

Normative Influences on Service Delivery: Pleasure and SRH Outcomes

February 27, 2024

**SOCIAL & BEHAVIOR CHANGE
FOR SERVICE DELIVERY**



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OF PRACTICE**

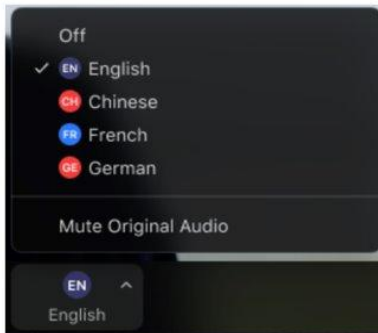
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SBC for Service Delivery Community of Practice Co-Chairs



Kendra Davis

Program Officer
Breakthrough ACTION
Johns Hopkins Center for
Communication Programs



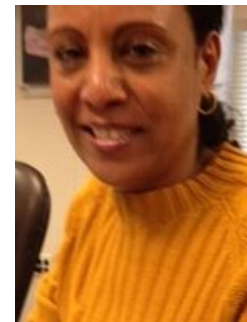
Heather Hancock

Senior Program Officer
Breakthrough ACTION
Johns Hopkins Center for
Communication Programs



Olivia Carlson

Program Officer II
Breakthrough ACTION
Johns Hopkins Center for
Communication Programs



Tsigue Pleah

Technical Director for
Guinea
Jhpiego



Grace Laudeman

Senior Program Coordinator
MOMENTUM Country and
Global Leadership
Jhpiego



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Request for Feedback on SBC for HSS Visual

Breakthrough ACTION/ideas42 is developing a visual document that illustrates the ways SBC can be concretely applied to the WHO health system building blocks

We seek feedback from individuals in SBC and health - on the direction and content of the visual - as we begin the visual development process

If you are interested in this exciting opportunity to provide input on the visual, **please reach out to Rahin Khandker at ideas42 (rkhandker@ideas42.org)**



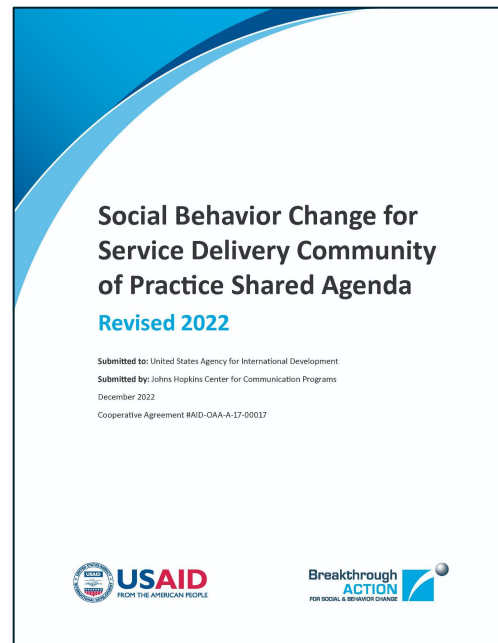
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Background

Shared Agenda, Priority Area 1: Normative Influences on Service Delivery

Meeting Objectives

1. Understand what pleasure is and how it influences SRH outcomes
2. Learn about how pleasure has been integrated into SRH programs
3. Discuss how pleasure relates to our own work



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Agenda

Time (EST)	Activity
8:00-8:08	Welcome & introduction
8:08-8:15	Icebreaker
8:15-8:25	The case for Pleasure in SRHR: Building an Evidence Base
8:25-8:35	The Pleasure Principles and SRH Programming
8:35-8:40	Q&A
8:40-8:55	Integrating Pleasure into SRH Programming: The Young and Alive Project
8:55-9:10	Integrating Pleasure into SRH Programming: A Pleasure-Based Approach to Positive Sexuality and Midwifery in the DRC / Approche de la sexualite positive base sur le Plaisir et la profession sage-femme en RDC
9:10-9:15	Q&A
9:15-9:30	Discussion

Please add any questions you have for presenters to the chat.



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Speakers



Anne Philpott

Founder & Co-Director
Pleasure Project



Lianne Gonsalves, PhD

Scientist, Sexual Health,
WHO Department of Sexual and
Reproductive Health and
Research



Innocent Grant

Program Director
Young and Alive Initiative

**Jess-Alfred Nondho
Ombenny**

Obstetrician/midwife,
National Coordinator
GVP-MASAR DRC



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Ice Breaker



Anne Philpott
Director & Co-Founder
Pleasure Project





**Describe
your most
pleasurable
sexual
experience.**

the
pleasure
project.
good safe sex

#PleasureIsProgress

What is your favourite sex toy?

the
pleasure
project.

#WeA

My favourite sex toy is...

Post your card at our booth!

☐ My IUD



☐ External condom



☐ The pill



☐ My diaphragm



☐ My implant



☐ Internal condom



☐ My vasectomy



☐ Other (draw it!)

the
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project.

@thepleasureproj
thepleasureproject.org

The case for Pleasure in SRHR: Building an Evidence Base



Lianne Gonsalves, PhD (she/her)

Scientist, Sexual Health,
WHO Department of Sexual and
Reproductive Health and Research

