the Transport Company Limited (Baw Khaw Saw - บขส.), which operates all interprovincial buses in Thailand, to **train staff on intervention techniques, install CCTV cameras, and enhance hotline services for reporting harassment**.



- **Building a Movement:**

- **Over 800 volunteers** joined the **Pueak Team**, trained in bystander intervention techniques. They not only used these skills but also worked with us on the campaign alongside the Ministry of Transport and helped organize local activities to raise awareness and drive change.
- **Collaboration with fitness and self-defense coaches** to equip commuters with practical response skills.



- **Technology for Safety:**

- Partnered with **National Electronics and Computers Technology Center (NECTEC)'s Traffy Fondue app team** to allow users to **report high-risk locations for sexual violence in real-time**.
- Reports from the app led to **citywide safety improvements**, including better lighting and security in public areas.

- **Mass Engagement:**

- The campaign reached **more than 30 million people** through mainstream media and social platforms.
- Partnered with **2000+ activists, volunteers, and professionals** to sustain long-term change.

WHY THIS PROJECT MATTERS



It made bystander intervention easy and actionable—**turning silence into solidarity.**



It shifted the perception of “meddling” into a **collective responsibility for safety.**



It led to real policy reforms, proving that public voices can drive institutional change.



The Pueak Active Bystander Campaign **empowers everyday people to make public spaces safer.** When communities, policymakers, and individuals come together, change moves **from conversation to action.**





RETHINKING END-OF-LIFE CARE

OVERVIEW

In Thailand, end-of-life care is often misunderstood, leaving many patients and families facing **financial strain, emotional distress, and limited healthcare options**. Deep-seated cultural taboos prevent open discussions about death,

while hospitals hesitate to implement palliative care services due to legal concerns and financial incentives favoring life-prolonging treatments. The result? Many patients spend their final moments in discomfort rather than dignity.

To address this, Sidekick, in partnership with Cheevamitr Social Enterprise and the Thai Health Promotion Foundation (ThaiHealth), launched **the Companion Campaign—a bold initiative designed to transform public understanding of palliative care through research, storytelling, and policy advocacy**. The campaign sought to **normalize discussions about death, promote patient autonomy, and advocate for systemic change**.

DESIGN THINKING APPROACH → UNCOVERING UNSPOKEN INSIGHTS

At the heart of this campaign was a **human-centered research process** aimed at identifying critical gaps in Thailand's palliative care system. Through **in-depth interviews, policy reviews, and social listening**, the campaign uncovered key challenges:



- **Legal misunderstandings:** Many people are unaware of their right to **Living Wills**, protected under Section 12 of the National Health Act.
- **Medical resistance:** Hospitals prioritize life-prolonging interventions, while doctors **fear legal repercussions** for withholding aggressive treatment.
- **Cultural barriers:** Families often avoid discussing death, often choosing **expensive, invasive treatments** over comfort care.



UNSPOKEN INSIGHTS → THE REALITY OF END-OF-LIFE CARE

Through personal stories, the campaign highlighted the **real-world impact** of Thailand's lack of structured palliative care:

- **Families driven into financial ruin** by last-stage treatments.
- **Hospitals lacking dedicated palliative care units**, leaving patients to endure unnecessary suffering.
- **Stigma and misinformation** preventing open discussions about end-of-life care.

By amplifying these voices, the campaign reframed palliative care as a **fundamental patient right, not just a medical option.**

STORYTELLING IMPACT → CHANGING PERCEPTIONS THROUGH MEDIA

To shift public perception, Sidekick launched an **interactive, multi-platform media campaign** featuring: The campaign combined **documentary-style videos, graphic narratives, and social media storytelling** to capture intimate stories of families, patients, and doctors. It also broke down complex palliative care concepts into **accessible, easy-to-understand formats**.

By incorporating live Q&A sessions, user-generated testimonials, and bite-sized explainer videos, the campaign ensured **broader accessibility and engagement across diverse demographics**.

