

the global mapping of pleasure

A directory of organizations, programmes, media
and people who eroticize safer sex

the
pleasure
project.

 realising
rights

2nd edition

Acknowledgements

This publication is a celebration of the many people who have fun, sexy and erotic sex that is also safer sex – their creativity and innovation were the original inspiration for **The Pleasure Project** and continue to influence our work.

The Global Mapping of Pleasure would not exist without the hard work, commitment and generosity of the many people who are profiled within it, who shared their time and ideas with us, and who continue to change people's lives with their sex-positive approach to safer sex.

The Realising Rights Research Programme Consortium (www.realising-rights.org) generously funded this research. We would like to thank the Director, Hilary Standing, of the Institute of Development Studies (IDS), University of Sussex, for facilitating this grant. We would also like to thank Susie Jolly of the IDS Sexuality and Development Programme for her ongoing support for this project and many other aspects of our work.

We especially want to thank our volunteer researchers: Arushi Singh (IPPF South Asia, India); and Lauren Chauvin (Independent Consultant, UK) for their help and dedication. And Lucy Atkin of Colibrí Consulting (Mexico) and Hesperian Publishing, who not only helped with research, but provided feedback, advice and support throughout this project.

Finally, Marten Sims deserves a huge round of applause for his fantastic design work and consultancy.

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The Realising Rights Research Programme Consortium is funded by the United Kingdom Department for International Development (DFID) under grant HD43. The views expressed here do not necessarily represent those of DFID.

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preface

The Global Mapping of Pleasure is a collection of practical, conceptual and inspiring case studies of individuals and organizations around the world who aim to empower people by eroticizing safer sex and making sex education sexy. It is intended for a wide audience, including:

- sex educators
- sexual and reproductive health organizations
- medical personnel and those working in reproductive health clinics
- people and organizations focused on HIV prevention, and HIV and AIDS treatment and care
- researchers and academics
- donors and governments
- people and companies that produce erotic media, such as porn films and magazines, and those working in mainstream media
- everyone who is tired of hearing the same-old prevention messages – that sex is dangerous, something to be feared, and that safer sex is un-sexy
- anyone looking for a new, exciting and sexy approach to safer sex and sexual health.

The Global Mapping of Pleasure describes 45 innovative projects from six continents. Although it is not an exhaustive listing of erotic safer-sex initiatives, it does provide a wide range of examples from many countries and for many target groups of how safer sex and sex education can be promoted in a positive way by considering the role of pleasure and desire in sexual behaviour.

How to use The Global Mapping of Pleasure

This document is intended to inspire and inform people who are working in sexuality education, sexual health and erotic media, and to support sex-positive safer-sex and HIV prevention interventions. To begin, you might find it useful to go straight to the detailed Table of Contents on pages 5-6, where the case studies and organizations profiled within are listed according to the primary type of intervention or media used, including:

- campaigns and communications
- popular media and porn
- social marketing
- websites
- sex education programmes, trainings and workshops
- counselling and health services
- advocacy and support.

While we hope you will find useful information in most of the case studies, if you are primarily involved with one area or type of media – such as sexuality education workshops or social marketing – then you can go straight to that section to see how safer sex has been eroticized through that medium or intervention, and to read some concrete examples which might be relevant and inspiring for your own work.

If you would like to read an overview of the case studies and some general observations about eroticizing safer sex, then turn to the Introduction on pages 7-14. This section includes the background and genesis of **The Global Mapping of Pleasure**; the methodology used; limitations; and observations about eroticizing safer sex based on this collection.

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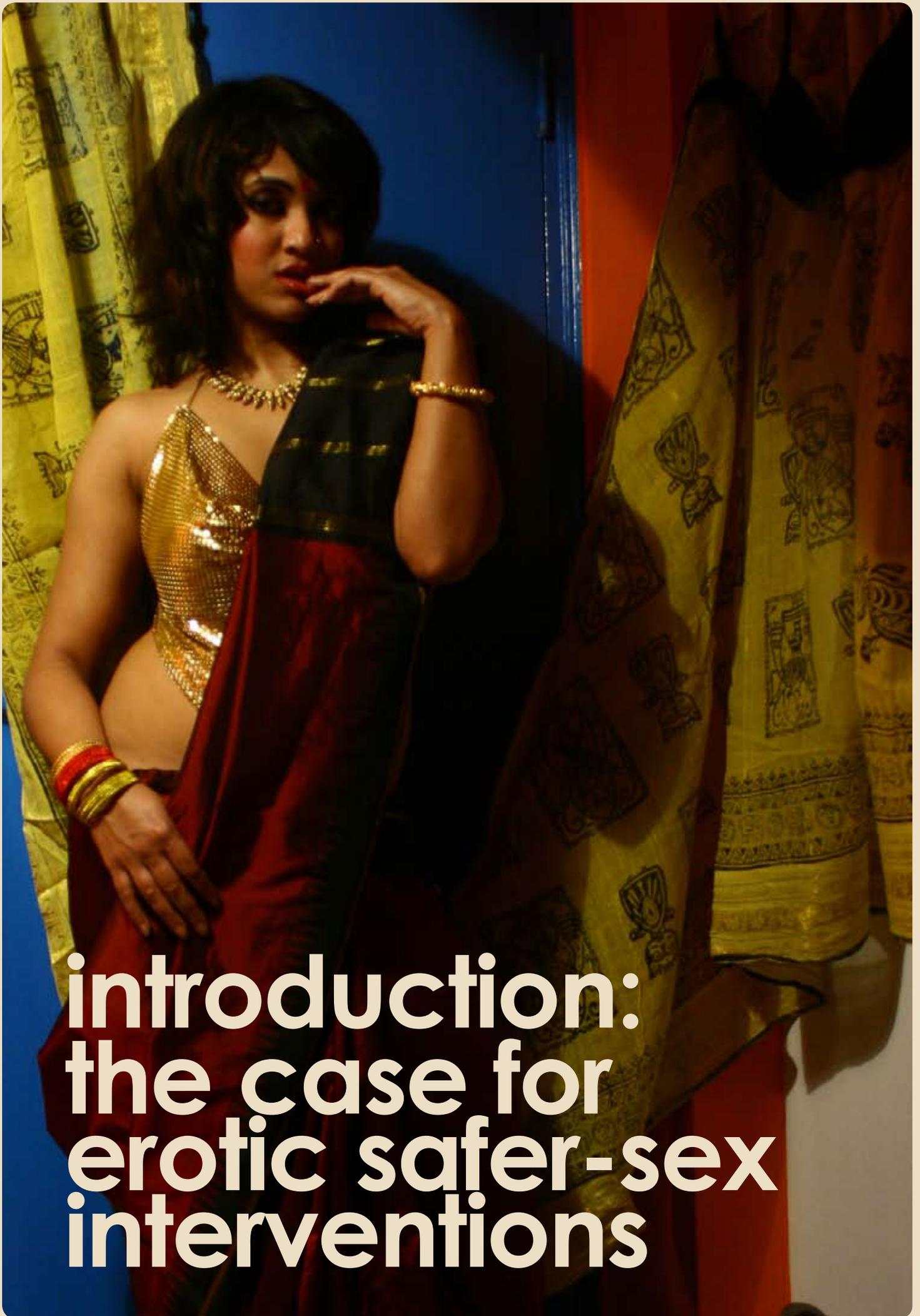
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introduction: the case for erotic safer-sex interventions

Sex is the most common way people contract HIV worldwide, yet frank discussion and information about how to have sex and stay healthy (much less enjoy yourself or give pleasure to others) are largely missing from health resources and HIV prevention campaigns. At the same time, sexually explicit and mainstream media, along with moralistic institutions and political figures, are the loudest voices telling people how and what kind of sex they should (or should not) be having. This usually boils down to a narrow list of sexual practices reserved for the young, the healthy, the married and the heterosexual among us, and rarely involves safer-sex practices, such as condom use or non-penetrative sex, except for abstinence.

On the racier side of things, most sexually explicit media also present a narrow view of who has (or should be having) sex, and very rarely feature condoms or non-penetrative sex as something normal and sexy. Add to this the dominant fear- and disease-based messages about sex and safer sex coming from the HIV prevention and health sectors, and it is not surprising that few people find safer sex appealing, and even fewer have the information they need to pursue their own or their partners' sexual pleasure without risking their health.

There is an enormous gap between people's desires and sexual behaviours, and the information they have access to about how to act on those desires in a healthy way. The health and HIV prevention sectors have a great opportunity to fill that gap with information about safer sex which reflects people's real sex lives and desires. For this to happen, those of us in the health world have to face the erotophobia¹ that plagues much of our work. Why are so many people and organizations who want to improve sexual health and well-being afraid to talk about or create programmes to address people's desires and real sex lives? And if 'sex sells' everything from toothpaste to cars, why are we not mobilizing the power of sex and desire to promote safer sex as a force for good?

These are key questions for the health sector as we mark a quarter century of the AIDS pandemic; but if we wait to find the answers and for a paradigm shift

to occur, many more people will have been harmed. In the meantime, we can explore and learn from the ways that people are using the power of pleasure and eroticism to promote safer sex and well-being. This can become a basis from which to explore what works with different populations, and how we might adapt existing approaches to meet people's real needs.

Background

The Global Mapping of Pleasure was first published in 2004, with the support of CARE International/ CARE Cambodia, as a training tool for sexual health educators in Cambodia. It was researched and written on a shoestring, in just ten days, yet has been widely referenced in the media and health sector². To date, it is the only resource available that explores pleasure-focused approaches to safer sex worldwide.

As **The Pleasure Project** has worked to promote and advocate for a more sex-positive, erotic approach to safer sex and HIV prevention over the past four years, we realized the need to update **The Global Mapping** to include the many pioneering organizations and individuals we have met since that first edition was published. With support and funding from the Realising Rights Research Programme Consortium, we were able to widen our search for organizations that eroticize safer sex, and to produce this updated edition.

¹Erotophobia is a psychology term that describes sexuality on a personality scale. Erotophobes score high on the end of the scale characterized by expressions of guilt and fear about sex. Erotophobes are less likely to talk about sex, have more negative reactions to sexually explicit material, and have sex less frequently and with fewer partners over time. In contrast, erotophiles score high on the opposite end of the scale. Erotophilia is characterized by expressing less guilt about sex, talking about sex more openly, and holding more positive attitudes toward sexually explicit material.



The methodology

The first phase of this research involved identifying potential projects and resources through enquiries to personal contacts and colleagues, via web research, mass emails to targeted sexual health, HIV prevention and **The Pleasure Project** mailing lists, and through the contacts of our volunteers and supporters around the world. This generated a list of more than 100 organizations which:

- promote safer-sex practices and
- have primary messages (e.g. promotional materials, packaging, web pages, documents, etc.) that treat sex/safer sex in a positive or empowering way and avoid focusing on disease or negative outcomes of sex.

In the second stage of the research, we narrowed the list by focusing on:

- projects and resource which eroticize³ safer sex, and make safer sex sexy and
- which are practical, real-world examples of tools and methods for eroticizing safer sex (rather than hypothetical, theoretical or conceptual examples of eroticizing safer sex).

Our researchers – based in Australia, India, the UK and USA – conducted face-to-face, telephone or email interviews with key contacts, usually project co-ordinators or heads of organizations, whenever possible (see list of interviewees in the Annex). In situations where an interview was not possible due to time or resource restrictions, we gathered information from online sources, conference proceedings and personal observations.

Throughout our research, we deliberately chose not to define 'erotic' and 'sexy'. Instead, we allowed interviewees to explain how eroticism and sexiness were manifest in their projects, based on the sensibilities and contexts of the target groups with which they were working, or we looked for evidence of context-specific eroticism/sexiness in project resources.

Limitations

This publication is not an exhaustive list of projects and resources which eroticize safer sex; it is a sampling which could be reasonably documented within the time available and with consideration of budget and human resources. If the reader knows of a resource which appears to fit the criteria for **The Global Mapping** but is not included, it does not imply a rejection of that project, and in fact we would be

²For example, Eldis (www.eldis.org/go/topics/resource-guides/hiv-and-aids/prevention/contraceptives&id=21469&type=Document); IDS Bulletin (www.ingentaconnect.com/content/ids/idsb/2006/00000037/00000005/art00016); Inter Press News (<http://ipsnews.net/text/news.asp?idnews=40288>); AIDS Portal (www.aidsportal.org/Articles.aspx?org=762); Communicating Health Risks to the Public by Dawn Hillier (Gower Press, 2006); Development (<http://www.palgrave-journals.com/development/journal/v49/n1/full/1100208a.html>).

³According to Scott-Sheldon (Scott-Sheldon, L.A.J. & Johnson, B.T. (2006) Eroticizing creates safer sex: A research synthesis, *The Journal of Primary Prevention*, Vol. 27, No. 6, Nov. 2006.): "Eroticization was defined as any sexually arousing, exciting, or pleasurable material that was used to promote safe sexual behaviour."

pleased to hear about the project so that it can be considered for future publications.

In some cases, it was necessary to make an informed judgment about whether or not a project or resource 'eroticizes safer sex', as there is no agreed or universal definition of what is erotic and sexy. This is highly subjective, so we consulted with a range of people, including those who are profiled in **The Global Mapping**, to come to these conclusions.

All of the individuals interviewed for this publication, and the researchers involved, were asked the same set of questions. However, the amount or detail of information they chose to provide, their availability and communication links, the interviewers' style of questioning (some of the interviewees were known to us personally whereas other interviews were conducted by telephone with strangers speaking for the first time) as well as the nature of their work, mean that the case studies are not uniform or standardized. This is particularly true with regard to discussion of the challenges and obstacles individuals and organizations may face in their work. Some case studies provide detailed information about challenges, while others do not address this issue at all, but it should not be assumed that those which do not mention challenges do not face any.

Resource constraints meant that we were only able to follow up with some respondents via email and telephone. In some cases, this meant we did not receive responses from some potentially interesting programmes, and we do not have as much detail on some as we would like.

Observations and key themes from the research

It was obvious throughout the case studies that there was a depth of thinking on the part of programmers and project leaders about sexuality, the nature of desire and people's many motivations for their sexual behaviour. This highlights a key point about eroticism and sexual pleasure: they are highly subjective and there is no single definition for what is sexy or erotic. This is as true among a seemingly homogenous group of people as it is across genders, countries, cultures and sexual orientations. A number of the people we interviewed pointed out that targeting interventions carefully – by getting to know the audience through surveys, focus groups, face-to-face interactions or personal experience – is crucial. This includes knowing what turns people on, what motivates their sexual behaviour, what types of media or intervention they may best respond to, where they hang out, what their values are – in short: really listening to what the target audience is saying, and understanding what 'non-judgmental' really means when it comes to discussing intimate details of desire.

Creativity was also a common theme among the programmes and resources, especially in terms of communicating erotic safer-sex messages – from erotic safer-sex tea towels for gay men in Australia, to dildo-making contests for nuns who do marriage counselling in Mozambique, to training modules about seduction for couples in Nigeria. These creative and novel methods of communication were, for the most part, deliberate – not just novelty for novelty's sake. The sexy safer-sex tea towels, for example, were taken home from clubs and parties and became conversation pieces; the dildo-making was a specific technique to help the participants understand the realities of sex in a fun way; and making seduction a key part of the curriculum for couples gave participants another way to relate to each other, often replacing violence or other unhealthy forms of communication.

During the course of this project, we also discovered that, when assessing what distinguishes an erotic safer-sex intervention from one that is, for example, 'sex-positive' but not erotic, is the level of detail about sex acts, safer-sex methods and/or behaviours, particularly how to negotiate safer sex in a sexy way. This 'how to do it', rather than just 'you should do it' or 'you can do it', approach is, therefore, a key element of many of the projects profiled in **The Global Mapping**. This does not imply that non-erotic 'sex-positive' interventions are less important, effective or innovative. It just reflects the focus and purpose of this research, which is to document erotic safer-sex interventions specifically.

Ideally, in doing this project we were also looking for evidence of the effectiveness of the programmes and resources profiled. This was harder to come by – very few controlled trials or systematic monitoring and evaluation systems have been used to measure the effectiveness of projects which eroticize safer sex. **The Pleasure Project** is currently researching "Promoting sexual health and rights through pleasure: a literature review", to be published in May 2008 with support from the Women's Empowerment Research Programme Consortium. The review will aim to increase understanding of the existing research related to pleasure promotion and eroticization of safer sex, and to examine the contexts in which pleasure promotion may be effective or ineffective, and to what degree. The literature review will be a follow-up to the Lancet article, "Promoting protection and pleasure: amplifying the effectiveness of barriers against sexually transmitted infections and pregnancy".⁴

⁴ Philpott, A., Kner, W. & Maher, D. Promoting protection and pleasure: amplifying the effectiveness of barriers against sexually transmitted infections and pregnancy, *The Lancet*, Volume 368, Issue 9551, Pages 2028–2031.



At the outset of this project, we identified several questions and issues which we hoped to explore during the course of the research, and which formed the basis of the questions for the interviews. The following section addresses these questions by outlining possible themes and commonalities, identifying case studies that could provide answers, or, in some cases, indicating the need for further exploration.

How do practitioners motivate safer sex through pleasure, and how do we 'get our pitch right' for marketing condoms as pleasure-enhancement tools?

This was one of the overarching questions **The Global Mapping** aimed to answer, and every case study includes ideas for how this can be done or attempted. Overwhelmingly, people and organizations have motivated safer sex through pleasure by having a deep understanding of their target audience and uncovering what is (or is not) sexy and erotic for that audience. This was often achieved through surveys and focus groups (e.g. SAATHI's work with men who have sex with men, and men who sell sex, in West Bengal, page 22; the Victorian AIDS Council's website for gay men in Australia, page 44). In some cases, what was sexually pleasurable was considered common knowledge or assumed. In others, the first step was to open up dialogue among people and help them to become more comfortable talking about sex and what they find pleasurable. It is through this process that practitioners have uncovered what their target audience defines as sexy – or in the case of selling

sex, what clients find sexy – and, therefore, helps to form the basis for pleasure-focused interventions (e.g. the work of St. James Infirmary in the USA, page 68, and Empowerment Concepts, page 50). Some practitioners (e.g. **The Pleasure Project**, page 60, and The Sambhavana Trust, page 21) designed pleasure-focused and eroticization interventions by documenting the ideas and experiences of the groups they work with and sharing those ideas with other groups through workshops and learning materials, while others (*Making Sex Work Safe* workshops, page 55) created an environment where workshop participants could to teach each other based on their relative strengths.

How does erotophobia in the AIDS world affect the ability to encourage safer sex? Why has pleasure been ignored in discussions of safer sex and prevention?

These are questions we asked many of the interviewees to get a sense of the challenges they face in pursuing what could be seen as an unorthodox or taboo way of promoting safer sex. For example, when Jasmir Thakur of the Samabhavana Trust, India, was asked if the HIV world is erotophobic, his response was: "110% – they just miss obvious opportunities, like when a person gets a negative HIV result, this is an ideal opportunity to counsel about pleasure and safer sex – but they don't ..."

Other people interviewed for this research indicated that creating an effective resource or intervention requires getting specific about the sex their target audience is having – or wishes to have – and about how to have that sex safely. This means getting specific about 'how to do it' – using language more commonly used with sexual partners rather than words from the medical or health promotion world – and this treads on taboo territory in most cultures and contexts. This was particularly relevant in the interviews with organizations that work with sex workers (e.g. St. James Infirmary, page 68; *Making Sex Work Safe* workshops in Asia and the Pacific, page 55; X:Talk Project, London, page 64), and with men who have sex with men (e.g. Terrence Higgins Trust Hard Cell website, page 42). This could reflect stigma related to discussing homosexuality and sex work in most cultures, along with a wide range of other factors. It is also worth noting that the discourse on HIV prevention, family planning and safer sex has emerged primarily from the medical world, where the idea of sex for pleasure is rarely discussed. A wider discussion of erotophobia is beyond the scope of this publication but important to consider when implementing erotic and pleasure-focused safer-sex interventions.

Has pleasure been used as a tool for empowerment, especially for women? And can the sexual health sector promote women's right to pleasure as an HIV prevention tactic and means for empowerment?

