

Dance Nights

The SEXplained... Foundation

From the Clinic to the Street

Partnership Proposals

To get the message across

About The Foundation

The SEXplained... Foundation was set up in 2001 as a not for profit organisation to provide a vehicle for the dissemination of information and advice on contraception and sexual health to people at risk. It was a development of the work of Helen Knox SRN, who, since becoming the UK's first outreach clinical nurse specialist in contraception and sexual health in 1991, has devoted her life and her resources to getting the key messages across to people young and old, especially in vulnerable communities. Helen is well known in the South London area, where she has spent much of her working life thus far, but through her contributions to print media and radio and internet, she is also known throughout the UK and in the Caribbean, where she answers questions in The Nation newspaper's Better Health Magazine, published out of Barbados.

The drive behind Helen's work is the knowledge that in every corner of the world, including the UK, the incidence of sexually transmitted infections is soaring. The world looks at HIV/AIDS in Africa and ignores the fact that excluding HIV and that other dangerous infection, Hepatitis, over **one million** new cases of sexually transmitted infections are estimated **every day** according to the World Health Organisation. Rates for gonorrhoea, syphilis, chlamydia, genital warts and unplanned pregnancies are all rising and are mostly preventable by good hygiene and safer sex – if only people knew more about their bodies and the risks to which they are exposed. We all tell our children how to protect their teeth and gums from decay and infection. Why do we not tell them how to look after their genital organs, through which viruses and bugs love to travel?

Young people, in particular, believe they are indestructible. They are impervious to moral pronouncements and dire warnings from parents and 'the authorities'. When something seems awry they don't usually want to talk to a doctor, through embarrassment, but they might talk to and listen to a nurse.

So the **SEXplained... Foundation** aims to take the friendly approachable nurse's way of explaining things, out of the clinic and on to the street. We use pictures to show what damage an infection can do; we show practical ways to keep clean and safe. We explain how the body works and how infections break through the defences and how to reinforce those defences. We explain how under age sex can damage young bodies for a lifetime.

The Foundation has the support of many leading medical experts in the field including John Gillebaud, Emeritus Professor of Family Planning and Reproductive Health, UC London, Ali Kubba, Community Consultant Gynaecologist, Honorary Senior Lecturer, Guy's, Kings and St Thomas' School of Medicine, Dr Kevin Fenton, Consultant Epidemiologist at the Health Protection Agency, UK.

Will you help the **SEXplained... Foundation** to spread the message in the UK and around the world and help young people save their bodies and health services save a great deal of money.

The Strategy

In order to spread awareness of the dangers of sexually transmitted infections, the risks associated with unplanned pregnancies, and the consequent importance of sexual health, personal hygiene and the practice of 'safER' sex, the **SEXplained... Foundation** has a three-pronged strategy.

1. Addressing professionals

Who work, with, care for, and/or advise those most at risk. We plan to run a series of conferences aimed at health, youth, education and justice workers, to make them aware of the issues and the need for spreading greater awareness. Addressed by recognised experts, the conferences would combine lectures to inform with workshops to discuss ways to get the message across to client groups.

2. Engaging the attention of the target audiences

The main target audience is young people 16 + and sexually active. But, the messages equally apply to older people who may be meeting new partners and behaving promiscuously for the first time.

A separate target for special consideration and materials is school children.

We aim to reach young people through fun events, quizzes, dance nights, and other non-formal vehicles for carrying our message.

3 Providing Materials

Having demonstrated the need to the professionals and having engaged the attention of the target audience, we need to ensure that all the essential information is available in a variety of formats to meet all needs – print, video, CD/DVD audio tapes etc.

To achieve all this we also need to raise funds, and so we plan to set up an **Awards Night** at which we will present awards to those organisations and individuals who have contributed most to raise awareness about contraception, reproductive and sexual health matters and the prevention and treatment of STIs and other related issues.

We have enclosed a number of proposals, which may be of interest to your organisation. With your help, in whatever project best matches your interests or concerns, we can make a significant contribution to the worldwide fight against **ALL** sexual health related problems.

The SEXplained... Foundation

Student Dance Nights

What better environment could a nasty virus seeking new territories find to explore than a host of students fresh up at University. Some of these youngsters are streetwise and experienced (so they think). Many are venturing out on their own for the first time, free of parental control, a little unsure of what to do or how to behave. Predatory second year lads lie in wait, finding conquests among fresh innocents easier than students their own age. For viruses and infections programmed to ensure their own survival by finding new bodies in which to reside and multiply, the heady mix of freedom, opportunity, alcohol and adrenalin provides unaware and all too willing victims. HIV, Hepatitis, Gonorrhoea, Syphilis, Chlamydia – unwanted pregnancy - they are all things that happen to other people aren't they? We are young , indestructible....

Just a few of the reasons why **The SEXplained... Foundation** wants to target students in the away from home environment. It is pointless telling students to say “No” on moral grounds. It is in the nature of being a student to rebel against parental and authoritarian advice. It is pointless giving dire warnings about death and destruction and AIDS in Africa. Research shows that young people have stopped listening.

So what we need to do is to listen to their questions and provide medically sound, morally neutral answers, so that the individual makes a proper decision from information and conviction, rather than through pressure.

University kids party so let us give them a party. But let us make sure that between good music they hear about what happens if things go wrong. Let us provide a 'drop in', a discreet corner where they can ask questions of nurses rather than doctors, in total anonymity. Let us project occasional images on to the wall to make them stop and think about what they might be doing to their own bodies. What's the point of the lads spending a fortune on body lotions and skin care if they end up with a nasty genital infection?

What is the theme?

Doctors and Nurses or Greeks and Trojans

How does it work?

The Foundation + partners / sponsors provides to the hosting Students' Union:

- Posters / Flyers / Tickets
- Venue dressing
- 2 DJs 1 MC + Live Celebrity Appearances
- Drop in Info centre staffed by 2 qualified persons)
- Hostesses to circulate and distribute packs of condoms

- (Nicer than the freebies from the student health centre)
- An audio visual presentation
- A demonstration of how to use a condom properly

The Finances:

The costs of providing the package is estimated at £3500 per event. Student unions have funds to cover entertainment and raise further funds from bar takings. In addition, all universities have Welfare Officers, responsible for issues like sexual health. If the correct approach is made to the students unions the events could be run as an internal society event.

A Pilot Event

In order to prove the concept and establish its viability, and to win the interest and support of a large number of educational establishments (and other interested parties) we propose the running of a pilot event at a suitable venue to which we can invite student welfare and entertainment officers from as many as colleges as possible, as well as other potential partners and the press.

We therefore seek partnership / sponsorship of around £3500 and assistance in making the pilot project a huge event so that the Doctors and Nurses events (or Greek and Trojans) dance nights can become a fixture in student calendars.