The case for Pleasure in SRHR: Building an evidence base

Lianne Gonsalves, PhD

Scientist, WHO Department of Sexual and Reproductive Health and Research

@liannegonsalves | @HRPResearch



World Health
Organization



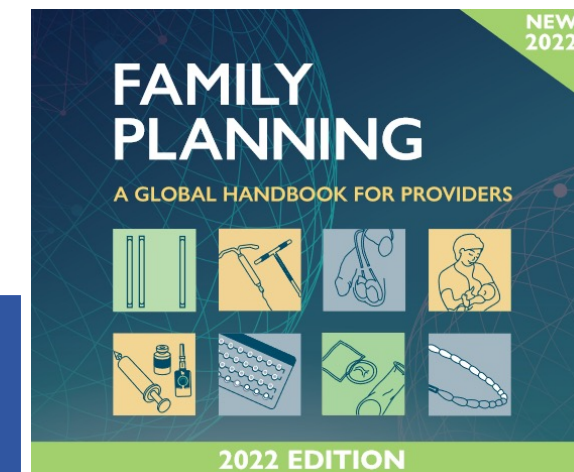
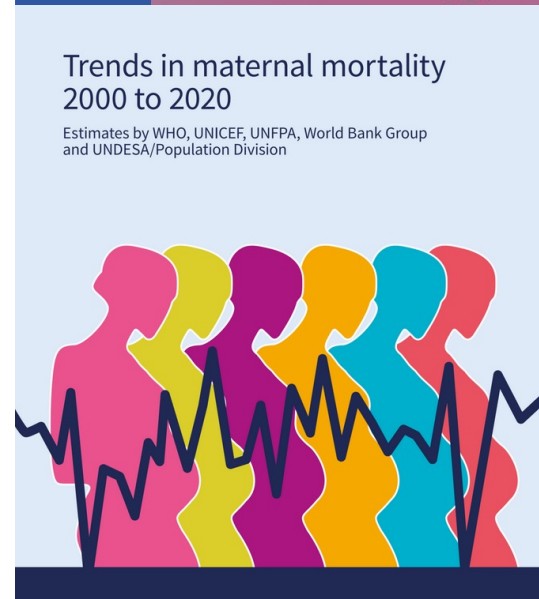
HEALTH
FOR ALL



Exploring sexual health + wellbeing

“...a **state of physical, emotional, mental and social well-being in relation to sexuality**; it is not merely the absence of disease, dysfunction or infirmity. Sexual health requires a **positive and respectful approach** to sexuality and sexual relationships, as well as the possibility of having **pleasurable and safe sexual experiences....**”

In practice... ...not much pleasure



Starting in 2020, we asked...



Do SRHR interventions which incorporate sexual pleasure improve relevant health outcomes?



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Organization**

human
reproduction
programme **hrp** 50
research for impact
UNDP · UNFPA · UNICEF · WHO · WORLD BANK

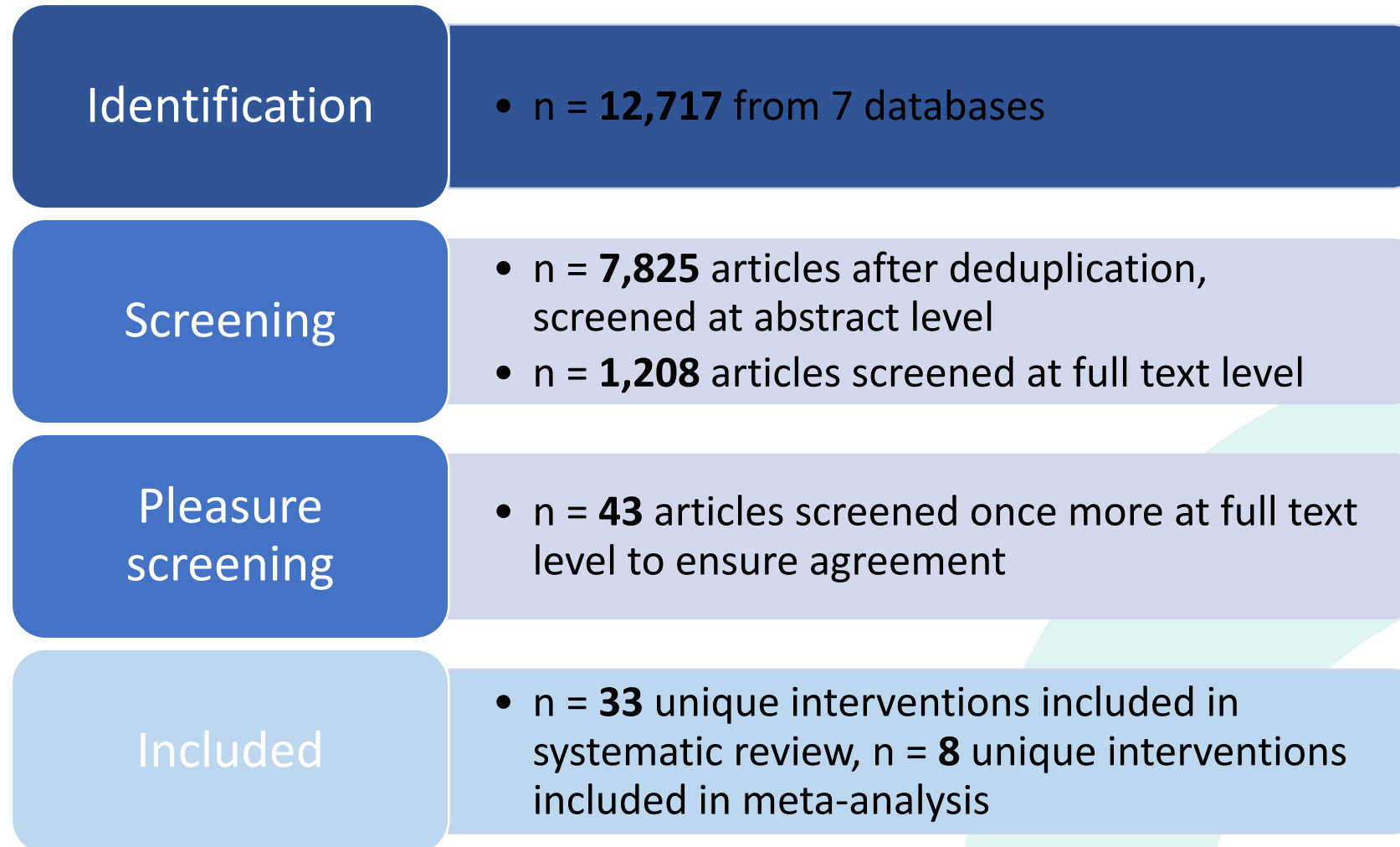


**the
pleasure
project.**



human
reproduction
programme **hrp** 50
research for impact
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7 databases searched, rigorous screening



PLEASURE IN SEXUAL HEALTH LEADS TO GOOD SAFE SEX

Interventions with pleasure components...

Have positive effects in outcomes (knowledge, motivation, behaviour), compared to usual SRHR care or no treatment.