Many respondents indicated that by eroticizing safer sex they aimed, at least in part, to empower people to be able to negotiate safer sex. Dorothy Aken' Ova of INCREASE in Nigeria, however, sees empowerment as key to her work. She commented: "If this delicate, taboo thing – sexual pleasure – could be negotiated by women, than almost anything can be negotiated" (page 52). Aken' Ova and others believe that enabling women to pursue their own pleasure, and making women's pleasure a priority, can empower women in other areas of their lives. In projects where sex workers are given training to be able to better provide pleasure to their clients while lowering health risks, this involves improving their existing skills through, for example, language training. The aim is economic and, therefore, social empowerment (e.g. the Institute of International Social Development and People's Health Organisation Kama Sutra education in India, pages 54; The Sambhavana Trust, page 21; and X:Talk Project, page 64).

In which contexts are erotic safer sex interventions most useful and effective? Which groups of people do they appeal to most?

In this edition of **The Global Mapping of Pleasure**, more examples (33%) come from Asia (including South and Southeast Asia) than anywhere else, with Europe and the UK accounting for 21%, North America 16%, Africa 12%, Australia 9% and Latin America 9%. (These are approximate numbers, as some projects and organizations work in multiple regions.) However, these figures are not an indication of where erotic safer-sex interventions are most useful or effective. They simply reflect the examples we were able to find within strict budget, human resource, language and time restrictions. Since erotic safer-sex work is rarely documented in project reports or analyses, identifying interventions is dependent on word-of-mouth referrals and recommendations, making a systematic analysis problematic.

Among the erotic safer-sex interventions we found, the largest number (27%) were aimed at lesbian, gay, bisexual and transgender people, with most for men who have sex with men. The next most common target groups were heterosexual and/or

married couples (21%), and sex workers (19%). Other interventions were designed to target the general population (13%), young people (10%) and women (8%), while only 2% (one example) was aimed specifically at addressing the safer-sex needs of people living with HIV. However, some projects would inevitably reach and be of use to people living with HIV, even if this was not the specific or named target group. (Please note that some examples target more than one audience – for example, male-to-male sex workers.) As before, these statistics are not an indication of which groups erotic safer-sex interventions appeal to most. However, they do provide an interesting basis for further analysis of which groups might be deemed most appropriate for receiving erotic safer-sex interventions and why these groups might be seen as appropriate compared to other groups. (For example: do programmers and funders see sex workers and men who have sex with men as more appropriate target groups for erotic safer sex?)

Two of the social marketing campaigns we profiled reported greater-than-expected sales figures for male and female condoms that were marketed using pleasure-focused messages (e.g. DKT social marketing campaign in Brazil, page 32, and Population Services International Cambodia's Number One Plus Condom/Lube social marketing, page 38). And some programme managers and co-ordinators reported anecdotal evidence of effectiveness in the form of positive feedback from participants and beneficiaries. However, there were no reports of systematic or scientific monitoring or evaluation of interventions based on their erotic or sex-positive components.

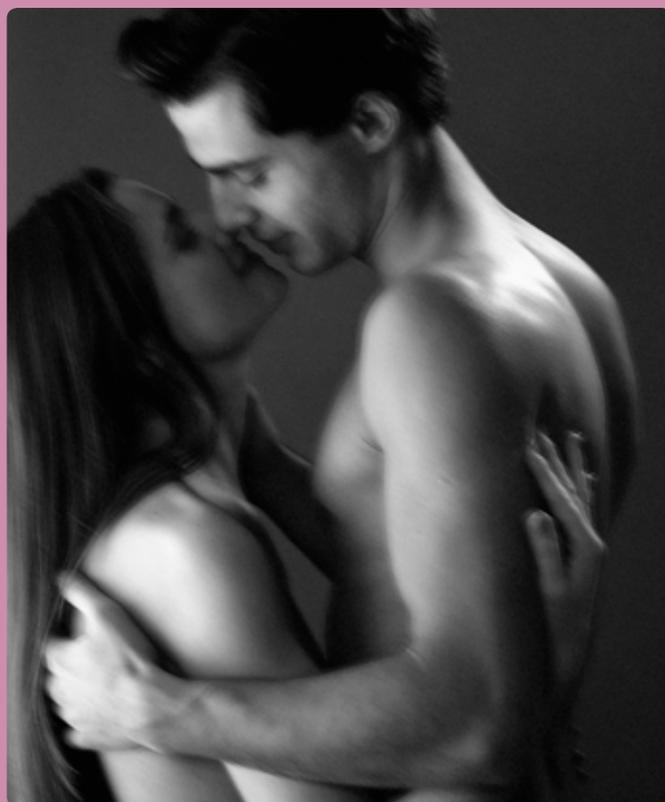


In other studies, **The Pleasure Project** has found strong evidence that integrating an eroticization component into safer-sex interventions can reduce sexual risk behaviour⁵; however, the research that is available is limited in focus, and more research is needed. "Promoting sexual health and rights through pleasure: a literature review", to be published in May 2008 with support from the Women's Empowerment Research Programme Consortium, will provide a basis for additional research on this topic.

What are some of the personal, institutional and funding barriers to inclusion of pleasure and eroticism in campaigns and projects?

Issues around eroticism and sex are often the subject of controversy, and applying eroticism to safer sex and sexual health is no exception. Among the respondents who discussed barriers to this work, challenges were noted both from external forces and within organizations. For example, a few respondents noted that sex educators and counsellors may have personal barriers to being open-minded and comfortable discussing some forms of eroticism, desire and sex (e.g. INCREASE, page 52, and The Samabhavana Trust, page 21). External challenges were mentioned more often. For example, Hindustan Latex Limited's (HLL) vibrating condom, Crezendo, was banned in one state in India because it was considered a sex toy in the guise of a condom⁷. Work with and for men who have sex with men in India also encountered major challenges since anal sex is illegal (e.g. SAATHII, page 22, and Naz Foundation, page 19).

Anna Span (page 25) explained the difficulties experienced by porn actors with using condoms on set, and with marketing and selling porn films which feature what is considered 'too many' condoms. Terrence Higgins Trust (THT) in the UK, which created the Hard Cell website for safer same-sex BDSM (page 42), discussed the fact that 'pressure' groups, which often have religious affiliations, constantly monitor its publications, "looking for something to get 'scandalized' over" and to publicly lobby against THT's work, although this was not only related to projects with an erotic element. THT also said that the mainstream press has caused problems in the past for agencies doing supposedly 'controversial' sexual health promotion for gay men. "A lot of people won't understand why we're doing it, including a lot of gay men who may not



approve," said Richard Scholey from THT. Some country offices of social marketing company DKT International mentioned that they tread carefully to avoid censorship of or backlash against campaigns, by avoiding promoting products through certain mainstream media (e.g. they have avoided television advertising in Indonesia).

On the other hand, negative press was noted by DKT and another social marketing organization, HLL, as a positive, in that it generated publicity for their products.

In contrast, Susie Jolly of the Institute for Development Studies Sexuality and Development Programme, said that, while there have been some surprised reactions from donors, working on sexuality and pleasure has not been more problematic for their UK-based organization. The same was true for Sensoa in Belgium, with its 'Good Lovers' and 'Talk about sex!' campaigns for young people: they expected a backlash, but there was none, partly because they made the health intentions of their provocative campaign very clear from the outset. And Ngozi Iwere of the Community Life Project (CLP) in Nigeria, which works with couples in a faith-based

⁵ For example, see: Scott-Sheldon, L.A.J. & Johnson, B.T. (2006). Eroticizing creates safer sex: A research synthesis. *Journal of Primary Prevention*, Vol. 27, No. 6, Nov. 2006, 619–640. ⁶ Philpott, A., Knerr, W. & Maher, D. Promoting protection and pleasure: amplifying the effectiveness of barriers against sexually transmitted infections and pregnancy, *The Lancet*, Volume 368, Issue 9551, Pages 2028–2031.

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⁷ <http://marketingpractice.blogspot.com/2007/08/crezendo-passport-to-republic-of.html>



setting, said, "There has been no resistance within the churches because you can find a lot of things within the church to support pleasure in marriage... The success of this work is the whole package – it succeeds because it is in the broader framework of relationships." However, these are just a few experiences that practitioners have had in relation to the challenges of eroticizing safer sex.

How do sexual health counsellors and educators get people talking about sex and pleasure?

The Pleasure Project's own experience of getting people 'talking dirty' or discussing sexual issues is echoed in many of the examples from this research. For example, our trainings with CARE Cambodia's sexual health educators (page 48) and with counsellors from Positively Women (page 67), as well as St James Infirmary's experience counselling sex workers in the USA (page 68), indicate that creating a safe and non-judgmental space is an essential first step to get people comfortable talking about sex and pleasure. The CARE Cambodia training and the work of CLP in Nigeria highlight the importance respondents put on finding out what beneficiaries really want to know – in Cambodia, we found they wanted more basic information about sexual response, while CLP's experience was that men, in particular, wanted more than just information about HIV, they wanted to know about sex, drugs and, especially, impotency, which was a motivation for their extramarital sexual relationships. Some respondents also said that educators and

counsellors can often get people talking about sex and pleasure by telling them how to increase the pleasure for their partners (e.g. The Sambhavana Trust, page 21, Hindustan Latex Family Planning Promotion Trust's Velvet female condom campaign page 35, and TARSHI page 70).

Working either with single-gender groups or with mixed groups was noted as an important consideration by Empowerment Concepts in their work with faith-based communities in Mozambique and in **The Pleasure Project's** training for CARE Cambodia, where we facilitated more single-gender sessions at the request of participants. The need to engage men in discussions and activities related to sexuality, safer sex and pleasure – rather than only targeting and including women – was particularly noted by INCREASE and CLP in Nigeria. Simply asking the right questions was a notable factor in the work of St James Infirmary, where asking sex workers the novel question "What do you enjoy about your work?", allowed sex workers the space to talk about what they found pleasurable. This is often taboo, and for St. James Infirmary it was an invitation to in-depth and deeply personal conversations with sex workers about how to do their jobs while practising safer sex, both with clients and regular partners.

Finally, putting eroticization of safer sex and pleasure into the wider context of life and relationships is a crucial factor in some work, particularly with couples and faith-based communities (e.g. CLP and Empowerment Concepts), but also with men who have sex with men (Naz Foundation (India), page 19).

Throughout this research, we were excited by the level of creativity and depth of thought that sex educators and programmers are using to connect desire with safer sex – often in small or sparsely funded programmes, and in conservative environments where discussing sex at all is highly taboo. We hope this document reflects the pioneering spirit and brave efforts of these organizations, which are blazing a trail for sex-positive work around the world. It is now crucial to follow up this research by building a more comprehensive evidence base for sex-positive safer-sex work. We must identify where and with whom pleasure is an effective tool to promote safer sex, and scale up sex-positive programmes so they reach more people and begin to reduce the ill health and adverse consequences of unsafe sex worldwide.



“

I might undress for a living but I love to dress up for sex! The ultimate tools of seduction might include silky seamed stockings, dangerously high stilettos, and perhaps a tightly-laced corset... but always a nice snug condom. Safe sex is sexy.”

Dita Von Teese, burlesque performer and celebrity, in support of the MAC cosmetics Viva Glam project to support the MAC AIDS Fund (www.macaidsfund.org)

**campaigns and
communications**

Agenda Erótica Feminina

A daily dose of erotic sexual health

Contact Olivia Ortiz

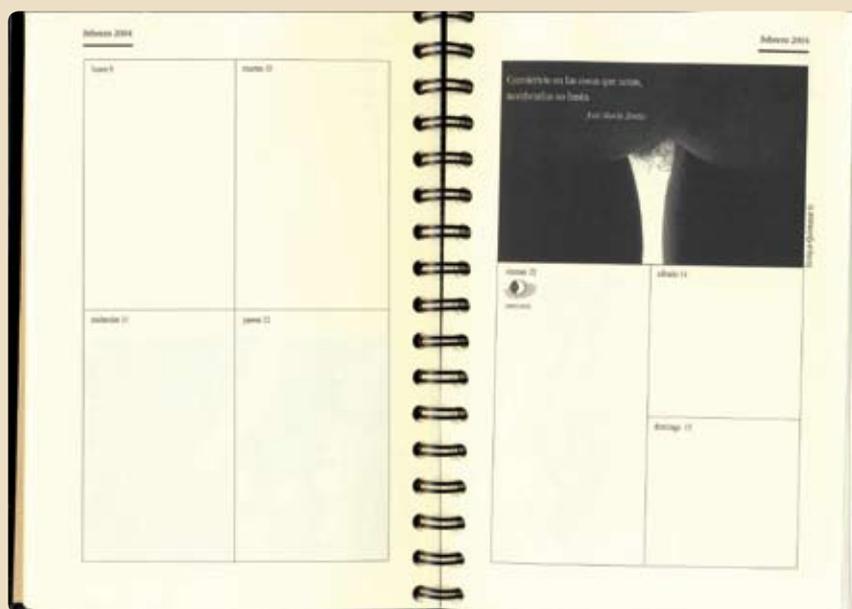
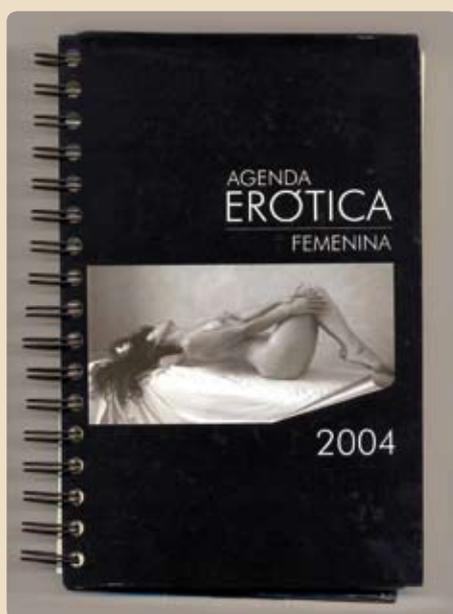
Generis, Instituto de Género y Salud Sexual, S.C.
Mexico, D.F.
Mexico

Tel +52 5862 4104
Email oliviaortizra@gmail.com or
genesigss@gmail.com

The Women's Erotic Agenda is a stylish diary/datebook featuring erotic photographs of women and men, and erotic and empowering poetry. It also includes an annex entitled "To enjoy responsibly", which provides detailed information about sexual and reproductive health, safer sex, and contact information for sexual and reproductive health and human rights organizations throughout Mexico.

Now in its eighth edition, the Agenda seeks to promote a sensual and pleasurable view of women's bodies and to encourage a responsible, well-informed

and satisfying enjoyment of sexuality. It is sold with a condom attached – in past years, this was a male condom, and in 2008 a female condom – to encourage safer sex. It is unique in providing information about sexual health and safer sex in a resource that people can use every day, and in a format that is accessible, interesting and, most of all, erotic. It is a daily reminder that sexuality and the human body can be exciting, enticing and beautiful, but that being sexually responsible – for the sake of our own health and our partners' – is vital.



Victorian AIDS Council

Tips for good lovin' for young gay men

Contact Mike Kennedy
6 Claremont St
South Yarra

Victoria 3141
Australia

Tel +61 9865 6700
Email mike_kennedy@vic aids.asn.au

'Out there! A sexual health guide for young gay men' was published by the Australasian College of Sexual Health Physicians, Australian Federation of AIDS Organisations and the Victorian AIDS Council. 'Out there!' uses common language, detailed descriptions, and sexy photos to help instruct readers on how to have better, safer sex. It was informed and written by the gay community, and includes

sections such as early sexual feelings, encounters, identity issues, coming out, HIV and STIs, and fine-tuning sexual techniques. There are a variety of safer-sex books in the mainstream publishing industry which include sexual techniques for safer sex, but this one is unusual in having been published by a public health body.

Brazil National STD and AIDS Programme

Great sex during (and after) Carnival

Ministry of Health
SEPN 511 – Bloco C

70.750-543, Brasília – DF
Brazil

Tel +55 61 3448-8000
Web www.aids.gov.br



Brazil has been one of the first countries in the world to stop associating AIDS with death in its publicity campaigns. Instead of following the trends of the time, Brazil decided in its campaigns to make respect for human rights paramount as well as giving people accurate information, bolstering self-confidence and providing incentives for condom use.”

Brazil National STD and AIDS Programme

Brazil's National STD and AIDS Programme has designed provocative and controversial HIV prevention campaigns over the last 20 years, particularly around Carnival. These campaigns have been aimed at the general population, for specific events (such as Carnival), and to groups such as men who have sex with men, teenage girls and sex workers.

Its 2008 campaign for Carnival features the cheeky slogan “Be good in bed, use a condom” and is aimed particularly at young women. The Programme also promoted a second message, for people living with HIV: “Whether or not you live with AIDS, use a condom and ensure your peace of mind”. A key element of its approach is targeting its campaigns. For example, the 2008 campaign was a response to the increasingly evident vulnerability of women to HIV. As such, the Programme created promotional materials that appeal to young women, in this case temporary tattoos and headbands.

In 2007, the slogan was “Use condoms and be happy during and after the celebrations”. According to the Programme's website: “The idea is that carnival revellers can keep their peace of mind after the celebrations by using condoms if they happen to have sex, thus ensuring their happiness and pleasure.”

These campaigns have been promoted through explicit posters and other materials, such as the “Safe sex is hot sex: you are not immune” poster, showing naked men and women embracing in provocative poses on a beach. And the organization has produced short films and radio spots, harnessing the power of celebrity spokespeople. And they have partnered with companies, such as Coca Cola, to distribute posters and leaflets. Carnival revellers often find self-adhesive posters affixed to walls in the toilets of bars and restaurants in large cities.

“Over the 20 years since the epidemic first started,” states the Programme's official website, “Brazil has been one of the first countries in the world to stop associating AIDS with death in its publicity campaigns. Instead of following the trends of the time, Brazil decided in its campaigns to make respect for human rights paramount as well as giving people accurate information, bolstering self-confidence and providing incentives for condom use.”

According to the Programme's website: “When putting a campaign together, a number of underlying factors have always been taken into account. These include assembling the correct epidemiological data, examining closely the various behavioural studies available, and encouraging groups and individuals from civil society to participate actively in the effort.”



Good Vibrations, Center for Sex and Culture, Marie Stopes International, and others – Masturbate-a-thon!

Center for Sex and Culture
www.masturbate-a-thon.com

Marie Stopes International
www.masturbate-a-thon.co.uk

“**The Masturbate-a-thon is about masturbation for a reason, and we want everyone who attends to help us send the message that masturbation is a positive, completely safe and erotic alternative, good for you, and just plain pleasurable!**”

from the Marie Stopes International Masturbate-a-thon website, www.masturbate-a-thon.co.uk

The first Masturbate-a-thon is credited to the US-based sex toy shop Good Vibrations (www.goodvibes.com) and to positive sexuality guru Carol Queen, who runs the Center for Sex and Culture. In 2006, Marie Stopes International (MSI) brought the Masturbate-a-thon to Europe, hosting, according to the event's website, “...a charity event, intended to encourage people to explore safer sex, talk about masturbation and lift the taboos that still surround the subject, by coming to a public place and coming in a public place!”

Masturbate-a-thons are public education events intended to increase the use of self pleasure as a strategy for safer sex and to de-stigmatize self-love. During the past six years, Masturbate-a-thons have raised over US\$ 25,000 for women's health initiatives and HIV prevention, education and treatment organizations, and has contributed to debates about safer sex and alternative safe methods of sexual expression in the US, in the face of harsh conservative opposition. The UK event was modelled on the US events, with specific ground rules, such as an 18-or-older age requirement, inclusion of people from all genders and sexual orientations, and prohibition of group and couple sex. There were different rooms at the event, for example, a comfort area, a women-only area, a men-only area and a mixed area. And organizers advised masturbators to “spend some time in the comfort area, which is a no-masturbation zone, to acclimatize and get comfortable before proceeding to one of the other rooms.”

“**...explore safer sex, talk about masturbation and lift the taboos that still surround the subject, by coming to a public place and coming in a public place!**”

from the Marie Stopes International Masturbate-a-thon website, www.masturbate-a-thon.co.uk

In preparation for the Masturbate-a-thon, participants ask friends and loved ones to sponsor them for a certain amount of money for every minute they masturbate during the event, the number of orgasms they achieve or simply for having the courage to participate. (Some participants even vowed to beat the US record 8 hours and 32 minutes.) At the event, each masturbator is assigned a monitor – someone who has been trained to be discreet, while monitoring the room to record the number of minutes the participant masturbates and/or the number of orgasms achieved.

According to the MSI event website, “The Masturbate-a-thon is about masturbation for a reason, and we want everyone who attends to help us send the message that masturbation is a positive, completely safe and erotic alternative, good for you, and just plain pleasurable!” Relaxing music, comfortable cushions on the floor, Moroccan-style décor, disposable paper towels and batteries (for sex toys) were all provided. And lubricant was provided by one of the event's sponsors, ID Lubricant.