ACTIONABLE CHANGE → SHIFTING BEHAVIOR & POLICY

The campaign wasn't just about raising awareness—it drove **tangible policy and behavior change**:



- **Encouraging Living Wills**, empowering individuals to take control of their end-of-life decisions.
- **Advocating for mandatory palliative care units** in all hospitals, ensuring patient dignity.
- **Driving healthcare reforms**, including medical training that prioritizes palliative care.



FINAL EVENT: MOBILIZING PUBLIC & POLICY ACTION FOR PALLIATIVE CARE

The campaign culminated in "**เพื่อนตาย: Living & Leaving Companion**", a landmark event at the Bangkok Art and Culture Centre (BACC). Supported by the Thai Health Promotion Foundation (สสส), it brought together policymakers, healthcare professionals, civil society, and the public to discuss the future of palliative care.

Key event highlights included:

- **Panel discussions with palliative care experts** on legal rights and system integration.
- **Engagement with policymakers**, advocating for palliative care in national health strategies.
- **Public awareness activities**, designed to demystify and destigmatize palliative care.



This final event reinforced the campaign's goal: **to move end-of-life care from an afterthought to a national healthcare priority.**



'ทีมสหวิชาชีพคือเพื่อนตายที่ขาดไม่ได้' ย้ำทุกคนมี 'สิทธิ' เลือกตายดีได้ - ประชาไท

Written by Sege Uganth on 04/05 ๓ การดูแล ผู้ป่วยในวัยชราและสิ้น

<https://www.prachai.com>

ชีวนัดสรรมือ สข. กรมการแพทย์ เพื่อมองที่การศึกษาร่วมของหน่วยงานดูแลและสนับสนุนการดูแลแบบประคับประคอง เช่นห้อง ขึ้นสหวิชาชีพคือเพื่อนตายที่ขาดไม่ได้ ย้ำทุกคนมี 'สิทธิ' เลือกตายดีได้



อันดับคุณภาพ

COMPANION

การตายดี

80 ประเทศทั่วโลก โดย The Economist

ประเทศอังกฤษ

ประเทศไทย

#1

#44

แพทย์ ผู้ป่วย และครอบครัว
สื่อสารกันได้อย่างตรงไปตรงมา
ทำให้ได้ดูแลครอบครัวของตน สามารถทำใจถึงสิ่ง
รวมทั้งถึงแนวทางการรักษาดีไม่ได้



**การสื่อสารระหว่างแพทย์ ผู้ป่วย
และครอบครัว ยังมีช่องว่าง**
ทำให้บางครั้งข้อมูลที่ได้รับ ไม่อาจอธิบาย
ผลภาวะวิถึงได้ และแนวทางการรักษา
จึงขาดความชัดเจน

ประชาชนเข้าใจ
และมองว่าการดูแลสุขภาพแบบประคับประคอง
เป็นเรื่องสำคัญของประเทศ



ประชาชนจำนวนมากยังไม่เข้าใจ
และบางส่วนยังเข้าใจผิด หรือระบบการดูแล
แบบประคับประคอง

ฝึกฝนอาสาสมัคร
เพื่อช่วยเหลือกับสหวิชาชีพ
ตั้งแต่การรักษาผู้ป่วยในจนถึงการดูแล



มีอาสาสมัครจำนวนมาก
ที่ทำงานด้านการรักษาแบบประคับประคอง
แต่บางส่วนไม่ได้ผ่านการอบรม



ให้คำปรึกษาฟรี
เพื่อช่วยหรือช่วยหาใจ
และส่งถึงกับผู้ป่วยและญาติ



มีหน่วยงานจำนวนมาก
ที่ช่วยหรือช่วยหาใจแต่เองผู้ป่วยและญาติ

มีหลักสูตรการเรียนการสอน
และตีพิมพ์หนังสือเกี่ยวกับการรักษา
แบบประคับประคองโดยมีหลายช่องทางหลาย
เพื่อใช้สอนนักศึกษาและบุคลากรทางการแพทย์