Significantly improved condom use compared to usual SRHR care

Meta-analysis

[8 interventions, n = 6,634 baseline)]

Narrative synthesis

[33 interventions, n = 18,885 (baseline)]

SEXUAL HEALTH INTERVENTIONS THAT INCLUDE PLEASURE INCREASE CONDOM USE AND SEXUAL HEALTH

THE CURRENT MODEL OF SEXUAL HEALTH FOCUS ON PREVENTION OF ILL-HEALTH, FEAR AND DEFICIT BASED APPROACHES TO HEALTH

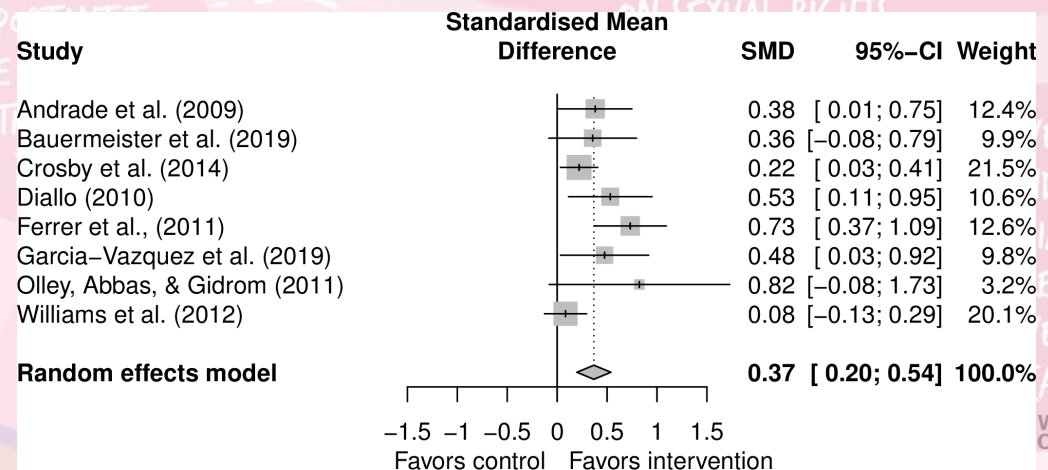
INTERVENTIONS PROJECT DEFINITION OF PLEASURE BASED SEXUAL HEALTH IS ONE THAT CELEBRATES SEX, SEXUALITY AND THE JOY AND WELL-BEING THAT CAN BE DERIVED FROM THESE, AND CREATES A VISION OF GOOD SEX BUILT ON SEXUAL RIGHTS

PLEASURE IS IMPORTANT FOR PEOPLE'S HEALTH

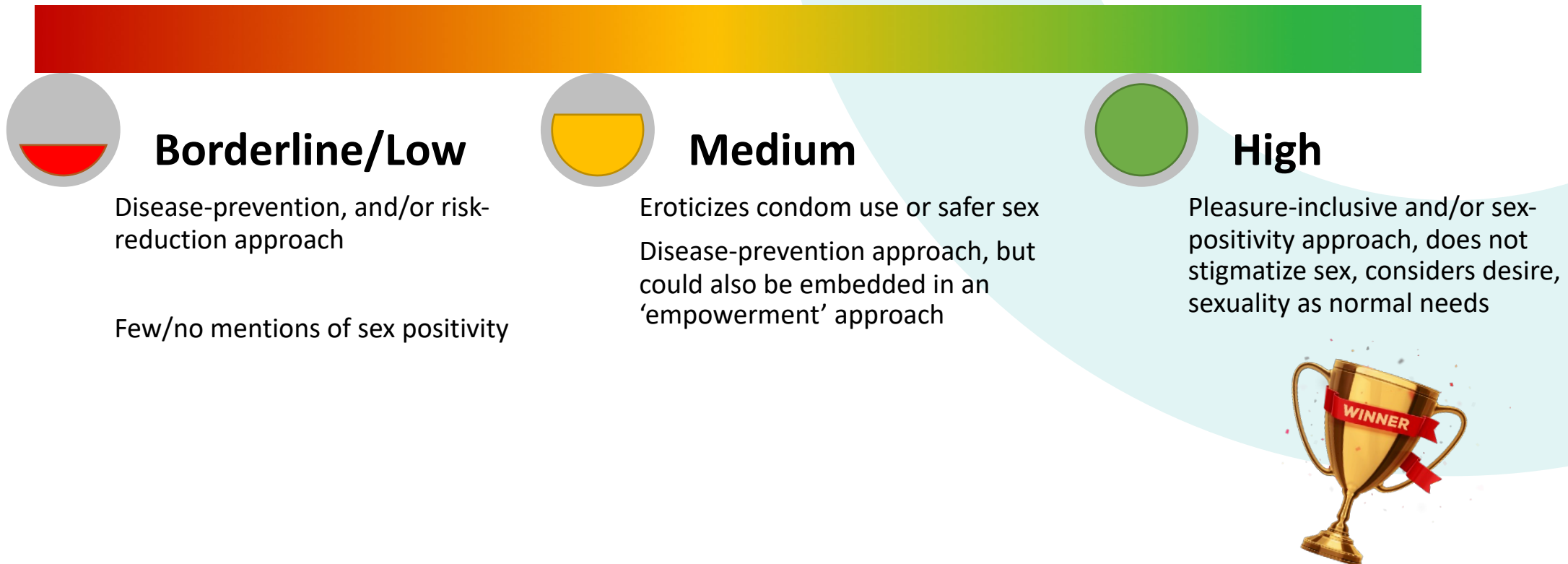
ABSTINENCE

AIDS
STIs

CURRENT SEX EDUCATION IS DEFICIT FOCUSED OR



Important finding: a spectrum of pleasure-inclusivity



Vast majority – no mention of pleasure

Following publication...

- A lot of headlines
- Linking pleasure with SRHR progress (win-win)
- A firm footing for future work on sexual pleasure

Good sex can be safer sex, say WHO researchers

14 February 2022



GETTY IMAGES



World Health Organization (WHO)

@WHO · Follow

Sexual health is much more than physical. It encompasses:

- ✓ Respect
- ✓ Pleasure 🍆 🍌 🍇
- ✓ Safety
- ✓ Freedom from coercion, discrimination and violence

bit.ly/3GNVvAQ

United Nations Population Fund (UNFPA)

629,135 followers
1mo ·

Sex is about a lot of different things, but it should NOT be shrouded in shame and ignorance, or bound up with coercion, abuse or exploitation.