“We are absolutely delighted with the response to this ground-breaking event,” said MSI's Tony Kerridge in the event press release. “Well over 100,000 people have logged on to the website since it went live just over two weeks ago, and the amount of media interest we have generated thus far means that we really have started to get people thinking and talking about masturbation and other forms of non-penetrative sex as safe, healthy and exciting alternatives to intercourse, which is one of the key aims of this event.”

Naz Foundation International

A resource library with a difference

India Contact

Shivananda Khan, Chief Executive
c/o NFI Regional Liaison Office

9 Gulzar Colony, New Berry Lane
Lucknow 226 001, India
Tel +91 522 2205781/2

Fax +91 522 2205783

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Tel +44 20 8563 0191

Fax +44 20 8741 9841

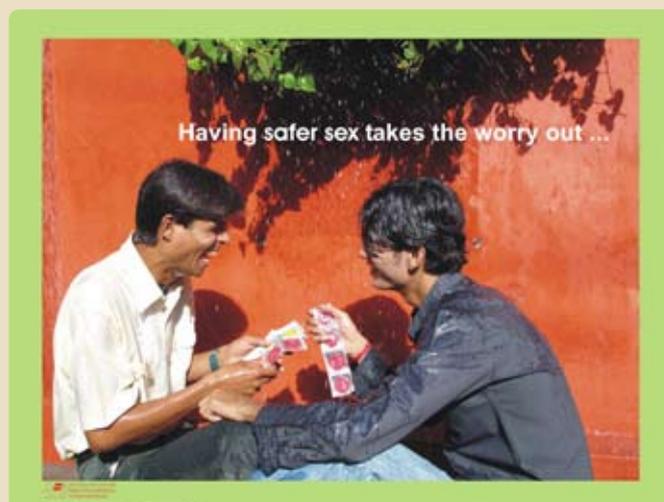
Email info@nfi.net

Web www.nfi.net

Naz Foundation International (NFI) works to improve the sexual health, welfare and human rights of men who have sex with men, and their partners. It does this by advocating for sexual, welfare and human rights, developing policies on these issues and providing technical, financial and institutional support to networks, groups and organizations for men who have sex with men in developing countries.

The organization hosts the NFI Library and Information Centre, which was established in 1997 at NFI's Regional Liaison Office in Lucknow, northern India, and currently contains over 1,300 books, documents, manuals, articles, reports,

international journals, toolkits, CDs, proceedings of conferences and symposia, and reference sources such as encyclopaedias, dictionaries, handbooks, biographies and periodicals. These resources focus not only on male-to-male sex, but also on a range of issues related to sexualities, gender, HIV, AIDS, human rights, law and youth, and including unique resources related to the eroticization of safer sex. NFI is in the process of developing a searchable database of its resources, and in the meantime, keeps an updated list of its collection on its website: www.nfi.net. NFI has also produced provocative posters which emphasize safer sex and pleasure, some featuring sexy images with a safer-sex message.



Oberlin University Sexual Information Center (Nearly) naked (safer sex) dance party for students

Oberlin University Sexual Information Center
Room 203
Wilder Hall

Oberlin College
Oberlin, Ohio
USA

Tel +1 440 775 8135

Email sic@oberlin.edu

Web www.oberlin.edu/stuorg/sic/safer_sex_night.html

An annual dance party aimed at educating university students about safer sex. In addition to all-night dancing (but no alcohol), the event includes demonstrations and workshops on safer oral sex, the ABCs of sex toys, and proper use of safer sex supplies. Educational posters cover the walls and educational videos (with an erotic twist) are shown

during the event. Staff members are available all night to answer questions, and over 4,000 condoms, dental dams, and lube packets are distributed. The dress code is the same for men and women: genitals and nipples must be covered (with whatever you like), otherwise, anything goes.

PACE

Getting sexy for gay and bisexual men

Contact Tim Foscett

PACE
34 Hartham Road
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N7 9LJ

Tel +44 20 7700 1323
Fax +44 20 7609 4909
Email info@pace.dircon.co.uk
Web www.pacehealth.org.uk

“
We work with sex... not with safer sex specifically – I think it’s because of this that our work is popular, [since] so many people get nauseous at the concept of safer sex.”

Tim Foscett, PACE, UK

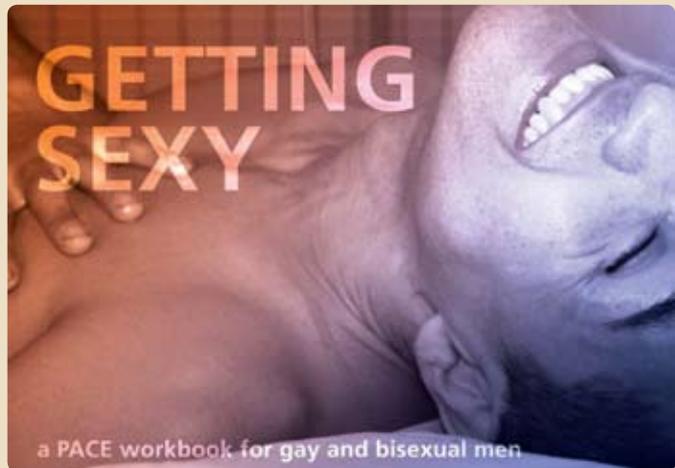
PACE is London’s largest mental health organization working with lesbian, gay, bisexual and transgender (LGBT) people. It provides counselling, groupwork, youth work, employment support, mental health advocacy and family support, as well as a telephone helpline which is available for family and relationship support and structured Telephone Counselling of up to six weekly 30-minute sessions.

According to Tim Foscett, Groupwork and Training Manager at PACE, “We are a sex-positive organization in that we see sex as an important and valued part of most people’s lives. We also know that many LGBT people find sex and intimate relationships one of the main areas of sexual health that they struggle with.”

According to Foscett, the tone and context that is set by its counsellors is important:

“
...if we set the context and tone well, people want to talk about sex.”

PACE will launch a new publication entitled Getting Sexy in 2008 – an interactive workbook for gay/bi men. It aims to help men explore, experiment with and enjoy sex more, and is a companion to Getting Ready (on self-esteem) and Getting What You Want (on friendship and relationship skills), both of which are published by PACE. Getting Sexy will feature three different covers to appeal to different users.



When asked if PACE works to eroticize safer sex, Foscett said, “Our approach has always been to work holistically. We work with sex ... not with safer sex specifically – I think it’s because of this that our work is popular, [since] so many people get nauseous at the concept of safer sex.” However, he also said that Getting Sexy includes information about ‘unprotected emotional intercourse, “... a little manifesto about the sexiness of emotional connection for people who have to or choose to use condoms, for instance, if you are in a serodiscordant relationship.”

Foscett said PACE has support from its funders, partly because “we are a community organization and at arms length from the NHS [UK National Health Service] – so we can get the work done without ‘embarrassing’ the NHS. NHS organizations that we have worked with have had a lot more interference from senior management about the content of their work.”

Getting Sexy will be available in May 2008 at www.pacehealth.org.uk

The Sambhavana Trust

Pleasure economics for male sex workers

Contact Jasmir Thakur, Executive Officer
Tel +91 982 023 8574

Email jasmir@rediffmail.com
Web www.samabhavana.org



We promote pleasure with economics: if a client feels good, they will call back... that's secure income."

Jasmir Thakur, The Samabhavana Trust, India

The Samabhavana Trust provides sex education and community development to male sex workers in Mumbai, to college students, and to the families of sex workers in an area of Uttar Pradesh. When asked if the HIV world is erotophobic, the Trust's Executive Officer, Jasmir Thakur, said:

"110% – they just miss obvious opportunities, like when a person gets a negative HIV result, this is an ideal opportunity to counsel about pleasure and safer sex – but they don't ... [For example,] Hindi films are all about pleasure – everyone knows it's about sex so we should use them ... Older women can tell dirty jokes here – it's socially sanctioned, so let's use that opportunity."

Thakur also felt that we need to recognize the potential morality in ourselves and how we might judge those we are educating – self-reflection needs to be another skill of the sex educator. "Sex educators often put their own bias and morals into their work – they think for their clients and act like Lord and Master."

"ABC [the US Government's 'abstinence, be faithful, use condoms' strategy] failed miserably, and if you want to use condoms consistently then the only power is making it a sex tool – there has to be a national pleasure policy and it has to go down to the last person in the hierarchy, [such as] the peer counsellor."

The Samabhavana Trust uses pleasure in its HIV prevention work through a variety of methods, for example:

- condom promotion for heterosexual men focused on 'making the pleasure last longer, and making her feel good through more pleasure'
- telephone helpline from Pune called Ehsaas (feelings), about sexual rights, law and sexuality.

Among men, the Trust promotes the idea that being 'masculine' is not about just having a dick – you also have to use it well. "We need to think about how to make condoms masculine, the 'notch on the belt' – condoms are not seen as manly, and the Indian male will do anything if you tell him it's manly, even jump off a high building."



Among sex workers, the Trust emphasizes that 'you are being paid to pleasure a client ... do it well, and he or she will call you back'. This came as a result of sex workers telling the Trust that having regular clients was necessary for economic stability. Thakur says that they advise sex workers to "Satisfy him – kiss, perform foreplay, use your tongue, do oral sex, ask them how they feel..." He says it is important in work with sex workers to promote "pleasure with economics: if a client feels good they will call back... that's secure income."

The Trust opens and underwrites bank accounts for its sex worker participants, who otherwise cannot open bank accounts easily. The men must keep a minimum balance of Rs1000, and if they fall below this level, the Trust's counsellors are notified and use the situation as a prompt to find out why the income is not coming in, and how to improve client call-back rates, in part by using pleasure tactics. For Samabhavana Trust, pleasure becomes a matter of economics.

SAATHII

Sensual suggestions for male-to-male masseurs

Calcutta Office
Contact Anupam Hazra

CD 335, Sector I, Salt Lake
Calcutta 700 064
West Bengal, India

Tel +91 33 2334 7329
Email saathii@yahoo.com
Web www.saathii.org

SAATHII (Solidarity and Action against the HIV Infection in India) is an NGO helping to build the capacity of individuals and organizations that work on HIV, AIDS and sexuality in India, through research, technical assistance, advocacy and networking. Its Calcutta office undertook a study in West Bengal State exploring notions of pleasure in male-to-male sex in India, asking the question: 'Can introducing 'elements of sensuousness' in the way male-to-male sex is perceived and experienced in India make it safer in terms of STI/HIV infections?'

The study used personal interviews with key informants in the male-to-male sex community, including massage parlour owners and masseurs (a lot of commercial male-to-male sex takes place in massage parlours). Study findings highlighted the following aspects of male-to-male sex in India:

- the language of male-to-male sex is largely aggressive, with sex often associated with violence and power dynamics ("If one can make another person lie below him in bed, then he has more power..." said one informant in the study.)
- oral and anal penetration are common
- the number of sexual partners is seen as an indicator of status
- among many 'feminized' men, aggression, power and force or rape are not seen as major issues when it comes to gaining sexual satisfaction
- aggression increases the chance of unsafe sex
- according to one respondent: "When one meets a good (looking) guy in the train or bus, they try to have sex by whatever means (and) wherever possible, so they can hardly think of condoms then."

Based on the findings of the study, SAATHII then asked 'What can be done to make sex safer for men who have sex with men without reducing its pleasure quotient?' A change in existing laws against same-sex sexual behaviour, obscenity and commercial sex were named as key changes, but: "The task, of making society accept sex as a means of getting pleasure, and that non-penetrative (sex) is also pleasurable, cannot be achieved overnight; so we

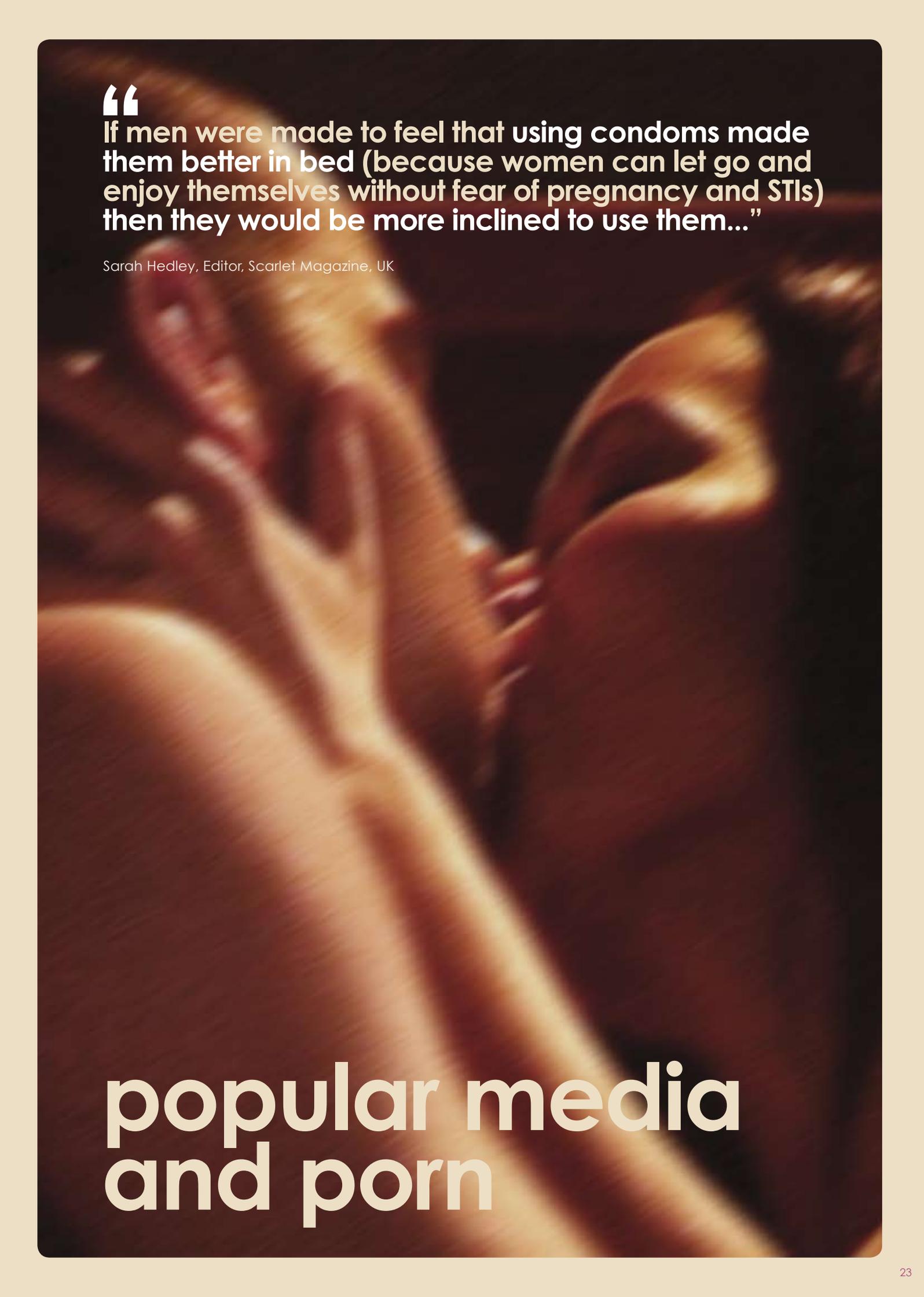
need to find out more immediate and practical approaches which can be implemented easily."

Some of the suggested actions include encouraging sex education in schools which expands the meaning of 'sex' to include non-penetrative acts, and training masseurs and the owners of massage parlours to promote safer and more pleasurable sex. For example, the study authors suggest that:

- each massage parlour can have a trainer skilled in training masseurs to give pleasurable sexual services without compromising their or their clients' health and well-being;
- training can be given during duet sessions or through discussion with the masseurs or by experienced masseurs;
- regular feedback should be sought from clients to assess the masseurs' performance and the feedback should be shared with the masseur so that he can get additional training if needed; and
- individuals can be trained in the art of lovemaking, using films, flip charts or books (with cartoons and photos of models enacting sexual poses).

SAATHII has now started a Sensuousness Action Research Project (SARP) based on the findings of the study. Initially, it will test the efficacy of behaviour change communication (BCC) materials which incorporate elements of sensuousness in making male-to-male sex safer as well as pleasurable. The BCC materials will include a short film, small booklet and training workshop module. The film is a short feature set in a massage parlour, where the massage parlour owner deals with a client wanting a sexual massage, and a masseur deals with the client and negotiates safer sex. The film is being made using sensuous still photos with a voice-over narrative.

Other actions are also planned by SAATHII, and the study has illuminated a wide range of priorities which could go a long way towards increasing safer sex in male-to-male sexual encounters by working within existing notions of sensuality and pleasure, while also helping to change some of the norms, beliefs and legal and social issues that prevent safer sex and well-being.



“

If men were made to feel that using condoms made them better in bed (because women can let go and enjoy themselves without fear of pregnancy and STIs) then they would be more inclined to use them...”

Sarah Hedley, Editor, Scarlet Magazine, UK

popular media
and porn

Selina Fire

Sex blogger who says safe sex is kinky sex

Web <http://selinafire.blogspot.com>



He could only take a few thrusts, gently cradling my head until he moaned, "I'm gonna cum if we don't stop. I want to fuck you." So I stopped sucking him. He got on top of me and we rolled on a condom. I helped him put his dick in my wet pussy and he did his hard driving, fast fucking - slam! slam! slam! It felt so good and hard, so deep. Nice to feel so well filled."

Selina Fire, from the story 'Lovers' Posse and more Summer Parties'

Selina Fire is a sex blogger and writer with a difference – she writes hot, outrageous, filthy stories about her life, and knows how to make safer sex hot without it being a big deal. Her sex blog is "Sex in the City—The Real Version," through which she tells the tales of "A 48 year old New York City woman's sexual adventures." She also writes a column for Penthouse

Forum magazine, and last year dedicated a whole column (April 2007) to ideas for kinkier safer sex, including mutual masturbation, tit sex, fisting, getting her partner to come on her face, and exhibitionism. Selina writes about safer sex in such an arousing way that you cannot fail to see how it can be sexy and how much she enjoys it.

Sex in the City - The Real Version: Shall I Write Tonight?

<http://selinafire.blogspot.com/2008/01/shall-i-write-tonight.html>

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SEX IN THE CITY - THE REAL VERSION

A 48 YEAR OLD NEW YORK CITY WOMAN'S SEXUAL ADVENTURES.

This website is strictly for adults. Visitors must be over 18 years of age.

MONDAY, JANUARY 21, 2008

Shall I Write Tonight?

Things are just so intense I can't keep up. Tonight Martin asked: "Wouldn't you rather be fucking me than writing?" The answer is, of course I'd rather be fucking you. I'm a sex addict, addicted to your cock, Martin.

Tonight I put on my white vinyl nurse's uniform and black latex surgical gloves. It's time to give Martin an enema. It's only the second or third time he's let me help him do this, but this time I have had more practice, and I keep getting better at it.

First he has to pee. I hold his dick for him, and we pee straight into the bowl. I'm getting good at this by now, too. "Give it a little suck," he says, hoarsely, and so I do: just a tiny piss drip on the tip of his

Welcome fans of [Suzanne Portnoy](#)

ABOUT ME

SELINA FIRE
NEW YORK, NEW YORK, UNITED STATES

I am an unashamed intellectual, sex goddess and life-long New Yorker. I love Young Adult fantasy and Victorian porn. Rock'n'Roll was my life for many years. These days, for sanity I'm listening to obscure 60's psychedelia and watching the Diana Rigg episodes of The Avengers. I'm reading Pamela Des Barres' new book "Let's Spend the Night Together," Chaucer, Carolyn Forché's poems, Ted Hughes' "Birthday Letters" to

Done

Anna Span Easy on the Eye Productions

Contact Anna Span
Easy on the Eye productions

The Old Bakery
Ashley Gardens,
Rusthall, Tunbridge Wells

Kent, UK
TN4 8TU
Email anna@easyote.co.uk

“

I put condoms in films when people [actors and actresses] ask to use them, and also if the story requires it, like a 1950's set piece or medical piece.”