แพทย์ส่วนใหญ่ยังไม่คุ้นเคย
กับการรักษาแบบประคับประคอง



(Based on The 2022 Quality of Death Index)



Sidekick's Companion Campaign is dedicated to **fostering a healthcare system that prioritizes dignity, comfort, and patient autonomy, extending beyond media to create meaningful impact.**

By **reshaping public attitudes, driving policy change, and fostering real behavioral shifts,** this initiative set a new standard for how Thailand approaches **palliative care and end-of-life rights**





STRENGTHENING YOUTH RESILIENCE THROUGH THE POWER OF COMMUNITY

OVERVIEW

Emotional well-being is a growing challenge for young people, especially those from low-income families. Many faces **loneliness, trauma, and a lack of support**, yet traditional mental health services often feel out of reach due to stigma, accessibility, or cultural barriers.

At Sidekick, we applied a human-centered research model to uncover hidden emotional struggles and turn insights into action. Through a two-year study with Thai Health Promotion Foundation (สสส.), we found that having friends—**people who listen, share experiences, and understand, is one the most vital factors in overcoming emotional distress.**

Yet not everyone has a support system. Friends may not always be available, and structured mental health programs can feel intimidating. That's where student-led clubs, music, arts, and sports activities come in. **Steady Squad campaign is designed to leverage these spaces to build emotional resilience and a sense of belonging.**

APPLYING THE HUMAN-CENTERED RESEARCH MODEL TO MENTAL WELL-BEING

HUMAN-CENTERED RESEARCH → UNSPOKEN INSIGHTS

- Conducted two years of research with students to understand the social and emotional barriers they face.
- Used ethnographic research, interviews, and behavioral studies to identify natural ways youth seek support.
- **Unspoken Insight:** Young people may not actively seek formal mental health support but often turn to informal networks, shared activities, or familiar spaces for emotional support.

- **Key Finding:** Clubs and social groups provide emotional expression, peer support, and resilience-building that feels natural and stigma-free.



STORYTELLING IMPACT → TRANSLATING INSIGHTS INTO ENGAGING NARRATIVES

- Developed video series capturing real student experiences and stories of finding strength through community.
- **Shifted the focus from mental health awareness to empowerment and resilience-building, making the campaign relatable.**
- Used authentic student voices to foster a sense of shared experience.
- Filming begins in February 2025, with the first episode launching in May 2025.

Example: Instead of just saying 'students need emotional support,' we show how they find it naturally through community, shared activities, and peer connections, through a young woman who:

Felt isolated and disconnected from university life.

Found strength in a sports team, music club, or student group where she felt heard and valued.

Discovered resilience, motivation, and confidence through peer-driven community support.

*This storytelling approach **de-stigmatizes emotional struggles** and makes it clear that peer support is both **accessible and impactful**.*

ACTIONABLE CHANGE → CREATING SPACES FOR PARTICIPATION

- **Safe Spaces Through Club Partnerships:**
Partnering with student-led clubs to create inclusive, supportive communities.
- **Building a Digital Platform for Support:**
A central online hub where students can find clubs, access self-help tools, and connect with peers.
- **Interactive Resources & Advice:**
Providing well-being guides, self-reflection tools, and expert-backed advice tailored for students.
- **Student-Led Activation:** Training student ambassadors as peer mentors and community facilitators to sustain engagement.
- **The platform launches in May 2025,** coinciding with the first episode release to provide real-time engagement opportunities.



Photo Credit: Ramkhamhaeng University Photo Club, RU Chorus

BEYOND AWARENESS:



Students don't just listen—they **engage, participate, and build emotional resilience.**



The project creates **peer-led, sustainable support networks** in university life.



Moves the conversation **from mental health intervention to proactive well-being** through community-driven support.