Tell UNFPA — the [United Nations](#) sexual and reproductive health agency — why you think we need to break the taboo around talking about sex

Sex

Sex is about trust

Sex should be safe

Sex is about pleasure

Sex must involve consent

The New York Times

GLOBAL HEALTH

Bringing Sexy Back — To Fight H.I.V.

Most safer sex campaigns focus on danger and disease. Acknowledging the importance of pleasure — and how to make safe sex good sex — could make them more effective.

Sexual health is a state of physical, emotional, mental and social wellbeing.

It encompasses

Respect

Pleasure

Safety

Freedom from all coercion, discrimination and violence.



World Health Organization



hrp
research for impact

The challenge, when converting pleasure *interest* into *action*

Risk-reduction inertia

- Pleasure work is [only] relevant when working with young people
- Certain programmes moving slower than others (contraception)



Reaching the skeptical – the contraception community...



Nov 2022

Presented at ICFP
Well-attended but
pleasure still low on
'relevance'



2023

Leverage
contraception/FP
partners
New review relevant to
this community



2024

Quantify contraception
discontinuation and
switching as a result of
sex life concerns

Charting a new course: What is needed to shift SRHR policy/prog?



- Know your audience. Not everyone is a pleasure warrior and that's okay.
- 'Operationalize' pleasure (clear path from principles to programme)
- Document interventions
 - How are they developed?
 - What's a good pleasure 'dose'?
 - How can they be replicated?
- 'Mainstream' pleasure into *existing* content
- Robust. Evaluations.

Thanks to...

- Mirela Zaneva, Anne Philpott, Arushi Singh, Gerda Larsson
- HRP, The Case for Her



World Health
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the
pleasure
project.



The Pleasure Principles and SRH Programming



Anne Philpott

Director & Co-Founder
Pleasure Project

Why Sexual and Reproductive Health should get into bed with Pleasure



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Who are we?

- The Pleasure Project is an international education and advocacy organization working to ensure all sexual health programmes are pleasure inclusive.
- We are the world's leading organization putting the sexy into safer sex, since 2004!
- We build bridges between the public health world and the pleasure and sex industry, and help to develop the evidence base for a sex-positive and pleasure-based approach to sexual health and rights.





Sexual pleasure is the physical and/or psychological satisfaction and enjoyment derived from shared or solitary erotic experiences, including thoughts, fantasies, dreams, emotions, and feelings.

Adapted from: Global Advisory Board for Sexual Health and Wellbeing. (2016).
Working definition of sexual pleasure.

Pleasure-based sexual health

“one that celebrates sex, sexuality and the joy and wellbeing that can be derived from these, and creates a vision of good sex built on sexual rights. It focuses on sensory, mental, physical and sensual pleasure to enable individuals to understand, consent to, and gain control over their own bodies and multi-faceted desires. Well-being, safety, pleasure, desire and joy are the objectives of a programme with a pleasure-based approach. This approach measures empowerment, agency, and self-efficacy by whether or not an individual has been enabled to know what they want, and can ask for it, and request this of others, in relation to their sexuality, desires and pleasure.”



Sex can improve people's **physical and mental health**.

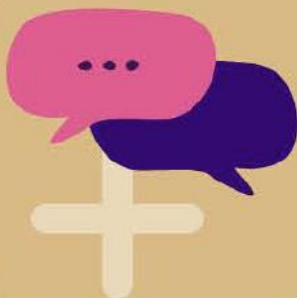
Pleasure **promotes safer sex!**



Pleasure can be an **indicator of empowerment**.



A Pleasure mindset encourages **better communication and consent**.



Pleasure-Based Approach to Sexual Health Interventions: **What the Research says**



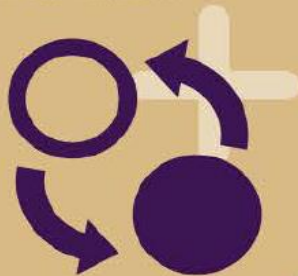
Pleasure empowerment can **challenge damaging gender norms**.

Pleasure **makes CSE conversations inclusive**.



Pleasure- and sex-positivity are **not new tendencies**.

Pleasure makes SRHR interventions **more relatable**.



Pleasure-positive approaches can **help survivors of trauma**.

Knowledge on pleasure reduces the normalization of interpersonal violence, and **protects people's sexual rights**.



The Journey Towards Talking Pleasure: The History of Pleasure-based Programming

2006

WHO includes Pleasure in the definition of sexual health.

2008

The Pleasure Project completes a literature review on the evidence available for pleasure-inclusive sexual health.



2008

The Pleasure Project creates the Global Mapping of Pleasure: a directory of people, organisations, programmes and media who eroticize safer sex.



2010

IPPF publishes the IPPF Framework for Comprehensive Sexuality Education.



2011

IPPF publishes its Declaration on Sexual Rights, and the related Young People's Guide.



2019-2021

WAS proclaims and ratifies the Declaration on Sexual Pleasure.



2019

The Pleasure Project publishes the first definition of a pleasure-based approach.

2021

The Pleasure Project launch the Pleasure Principles as a framework for pleasure-based sexual health.



2022

WAS publishes the Technical Guide that complements the Declaration on Sexual Pleasure



2022

WHO and **The Pleasure Project** publish a systematic review and meta-analysis that proves sexual health interventions which include pleasure improve sexual health.



2019

Guttmacher-Lancet Commission recognizes the importance of Pleasure in the context of sex-positivity.

2016

IPPF puts forward a definition of a sex-positive approach, which is foundational to the pleasure-based approach.

2014

WAS publishes the Declaration of Sexual Rights and the accompanying Technical Guide.



2016

Global Advisory Board (GAB) for Sexual Health and Wellbeing put forth a working definition of Sexual Pleasure.

