

Terms of Reference for a Consultant to lead a Pleasure Based Sexual Health Investment Case

Summary

The Pleasure Project is seeking a consultant or team of consultants to develop an investment case for pleasure based sexual health. The work will start in January 2024 and be completed by April 2025. Application deadline is 11th December 2024.

Project description

This consultancy aims to develop an investment case to demonstrate the cost-effectiveness and potential health outcomes of pleasure-based approaches in sexual health worldwide. This investment case will serve as a key advocacy tool, answering:

- What is the required investment for impactful, pleasure-based sexual health interventions?

The objective is to quantify the costs and potential benefits of investments in pleasure-based sexual health programs globally. This research will underpin our advocacy efforts to secure future funding by highlighting cost-effectiveness, outcome improvements, and the value-for-money of pleasure based sexual health.

Aims of the Investment Case

The consultancy will explore the following aims, to be refined based on feasibility and data availability:

- **Identify potential returns:** Demonstrate the potential higher returns achievable by investing in pleasure-inclusive sexual and reproductive health (SRH) interventions.¹
- **Outline costs and benefits:** Quantify the range of costs and associated benefits of pleasure-inclusive SRH interventions.
- **Value of investment:** Demonstrate investment value in monetary terms (e.g., productivity gains, benefit-cost ratios) and health outcomes (e.g., lives saved, DALYs averted), where possible.
- **Cost-effectiveness analysis:** Provide an analysis of cost-effectiveness (or the value for money) and cost-benefit (or the value of resources) of pleasure based sexual health interventions.
- **Establish causality:** Show a cause-effect relationship between pleasure based sexual health interventions and outcomes to guide investment decisions in research and programming.

Audience

This investment case will target donors, national and local governments, UN agencies, private sectors, agencies keen to implement The Pleasure Principles and take actions towards integrating pleasure into their SRHR work, such as the [endorsing organisations](#).

¹ Zaneva M, Philpott A, Singh A, Larsson G, Gonsalves L (2022) What is the added value of incorporating pleasure in sexual health interventions? A systematic review and meta-analysis. PLoS ONE 17(2): e0261034. <https://doi.org/10.1371/journal.pone.0261034>

Background on the Pleasure Project

The Pleasure Project is an international education and advocacy organization focusing on pleasure-based sexual health approaches. Operating since 2004, the Pleasure Project aims to bridge public health with the pleasure and sex industries, and help to develop the evidence base for a sex-positive and pleasure-based approach to sexual health and rights.

The Pleasure Project's work is supported by findings from research, notably that a pleasure-based approach emphasizes sexual rights, joy, safety, and satisfaction ([Singh and Philpot; 2019](#)). Moreover, a systematic review indicates that pleasure-inclusive interventions positively impact condom use, reduce STIs, and improve sexual health knowledge ([Zaneva et al., 2022](#)). This research shows that a contraceptive method has a significant effect on sexual satisfaction, influencing contraceptive discontinuation or switching.

Scope of pleasure based sexual health services

Our definition of pleasure-inclusive SRH services includes a range of adjustments to standard SRHR offerings, such as:

- Training service providers to adopt a sex-positive approach.
- Developing digital health campaigns that are inclusive of pleasure (see references as examples).^{2,3}
- Facilitating group discussions that encourage open conversations about sexual pleasure (see reference as an example).⁴
- Promoting the eroticization of condom use to increase appeal and acceptance (see reference as an example).⁵

The systematic review referenced above, which included 33 studies demonstrating positive impacts on sexual health (including condom use), provides detailed references on these pleasure inclusive SRH services. It also includes a meta-analysis of 8 studies that showed the impact of pleasure inclusive sexual health interventions on condom use.

² <https://thepleasureproject.org/wp-content/uploads/2023/11/TYP-Best-Practice-Note.pdf>

³ Bauermeister JA, Tingler RC, Demers M, Connochie D, Gillard G, Shaver J, et al. Acceptability and Preliminary Efficacy of an Online HIV Prevention Intervention for Single Young Men Who Have Sex with Men Seeking Partners Online: The myDEx Project. *AIDS Behav.* 2019 Nov; 23(11):3064–77. <https://doi.org/10.1007/s10461-019-02426-7> PMID: 30762190

⁴ Diallo DD, Moore TW, Ngalame PM, White LD, Herbst JH, Painter TM. Efficacy of a Single-Session HIV Prevention Intervention for Black Women: A Group Randomized Controlled Trial. *AIDS Behav.* 2010 Jun; 14(3):518–29. <https://doi.org/10.1007/s10461-010-9672-5> PMID: 20135214

⁵ Crosby RA, Charnigo RJ, Salazar LF, Pasternak R, Terrell IW, Ricks J, et al. Enhancing Condom Use Among Black Male Youths: A Randomized Controlled Trial. *Am J Public Health.* 2014 Nov; 104(11):2219–25. <https://doi.org/10.2105/AJPH.2014.302131> PMID: 25211749

To build a strong investment case, determining the additional costs associated with incorporating pleasure-inclusive elements may be necessary. This cost assessment and the feasibility of including specific studies or interventions will be explored in the feasibility stage of this consultancy. Additionally, various resources are available that map and detail interventions incorporating pleasure to enhance effectiveness. These include:

- Rhiana Mills, Katie Northcott, Emese Kovacs & Anne Philpott (2023). [Opening a portal to pleasure based sexual and reproductive health around the globe; a qualitative analysis and best practice development study](#), Sexual and Reproductive Health Matters, 31:1, 2275838, DOI: 10.1080/26410397.2023.2275838
- The Pleasure Project's global pleasure map: <https://thepleasureproject.org/pleasuremap/>
- Arushi Singh , Rosalijn Both & Anne Philpott (2020): ['I tell them that sex is sweet at the right time' – A qualitative review of 'pleasure gaps and opportunities' in sexuality education programmes in Ghana and Kenya](#), Global Public Health, DOI:10.1080/17441692.2020.1809691.