FROM AWARENESS TO ACTION

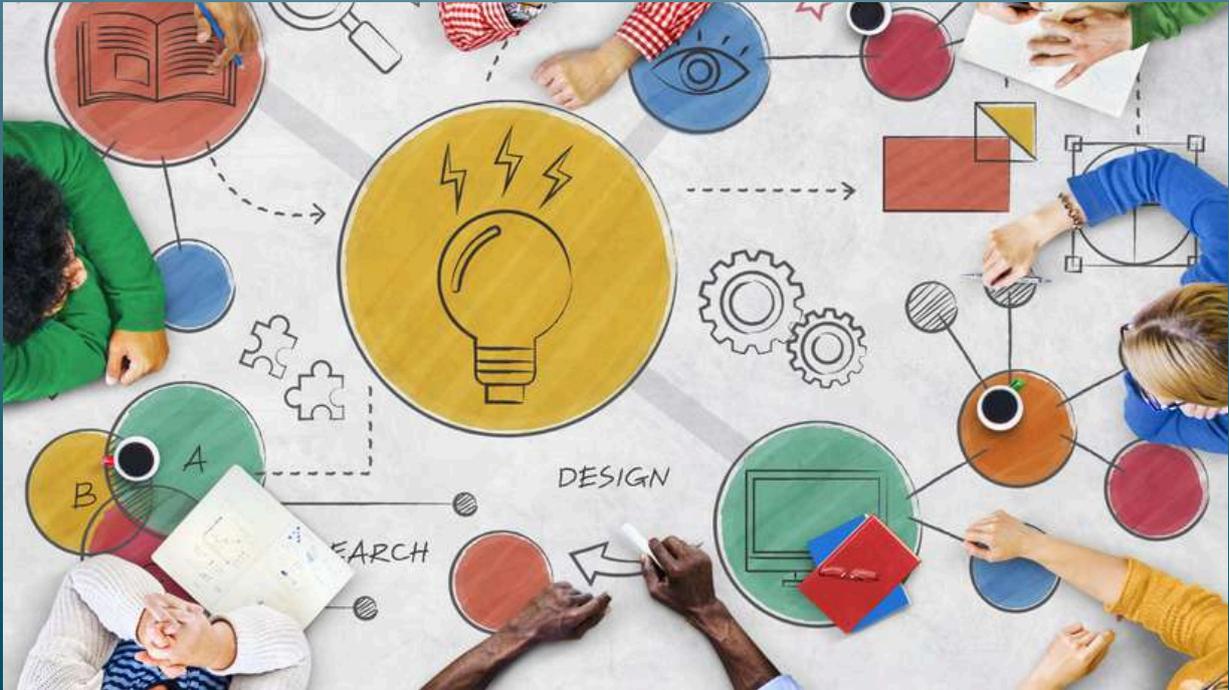
- **Human-centered research** uncovered real, unspoken emotional struggles.
- **Storytelling** made emotional resilience engaging, relatable, and widely shareable.
- **Action-driven design** turned passive audiences into active participants, ensuring long-term impact.

The Steady Squad campaign creates **opportunities for connection, resilience, and peer support.**

Through research, storytelling, and participatory design, young people don't just learn about emotional well-being—they experience, shape, and sustain it.



Photo Credit: Ramkhamhaeng University Swimming and Water Polo Club, RU Chorus



Research for Impact



OVERVIEW

At Sidekick, we believe research should drive real change. Our projects go beyond data collection—they inform policies, inspire action, and create meaningful societal shifts. Working with **CSOs, policymakers, businesses, and international agencies**, we ensure insights lead to **practical, impactful solutions**.

This document highlights four key research initiatives focused on **advocacy effectiveness, migration perceptions, education access for ethnic minority girls, and digital safety for rural youth**.

ENSURING EDUCATION ACCESS FOR ETHNIC MINORITY GIRLS

SAVE THE CHILDREN EVERY LAST LAO GIRL CAMPAIGN – LAOS

This research supports Save the Children's Every Last Lao Girl campaign, addressing **barriers to education, representation, and opportunity** for ethnic minority girls in Laos. It focuses on **very young adolescent (VYA) girls**, exploring how they can **access learning, media representation, and role models** through targeted interventions.