Anna Span, Easy on the Eye Productions, UK

Anna Span started shooting porn films after graduating from art school in 1998. It was there that she wrote her dissertation 'Towards a New Pornography', in which she considered what a female perspective on porn would look like. She sees it as one of the last underdeveloped or unexplored areas left in film. Since 1999 she has made television programmes, written books, and released nearly 30 explicit erotic films, both softcore and hardcore. Anna calls her films soap operas with sex, and works to appeal to women who want more characterization and build-up to the sex, which is usually missing in other heterosexual films.

She has also broken new ground by not only including, but featuring, male and female condoms in some of her films: 'Uniform Behaviour', 'A&O Department', and 'Do the Business'. "I put condoms in films when people [actors and actresses] ask to use them, and also if the story requires it, like a 1950's set piece or medical piece," said Span.

But Span admits it is not always easy: there are challenges with distributors, who are not keen on condoms in films and see them as less marketable, and with some actors, who don't want to lose their erections by using condoms.

"Using the female condom is very difficult in films. In 'A & O Department' and 'Uniform Behaviour', none of the models or crew could follow the instructions on the back of the pack, regardless of our joint experiences in the world of sex. It just kept coming off on the guy's dick – so we just carried on using it like it was a normal condom. Interestingly, the condom almost fit one guy – just goes to show how big these guys are!"

"As for male condoms, some guys lose their hard-ons when they put a condom on, which means they have to rip it off in order to masturbate and then start using a new one. Some scenes they get through seven or eight of them and it makes the day much longer. Male porn stars become a little desensitized in their penis, because they use it so much and because the thrill lessens in time, so using condoms can make this worse. This is the main problem with condoms in porn films for me. It means that I have to be careful what guys I use, which ultimately ends up with less choice of men for women to view. This is why I sit on the fence and say that I will include condoms in a scene if one of the models wants to use them – or if the story requires them – rather than include them in all films. I have to balance making porn for women and being a responsible producer."

“

...some guys lose their hard-ons when they put a condom on, which means they have to rip it off in order to masturbate and then start using a new one. Some scenes they get through seven or eight of them and it makes the day much longer.”

Anna Span, Easy on the Eye Productions, UK

Chi Chi LaRue Safe Sex is Hot Sex campaign for condoms in gay porn

Web www.safesexishotsex.com



What we are seeing now is drastically different [than in the past]. We are seeing movies with 18-year-old twinks being gang banged without condoms. We are seeing... 20-year-olds in the UK who have reportedly become HIV-positive after making their first porn."

Chi Chi LaRue, Safe Sex is Hot Sex website, USA

Chi Chi LaRue (a.k.a. Larry David Paciotti) is an erotic film director, drag queen and performer in the USA. She is considered one of the gay adult industry's most successful directors, and also directs straight and bisexual erotic films. A long-time advocate for condom use in gay porn, LaRue announced she would no longer produce films for Vivid Video in 2006 because they adopted a condom-optional policy. In recent years LaRue created production company Channel 1 Releasing, which requires actors and actresses to use condoms in all of its films.

In response to recent reports of a rise in HIV among gay men and an increase in 'barebacking' (anal sex without condoms) porn, LaRue created a four-minute video public service announcement (PSA) explaining the risks of barebacking porn, and the responsibility of porn consumers to avoid barebacking porn in order to protect the health and lives of porn actors. The video features La Rue (both in drag and as Larry Paciotti) speaking to viewers about condom use, with the message to 'wrap it up' because 'safe sex is hot sex', while gay porn video clips run in the background.

Launched in early 2008, the PSA has been shown on gay porn sites and blogs, covered by the media, including the New York Times and the BBC, and received support from the US Centers for Disease Control (CDC), the Journal of the American Medical Association, and other medical and media organizations.

Said LaRue of her decision to make the PSA (from www.safesexishotsex.com):

"When I moved to LA in 1987 and took a job in promotions at Catalina Video, the AIDS crisis was in full swing. I lobbied hard to ... get condoms on the models. I would like to think that some of my persuasion helped make condom movies a reality. Since then, gay porn has helped lead the way in showing gay men how to use condoms, how to have safer sex and removed some of the stigma that was associated with condoms at the time."

"When I first started seeing barebacking titles appear, of course I was disappointed and very outspoken. The fact is that it was pretty obvious to most that the models 'appeared' to be HIV+ and were having unsafe sex with what 'appeared' to be other HIV+ models. Again not something I have ever heard was recommended, but in any case, it is something that does seem to be more readily practiced in the gay community. What we are seeing now is drastically different. We are seeing movies with 18-year-old twinks being gang banged without condoms. We are seeing ... 20-year-olds in the UK who have reportedly become HIV+ after making their first porn."

Fatale Media

Steamy lesbian safer-sex porn

Nan Kinney, President and Producer
Christine Cassidy, Vice President and
Marketing Director

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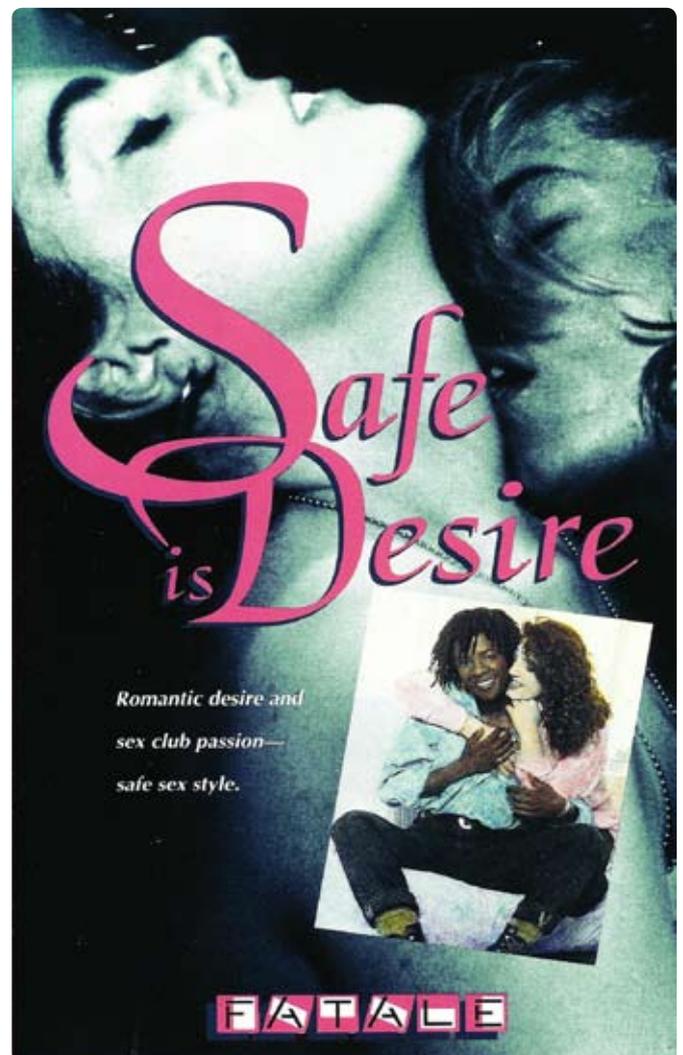
“**Fatale’s goal has always been to portray images of sexuality that mainstream adult producers overlook, so exploring and eroticizing safer sex for women fit perfectly with that goal.**”

Nan Kinney, Fatale Media, USA

Fatale Media produces and markets lesbian erotica, including ‘Safe is Desire’, a safer-sex lesbian film described as “raw lust and passion with a heart”. According to Fatale Media President, Nan Kinney, “Fatale’s goal has always been to portray images of sexuality that mainstream adult producers overlook, so exploring and eroticizing safer sex for women fit perfectly with that goal.”

“In San Francisco in the early 1990s, HIV was taking a huge toll on the gay community,” explained Kinney. “Fatale was one of the very few companies producing porn made by and for lesbians, and we felt it was important to produce a video that addressed safer-sex issues and techniques for lesbians. Although the transmission of HIV between women is low in numbers, we knew there were other ways for HIV to affect women; for example, some lesbians have sex with men, or use needles. And safer-sex techniques are important not just in preventing HIV but all the other STDs as well.”

Kinney said that Fatale wanted to show that safer-sex techniques don’t have to be a turn-off; they could be a turn-on. For example, instead of using the thick dental dams that were recommended for oral sex, why not have fun with wrapping your partner up in Saran Wrap™ [cling film]? Or, changing the condom on your strap-on makes it easier to switch from anal sex to vaginal sex and barely miss a beat. According to Kinney, “These sorts of sexy tricks can really change people’s attitudes around safer sex.”



“**Instead of using the thick dental dams that were recommended for oral sex, why not have fun with wrapping your partner up in Saran Wrap™?**”

Nan Kinney, Fatale Media, USA

Modern Loving I and II

Hot instructional films for hetero couples

Director Suzanne Noble

Available at www.passion8.com



Slowly and carefully tear open the packet, learn to love the sound of the tear..."

Suzanne Noble, *Modern Loving I and II*

Modern Loving I and II are erotic instructional videos for heterosexual couples that feature sexy safer sex. They show real couples trying out different sexual techniques and positions as a way to help viewers improve their sex lives. **The Pleasure Project** provided condom consultancy on set to ensure that the sex is always safe but the film is still sexy.

Scenes include a woman masturbating with a female condom; a man using a female condom for anal sex with his partner; a man going down on his partner using a dental dam; various examples of male condoms and lube; and a multitude of non-penetrative, super-sexy techniques.

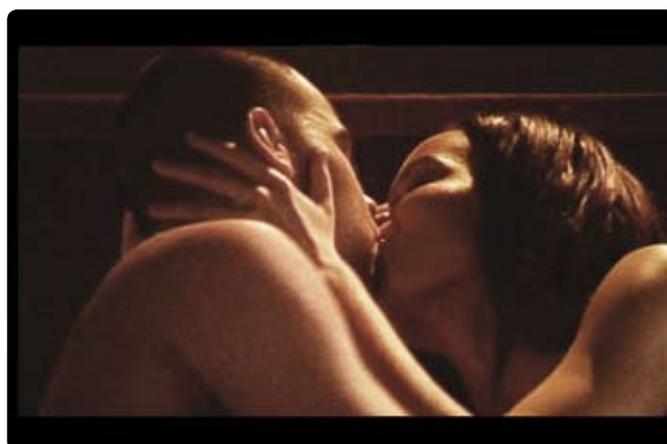
In *Modern Loving I*, the film's narrator instructs: "If you fancy trying the female condom, ask your man to give you a hand ... The outer ring stays on the

outside and rubs against the clitoris for extra impact. Your man also gets off by feeling the inner ring rub against the head of his penis."

There are also candid comments from the actors and actresses, with their respective partners. According to one of the actors, "I enjoyed everything today. For me it was a first with Femidom [the female condom] ... it was great. I mean, at least I've got an idea of what it looks like and feels like."

A scene featuring the male condom suggests, "Slowly and carefully tear open the packet. Learn to love the sound of the tear."

The safer sex in the films is a beautiful coincidence and a subliminal message: that safer sex is sexy. *Modern Loving I and II* don't talk about STIs or HIV; instead they show safer sex as the norm and as a turn-on.



Scarlet 'Cliterature' and sexpertise in a mainstream magazine

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“

...all [of our] erotic fiction stories feature condom use. It's referred to in an evocative language that invites the reader to be aroused when they hear the crisp, enticing tear of the condom packet, the naughty, sharp twang of rubber... ”

Sarah Hedley, Editor, Scarlet Magazine, UK



Scarlet is a national women's lifestyle magazine that incorporates an erotic fiction magazine (Cliterature) – which aims to promote a safe and full sex life for women – in a package that also offers fashion, beauty, celebrity and political features. The Cliterature section prints readers' sexy confessions, erotica book extracts and original erotic fiction from the world's leading writers, designed for bedtime reading. The magazine also features sex toy reviews, 'sexpertise' (sex tips) from leading sex educators, and profiles of iconic female sexual adventurers, such as Anais Nin and Germaine Greer.

“From the very start, Scarlet has promoted safe sex through a policy of eroticizing condom use,” explained its Editor, Sarah Hedley. “We do not feel that lecturing people about what they already know, or scaring them with STI statistics is effective in changing the way people view safe sex ... As house policy all erotic fiction stories feature condom use. It's referred to in an evocative language that invites the reader to be aroused when they hear the crisp, enticing tear of the condom packet, the naughty, sharp twang of rubber... We don't gloss over it – we enjoy it. We indulge in it. By eroticizing condom use, the presence of condoms becomes part of sexplay, rather than a problem.”

Elsewhere in the magazine, Hedley explained, they work closely with leading condom companies to prove that condoms play a valid role as sex toys, promoting their various benefits such as helping to prolong sex and enhance sensation. She has also personally visited the world's largest condom production plants in Bangkok and Barcelona to verify first-hand the rigorous safety checks and high production values used in manufacturing the condoms that are sold in Britain. And Scarlet offers free advertising space to the

Government to promote safer-sex campaigns.

The response from readers, Hedley said, has been positive, with women saying that the magazine has changed their views about condom use, and helped them to use condoms as a way of improving their sex lives. “Our readers with teenage children have written to say they let their children read the magazine as they feel it provides safe, sex-positive education that is missing in schools today.”

Moving forward, Scarlet would like to help the Government in planning and developing sex education in a way that young adults can relate to and benefit from.

Hedley explained that the magazine had a mixed response in the beginning. At first, magazine sellers said that a magazine catering to female sexuality would not sell because “women just aren't interested in sex”. “An utterly laughable notion,” said Hedley. Three years on, and circulation continues to grow. More and more vendors are distributing Scarlet and increasing the number of their stores in which they stock it, to include major mainstream bookshops and supermarket and pharmacy chains.

According to Hedley, “If gender stereotyping was to be used to promote safe sex, then the following angle could be taken: if men were made to feel that using condoms made them better in bed (because women can let go and enjoy themselves without fear of pregnancy and STIs), then they would be more inclined to use them; if women knew that men were more likely to respect a woman who insisted on condom use, then they may be more inclined to make condom use mandatory.”



“

...score yourself some packs of PREMIERE condoms in their Ultra Thin and Dotted varieties. Place them in a bed-accessible spot to keep the make-out momentum going and have her take her pick. Then, once she's 'dressed you up,' ask her what she wants you to do to her and fulfil her fantasies.”

From DKT Philippines website, www.frenzy.com.ph

social
marketing

ProSexHot Website Bem-Estar Familiar no Brasil

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Web www.bemfam.org.br

BENFAM (Bem-Estar Familiar no Brasil) is a national organization providing sexual and reproductive health and rights services and support throughout Brazil. In addition to its health services, it has a social marketing male condom brand called ProSex (www.prosex.com.br) and a highly provocative sister site – www.prosexhot.com.br – which sells ProSex condoms along with a whole range of sex toys and accessories. The site places condoms and lube at the top of the list of products, but otherwise it appears to be an erotic products site, complete with a steamy photograph of a lingerie-clad woman on a bed, which appears upon reaching the site. Here the visitor is notified that the site is for adults only.

Within the site, images of the many sex products on offer run across the top of the screen. If a visitor clicks on 'condoms', several different ProSex male condoms and packages appear, while images of erotic DVDs and games, vibrators, butt plugs, lube, lingerie and other goodies scroll across the top of the page.

There is no indication that the website is part of the work of a health organization, which helps to prevent association of sex with disease and prevention.



DKT International Earth-shaking condom vibes

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Email info@dktinternational.org

Web www.dktinternational.org
www.frenzy.com.ph
www.temperospessoais.com.br



It seems almost obvious that pleasure should be a factor in promoting condoms – they are unique among contraception in that they are shaped like an erect penis...”

Phillip Harvey, Founder, DKT International

DKT International is a family planning and HIV prevention social marketing company, with programmes in 12 countries. According to DKT's Founder, Phillip Harvey, "It is logical to make the association between sexual pleasure and condoms." But selling condoms using pleasure messages (what he calls the 'pleasure platform') has been stronger in an AIDS context than in a family planning context. "The family planning sector has tried to take sex out of the contraception dialogue," he explained. "Promoting condoms using pleasure in the AIDS context – rather than the family planning context – has been both more widely used and accepted, but we don't know if it has been more effective."

While he admits the idea that condoms are not pleasurable has a lot of truth behind it, Harvey explained that one survey DKT did with condom users had a male respondent say that he gets off on condoms. Harvey said for some people condoms are a turn-on, but this is not true for the majority. For most, they feel condoms reduce sensation and pleasure. "So we try to compensate for this by adding ribbing, studs, cock rings, etc."

In the Philippines, DKT's Premiere brand of male condoms features the strapline "Hang on for the thrill..." on its provocative website, with erotic instruction to help men become fantastic lovers (www.frenzy.com.ph).

It is packed with great sexy tips, such as: 'Seven scorching ways to a thrilling vacation', which includes "Strengthen your legs through wall [rock] climbing. It's a great warm-up to many more positions beyond missionary!", followed by "But don't forget the right equipment – always keep a pack of Premiere within reach during sweltering holidays." That is just a taster of the sex advice available on the site, which is always accompanied by sexy reminders to have the 'right equipment on hand' and clever and insightful tips for negotiating condom use with lovers.

DKT Brazil's new online erotic store – Temperos Pessoais ("Personal Spices"), www.temperospessoais.com.br –

prazer

www.umprazeramais.com.br

AFFAIR SENSATION é o preservativo para quem busca LIBERDADE em todos os sentidos. Com feitura anelada e a PONTA MAIS FOLGADA, AFFAIR SENSATION dá muito MAIS PRAZER e acaba com a sensação de aperto.

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PRESERVATIVOS LUBRIFICADOS

UM PRAZER A MAIS

sells safer-sex supplies along with sex toys, lingerie and other erotic accessories. One of its most controversial campaigns was launched in response to a survey of men who have sex with men, who said they wanted a campaign focused on positive things like pleasure and respect, not disease, and felt condom use should be portrayed as sexy. In February 2006, DKT Brazil launched the Affair brand for gay men, including the Affair Sensation condom – a 'baggy' condom, with more room at the closed end to allow for more friction at the end of the penis – and Affair water-based lube. The Affair marketing campaign featured sensual images on billboards, point-of-sale materials, and a website with dance music, a quiz, health information and sexy images. Billboards with images of men touching and kissing were taken down when

the Advertising Council received “a few complaints of ‘inappropriately excessive public sensuality’” during Carnival month (a time when the streets are filled with excessive public sensuality). The negative responses, though, generated hot debate in the media, and sales were up 33% in 2006.

In 2008, DKT Indonesia introduced the Fiesta Earthquake condom, which comes with a vibrating cock ring that aims to provide “30 minutes of intense pleasure for you and your partner”. The campaign was launched in Jakarta, during a live performance by Paul Van Dyk, one of the world’s most popular DJs, which was attended by around 20,000 people. One week before the launch, DKT distributed Fiesta Earthquake to Circle K 24-hour mini-markets, and it is now available in pharmacies and other mainstream shops. They are promoting it through print advertising in national lifestyle and men’s magazines, and starting a campaign called Fiesta Earthquake Event Series –



Disco Fiesta. This will involve DKT staff travelling to four major cities in Java to hold eight events featuring top Indonesian DJs. During the discos, sales promotion ‘girls’ will sell the condom at a 40% discount and offer customers a Fiesta Mix Anthem CD for free. According to Pierre Frederick, a Brand Manager at DKT Indonesia, “I am still hesitant to use TV ads for this product because, if it is over exposed ... religious groups here may complain about this particular product. In the meantime, we’ll stick with print, radio and most of all the ‘word of mouth’ campaigns.”



Two-thirds of all social marketing in the world is done by DKT and Population Services International (PSI), and a lot of that social marketing (including DKT’s and PSI’s) uses erotic messages or images to sell condoms. According to Harvey, “Social marketers have been out front on this because sex has always been such an important theme in advertising generally, and social marketers are marketers.”



Female Health Company

Fun sex with female condoms



Contact Robbie Nelson, Director of Programmes and Sales
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“
The NGOs we work with, which have had pleasure trainings from The Pleasure Project, are not only making it easier for people to talk about condoms, but they are showing people how sex can be fun with condoms.”

Robbie Nelson, Director of Programmes and Sales, Female Health Company, UK

The Female Health Company (FHC) manufactures, markets and sells the female condom, the first and only female-initiated barrier method that is safe and effective if used correctly and consistently and provides dual protection against the transmission of STIs, including HIV, and unintended pregnancy. The female condom is currently sold or available through various channels in 108 countries. Currently, there are public sector female condom programmes in various stages in more than 90 countries.