Deliverables

All work will be conducted remotely, with deliverables divided into two stages. A separate quote should be provided for each stage, with the variables for stage two reviewed and discussed based on the feasibility findings from stage one.

Stage one : Feasibility study

1. Review relevant data sources and prepare a feasibility report that includes:
 - a. A proposed methodology
 - b. A full work plan detailing specific activities and project timeline
 - c. An overview of the available literature and cost data (where available) from pleasure inclusive interventions (examples of literature are outlined below)
 - d. Tools for primary data collection from organisations implementing pleasure based sexual health interventions (if cost data of interventions is available)
2. Literature and feasibility review - This will be produced as the 'Literature Review' of the final report.
 - a. Review similar investment cases to inform feasibility of carrying out the full investment case
 - b. Consultation with health economists and health experts (preferably with a focus on sexual health) to inform the feasibility of conducting this work
3. Establish criteria for the inclusion of research and projects in the investment case, and design of a full investment case.

Stage two: Full investment case for pleasure based sexual health

Upon confirmation of the feasibility of this work, the consultant will proceed with developing the full investment case. This will involve:

4. Developing a research methodology to calculate costs and benefits for pleasure based sexual health interventions. This will be produced as the 'methodology section' of the final report.
5. Calculation of costs against benefits for additionally of pleasure inclusive sexual health relative to standard interventions.
 - a. Direct costs may be calculated using a bottom-up approach, where the cost of each resource required to deliver a service is added together to generate a total cost. These resources may include personnel time, contraceptive commodities, medications, diagnostic tests, consumable supplies (such as drugs and materials), for example.
6. Development of an investment case including business case options, to recommend funding needs, innovative financing strategies, and projected outcomes such as return on investment. The case will be grounded in pleasure-based sexual health, drawing on pre-existing interventions and intervention studies.
7. Develop two final outputs including a peer-review publication and a detailed report.

Qualifications and Experience required and preferred

1. Advanced degree in public health, economics or any other related field.
2. Previous research experience in health economics and evaluations.
3. Previous experience in developing evidence-based publications, survey reports, strategic plans, policy briefs, strategies, guidelines, reports.
4. Previous experience in conducting cost benefit analysis of public health interventions.

Application process

Interested applicants are required to submit the following documents/information:

1. **Letter of Interest**,
 - a. Stating why you consider yourself/your organisation suitable for the assignment.
 - b. Your proposed approach to the work, considering the available data sources and your assessment of the feasibility of conducting the work with the data at hand.
2. **Financial proposal** indicating the proposed number of working days per stage, consultancy fees per stage, and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
 - a. Please note that the maximum budget for this consultancy is: USD 25,000
3. At least **three written samples** of similar investment cases or relevant deliverables.
4. Applications to be sent to: francesca@thepleasureproject.org
 - a. Subject line: Pleasure based sexual health investment case consultant
 - b. Application deadline: 11th December 2024**

Literature

This available literature and data will be used by the consultant's to conduct the cost benefit analysis. This includes:

- Literature and data from the Pleasure Project's work with IPPF through the Treasure Your Pleasure campaign. Details of the campaign can be found here: on the [Treasure your Pleasure](#) website, and a review of the work can be read here: [Treasure Your Pleasure Best Practice Note: How to embark on a Digital Pleasure Journey](#)
 - Please note that we will provide the consultant with access to the implementing organizations involved in this work, as well as additional budget details and a more comprehensive draft of an ongoing learning document.
- Literature and data from the Pleasure Project's work with Amplify Change, in which we worked with grantees to implement pleasure principles. Details of this can be read in this article: Mills, R., Northcott, K., Kovacs, E., & Philpott, A. (2023). [Opening a portal to pleasure based sexual and reproductive health around the globe; a qualitative analysis and best practice development study](#). *Sexual and Reproductive Health Matters*, 31(1). <https://doi.org/10.1080/26410397.2023.2275838>
 - Please note that we will provide the consultant with access to the grantees of this work
- Zaneva M, Philpott A, Singh A, Larsson G, Gonsalves L. What is the added value of incorporating pleasure in sexual health interventions? A systematic review and meta-analysis. Link: [What is the added value of incorporating pleasure in sexual health interventions? A systematic review and meta-analysis - PubMed](#)

Examples of investment cases on which we would like to model this work:

- Keen, S., Begum, H., Friedman, H. S., & James, C. D. (2017). Scaling up family planning in Sierra Leone: A prospective cost-benefit analysis. *Women's Health*, Vol 13(3) 43-57
- Making the case for investing in adolescent reproductive health, a review of evidence and PopPov research contributions, December 2015
- Sully EA et al., *Adding It Up: Investing in Sexual and Reproductive Health 2019*, New York: Guttmacher Institute, 2020 DOI: <https://doi.org/10.1363/2020.3159>
- UNFPA. (2017). *The economic cost of pregnancy in girls and adolescents*, El Salvador. UNFPA
- *Developing investment cases for transformative results toolkit*, UNFPA, January 2021