To gain firsthand insights, **Sidekick's team lived within rural communities in Laos**, observing daily challenges and engaging directly with ethnic minority girls and their families. This immersive approach provided **a deeper understanding of cultural norms, social barriers, and opportunities for change**.



KEY INSIGHTS:

- Heavy household responsibilities force many girls to **choose between education and family support**.
- **Lack of relatable media representation** leaves Hmong and other ethnic minority girls without role models. Their media consumption is adult-oriented (soap operas, matchmaking game shows, explicit music videos) and **lacks educational, aspirational content**.
- **Social norms and early marriage** push girls out of school with no clear re-entry pathways for young mothers.

ACTIONABLE CHANGE:

- **Develop ethnic-language educational content** – Use localized media and digital storytelling to provide age-appropriate, inspiring narratives, steering girls away from adult content.
- **Provide flexible learning pathways** – Expand vocational training and alternative education models for those who leave school early.
- **Leverage influencers & digital platforms** – Promote girls' empowerment and success stories, ensuring ethnic minority girls see relatable role models.

STRENGTHENING CIVIL SOCIETY ADVOCACY IN SECONDARY PROVINCES

USAID ENHANCE PROJECT – THAILAND

This research examines how **33 CSOs** in Thailand's secondary provinces can **strengthen advocacy, expand partnerships, and engage new stakeholders** in environmental protection, human rights, gender equality, and peacebuilding.



To gain a **comprehensive understanding**, Sidekick went beyond self-evaluations by conducting **one-on-one interviews** with CSO leaders and local governance experts, including officials from local administration, district offices, and political representatives.

These interviews provided **deeper insights into the structural challenges and opportunities** for strengthening civil society advocacy.

KEY INSIGHTS:

- **Strong issue analysis, weak partnerships** – CSOs excel in identifying key issues but struggle to engage non-traditional partners, including businesses.
- **Policy impact relies on conventional methods** – Many organizations stick to predictable strategies, limiting their influence despite some policy success.
- **Youth participation is lacking** – Few pathways exist for young leaders to take key roles, creating a leadership gap in the long run.

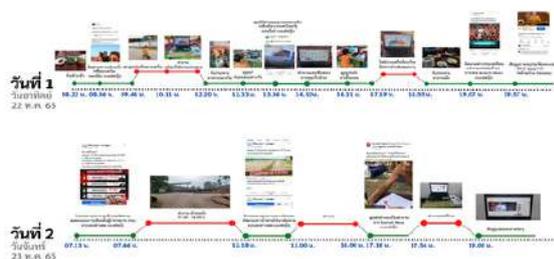
ACTIONABLE CHANGE:

- **Expand stakeholder engagement** – Strengthen partnerships beyond CSO networks, including private sector collaboration to broaden impact.
- **Empower youth leadership** – Create structured pathways for emerging leaders to take active roles in advocacy.
- **Enhance digital advocacy** – Implement long-term public mobilization using digital tools, ensuring broader and more sustained engagement.