According to Robbie Nelson, FHC's Director of Programmes and Sales, FHC seeks unique and valid ways to get men and women to talk about safe sex, and pleasure-focused work is helping to create comprehensive approaches that elicit surprise, raise awareness, and generate discussion around barrier protective methods. "This is a great way to normalize and de-stigmatize the female condom."

FHC has provided key support to organizations advocating for a more sex-positive, pleasure-focused approach to the female condom. This has included supporting counsellors from Positively Women (www.positivelywomen.org.uk) to receive pleasure-focused training for the promotion of female condoms among HIV-positive African women in London, UK; funding for 'Sexy tips for female condoms' communications materials, which have been distributed at conferences and trainings worldwide, and appeared in Positively Women magazine; support for **The Pleasure Project** to promote the female condom as a sex toy at conferences and other events; and pleasure promotion of the female condom at the National African HIV Conference in London in 2008.

"The innovative approach of eroticizing the female condom is already having an impact," said Robbie Nelson, FHC's Director of Programmes and Sales. "The NGOs we work with, which have had pleasure trainings from **The Pleasure Project**, are not only making it easier for people to talk about condoms, but they are showing people how sex can be fun with condoms."



The Female Condom, image courtesy of the Female Health Company website (www.femalehealth.com)

Hindustan Latex Limited and Family Planning Promotion Trust (HLFPPT)

Your passport to 'The Republic of Pleasure'

Contact Kavitha Potturi,
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Family Promotion Trust

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Email kpotturi@hlppt.org
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www.moodsplanet.com

Hindustan Latex Limited (HLL) is an Indian-Government-owned health care company which produces and sells male condoms and other health care products. Its Moods brand of male condoms is sold in part through the Moods Planet website (www.moodsplanet.com) – a super-sexy interactive site, with an online community forum and chat area, condoms for sale (in the Rubber Room), sex tips and Q&A, sensual screensavers (at the 'G-spot' section of the site), music downloads (MoodTunes), and information about safer sex.

In 2007, HLL launched the Crezendo condom, which features a vibrating (cock) ring at its base and is marketed as providing "ultimate pleasure by producing strong vibrations". The leaflet with the pack describes it as a "passport to 'The Republic of Pleasure'", and says the ring is designed to take a couple through a "20-minute joyride through the realms of vibrating pleasure". It also includes information inside that "the vibrating ring can be used without a condom for self-pleasure." But HLL faced strong opposition to Crezendo from government officials in the state of Madhya Pradesh, who accused HLL of selling a 'sex toy' in the guise of a condom (the sale of sex toys is illegal in India). Critics said that the Government should not sell products to promote sexual pleasure, but only for reproductive health and HIV prevention. HLL explained that Crezendo was designed to address low condom use rates, which surveys showed was due to people not finding condoms pleasurable. Fortunately, the controversy generated widespread publicity and may have contributed to robust sales of Crezendo, even in Madhya Pradesh.⁷

HLL's social marketing arm, the Hindustan Latex Family Planning Promotion Trust (HLFPPT), markets a number of brands, including the Velvet brand of female condoms, which were introduced after a previous attempt to promote the Confidom brand of female condoms without much sales success. Velvet female condoms feature the strapline "get closer" and use other elements of pleasure for promotion. Sales of the female condom have improved since Velvet was launched, with a 63% re-purchase rate among users. As of early 2008, HLFPPT had sold 600,000 female condoms in six months in six states in India – much higher than projected. HLFPPT sells the product through a variety of channels, including at parties with Valentine's Day themes.

“
Health providers don't see sex as pleasurable. It will need a huge paradigm shift.”

In its public sector promotion of Velvet, HLFPPT uses pleasure as a topic in its workshops and as a reason to use the female condom. This approach arose in the initial research on promoting female condoms, where men were saying they don't use male condoms because they are tight and reduce pleasure. When they were asked to define pleasure they said 'warmth, wetness and natural to touch'. So in its public- and private-sector promotion of Velvet, HLFPPT emphasizes that the female condom provides added warmth (the polyurethane it is made of conducts heat better than latex), better lubrication (because it can take any kind of lube, both water- and oil-based) and many people say it feels more like skin to skin during intercourse. In the public sector, the HLFPPT markets the female condom specifically to sex workers who want a product to use with regular boyfriends, not clients, by talking about the warmth of the product, the extra lubrication and how it feels.

According to HLFPPT's National Programme Manager Kavitha Potturi, to promote the pleasure benefits of the female condom: "We should move beyond the obvious – what else interests people in safer sex? ... [for example,] men like to insert the female condom into women and find it very exciting."

When asked if the sexual health practitioners she works with have any personal barriers to discussing pleasure, Potturi said, "Health providers don't see sex as pleasurable. It will need a huge paradigm shift. I've attended so many trainings where people tell me only about protection. [HLFPPT] have consciously moved to the benefits and advantages of the female condom, not only pleasure, but better quality of life, confidence, making your own decisions ... it's a ripple effect: when I make a good decision it is a turn-on, or if I know I have financial security it is a turn-on..."

⁷ <http://marketingpractice.blogspot.com/2007/08/crezendo-passport-to-republic-of.html>

Marie Stopes International Australia Pinky Bits the Sex Fairy meets the big 'O'

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Marie Stopes International (MSI) Australia is part of the global MSI partnership, a UK-based registered charity providing sexual and reproductive health care services to people in 38 countries. MSI was established in London in 1976, and grew out of the organization originally set up by Dr Marie Stopes, the family planning pioneer who opened the UK's first family planning clinic in 1921.

In 2007, MSI Australia teamed up with feminine hygiene company Cottons to launch the Vixen male condom brand, which, according to MSI Australia's Alice Clements, was developed in response to the fact that condoms are generally marketed to men, and are located near male shaving products in shops. Vixen condoms are packaged in a stylishly designed tin that appeals to women and which slips easily into a handbag, and are being sold near other feminine hygiene products in shops. The condoms themselves are ultra-thin and pink, and are individually packaged within an easy-to-open peel-back pack, as opposed to the traditional foil packet.



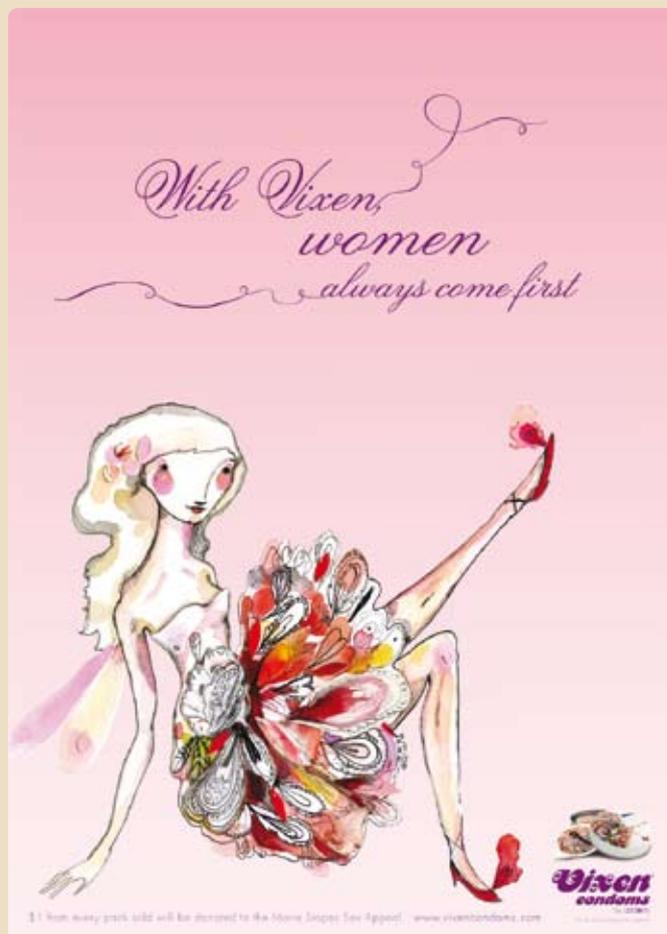
Vixen was created as a way for women to be in control of their sexuality and to reduce their embarrassment with purchasing and carrying male condoms. However, the accompanying marketing resources and clever advertising are the keys to Vixen's erotic appeal. The product's website (www.comebeautifullyprepared.com) features Pinky Bits the Sex Fairy, wearing a frilly skirt and spreading her legs – peacock style – above the strapline 'Coming, coming, coming ... come beautifully prepared'. In the animated short video 'Pinky Bits the Sex Fairy Meets the Big O', Pinky Bits "mounts her favourite pony, Roger..." and goes on a journey filled with sexual innuendo and euphemism that is funny, sexy and ends in Pinky Bits finally finding the big 'O'.

Even the safer-sex information on the Vixen site is eroticized: "Time to get it on ... With the right technique, rolling the condom on for him can be sensational foreplay..." and "With a few drops of (water-based) lube and a couple of swift strokes, you'll help him to forget he's even wearing one."



“
Time to get it on... with the right technique, rolling the
condom on for him can be sensational foreplay...”

Vixen condoms website, Marie Stopes Australia



Also, Vixen condoms are being sold to raise funds. "Do it for charity," the packaging says. "\$1 from the sale of each pack goes to the Marie Stopes Sex Appeal – to improve women's health in developing countries and Indigenous Australia." Despite lacking the marketing budget of its competitors, 13,000 Vixen condoms were sold in Australia and New Zealand between May and December 2007, and the launch is ongoing. Plus, there are indications that some gay men also find the design of Vixen appealing.

“**With a few drops of (water-based) lube and a couple of swift strokes, you'll help him to forget he's even wearing one.**”

Vixen condoms website, Marie Stopes Australia

Society for Women and AIDS in Africa The latest erotic accessory (female condoms!)

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The Society for Women and AIDS in Africa (SWAA) is the only pan-African AIDS organization working with and for women and their families based on locally determined needs and priorities. SWAA mobilizes communities by strengthening capacity to prevent, control and mitigate the impact of the epidemic. Today, SWAA is a network of 40 grassroots country offices.

SWAA was instrumental in advocating for increased access to and affordability of female condoms in their respective countries, as a means for women to protect themselves from STIs and unwanted pregnancy. SWAA Senegal was extremely innovative in the early stages of the distribution of female condoms, by linking the noise made by the movement of the polyurethane female condom during intercourse to the rattling of bine-bine beads. The beads are an erotic accessory, which

men present to their female lovers to wear around their hips. This shows a highly creative response to integrating the features of the female condom into the local context in an erotic way. As a result, for some Senegalese men and women, the noise of the condom was transformed into a sexual turn-on, rather than a turn-off. SWAA Senegal then marketed the female condoms with bine-bine beads as 'the package you need for hot sex'. This was sold alongside incense, sexy underwear and other erotic accessories. In addition, they used the notion that the female condom accommodates a wide range of penis sizes as an incentive to use them.

In Ghana, SWAA Ghana found that men were telling their friends about how good the female condom felt, and even bought female condoms to use during masturbation.

Population Services International Cambodia Lube and condoms for slippery and safe sex

Population Services International Cambodia
29, Street 334, PO Box 153
Boeung Keng Kang 1

Chamcar Mon
Phnom Penh
Cambodia

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Web www.psi.org

PSI/Cambodia decided to meet the need for lube by launching a water-based lubricant product and educational campaign that focused on the pleasure benefits of lube for sex workers and men who have sex with men.

Population Services International Cambodia (PSI/Cambodia) uses social marketing to deliver health products, services and information to low-income and other vulnerable people. In 1994, the organization introduced the Number One brand of condoms in Cambodia along with an HIV awareness-raising campaign. As of 2002, Number One condoms were available in 97% of all brothels in Cambodia and were the market leader.

While condom availability has increased in Cambodia, NGOs working with sex workers and men who have sex with men expressed a great need for water-based lubricants to be available and affordable, to increase the comfort and effectiveness of condoms and thereby encourage their use. Water-based lube can minimize condom breakage and, therefore, contribute to safer sex; but it can also increase pleasure for the penetrator and reduce vaginal and anal friction for the receptor. PSI/Cambodia decided to meet the need for lube by launching a water-based lubricant product and educational campaign that focused on the pleasure benefits of lube for sex workers and men who have sex with men.

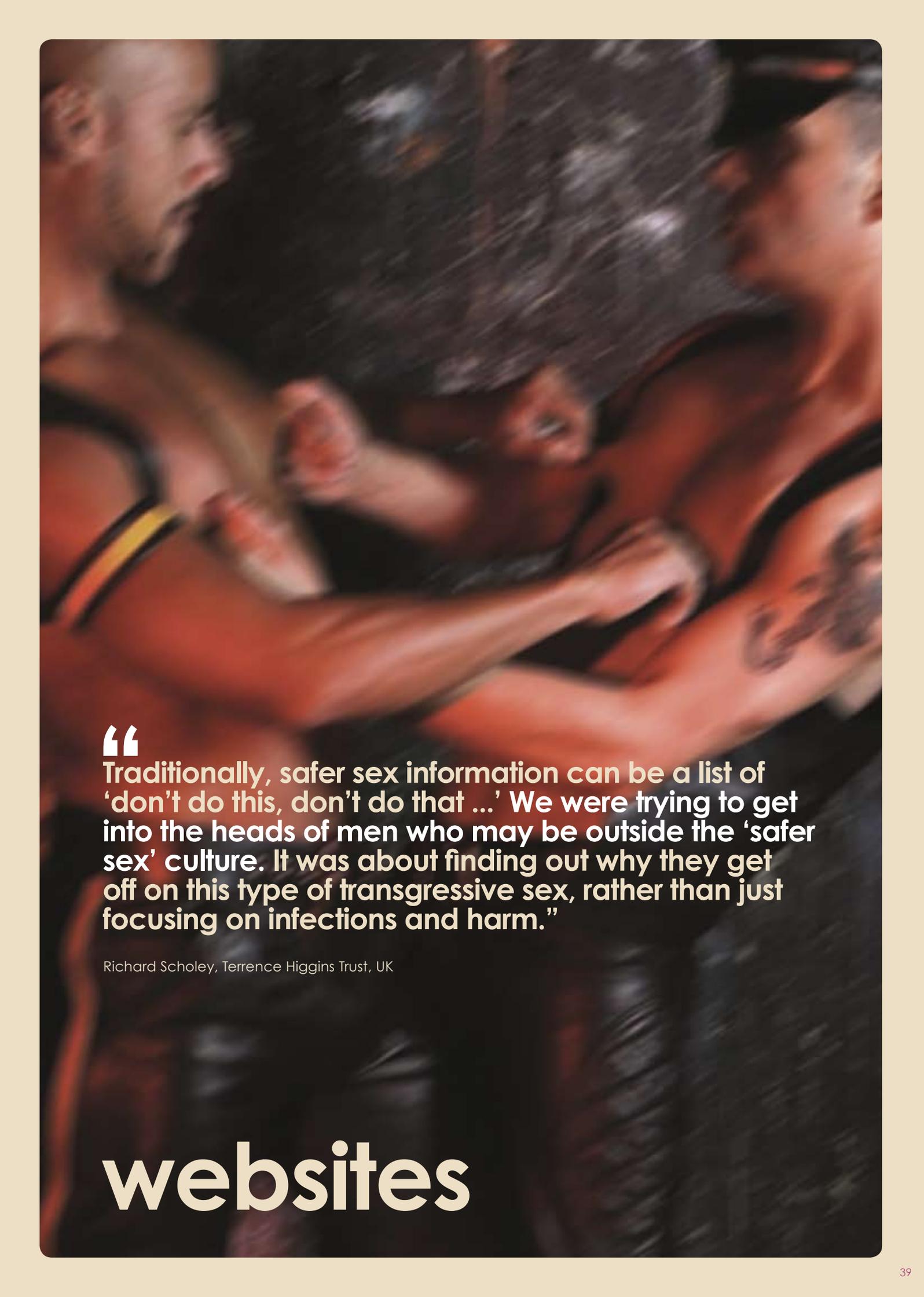
Water-based lube cannot effectively prevent HIV transmission on its own, and in fact selling lube as a stand-alone product can result in higher levels of unprotected sex. So PSI/Cambodia packaged their lubricant together with the Number One condom to create Number One Plus. Through this campaign, PSI/Cambodia used the power of pleasure to encourage people to pair condoms with lube as a way to make condoms feel better and thereby increase their use.

The messaging used to advertise Number One Plus was a critical part of the campaign's success. The key message was that Number One Plus water-based lubricant, when used with a Number One condom, makes sex safer and more pleasurable. Other key messages included: lubricant must be used with a condom; lubricant improves condoms by increasing their durability; lubricants are not a luxury item, but rather a common household good; oil-based lubes (including hair oil, body cream, cooking oils, baby oil, and petroleum jelly) can break down latex condoms, thereby decreasing their effectiveness; how much lube to use and how to use it.

In addition to PSI/Cambodia's work with other NGOs and organizations to get the word out about Number One Plus, its advertising efforts included television and radio spots, as well as point-of-sale marketing.

Reaction to the campaign was slow at first, but steadily improved. Sales have exceeded expectations. In terms of implementing the campaign, PSI/Cambodia reports that there were no problems incorporating pleasure elements into their work at the Cambodia staff level, but says there were some concerns about undertaking pleasure work in their main office. There was, however, some local resistance to working with men who have sex with men as a primary target group.

Sales have exceeded expectations... PSI/Cambodia reports that there were no problems incorporating pleasure elements into their work at the Cambodia staff level, but says there were some concerns about undertaking pleasure work in their main office.



“

Traditionally, safer sex information can be a list of ‘don’t do this, don’t do that ...’ We were trying to get into the heads of men who may be outside the ‘safer sex’ culture. It was about finding out why they get off on this type of transgressive sex, rather than just focusing on infections and harm.”

Richard Scholey, Terrence Higgins Trust, UK

websites

Coalition for Positive Sexuality

Secrets to great sex for teens

Coalition for Positive Sexuality
PO Box 77212

Washington, DC 20013-7212
USA

Tel +1 773 604 1654
Web www.positive.org

“

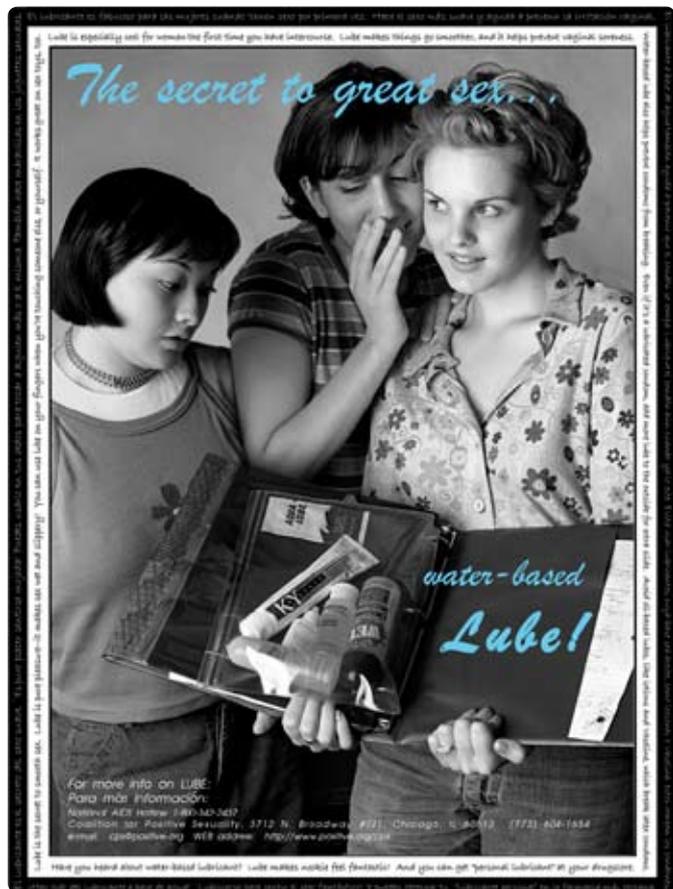
...suck, kiss, touch, bite, fondle, nibble, squeeze, and lick someone's body, nipples, calves, toes, neck, ass, dick or vulva ... **jerk yourself or each other off, dry or using lots of lubricant** ... kiss for a long time, using lots of tongue ... have sex in front of mirrors, or watch each other jerking off ... look at sexy pictures and videos...”

from www.positive.org

The Coalition for Positive Sexuality (CPS) is a grassroots, not-for-profit, activist organization which provides teenagers with candid sex education materials via its website. With the message 'Just say yes', CPS's website advises teenagers that "There are lots of safe and fun ways to get off, which you probably won't learn in school. You can do many of these things all by yourself as well as with others, and you can talk about them even if you don't want to do them."