PLEASURE IN SEXUAL HEALTH LEADS TO GOOD SAFE SEX



THE CURRENT MODEL OF SEXUAL HEALTH FOCUSES ON PREVENTION OF ILL-HEALTH, FEAR AND DEFICIT BASED APPROACHES TO HEALTH

WE FIND EVIDENCE THAT PLEASURE CAN HAVE POSITIVE EFFECTS ACROSS DIFFERENT INFORMATIONAL, MOTIVATIONAL, BEHAVIOURAL AND KNOWLEDGE-BASED ATTITUDES AS WELL

SEXUAL HEALTH INTERVENTIONS THAT INCLUDE PLEASURE INCREASE CONDOM USE AND IMPROVE SEXUAL HEALTH

THE PLEASURE PROJECT DEFINITION OF PLEASURE BASED SEXUAL HEALTH IS ONE THAT CELEBRATES SEX, SEXUALITY AND THE JOY AND WELL-BEING THAT CAN BE DERIVED FROM THESE, AND CREATES A VISION OF GOOD SEX BUILT ON SEXUAL RIGHTS

PLEASURE IS IMPORTANT TO PEOPLE AND TO THEIR HEALTH AND WELL-BEING.

A PLEASURE-INCLUSIVE APPROACH HAS SIGNIFICANT AND POSITIVE (AND ACCELERATED) IMPACT FOR CONDOM USE/HIV REDUCTION. PLEASURE INCLUSIVE SEXUAL HEALTH AND SEX EDUCATION SAVES LIVES

SEXUAL PLEASURE IS THE PHYSICAL AND/OR PSYCHOLOGICAL SATISFACTION AND ENJOYMENT DERIVED FROM SHARED OR SOLITARY EROTIC EXPERIENCES, INCLUDING THOUGHTS, FANTASIES, DREAMS, EMOTIONS, AND FEELINGS. (WAS SEXUAL PLEASURE DECLARATION)

CURRENT SEX EDUCATION IS DEFICIT FOCUSED OR HIGHLIGHTS WHAT PEOPLE SHOULD AVOID, NOT WHAT THEY WANT TO GAIN FROM THEIR SEX LIVES - THE ASSET APPROACH

ABSTINENCE



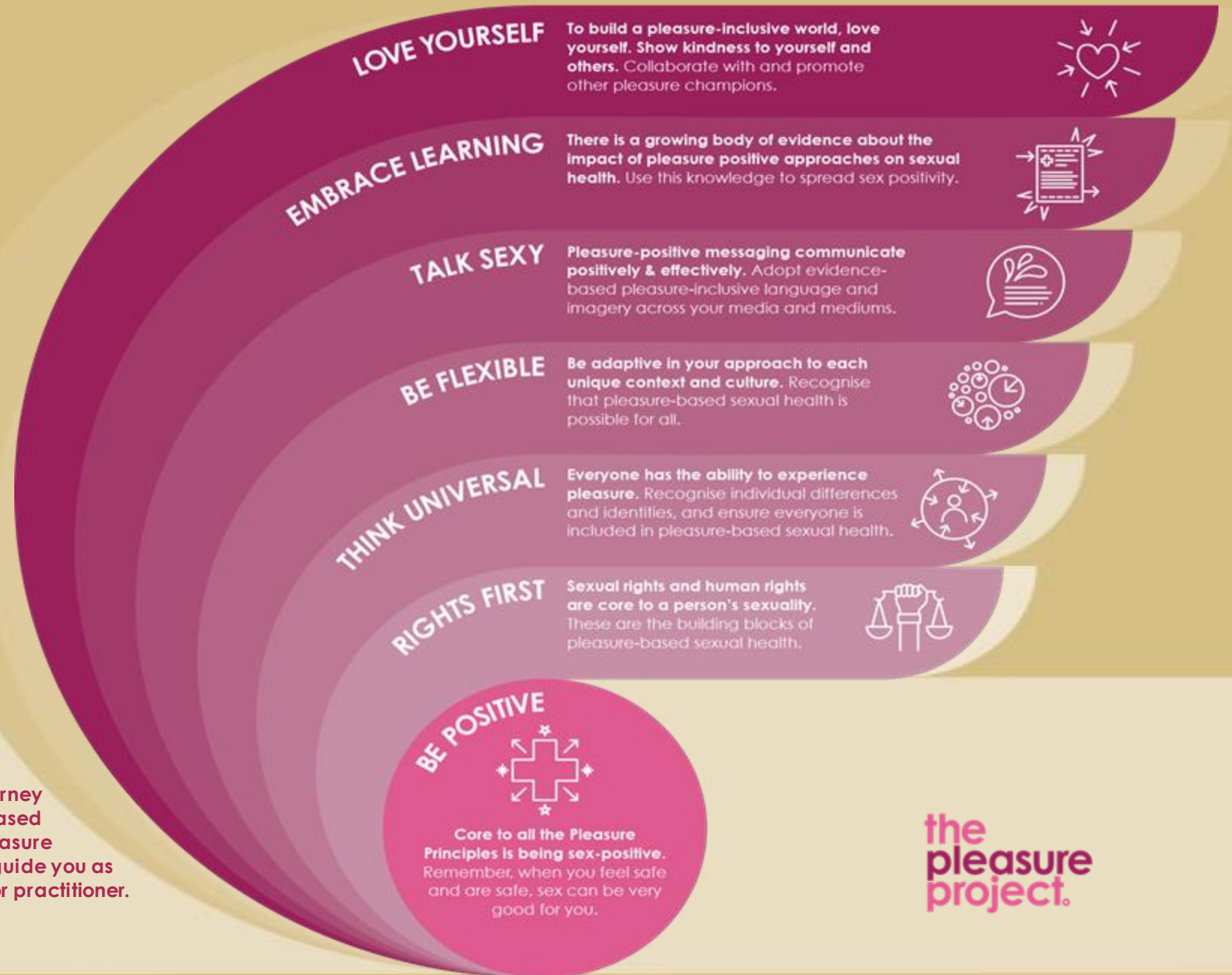
ILLUSTRATED BY
IPSITA

the
pleasure
project.