BRIDGING PERCEPTION GAPS ON MIGRANTS & REFUGEES

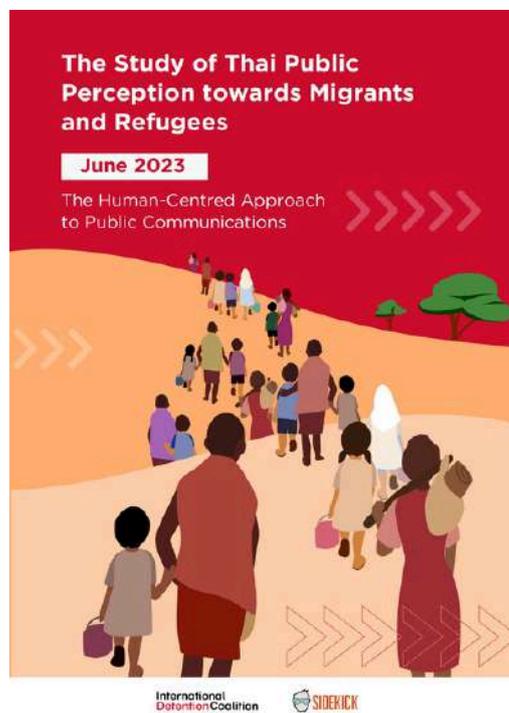
IDC COLLABORATION – THAILAND

This study explores how **media, proximity, and social influences** shape Thai public attitudes toward migrants and refugees. Despite hosting **91,000 refugees from Myanmar and 5,000 urban refugees**, Thailand's public awareness remains low, with perceptions shaped by **misinformation, stereotypes, and limited direct interaction** with migrant communities.



KEY INSIGHTS:

- **Proximity shapes attitudes** – People who identify with migrants' struggles, whether through physical closeness or shared hardships, tend to be more understanding and accepting. Those in rural areas or lower-income communities often see parallels between their own economic hardships and the challenges faced by migrants. In contrast, those who engage only within socially and economically homogenous circles are more likely to hold stereotypes and exclusionary views.
- **Media drives perception** –
 - **Mass media consumers** are largely unaware of migration issues but connect deeply with stories of resilience and shared struggles, seeing migrants as fellow underdogs facing similar job insecurity, low wages, and systemic inequality.
 - **Urban middle-class consumers**, exposed to fact-driven media, often view migration through a lens of economic burden and security concerns, leading to skepticism or resentment.
- **Current advocacy efforts miss key audiences** – Traditional messaging fails to engage mass media consumers, who respond better to emotional, relatable storytelling rather than policy-heavy discussions.



ACTIONABLE CHANGE:

- **Adopt a Provincial-First Approach** – Focus on rural and provincial communities first, where greater openness and shared struggles can help build trust and recognition before expanding to urban audiences.
- **Leverage human-centered storytelling** – Narratives that highlight resilience, shared struggles, and success despite adversity create stronger emotional connections and shift perceptions.
- **Reframe migration as a social and economic issue** – Address economic concerns while highlighting the contributions migrants make to Thai society.
- **Engage Thai influencers & opinion leaders** – Work with Key Opinion Leaders (KOLs) from diverse backgrounds to bridge provincial and urban audiences, integrating migration topics into pop culture, business, and lifestyle content.



TACKLING DIGITAL RISKS & BUILDING DIGITAL LITERACY

INTERNEWS COLLABORATION – CAMBODIA

This research supports local CSOs in Cambodia in **launching digital literacy campaigns to help rural youth develop safer online habits**. With 21 million mobile connections, Cambodian youth are more connected than ever, yet rural communities face scams, misinformation, and digital addiction.

To ensure locally relevant solutions, we trained Cambodian researchers in

Human-Centered Design (HCD) to conduct research, gather insights, and co-develop effective, community-driven strategies.



KEY INSIGHTS:

- **Pirated content is widespread**, exposing youth to scams, misinformation, and exploitative online practices.
- **The internet serves as an emotional escape**, making youth vulnerable to manipulation and financial fraud.
- **Low digital literacy leads to risky behaviors**, including like-farming scams, identity theft, and exposure to harmful content disguised as entertainment.



ACTIONABLE CHANGE:

- **Create safe digital alternatives** – Develop low-bandwidth, legal entertainment options to reduce reliance on unsafe, pirated content.
- **Launch an engaging digital literacy campaign** – Use short-form videos, interactive storytelling, and social media challenges to teach safe online behaviors.
- **Engage trusted influencers & role models** – Partner with local content creators and public figures to promote responsible digital habits.
- **Integrate financial literacy & scam awareness** – Provide practical guidance on avoiding online fraud, managing transactions securely, and understanding digital footprints.