It provides practical, sexy information about how to have great sex (if you want to) that is also safer sex. For example: "...suck, kiss, touch, bite, fondle, nibble, squeeze, and lick someone's body, nipples, calves, toes, neck, ass, dick or vulva ... jerk yourself or each other off, dry or using lots of lubricant ... kiss for a long time, using lots of tongue ... have sex in front of mirrors, or watch each other jerking off ... look at sexy pictures and videos ..."

The website also covers condom usage, use of plastic wrap for oral sex, and other contraception and safer-sex information, and provides a forum for questions and answers. And CPS has cheeky, sexy posters and information booklets. One features three teenage girls whispering to each other, with the strapline 'The secret to great sex ... water-based lube'.



“

There are lots of safe and fun ways to get off, which you probably won't learn in school. **You can do many of these things all by yourself as well as with others, and you can talk about them even if you don't want to do them.**”

from www.positive.org

Sexual Health and Family Planning ACT

How lesbians can 'love her in latex'

Contact Tim Bavinton, Executive Director
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...and to remember or imagine the pleasure of your lips as you kiss her, the desire aroused by sucking her nipples or flicking your tongue across her clit. To think of how your fingers can fill her, or scrape along her back or snuggle into her arse; how your body can sink into hers; how a silk blindfold feels against your eyelids..."

from www.girl2girl.info

Sexual Health and Family Planning ACT (SHFPACT) Inc is a non-profit community organization providing sexual and reproductive health services to people in Canberra, Australia. Its definition of 'safe sex' goes beyond preventing STIs and unplanned pregnancy to include consensual, wanted, pleasurable sex each time, every time, and in the context of a positive decision to be sexually active or not, without fear of social shame or sanction.

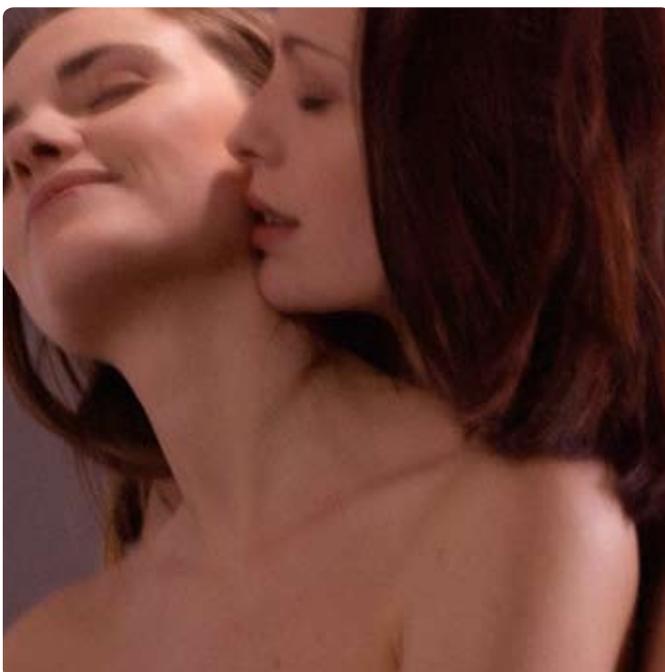
SHFPACT takes this sex-positive approach a step further with its Girl2Girl website (www.girl2girl.info). This safer-sex website for women who have sex with women features striking photos of real women getting it on and enjoying their bodies, along with sexy, fun and more serious information about pleasure, safer sex and relationships.

The site invites visitors to think about the wide variety of different sexual practices that women can engage in...

"...and to remember or imagine the pleasure of your lips as you kiss her, the desire aroused by sucking her nipples or flicking your tongue across her clit. To think of how your fingers can fill her, or scrape along her back or snuggle into her arse; how your body can sink into hers; how a silk blindfold feels against your eyelids..."

This explicit, sexy language carries over into presenting health information in an erotic way.

"If you have had sex with a woman previously, this section of the site aims to build on those experiences so that safer-sex practices can be included in your list of things which turn you on," the site says.



Sections include:

- 'Keeping it wet, keeping it wild' about the importance of lube
- 'Love her in latex' on how to make condoms and dental dams sexy and sex safer
- 'The low down on the down and dirty', a table of safer-sex information organized by source of sexual stimulation (e.g., hands, mouth, sex toys).
- Questions and answers from experts
- Links to other resources for lesbians.

The site aims to be sexy and erotic – not shying away from explicit talk about sexual practices – but also covers things like relationships, finding a partner, and sexual violence among women.

Terrence Higgins Trust 'Hard facts for dirty buggers'

Contact Richard Scholey
Terrence Higgins Trust

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Web www.hardcell.org.uk

“**Lots of health resources talk about the risks of oral or anal sex, for example, but few tell you how to do it, which our site does... We know that gay men don't get any instruction in school on this stuff.**”

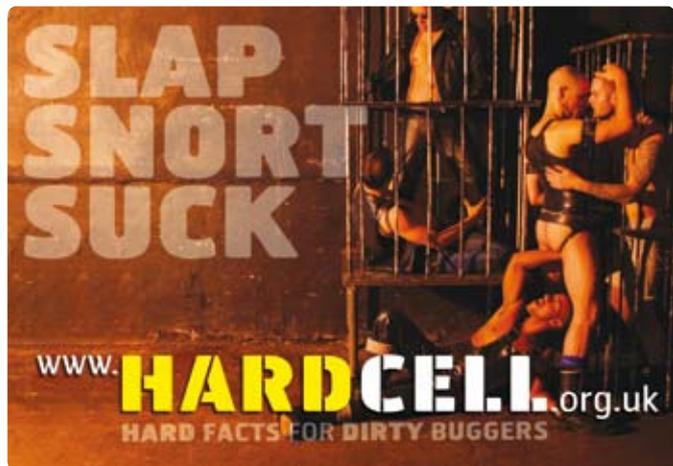
Richard Scholey, Terrence Higgins Trust, UK

Terrence Higgins Trust (THT) is one of the most well-known and respected HIV and AIDS organizations in the UK, with cutting edge safer sex resources such as "The Arse Class", which teaches men who have sex with men everything they've ever wanted to know about anal sex, health and pleasure.

THT realized they had few resources for the subculture of men who have sex with men and enjoy bondage, domination and submission (BDSM), they created the Hard Cell website. BDSM involves a wide variety of sexual acts and roles – none of which people learn about in standard sex education curricula. And because BDSM, particularly among men who have sex with men, is highly stigmatized, mainstream HIV prevention programmes, campaigns and organizations rarely provide effective information about how to stay safe while still enjoying it.

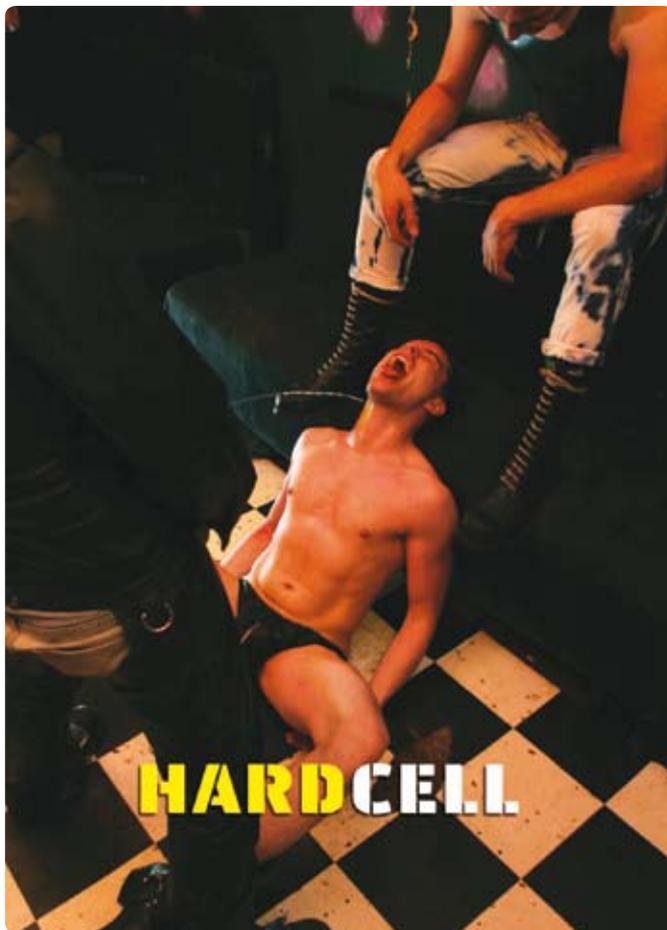
With the campaign slogan 'Hard facts for dirty buggers', the website (www.hardcell.org.uk) will be launched in May 2008, accompanied by erotic postcards and posters which will be distributed in BDSM and gay venues, website banner ads on specific gay men's websites, and a press release.

To create the website, THT conducted a focus group with 10 men from the male same-sex BDSM subculture and found they wanted a resource with a lot of sexy pictures and detailed information about how to perform or take part in a wide variety of BDSM practices. Most importantly, though, they wanted to feel that the people offering this advice understood why men get off on BDSM. THT took this advice and created an extremely explicit site that provides how-to information about sexual acts and safer-sex tips, along with information about the motivation for and rewards of engaging in BDSM activities.



This type of explicit, erotic resource for the male same-sex BDSM community is rare – sites that do provide information don't tend to go into detail. According to Richard Scholey from THT's gay men's health promotion team, "If you really want to know more than the basics, there's little out there from respected health promotion agencies. Lots of health resources talk about the risks of oral or anal sex, for example, but few tell you how to do it, which our site does ... We know that gay men don't get any instruction in school on this stuff."

Why does the site need so much detail? Scholey explained that, on their telephone hotline, they would get very detailed questions about sexual acts, questions like 'can you use urine as an enema during watersports [sexual play involving urine or enemas]?' The questions went beyond basic information for beginners, and to ensure this group of men could both enjoy sex and practise it safely, it was necessary to get specific about the sex they would be having and go beyond standard or glib safer-sex messages.



This sort of detail might be 'overload' for some groups, but the men in the BDSM same-sex community are often very sophisticated, explained Scholey, with expansive sexual experience behind them. For some other populations, "Keeping it simple may be better; otherwise you make sex seem like a minefield." In work with young gay men, for example, THT finds it important to accentuate the positive, but this level of detail and this type of information would be totally unsuited.

However, Scholey explained that they have never had any pressure to tone things down from the Department of Health. The gay press, he says, is different: in an attempt to become more credible and acceptable, they have clamped down on full frontal nudity and some explicit imagery, which recently led to a THT safer-sex campaign not running in some gay magazines.

"Some pressure groups also monitor what we put out, looking for something to get 'scandalized' over." And some of the mainstream press has caused problems in the past for agencies doing supposedly 'controversial' sexual health promotion for gay men. "A lot of people won't understand why we're doing it, including a lot of gay men who may not approve," he said. "But you can't not meet a need just because some people, who don't have that need, might be offended."

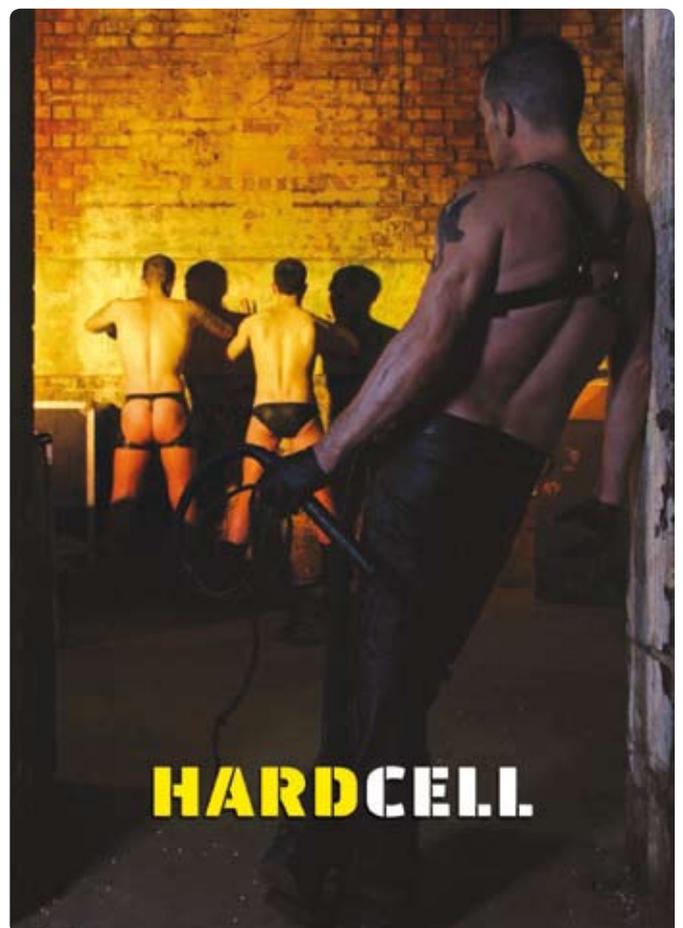
There are also challenges with publicizing materials explicitly aimed at gay men. In the past, gay men

and straight people didn't socialize at the same venues, but increasingly nowadays they do, and the owners of venues don't want to offend straight customers with explicit posters. So the Hard Cell information will be going to men-only sex-orientated gay venues, and this, Scholey explained, is key to the campaign: it's highly targeted and not meant for the general public, even the general community of gay men.

"We get accused of perpetuating stereotypes with our images ... but in the days when our leaflets didn't show any flesh, men didn't read them ... We do have to be careful not to violate obscenity laws in the UK, so we may have lawyers review our more explicit materials before dissemination."

For other organizations, Scholey advises: "Anyone who's going to do saucy, racy stuff needs to consider their legal position regarding obscenity. In Britain, if you can show you have a health aim for your materials, you are covered."

THT has made a conscious decision not to use its branding on the site because they feel it could put people off if the site is heavily promoted as the work of 'the condom police', as some might see the organization. But the organization also feels it is important to acknowledge that THT is behind the site, which will be made clear in the launch press release. THT hopes that by doing so, perceptions of the organization may change among those who think sexual health promotion is irrelevant or a 'turn-off'.



Victorian AIDS Council/ Gay Men's Health Centre Helping gay men 'get off' on tea towels

Victorian AIDS Council/
Gay Men's Health Centre
6 Claremont St

South Yarra
Victoria 3141
Australia

Tel +61 9865 6700
Web www.protection.org.au

Some images were also printed onto tea towels and distributed at parties, another way of getting the safer-sex message into homes. They have received feedback that the tea towels, in particular, are great talking points in men's homes.

Researchers in Australia found that there had been an increase in HIV prevalence since 2000 and that many new cases of HIV were among men who are aware of safer-sex messages, know that condoms prevent HIV, and are older. So the Victorian AIDS Council (VAC) launched a unique campaign with the message: 'You can have lots of good sex and use condoms'.

VAC's campaign featured a super-sexy, explicit website targeted specifically at older men in the gay community. The programme's managers explained that it is much better to do a sexy safer-sex campaign if it is targeted, because sexual pleasure is so subjective. The erotic images used on the website and other materials were provided for free by Australia's only self-proclaimed safer-sex gay porn site, www.hothouse.com. The owner of Hothouse said he supported the campaign because the gay community wanted messages, not from the doctor or the Ministry of Health, but "from someone who was doing it". The images are highly erotic, with a banner of safer-sex information covering the models' genitals.

In addition to information about 'The basics' and 'Testing', the website includes pages entitled 'Sexual Adventurism' (about fisting, orgies, blindfolds and gags, bondage and sado-masochism, and more, in a safe and sexy way), 'Staying Hard' (how to keep it up with condoms), and 'In the Heat of the Moment' (how to slip safer sex into sex play in a sexy way).

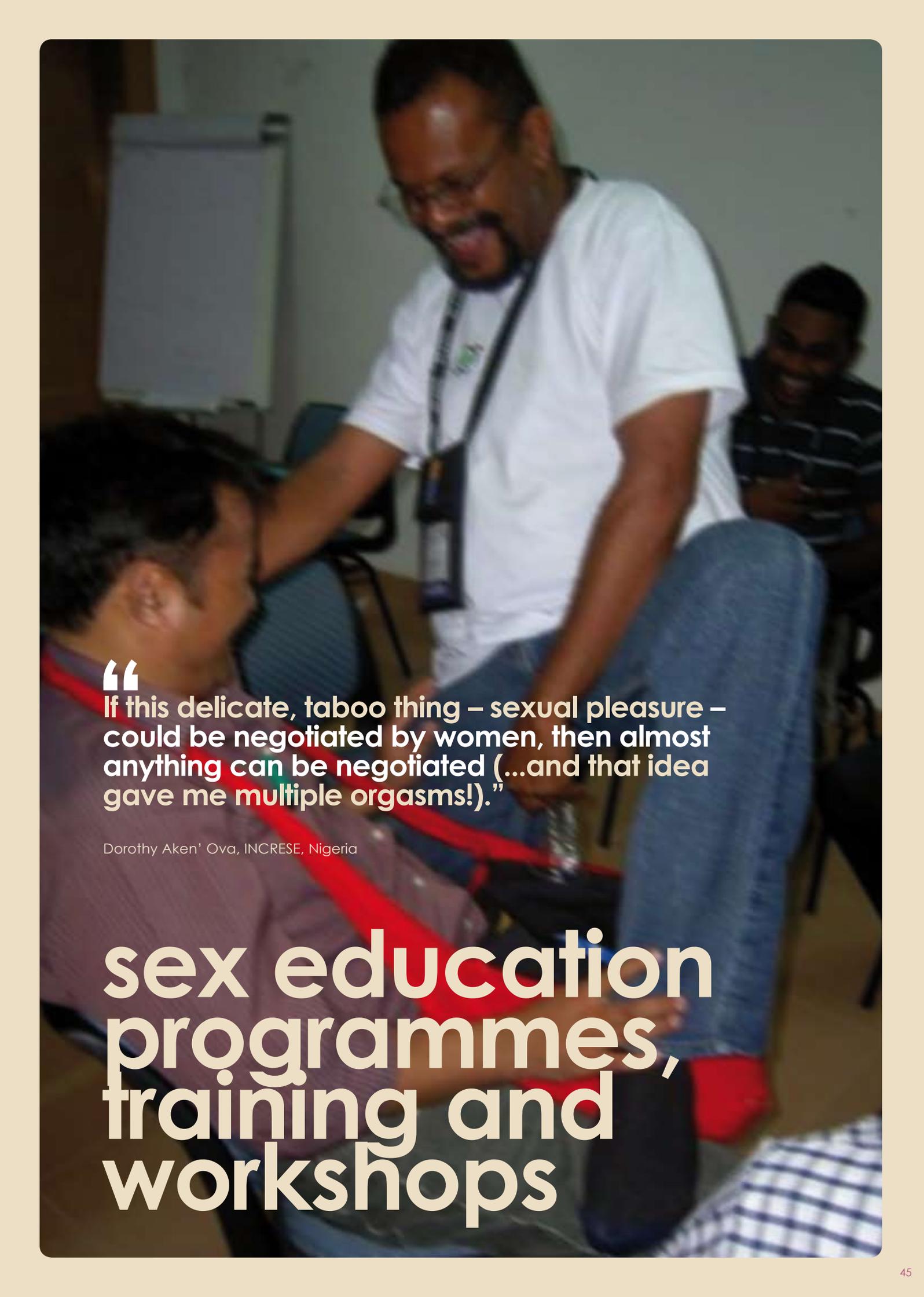


VAC found that posters with the sexy images and safer-sex messages, which were used at sex parties, were removed from venues after couple of days. They felt this was good news because it meant the information was getting into people's homes, and hopefully, their bedrooms. Some images were also printed onto tea towels and distributed at parties, another way of getting the safer-sex message into homes. They have received feedback that the tea towels, in particular, are great talking points in men's homes.

In addition to these materials, VAC produced a booklet with the homepage image, featuring a scratch-off banner that covers the men's genitals. People can scratch off the banner, like a lottery card, to reveal the sexy bits underneath.

...the gay community wanted messages, not from the doctor or the Ministry of Health, but "from someone who was doing it". The images are highly erotic, with a banner of safer-sex information covering the models' genitals.

about the Victorian AIDS Council's sexy HIV prevention campaign for gay men (www.protection.org.au), Australia



“

If this delicate, taboo thing – sexual pleasure – could be negotiated by women, then almost anything can be negotiated (...and that idea gave me multiple orgasms!).”