The Pleasure Principles

Pleasure-based Sexual Health

These Pleasure Principles are designed to act as a guide and inspiration to support people and organisations to embark on the journey towards a sex-positive, pleasure based approach to sexual health. The Pleasure Principles aim to help inspire and guide you as a pleasure activist, propagandist or practitioner.



the
pleasure
project.

good safe sex

Promising Practices: The Global Mapping of Pleasure

The Global Mapping of Pleasure

A showcase of people and resources who promote pleasure and sexy safe sex in the public health world.
Come join the pleasure movement and add yourself to the map, if you promote pleasure safely.





the
pleasure
fellowship.

Embracing desire,
empowering pleasure
communities & creating
sex-positive change.

Promising Practices:

'Treasure Your Pleasure'

International Planned Parenthood Federation,
Africa Region & The Pleasure Project



Promising Practices:

'Treasure Your Pleasure'





Your Pleasure Journey

What we learnt in five clear steps

- Step 01**
Get intimate with your audience
- Step 02**
Appeal to them
- Step 03**
Talk Sexy
- Step 04**
Keep checking in

Pleasure Journey

Be Pleasure Principled!

Treasure Your Pleasure

the pleasure project.

IPPF
Africa Region
International Planned Parenthood Federation

How to embark on a Digital Pleasure Journey

Come journey with us and the Treasure Your Pleasure Campaign

October 2023

Treasure Your Pleasure

Who is this note for?

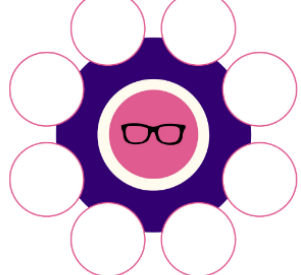
This document is for anyone who wants to learn from our experience of running a pleasure forward sexual health digital campaign to improve sexual health and the conversations that surround this - you might be a social media whizz, running a youth friendly campaign or simply interested in how to put some pleasure in your sexual health work.

How did we learn these lessons?

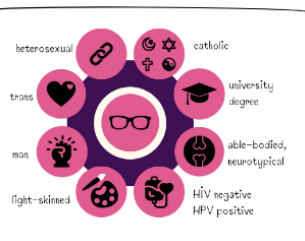
We conducted an evaluative research in 2023 that looked at the development and impact of the campaign as well as organizational change. We hope that these lessons and best practices can be used as a starting point to effectively run similar campaigns in the future.

the pleasure project.

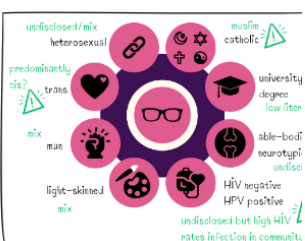
IPPF
Africa Region
International Planned Parenthood Federation



Here is an example of what this visual map might look like filled out. Each of the eight circles has a symbol to remind of the respective axis on the [intersectionality wheel](#) seen on the previous page. The characteristic that applies is written to the side of the symbol/drawing. This simple exercise can help you recall your perspectives, the social positions you hold because of your identities, and the power attributed to you (or not!) because of them.



Once you have completed this analysis of your own intersecting identities, you can consider how a specific audience you are designing for or will be working with compares to you as you write their characteristics in (a) different colour in the same wheel. This will help you visualise the differences in perspectives, help you recognise those differences more clearly, and make you more aware of the immediate and more nuanced impact this will have on your interactions.



Think Universal

Everyone has the ability to experience pleasure. Recognise individual differences and identities, and ensure everyone is included in pleasure-based sexual health.

Key Concepts

Every human has the capacity to experience sexual pleasure if they wish, and sexual pleasure is different for everyone. Sexual pleasure can include a range of feelings and emotions from the excitement of orgasm to the heightened self-awareness from sexual experiences. Sexual pleasure can be associated with eroticism, fantasies, and emotions of love, emotional intimacy, and romance. Whoever you are or wherever you are, you can define your sexual pleasure. You decide what sexual pleasure means for you. People may not want to experience sexual pleasure at all. Your intentions might change over time, depending on your age and situation. Still, **every experience counts**.

In a pleasure-inclusive world, everyone is able to experience sexual pleasure if they want to*. This includes those who are traditionally not expected or allowed to experience sexual pleasure. Think, for example, of how unmarried women, people with disabilities, LGBTQI people, or people living with HIV are judged for having pleasure or assumed not to have the ability to have pleasure. Sexual positivity and pleasure-based sexual health are important: it holds space for a wider range of people to access their sexual rights, including the right to pleasure. Diversity of sexual pleasure should be recognised, valued, and celebrated as unique and self-determined experience.



There is a growing body of evidence about the impact of pleasure-positive approaches on sexual health. Use this knowledge to spread sex positivity.

Discover this!

Popek Popek is Malaysia's first comprehensive sex education web show. Over the years, the show has received international recognition, regularly highlighted at prominent sex education events. A review by UNICEF found Popek Popek to be evidence-based and age-appropriate. These videos are still used regularly as an educational resource by schools, families, and organisations working with hard to reach populations.

Key Concepts

Sexual well-being and sexual pleasure are emerging as new narratives and aspirational goals in sexual and reproductive health, despite most (international) organisations/governments traditionally having preferred to fund research that looks at the unintended/unwanted consequences of sex and shy away from learning more about sexual well-being and pleasure.



As share the evidence we have that pleasure-inclusive sexual health leads to more sexual health and sexual empowerment. There is increasing evidence that shows linkages between improved sexual health and sexual pleasure, safer sex and contraceptive behaviour. Furthermore, failure to address sexual well-being and pleasure detracts from an exploration of sexuality or safer sex, limiting conversations about the real concerns related to contraceptives and other sexual health programmes. This often denies people with uterus and people with marginalised identities sexual pleasure or emphasises that sex isn't for fun or for general well-being and happiness.

Consider this!

Tabu.id, Indonesia's leading sexual and reproductive health information platform, found that short-form videos (TikTok and Instagram Reels) with minimal text showcasing real SRH stories are typically more successful. Although it's advised to create a framework detailing key messages and sources before producing content to ensure quality, this process should be done quickly for creators to capitalise on TikTok/Reels trends that tend to be short-lived.