TRANSFORMATIVE WORKSHOPS



OVERVIEW

At Sidekick, we design workshops that **equip, connect, and mobilize** changemakers across different sectors. Whether it's grassroots activists, policymakers, or business leaders, our sessions **turn knowledge into action** and **create sustainable partnerships for impact**. We work with **civil society organizations (CSOs), international agencies, government bodies, corporate leaders, and youth networks** to ensure our workshops are not just training sessions but **launchpads for real-world solutions**.

ASEAN CAMPAIGN ON ENDING GENDER-BASED EXPLOITATION IN THE WORKPLACE

TRANSFORMING EMPLOYER ENGAGEMENT ON WORKPLACE SAFETY

Many workplace gender equality campaigns focus on workers' rights, but this initiative shifted the focus to **employers' roles in preventing violence and harassment.**

- » **Human-Centered Research → Unspoken Insights:** We found that employers wanted to take action but lacked practical tools
- » **Storytelling Impact:** Employers participated in role-play as workers to experience workplace harassment firsthand.
- » **Actionable Change:** Businesses committed to **anti-harassment policies, capacity-building toolkits, and an ASEAN-wide Best Workplaces for Women initiative.**



DATA-DRIVEN STORYTELLING WORKSHOP

EMPOWERING CSOS TO COMMUNICATE IMPACT THROUGH DATA AND STORIES

CSOs often collect raw data but struggle to translate it into **persuasive narratives for advocacy, policy influence, and fundraising.**

- » **Human-Centered Research → Unspoken Insights:** CSOs report outputs, but they need to **effectively communicate their impact through clear, relatable, and engaging narratives that connect with diverse audiences.**
- » **Storytelling Impact:** Sidekick provided **structured mentorship over four months**, guiding participants through **case story development, audience analysis, and messaging refinement.**
- » **Ongoing Capacity Building:** CSOs engaged in **interactive workshops, one-on-one coaching, and peer review sessions**, ensuring they integrate storytelling into their advocacy work long-term.
- » **Actionable Change:** Over 63% of CSOs successfully developed and implemented **new storytelling approaches**, strengthening their ability to influence policy, secure funding, and drive social impact. Many have since adopted these techniques as a core part of their advocacy and outreach strategies, enhancing stakeholder engagement and driving change.

REGIONAL PEACEBUILDING & STORYTELLING WORKSHOPS

EMPOWERING YOUTH FOR CROSS-BORDER COLLABORATION



This initiative brought together 70 youth leaders from Myanmar, Sri Lanka, Thailand, Cambodia, Lao PDR, and the Tibetan exile community in India to advance peacebuilding through storytelling and advocacy.

- » **Human-Centered Research → Unspoken Insights:** We found that employers wanted to take action but lacked practical tools
- » **Storytelling Impact:** Employers participated in role-play as workers to experience workplace harassment firsthand.
- » **Actionable Change:** Businesses committed to **anti-harassment policies, capacity-building toolkits, and an ASEAN-wide Best Workplaces for Women initiative.**

UN WOMEN'S 30 FOR 2030 YOUTH LEADERSHIP NETWORK CAMPAIGN WORKSHOP

DESIGNING INCLUSIVE CAMPAIGNS FOR GENDER EQUALITY



This workshop trained young leaders in effective, audience-focused campaign strategies to make gender equality messaging more relatable and impactful.

- » **Human-Centered Research → Unspoken Insights:** Traditional gender equality campaigns often fail to engage skeptics.
- » **Storytelling Impact:** Role-play exercises helped participants understand different audience perspectives.
- » **Actionable Change:** Participants co-developed community events, digital strategies, and influencer engagement plans to drive meaningful conversations.

WHY THIS PROJECT MATTERS



We don't just train—we build networks that **amplify impact**.



We bring together CSOs, businesses, and governments to **co-create solutions**.



We turn workshop insights translate into **tangible policies and campaigns**.



Sidekick's workshops **drive action, forge connections, and create lasting change.**

By bringing the right actors together, we ensure that every session contributes to **stronger advocacy, smarter policies, and deeper cross-sector collaboration.**