Dorothy Aken' Ova, INCREASE, Nigeria

sex education
programmes,
training and
workshops

Community Life Project

Helping husbands become better lovers

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Isolo
Lagos
Nigeria

Tel +234 1 791 3759, 0803 404 0077
Email clpnig@yahoo.com

“
There has been no resistance within the Churches, because you can find a lot of things within the Church to support pleasure in marriage ...The success of this work is the whole package – it succeeds because it is in the broader framework of relationships.”

Ngozi Iwere, Project Director – Community Life Project, Nigeria

The Community Life Project (CLP) offers educational programmes on a wide range of issues to families, couples, trade associations, churches, mosques, hospitals, and schools. According to Project Director Ngozi Iwere, several of its projects involve working on issues of pleasure in marriage with communities and with Catholic organizations.

CLP works with couples by focusing on why men seek sex outside marriage, and engaging the men in dialogue and learning. “In this process of exploring fidelity we’ve learned that impotence is a huge issue for men. It’s something they want to know more about, and it’s also one of the factors encouraging them to start sexual relationships outside their marriages, in particular with younger women.”⁸ CLP teaches men about sexual pleasure in the context of marriage. “With couples, it wasn’t that the men didn’t want to be faithful to their wives; it was that the sex wasn’t fulfilling for them,” said Iwere. CLP’s couples project helps men to become better at meeting their wives’ needs and increasing their wives’ pleasure. This can then increase the likelihood of fidelity and, therefore, lower risk behaviour.

Iwere said that to engage men in this process, “You couldn’t just talk about HIV.” The men wanted to know about sex and about drug use, and this dialogue led them to discussions about sexual fulfilment and the options that are available. “...We do talk about what turns people on,” explained Iwere, “not by way of giving a list of turn-ons, but we talk about the fact that different people are turned on by different things, and different parts of the body excite people differently. We let them appreciate the fact that it wouldn’t help to compare their spouses to previous sexual partners and assume that a particular type of foreplay or touch or part of the body which turned



on a previous lover will necessarily have a similar or the same effect on the spouse. There is a need to understand the uniqueness and individuality of everyone and take time to understand each other's body and what gives pleasure.”

She said CLP also teaches that communication about pleasure does not necessarily have to be verbal – body language is important. “They need to pay attention to how a spouse responds to touch; we call it listening with the body and the heart ... they can learn a lot about what excites and what puts off the other ... We talk about orgasm and how to achieve it together as much as possible or how to ensure that the woman achieves orgasm no matter what phase of her reproductive life she is in – pregnancy, breastfeeding, pre- or post-menopausal.”

⁸ From an interview given to the International Women's Health Coalition (<http://www.iwhc.org/programs/africa/nigeria/iwereinterview.cfm>)

CLP found women, as well as men, wanted a more fulfilling sexual life, “But the men expected the women to be more open to pleasure, while the women thought the men didn't want them to know about pleasure,” explained Iwere. So CLP helped the couples to communicate. “We were working with the men, and then we asked them to bring their spouses. We organized parties, rather than a workshop or meeting, with the aim of sensitizing more people to these issues.”

They also provided basic education. For example, some of the women didn't know what orgasm was, so CLP developed a training module about women's orgasm, but which still had its focus on how to improve the marriage.

In its work with Churches, CLP created a training module based on Catholic principles and beliefs. They put in information about human sexuality, violence and sexual pleasure in terms of its connection to other marital issues, for example, by pointing out that women often weren't interested in sex when they were over-worked with domestic chores. As far as safer sex is concerned, Iwere says they reached agreement with a priest to tell couples about all methods of family planning, but to inform them that the Catholic Church only supports natural family planning. This allows the couples to make informed decisions.

“There has been no resistance within the Churches because,” she explained, “you can find a lot of things within the Church to support pleasure in marriage ... The success of this work is the whole package – it succeeds because it is in the broader framework of relationships.”

According to Iwere, many of the 4000 couples CLP has worked with so far find the programme beneficial because, they say, they did not learn this stuff at school or anywhere else.



We do talk about what turns people on, not by way of giving a list of turn-ons, but we talk about the fact that different people are turned on by different things, and different parts of the body excite people differently. We let them appreciate the fact that it wouldn't help to compare their spouses to previous sexual partners and assume that a particular type of foreplay or touch or part of the body which turned on a previous lover will necessarily have a similar or the same effect on the spouse. There is a need to understand the uniqueness and individuality of everyone and take time to understand each other's body and what gives pleasure.”

Ngozi Iwere, Project Director – Community Life Project, Nigeria

CARE Cambodia – the fine art (and facts) of pleasure proficiency

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The training involved creating a safe space for the trainees using exercises that informed them about issues such as anatomy, as well as got them laughing and sharing their thoughts with each other about sensitive subjects such as orgasm and condoms.”

about the CARE Cambodia/**The Pleasure Project** pleasure proficiency training

CARE International is one of the world's leading private development and relief organizations, operating in nearly 70 countries. CARE Cambodia works in partnership with disadvantaged communities as they strive to build self-reliance and make sustainable improvements in their livelihoods and environment.

CARE Cambodia has developed a unique understanding of the health problems faced by garment workers and is addressing these issues in association with factory owners as part of the Sewing a Healthy Future project. This project aimed to develop local capacity to meet the needs of 50,000 young garment factory workers (predominantly female) for HIV prevention and family planning information and services. Vulnerability due to migration, linked with misconceptions about sexual health issues and lack of awareness of appropriate health services increases sexual risk among this group.

CARE Cambodia's Playing Safe project was designed to contribute to improved reproductive and sexual health among 20,000 young urban males in Phnom Penh. In addition to promoting safe and responsible sexual behaviour among men, it sought to increase young men's use of health services.

In 2004, Care International, with **The Pleasure Project**, proposed a joint range of activities to provide the first sex-positive, pleasure-promotion training package in Cambodia as part of the Sewing a Healthy Future and Playing Safe projects, as well as for other CARE programmes. This involved research into sex-positive initiatives; a 'pleasure audit' of CARE Cambodia's existing training curriculum; development of a 'pleasure proficiency' training module; and a three-day 'Sex, Safer Sex and Pleasure' training for CARE's sexual health educators, facilitated by **The Pleasure Project** and CARE Cambodia's training staff.

The training involved creating a safe space for the trainees using exercises that informed them about issues such as anatomy, as well as got them laughing and sharing their thoughts with each other about sensitive subjects such as orgasm and condoms. Some of the workshop was designed around the expressed needs of the trainees, focusing on the things they most had questions about, such as male and female sexual response and how men and women can please each other sexually.

The culmination of the project was a series of exercises that CARE Cambodia could use as part of their regular training curriculum for sexual and reproductive health staff.



The Humsafar Trust

Condom competitions and other sex play for gay men

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Web www.humsafar.org

The Humsafar Trust was set up in April 1994 to reach out to the gay population in the Mumbai metropolitan and surrounding areas. Today it works towards a holistic approach to the rights and health of sexual minorities and promoting rational attitudes to sexuality.

One of the strategies used by Humsafar is to reduce the incidence of unprotected anal sex or make it protected by demonstrating the pleasurable use of lubricants and condoms. This is especially significant because the construction of pleasure around lubes for gay men has existed for a long time. Methods used by Humsafar include taking the focus away from anal sex by using, for example, body mapping. This helps participants understand and discuss the many different points of pleasure on the human body. This helps to eroticize the entire body and move people away from the focus on penetrative sex. It also helps to alleviate anxiety and problems related to premature ejaculation, which can traumatize some men.

A study by Humsafar in 1990 found that condom use for receptive anal sex among men in one of their project areas was about 40%, which has now been brought up to 80%, but has stopped there because the concentration of activities was only on HIV prevention. Now, to increase this percentage, the focus has shifted to pleasure or masti (playful experimentation) and on reducing the number of partners, while using lubes, condoms and other forms of sex. Another technique is to conduct 'condom-wearing competitions' based on pleasure and speed, where participants are blindfolded.

Despite the fact that 80% of HIV transmission takes place through sex, government funding means that Humsafar cannot always report on work done on

pleasure with regard to safer sex. The success of programmes is based on monitoring by the donors, but since the money is not being given for pleasure, they want to know why lubes are being used for 'fun'!

However, according to Ashok Row Kavi, Chairperson for the organization, safer sex cannot be addressed adequately without including pleasure. Humsafar uses a diagram with four circles representing the four essential aspects of sexuality: sexual orientation, behaviour, identity and pleasure. All four are required for a 'balanced' human being, and unless all four circles are addressed, it would not be possible to adequately address safer sex.



Despite the fact that 80% of HIV transmission takes place through sex, government funding means that Humsafar cannot always report on work done on pleasure with regard to safer sex.

Empowerment Concepts

Sex and pleasure counselling in faith-based communities

Contact David Patient
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One exercise was a ‘build your own dildo competition’ which required all participants to create a dildo for condom demonstration purposes out of a variety of materials. The Catholic nuns won the competition hands-down!”

David Patient, Empowerment Concepts, South Africa

Empowerment Concepts was formed in 1995 to provide a vehicle for combining the knowledge and experience of Neil Orr – Research Psychologist – and David Patient – one of the longest surviving people living with HIV in the world. Neil and David have created and delivered numerous interventions since 1995 in both the corporate and development sectors. Among its many activities, Empowerment Concepts helps organizations to build capacity in confronting the AIDS pandemic.

One of its most innovative programmes was the Vida Positiva (Positive Living) programme in Mozambique. One of the aims of the programme was to promote safer sex among couples by tackling the primary reasons that married men said they were having sex outside of their marriages: because they were bored with their sex lives at home, which generally included one or perhaps two positions at most. Many men said that they would like better and more diverse sex at home, and that it would change their behaviour with regard to extramarital sex.

When the wives were asked why they refuse to have sex other than in the standard position, their response was “I am never asked what I like in sex, if I like sex and if I even want sex, so why should I do anything that gives him pleasure? He doesn't care about me and my sexual needs, so I will simply lie there and let him do his business. If he wants pleasure, then he must use a working girl.”

According to Patient, when a man asks his wife to have sex in anything but the standard missionary position, she often accuses him of treating her like a sex worker and is offended. Family and community

members may view this as a sign of disrespect. So the man justifies having sex outside his marriage by saying “I want better sex with my wife, but she won't let me have it.”

To address this problem, Vida Positiva trainers advocated for local Churches – including Catholic Churches – to teach couples better sex by getting both partners to talk openly about what they like and don't like about sex. “Make sex amazing within the relationship,” they reasoned, “and men will not stray as much.” Thus, the number of sex partners can be reduced – a primary means of lowering STI/ HIV transmission.

Vida Positiva trainers explained to Church members the importance of talking more openly about sex and helped them understand that open dialogue among married couples about sex and pleasure is not a threat to culture, religion or people's sensibilities. Also, they emphasized that, in fact, it is the moral obligation of the Church to facilitate this process, since marriage – which most religions promote – is putting people (especially women) at increased risk of contracting HIV. The arguments the trainers used to persuade Church representatives to take on sex- and pleasure-focused couples counselling included the following:

- All mainstream religions strongly discourage infidelity, but to pretend that committed relationships will endure through simple ‘thou shalt not’ proscriptions is an illusion. Moreover, in a time when marriage can increase a woman's risk of contracting HIV, it is a deadly illusion.

All mainstream religions strongly discourage infidelity, but to pretend that committed relationships will endure through simple ‘thou shalt not’ proscriptions is an illusion. Moreover, in a time when marriage can increase a woman’s risk of contracting HIV, it is a deadly illusion.

- It is important to update commitments to protecting the sanctity of marriage and get more involved in the mechanics of the process. Married people need help, and they need it from people they trust.
- Religious representatives were asked to imagine the following scenario: a young couple approaches their families to inform them that they are in love and intend to marry. The families make an appointment with the minister/priest of their religion and, over the next six months – individually at first, and then later as a couple – the two are given instructions in the art of relationships, trust, communication and sex. They don't have sex until they get married. The couple discuss love, love-making, fears, pleasures, children, their future, and a range of issues that create an intimate bond of understanding and trust. During the first few months of marriage, the instruction continues, with exercises to enhance sexual experiences and to consolidate trust and communications. Breathing and muscle control exercises are included to prolong orgasm, and they are given information about the difference between orgasm and ejaculation and a range of other issues that ensures that the sexual experience between the husband and wife is of such a nature that sex outside of marriage becomes unthinkable.

In addition to presenting convincing arguments to spiritual/religious representatives, Vida Positiva trainers also worked to increase their knowledge of and comfort with sexual topics and information. One exercise



was a 'build your own dildo' competition which required all participants to create a dildo for condom demonstration purposes out of a variety of materials. The Catholic nuns won the competition hands-down!

Overall, Patient and Orr say that putting HIV, gender and equity issues into a context that Church representatives can understand and introducing topics related to people's sex lives in a non-threatening way were the first steps to enabling these sexually inactive people to address issues of sex.

While Empowerment Concepts' role in the programme ended several years ago, their work on the Vida Positiva programme remains a useful example of how to harness the power of sexual pleasure within traditional and conservative environments.

“**...Vida Positiva trainers advocated for local Churches – including Catholic Churches – to teach couples better sex by getting both partners to talk openly about what they like and don't like about sex. “Make sex amazing within the relationship,” they reasoned, “and men will not stray as much.”**

David Patient, Empowerment Concepts, South Africa

INCREASE (International Centre for Reproductive Health and Sexual Rights) Pleasure, empowerment... and multiple orgasms!!

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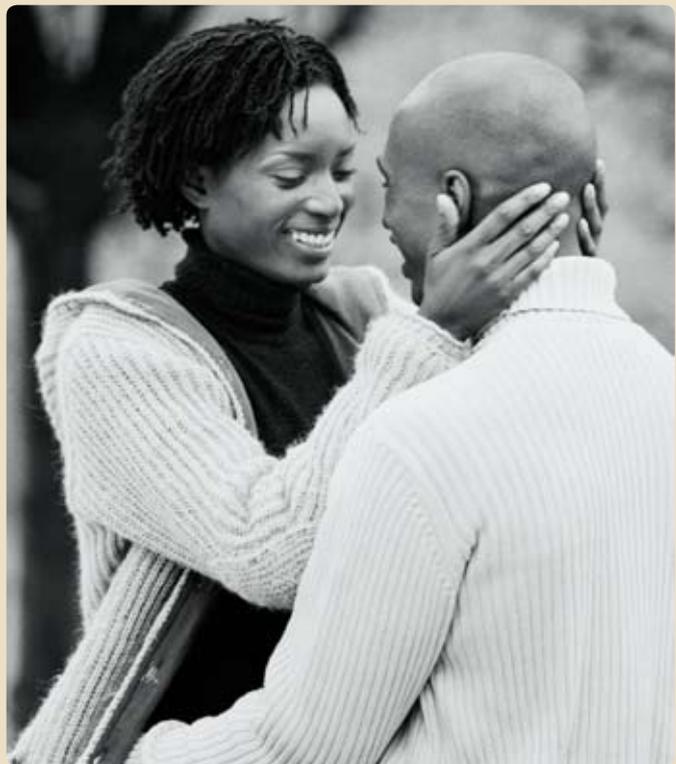
People thought we were wasting time talking about sex and pleasure, when maternal mortality is so high ... But I was convinced that if this delicate, taboo thing – sexual pleasure – could be negotiated by women, then almost anything can be negotiated (...and that idea gave me multiple orgasms!)”

Dorothy Aken' Ova, INCREASE, Nigeria

The International Centre for Reproductive Health and Sexual rights (INCREASE) is a Nigerian NGO working to improve the environment for and expand access to sexual health and rights information and services. One of its primary areas of work is to increase women's sexual pleasure as a way to reduce domestic violence, HIV and other STIs, and unwanted pregnancy.

Despite a common belief in the sexual health and HIV prevention sector that focusing on sexual pleasure is impossible in religious or culturally conservative environments, INCREASE is showing that it can be done: its offices are in a Sharia state, where jurisdiction is based on Muslim law.

According to Dorothy Aken' Ova, Founder of INCREASE, through its research the organization found that traditional sexuality educators focus on men's pleasure and the problems men encounter which reduce their pleasure; for example, they discuss the creams and herbs a woman can use to increase men's satisfaction. At the same time, explains Aken' Ova, “Women are not supposed to be enjoying



Despite a common belief in the sexual health and HIV prevention sector that focusing on sexual pleasure is impossible in religious or culturally conservative environments, INCREASE is showing that it can be done: its offices are in a Sharia state, where jurisdiction is based on Muslim law.

sexual relations." She told a story of a man who divorced his wife because she was moaning during sex. "A woman is considered to be of low virtue if she asks for sex." In fact, women were often beaten if they asked for sex from their husbands.

Aken' Ova and the INCREASE staff see their focus on women's sexual pleasure as a step towards empowerment and a way to reduce violence. They have found that men didn't know what women's sexual needs were – the men thought that their ejaculation caused pleasure, so they didn't want to use condoms. The men also thought that long-lasting erections equalled pleasure.

Aken' Ova and her staff, however, have also found that men are willing to learn how to pleasure their wives, and many even ask why their wives didn't tell them before! But the reality is that most of the men hadn't asked in a way that the woman could tell them, and the women didn't want to dash their husband's egos, especially, said Aken' Ova, "When he's not even asking me if I 'came' at all, but how many times I came!"

INCREASE instructors encourage the participants to discuss what they enjoy and what they don't. For example, women who have undergone female genital mutilation (FGM) are often made to feel as if their sex life is over, so Aken' Ova and her staff work to restore the woman's confidence and self esteem, then help her to understand how to discover other erogenous zones, use lubricants, and engage in more intense foreplay.

Initially, INCREASE started discussions with a group of women, and then decided they needed to include the men – if they work with women alone, men fear the women will become unruly and want sex outside of marriage. They set up their Couples Support Project, which includes an initial baseline study in a community, followed by giving feedback on the results, and providing information about sexual health and rights. After that, they ask couples to register for the couples programme, aiming to get both partners to come to the sessions. If a man is polygamous, they have him register with one of his wives. They then use a series of unique pleasure-oriented sexuality education manuals which they designed for use with couples.

The first manual focuses on anatomy and physiology, to enable the couples to come to terms with their bodies. "What does your vulva look like?" they ask, and instruct participants to go home and look at and touch their own bodies. Other manuals are on the human sexual response cycle and human sexual behaviour, including the diverse things that give

people pleasure. INCREASE instructors encourage the participants to discuss what they enjoy and what they don't. For example, women who have undergone female genital mutilation (FGM) are often made to feel as if their sex life is over, so Aken' Ova and her staff work to restore the woman's confidence and self esteem, then help her to understand how to discover other erogenous zones, use lubricants, and engage in more intense foreplay. One husband participant explained that, no matter what he tried, his partner was not experiencing pleasure, and he didn't know that she had undergone FGM because he did not know what a 'normal' vulva looked like.

The staff at INCREASE realized that to teach couples to have good sex they needed to create a harmonious relationship, free of violence, and to teach pleasure they had to teach how to seduce and flirt. So the next manual in the series covers these topics. "Often there are fewer fights between husbands and wives because they spend the whole day trying to seduce each other," explained Aken' Ova.

They give the couples take-home assignments that focus on issues related to risk. The exercises are very intimate, and through them people learn how to communicate, touch and discuss what feels good. The men learn that their wives cannot relax if the man is seeing other women, and that the women will have less pleasure if they are afraid of STIs or unwanted pregnancy. They learn about dual protection methods to prevent both infections and pregnancy.

To augment the training, INCREASE has a wooden cabinet filled with sex toys, which the staff uses to teach couples how to increase pleasure for each other. INCREASE also provides counselling on a one-to-one basis, addressing issues such as sexual dysfunction, masturbation, and relationship problems.

The sex educators at INCREASE are screened before they are allowed to teach. They must address their own sexual history and maturity, which they explore using a 'sexual mapping', a values-clarification exercise and a follow-up meeting to ensure they have adequately dealt with any of their own sexual issues.

Institute of International Social Development The Kama Sutra for sex workers

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The Institute of International Social Development (IISD) is an NGO in India working for the prevention and treatment of HIV and AIDS, and to support sex workers and other groups in Calcutta and surrounding rural areas. With support from the Government in India's West Bengal State, it has offered training to sex workers based on the Kama Sutra. IISD found that many sex workers were seeing up to five clients each day, and each encounter put them at risk of STIs like HIV, and unwanted pregnancy. In an effort to help sex workers give pleasure to clients while also reducing the risk of infection and pregnancy, IISD encouraged the sex workers to give clients more than just intercourse, such as dancing and non-penetrative sex, inspired by many of the illustrations in the Kama Sutra.