Pleasure DOs

- Do** use pleasure as a way of normalising sexuality and as a common ground for people of all backgrounds and walks of life to engage in dialogue around SRHR
- Do** acknowledge that talking about pleasure, just as talking about sex and sexuality, can be difficult. Explain that this is because of the taboos that society upholds, and that actually they are all part of the human experience. Create a space where people are encouraged to work through the taboo, but can also remain quiet until they are ready to actively contribute.
- Do** listen with curiosity and with presence - this will allow you to "check yourself" and control your reaction towards others' comments

Pleasure DON'Ts

- Don't** believe anyone can know everything about pleasure - every body is its own universe, and every one perceives and interprets pleasure differently!
- Don't** think that there is a "right" way of feeling pleasure
- Don't** assume what gives you pleasure it was gives others pleasure
- Don't** share more than you feel comfortable with about your own experiences/perspectives - this limit may vary
- Don't** share more than other people feel comfortable hearing/receiving - actively seek to read people's body language to assess their level of ease
- Don't** assume it is only your responsibility to keep the spaces you hold safe(r) - as a facilitator, you have a responsibility to create a safe space for everyone



IPPF International
Planned Parenthood
Federation
East & South East Asia and Oceania Region

the
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project.



the
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Promising Practices:

Amplify Change & The Pleasure Project Expanding Pleasure Approaches Globally



AMPLIFYCHANGE

the
pleasure
project.

THE CASE FOR
HER



SPREAD THE WORD: DOCUMENT AND EVALUATE

Document and evaluate pleasure work where possible.

Documenting and evaluating pleasure work is essential to add to our understanding of how to best implement a pleasure approach in a variety of settings and the impact a pleasure approach has on wellbeing and SRHR. This information can be shared to inspire, encourage and help others who wish to apply a pleasure approach.

I think to see now how the grantees are kind of advocating and entering into different spaces with this really grounded knowledge of implementing pleasure based sexual health is just really exciting

The Pleasure Project, UK

Measuring Pleasure: Evaluating Pleasure Inclusive Interventions with Amplify Change & The Pleasure Project



**The Pleasure
Principles**
Pleasure-based
Sexual Health



Q & A



Integrating Pleasure into SRH Programming: The Young and Alive Initiative



Innocent Grant
Program Director
Young and Alive Initiative

Integrating pleasure into AYSRH +J programming.

By: Innocent Grant



Young & Alive
INITIATIVE

The Pleasure Principles

Pleasure-based Sexual Health



These Pleasure Principles are designed to act as a guide and inspiration to support people and organisations to embark on the journey towards a sex-positive, pleasure-based approach to sexual health. The Pleasure Principles aim to help inspire and guide you as a pleasure activist, propagandist or practitioner.

LOVE YOURSELF

To build a pleasure-inclusive world, love **yourself**. Show kindness to yourself and others. Collaborate with and promote other pleasure champions.



EMBRACE LEARNING

There is a growing body of evidence about the impact of **pleasure positive** approaches on sexual health. Use this knowledge to spread sex positivity.



TALK SEXY

Pleasure-positive messaging **communicate positively & effectively**. Adopt evidence-based pleasure-inclusive language and imagery across your media and mediums.



BE FLEXIBLE

Be adaptive in your approach to **each unique context and culture**. Recognise that pleasure-based sexual health is possible for all.



THINK UNIVERSAL

Everyone has the **ability to experience pleasure**. Recognise individual differences and identities, and ensure everyone is included in pleasure-based sexual health.



RIGHTS FIRST

Sexual rights and human rights are core to a person's sexuality. These are the building blocks of pleasure-based sexual health.




BE POSITIVE



Core to all The Pleasure Principles is to be **'sex positive'**. Remember, when you feel safe and are safe, sex can be very good for you!

the
pleasure
project.



Objectives

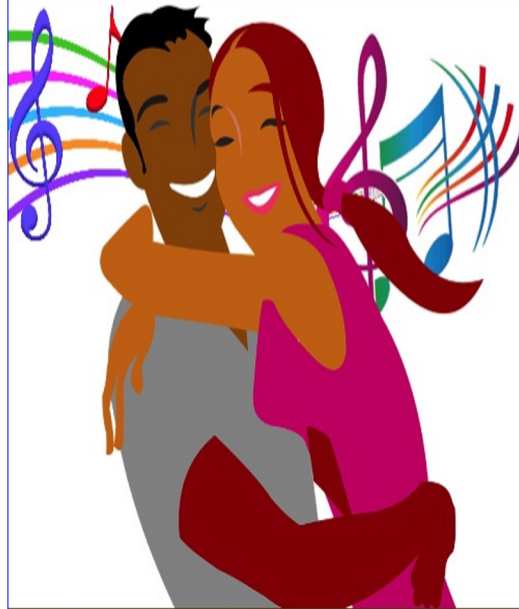
- Sharing what has been done in the Pleasure inclusive sexual health interventions in Tanzania in partnership with Amplifychange and pleasure project.
- Gather and collect experiences and suggestions to improve pleasure inclusive sexual health interventions.

**LET'S
TALK
ABOUT
SEX!**



UBONGO NA FLAVA

PROMOTE - PROTECT - ENGAGE - EMPOWER - CAPACITY BUILDING - GENDER EQUALITY




**Lamba Sukari guru
kwa Mpango**

Muziki Unaongea

ABOUT YAI-FELLOWSHIP PROJECT



Despite numerous efforts to place young people at the centre of the SRHR movement in Tanzania, there is less investment in the capacity building of youth to become active champions of SRHR.

- 
- We understand that we will not remain young forever
 - It's important we have youth led SRH movements
 - YAI fellowship aims at building capacity to young people on SRHR+J

PLEASURE INTEGRATION



- We designed a swahili SRH curriculum and integrated pleasure based sex education.(RAHA)
- We hosted more than six community dialogues to test pleasure based dialogues
- We hosted the national youth summit on health and development while sharing results to partners.

PLEASURE INTEGRATION(SHORT VIDEO)

Themes coming from dialogues

- Love and love language
- Consent during sex and in FP choice 🙅🙅🙅
- Communications 🗣️🗣️
- Comfortability of place 🏠🏠🏠
- Pleasure goes further beyond sex, e.g give me pole or hongera after sex or buy me a gift 🍷🍷🍷🍷❤️
- Foreplays is not meant just during beginning of sex 📅📅
- Solo sex 😍💖💖💖
- Body physique 💪🏼🏼

Themes coming from dialogues

Negative

- Smell 🚽
- Positions 🧑🏻🧑🏻
- First experience is always worse 😓😓
- Mtu kuwa push(Forcing) 😞😞
- Heteronormative discussions e.g kufanya na kufanyiwa) 🧑🏻💖🧑🏻

WHY PLEASURE INTEGRATION

- This approach may widen the discussion of sexualities and sexual diversities and give a room for young people to discuss their differences in sexual orientations and preferences and bring a chance for understanding each others sexual preferences.
- Integrating sexual pleasure is a best way to spark conversations about sex among young people, it appears to accelerate discussions about pregnancy and STI preventions and let sexually active young people feel they have a right to engage in safer pleasurable sex.

Integration of pleasure in youth interventions = Stronger youth led movements for SRH

- Platform to engage, learn and network([Short video](#))
- 150 YAI network members.





Integrating Pleasure into SRH Programming: A Pleasure-Based Approach to Positive Sexuality and Midwifery in the DRC

Jess-Alfred Nondho Ombenny

Obstetrician/midwife

National Coordinator

GVP-MASAR DRC



APPROCHE DE LA SEXUALITE POSITIVE BASEE SUR LE PLAISIR ET LA PROFESSION SAGE-FEMME EN RDC

UVIRA, 27/02/2024

*NONDHO OMBENNY Jess-Alfred,
Obstétricien/Sage-femme
Coordinateur National du
GVP-MASAR RDC*

Plan de présentation



- ❖ Situation de l'approche du plaisir au Sud-Kivu avant la formation
- ❖ La Formation sur l'approche
- ❖ Intégration de l'approche dans le champ de la pratique de la sage-femme
- ❖ Les résultats
- ❖ Les défis
- Recommandations



Situation de l'approche du plaisir au Sud-Kivu avant la formation

- ❑ Les personnes qui parlaient de la sexualité positive basée sur le plaisir étaient victime de la stigmatisation et la diabolisation. Les normes coutumières rétrogrades qui tournent autour de la santé sexuelle et reproductive basée sur le plaisir ont fait à ce que cette approche ne soit parlé en publique

LA FORMATION SUR L'APPROCHE



- GVP-MASAR RDC avait la chance d'être appuyé par Amplifychnage pour accompagner l'intégration l'approche de la sexualité positive basée sur le plaisir. La première étape était de former une équipe de 12 sages-femmes comme un pool de mentors pour faciliter l'intégration de l'approche dans les activités quotidiennes de la sage-femme⁴

Intégration de l'approche dans le champ de la pratique de la sage-femme



- Nous avons insérés l'approche de la sexualité positive basée sur le plaisir dans nos activités quotidiennes et 12 sages-femmes ont été renforcées en capacités et 10 parmi elles avait déjà inséré pratiquement cette approche dans leurs activités de vulgarisation du protocole de Maputo et des normes directives sur les soins complets d'avortement centrés sur la femme dans seulement SIX MOIS



Intégration de l'approche dans le de la pratique de la sage-femme

- Les 12 sages-femmes formées sont rentrées faire des restitutions dans leurs structures où elles travaillent et à la fin du projet 360 sages-femmes ont été touchées par le mentorat et ont commencé à intégrer l'approche dans leurs activités à travers les groupes de parole créés et lors des séances des consultations prénatales

RESULTATS



L'implication spontanée des sages-femmes dans la thématique a été un bon résultat sur tous les plans. La bravoure des femmes qui s'expriment sur leurs expériences négatives sur la sexualité et le plaisir par ignorance et par sous information est un élément incitateur qui a fait à ce que les autres femmes adhèrent à l'approche

RESULTATS



- Les femmes parlent à visages découverts sur leurs expériences négatives de leur sexualité et s'engagent à changer le comportement
- Les femmes avec lesquelles nous nous sommes entretenues ont compris que le plaisir sexuel est un des facteurs du bien-être physique
- L'utilisation de l'approche de la sexualité positive basée sur le plaisir commence à donner aux couples sensibilisés des expériences des nouvelles idées contraires aux anciens messages qui qui s'attachaient aux expériences négatives



RESULTATS

- L'appropriation de l'approche par les femmes sensibilisées et sa considération comme faisant partie des droits sexuels et de surcroit des droits humains est un indicateur de réussite dans zone d'intervention.
- L'intégration de l'approche dans les activités de la SCOSAF est une chose qui peut surprendre tout le monde car la façon dont les sages-femmes du milieu urbain ont bien compris la problématique dans une aussi courte échéance c'est surprenant. Le plus gros reste à conquérir les sages-femmes du milieu rural.

DEFIS



Aborder le sujet dans un groupe multiculturel pose encore problème

- La présence des hommes a tendance à pousser les femmes à ne pas s'exprimer
- Le contexte socio-culturel de certains milieux donne une place moins évidente et empêche cette approche positive et intégrative de la sexualité de s'installer chez eux.
- Manque des moyens financiers pour continuer avec l'intégration

RECOMMANDATIONS



Vu la spontanéité avec laquelle les sages-femmes avaient adhéré à l'approche dans le milieu urbain et semi-urbain et vu que la SCOSAF avait déjà mis en place un comité technique pour l'intégration de l'approche dans le Champ de pratique de la sage-femme, accompagner financièrement ce projet pouvait être une bonne chose pour sa pérennité



Je vous remercie

Q & A



Discussion

- How do norms and taboo around pleasure influence SBC for SRH service delivery programming? Why has pleasure historically been excluded from our programs?
- How is pleasure relevant to our work in SBC for SRH service delivery?
- What have you learned in this session that you can apply to your own work? Did this session make you think about anything differently?



Thank you!

- Meeting notes will be shared in the coming days
- Please fill out our meeting survey