In situations where clients refuse to use condoms, learning non-penetrative sex and erotic techniques enables sex workers to provide pleasure without intercourse.



The People's Health Organisation 'More positions with one partner...', the Kama Sutra for sex workers

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The People's Health Organisation is an NGO lead by Dr. Ishwar S. Gilada, a leading Indian AIDS campaigner and founder of the Saheli project, which educates sex workers in India. Gilada has used the Kama Sutra to teach safer sex, promoting the idea that 'many postures with one is better than one posture with many' to express a unique

prevention message. Trainings with sex workers are based on discussion and education about the benefits of erotic pleasure as detailed in the Kama Sutra, as a means for keeping a client satisfied without penetrative sex, and ultimately reducing the number of clients a sex worker has without reducing income. According to Gilada:

“
The Kama Sutra is not a pornographic work. It is the art of living for the civilized and refined citizen, completing the sphere of love, eroticism and the pleasures of life. Within Hinduism sex is sacramental, essential to life, and so worthy of serious study.”

Dr. Ishwar S. Gilada, The People's Health Organisation, India

Making Sex Work Safe workshops

Sex workers share tips for safe sex and client satisfaction

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A Mongolian sex worker once said the workshop led her to see that just telling people to use condoms is like telling someone to use a saddle to ride a horse – ‘there’s a lot more to both safe sex and horse riding!’

Cheryl Overs, Trainer, Australia/Asia

The Making Sex Work Safe workshops were designed with the Asia Pacific Network of Sex Workers to build the capacity of sex workers. They have been conducted in nine countries with sex workers from throughout Asia, and more recently in Africa.

The guiding principle of the course is for sex workers themselves to articulate and analyse the human rights and health issues that make them vulnerable to HIV, violence and human rights abuses. The safe sex part of the curriculum engages with and builds upon the power and successes sex workers already have by harnessing their expertise. This enables them to develop the skills needed to survive and earn a living by providing commercial sexual services.

According to Cheryl Overs, one of the creators of the Making Sex Work Safe workshops, “Levels of success at safe sex vary enormously among sex workers ... but therein may lie the key to the success of the workshops: in any group of sex workers there are almost always women who achieve safe sex little of the time or never, some who have moderate success, and some who attain 100% condom use with customers, even in places where condoms are not the norm. This makes pooling and sharing knowledge and safe sex tips uniquely valuable.”

The workshops begin by talking about what sex workers want from commercial transactions and differentiating that from sex with private partners. “Then we talk about what clients want. This sets us up to address ways to reduce the length of time and the intrusiveness of the commercial transaction, while keeping it safe and providing the pleasure and excitement that drives tips and return customers,” explained Overs. “We do this through lots of different exercises aimed – not just at negotiating safe sex – but at doing safe sex.”

In one exercise, participants identify a set of real life ‘safe-sex problems’, which typically include things

like not having access to a bed and a condom, or the client not having a strong enough erection for a condom, being too drunk or deliberately breaking a condom. Then the sex workers work in pairs to articulate the ‘safe-sex solutions’ which can be used in those situations. These strategies include:

- ways to apply and maintain condoms
- positions that reduce friction and limit clients’ access to breasts, mouth and vagina
- non-penetrative alternatives
- ways to make clients ejaculate most quickly
- ...and much more.

These are usually acted out in hilarious sessions before becoming tips in training manuals, booklets or flipcharts, and the evaluation of these sessions has shown the highest possible ratings, said Overs. Sometimes responses from sex workers have been angry, such as ‘why are endless lectures, and watching people rolling a condom on to a wooden penis, the only form of safe sex training we get as sex workers? Why is this quality of training not available to all sex workers?’ A very old woman working as a cleaner in India, who had observed the workshop, went further. To our amazement she dashed in to the feedback session and demanded that such explicit sex education should be available to all women because “all women have to handle men”. According to Overs, “We thought she was going to complain about the fake orgasm demonstration!”

Some of the unique concepts behind the Making Sex Work Safe workshops are adapted from the global Network of Sex Work Projects (NSWP) 1997 book *Making Sex Work Safe: a guide for programme managers, field workers and policy makers*.

MEXFAM

Promoting a 'Vida Erótica y Protegida' (Erotic and Protected Life)

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Our approach is showing them that the condom... can generate pleasure... it's like an invitation to improve your sex life!"

Ofelia Aguilar, MEXFAM

MEXFAM is the national family planning association in Mexico, which works in 25 of the 32 Mexican states with the mission to provide quality family planning and reproductive health services and sex education. MEXFAM's Gente Joven (Young People) programme reaches teenagers in their communities and trains some of them to be youth promoters to counsel their peers about family life and reproductive health.

In 2003, MEXFAM began a series of workshops called 'Erotic and Protected Life' which focus on pleasure, love, respect, communication, and safe and protected sex. The workshop was designed to enable participants (young people, men and women, from all sexual orientations and HIV status) to develop abilities to achieve greater eroticization and sexual pleasure during their encounters, in a way that is protected from STIs and HIV. Using games, participants learn about a wide range of condoms – different colours, odours, forms, textures, and latex dams for oral sex – as well as about sensual safer-sex practices like massage. The workshop is divided into two sections: specific techniques for safe sex and other techniques for protected sex.

Safe sex consists of individual and shared sexual eroticization, through kisses, caresses, rubbing, words, aromas, massages, etc. It does not include vaginal, anal or oral penetration, and involves avoiding contact with sexual fluids, although these may touch healthy, uninjured skin. In the case of stimulation with fingers, it is important to use finger cots (a device resembling a male condom used to cover the fingers) or latex gloves, as well as flavoured or natural lubricants, to make safe sex feel good.

Protected sex consists of using latex or polyurethane barriers to avoid contact with sexual fluids of women

or men who have an STI, including: the female condom, male condom, and plastics like cling film, which are useful during oral and anal sex.

According to MEXFAM's Ofelia Aguilar, this project "...is very revealing ... by making the use of condoms attractive, you change everything ... the [traditional] messages about condom use are always negative and focused on preventing illnesses or pregnancies ... by our change of focus you gain better possibilities of acceptance..."

These workshops have been held for young people as well as service providers (doctors, nurses, psychologists) youth promoters, parents and teachers – all of whom have responded favourably and indicated they enjoyed themselves and learned.

MEXFAM has about 13 condonerías (condom stores) in youth clinics as well as in clinics which provide services to adult clients around the country. The purpose of the condonerías is to create an erotic and creative space in which young people can find educational and erotic material and a variety of condoms and accessories for sexual acts that are more pleasurable and protected. MEXFAM provides specific guidelines for developing the condonerías, which can often be seen as a space for men, to the exclusion of women. Therefore, they point out that it is important to create conditions to attract women, for example, by having clearly visible information about female condoms and emergency contraception. Condonerías, they say, should be a place that is visited by men and women of all ages. It should be a place that encourages all generations and genders to meet and seek their sexual pleasure and enjoyment.

The Naz Foundation (India) Trust

Alternative pleasures for men who have sex with men

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One example is the 'Garden of life' exercise. Here, participants talk about their life priorities (wife, children, home, job, etc.) and list them on pre-cut paper 'flowers'. These are then further prioritized with 'pleasure' forming the centre around which the other priorities are placed according to how far or how close they are to pleasure.

New Delhi-based NGO The Naz Foundation (India) Trust has been providing HIV and sexual health information and services since 1995. Through the years, Naz India's work has evolved into a holistic approach to combat HIV, focusing on prevention as well as treatment. The focus is on reaching out to marginalized populations living with and affected by HIV and to sensitize the community to the prevalence of HIV, while highlighting issues related to sexuality and sexual health.

Naz is working with a range of groups, including young people, people of marginalized sexualities, and families and children living with or affected by HIV, and employs different approaches for work with each of them. Naz has developed modules for each target group, with games, films, presentations, and case studies.

One example is the 'Garden of life' exercise. Here, participants talk about their life priorities (wife, children, home, job, etc.) and list them on pre-cut paper 'flowers'. These are then further prioritized with 'pleasure' forming the centre around which the other priorities are placed according to how far or how close they are to pleasure. Often 'wife' will be placed at a distance from pleasure, while other sexual partners may be placed closer. However, as the discussion progresses, many participants realize that their wives can also be a source of pleasure! For gay men, pleasure is mostly associated with multiple sexual partners and the size of the penis. These notions are also re-evaluated through this exercise.

With young people in schools and colleges, the entry point to talking about sexuality and sexual health is HIV, and they use peer education. Although school authorities ask Naz not to talk about sex and condoms, questions about sex and condoms

always come up at the end of the sessions. Naz's sexuality education with young people has revealed that most girls have very little knowledge of sexual pleasure, and when discussing female anatomy, it emerges that many girls don't know about the clitoris. Most questions from girls are about issues such as menstruation and childbirth. Boys, on the other hand, talk more about pleasure, and the most common questions from them are about things like masturbation and 'wet dreams'.

When talking to men who have sex with men, especially kothis (the Indian term for feminized homosexual males) and their partners, Naz educators discuss different types of sexual acts which give equal or more pleasure than anal sex; and men are taught to put condoms onto their partners using their mouth, to increase pleasure for both partners.

Naz also has a home-based care programme for people living with HIV, and in its counselling with sero-discordant couples, pleasure and safer sex are usually part of the discussion.

The organization also works with external stakeholders, such as the police, to sensitize them about issues related to sexuality as it relates to HIV prevention. Many members of the police force see men who have sex with men and transgender people as 'carriers of AIDS' who have anal sex because they're frustrated. Naz facilitates discussion about this, and brings up the fact that these people may actually enjoy and find pleasure in their sexual acts. This can help to demystify issues around sexuality, which can reduce the stigma and discrimination against people who engage in marginalized sexual practices.

Nirantar

Sex-positive sex education (with aubergine dildos!)

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The workshops have ... allowed rural women to discuss the merits of the different root vegetables in their kitchen gardens as dildos. They talked about how using condoms on aubergines [eggplants] is 'safer-sex', but not in the typical sense: aubergines can disintegrate inside the vagina, so the condom prevents this and makes it safer. Perhaps that's why vegetable gardening is one of the more popular development schemes!"

Jaya Sharma, Nirantar, India

For 14 years Nirantar has been working with disadvantaged groups in India in a variety of ways, including helping them to control and own the means of production for their work (for example, they helped a group of Dalit women to produce their own newspaper). It also creates educational

materials, does research, advocacy and training and manages a resource centre on gender and education issues. In 2007, Nirantar started providing sexuality education to women activists through workshops and materials, which are produced in Hindi, and which address broad notions of sex education, including the possibility of pleasure.

Nirantar's sexuality education initiative operates with the understanding that women's organizations need to address issues of sexuality in a manner that is positive and makes linkages with power. For example, Jaya Sharma of Nirantar explained that it's important not just to talk about avoiding violence or exclusively about heterosexual sex; we need broader possibilities, such as discussion of pleasure and diverse sexualities.

"I find the workshops empowering even for myself ... [Before, I] was not very comfortable talking about sex, although I could hold forth on sexuality ad nauseum. I now really enjoy talking about sex and relationships and not only in a serious political way – but a fun way."

Some participants have told her about the links they found between sexuality and empowerment: "If sex feels good," they said, "[it] gives us energy, makes us happy; if I feel better it will show in my activism – I'll feel more at ease in my body."

Nirantar has helped local women's organizations in both rural and urban slum areas to host sexuality education workshops which deal with sexuality in a positive way, help to encourage dialogue about sexuality and sex, and address marginalized issues,



such as queer desire, disability and so-called gender 'transgressions'. They do this by creating a favourable environment for frank discussion and using specific exercises. For example, they ask women participants to make a list of sex acts, which can lead into discussions of positive and negative word associations related to sex acts. The number of positive words the participants use is a good indication of how positively they view sex and sexuality. This level of 'positivity' regarding sex often changes as the workshop progresses and the participants become better informed and more open to discussions related to sex.

Participants have said that the workshops allow them to initiate activities and talk openly about sensitive issues. For example, masturbation is discussed openly, and after the workshops, some of the participants say they have initiated anal sex for the first time in their lives. Sharma says that the workshops have also allowed rural women to discuss the merits of the different root vegetables in their kitchen gardens as dildos! They talked about how using condoms on aubergines [eggplants] is 'safer-sex', but not in the typical sense: aubergines can disintegrate inside the vagina, so the condom prevents this and makes

it safer. Perhaps, Sharma suggested, "that's why vegetable gardening is one of the more popular development schemes!"

Sharma also said there are difficulties in introducing this positive approach to sex education. Hierarchies that exist among the groups of participants make it more difficult to encourage open discussion. Formal education, says Sharma, can create inhibitions about what you should and should not talk about. For example, the women with less education can be less inhibited, which may mean that school sex education can inhibit open sexual discussion. Sharma points out that, for example, wedding songs in rural India used to be very raunchy and sexual, but many people now feel that they shouldn't sing them. She sees this as a great loss, and as part of the phenomenon of cultural practises getting more formalized. She also feels that the HIV- and AIDS-driven agenda for sex education, particularly for young people, is creating more barriers to good, broad-based sexuality education. "The framework tends to be one of behaviour change, which often includes promotion of abstinence and highly moralistic and disciplining discourses."

“

I find the workshops empowering even for myself ... [Before, I] was not very comfortable talking about sex, although I could hold forth on sexuality ad nauseum. I now really enjoy talking about sex and relationships and not only in a serious political way – but a fun way.”

Jaya Sharma, Nirantar, India

Sonagachi Project/Durbar Mahila Samanwaya Committee Super sex-positive support for sex workers

DURBAR

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Sonagachi is a sex workers co-operative and forum in West Bengal, with some 65,000 members. It is run by the Durbar Mahila Samanwaya Committee (or Durbar), which takes a pioneering sex-positive approach to sex workers rights and health, and has had amazing success in lowering rates of HIV.

Among their many groundbreaking projects and achievements, they have used the Kama Sutra to teach sex workers how to give clients a high degree of sexual pleasure with less penetrative sex. They have also shared information about sexy safer-sex techniques and tips in workshops.

The Pleasure Project

Putting the sexy into safer sex

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“

I've always been keen on condoms, but seeing a man put one on and be unabashed was a revelation. My favourite move is when he puts it on, looking me in the eye. It's the best turn-on. He's saying, "I'm ready – are you?"

Anne Philpott, quoted in Cosmo magazine (March 2005)

The Pleasure Project is an educational organization which aims to make sex education sexy and to eroticize safer sex. It provides harm reduction training and materials aimed at helping to reduce the loss of pleasure during safer sex, which makes safer sex more attractive, increasing the practice of safer sex and reducing the incidence of STIs.

Launched in 2004, **The Pleasure Project** has undertaken a wide range of initiatives to raise awareness of the need for sex-positive, erotic safer-sex and HIV prevention education, and to build the capacity of people and organizations working in sexual health, sex education, reproductive health and HIV and AIDS.



Pleasure proficiency workshops in Sri Lanka and the UK

Sensoa

Oral, vaginal, anal ... and verbal? Communication skills for young lovers

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“
It is not a campaign about (promoting) anonymous sex, it is about sexuality and the focus is on respect for each other. It considers sexuality as a form of development, in which people respect and recognize each other's limits and wishes. And there is only one 'right' way to know these limits: Talk about sex!”

[Sensoa website](#)

Sensoa, the Flemish centre of expertise on sexual health and HIV and AIDS in Belgium, started an innovative, comprehensive sex education project for young people called 'Good Lovers' in 1999. The project includes a forum for sex education, games (goede minnaars werkmap), video (wegwijs in de seks), brochures for young people (een lief, hie je het doet en hoe doe je't goed?), a campaign about sex and communication, and a striking exhibition on good sex (carousel Good Lovers).

In the past few years, Sensoa has broadened the Good Lovers project to include small children and teenagers in a project called '2 Bears', which is an interactive exhibition with materials for teachers and parents. Good Lovers now also includes information on communication and the Internet called 'Connected', and for 2008 Sensoa is planning to digitalize the exercises for Good Lovers and create a Good Lovers Game.



© Sensoa

The Good Lovers exhibition is highly interactive and provides information about personal relationships and sexuality for children from ages three to 18 years, and their parents. The exhibition area for teenagers features information about condoms, good communication with partners, and other instructional elements. One display at the exhibition features a Kama Sutra-style poster featuring drawings of people in various sexual positions. Visitors are asked to connect the image with a description of the sexual position being performed. The purpose of the game, explained Sensoa's Telidja Klai, is to widen the meaning of sexuality in a fun way.

The multimedia campaign 'Praat over seks!' (Talk about sex!) is a racy, sexy, thought-provoking campaign aimed at people 20 to 30 years old, who are gay, straight or heterosexual. Advertisements and posters for the campaign feature explicit images of people having sex – women with men, men with men, and women with women – and



© Sensoa



© Sensoa

include the catchy strapline: 'Because a good chat makes for good sex'. Poster headlines are sexy and funny, for example:

'Oral, vaginal, anal. And verbal?'

'Kissing, licking, biting, sucking. You can also use your mouth for speaking.'

A television advertisement for the campaign features a deaf man and woman, half-clothed in a dimly lit kitchen. When he starts to take off her bra, she uses sign language (with subtitles) to say that there are a lot more places she'd like to be kissed, making it clear to her partner what she likes, and delaying intercourse in favour of non-penetrative delights. The spot ends with the slogan: 'They can talk about it. So can you.' (See the English version of the TV spot here: http://sensoa.be/en/illustraties/praat_over_seks/spotje_engels.mpg).

Talk about sex! was set up based on a method called Intervention Mapping, a scientifically developed model for health promotion. The organization made an explicit choice for its materials to actually show people making love – “from a first deep kiss to more advanced stages of intimacy”, explains Sensoa's website. And it chose to work with real people rather than with professional models. “The design is so strong because there is actually nothing explicitly shown (except for a woman's breast or part of a buttock).” This was intended to undercut the criticism that the campaign could generate. The website goes on to explain: “It is not a campaign about (promoting) anonymous sex, it is about sexuality and the focus is on respect for each other. It considers sexuality as a form of development, in which people respect and recognize each other's limits and wishes. And there is only one 'right' way to know these limits: Talk about sex!”

However controversial the design of the campaign, Sensoa provided a thorough justification for it, with background information and easily downloadable PDF files with information about HIV, STIs, sexual abuse and unwanted pregnancy on the organization's website. Also, the website

offers intermediaries such as teachers educational tools which may help them to talk about sex and communication in the classroom.

The campaign was much talked about in the media and in public. The television spot, in particular, received widespread approval. And initial fears that the explicit images would distract attention from the message appeared to be unfounded. The organization conducted a pre-test before the campaign, and will conduct a post-test to measure the effects of the campaign one month after showing the last images.



The spot ends with the slogan: 'They can talk about it. So can you.'

© Sensoa

X:Talk Project

Talking the language of lust

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“
We teach different language tools that sex workers can use to insist on condom use, but also to propose alternative services if needed, for example, ‘I don’t do anal, but I do this...’ ”

Ava Caradonna – X:Talk Project

The X:Talk Project is an organization made up of current and former sex workers who provide English language training to sex workers in and around London, UK. It aims to ensure that the voices of sex workers are heard “with our clients, with our bosses and with each other”, and that sex workers who are not native English speakers are able to do their work safely and effectively.

“The kind of language we teach relates to sex workers’ jobs, including how to negotiate safe sex and tell clients that safe sex is needed,” explained X:Talk’s language instructor, Ava Caradonna. “We teach different language tools that sex workers can use to insist on condom use, but also to propose alternative services if needed, for example, ‘I don’t do anal, but I do this...’ ”

X:Talk’s aim is not to force workers to exit the sex industry, but instead to enable them to make informed choices about their lives and work. Often, learning English enables migrants who work in the sex industry the option to find other work if they want to. But they don’t preach or advise against sex work in any way.

“We ran the pilot course last year, in May [2007], and advertised it to all sex workers, but in the end, only women and one female transsexual sex worker attended,” said Caradonna. This turned out to be a good thing because it meant the project could create a confidential space – at a women’s sexual health clinic – and focus on the language women sex workers need to know to do their jobs. Future classes will be planned for both men and women who sell sex, because “the language is specific regarding the different services men and women offer.”

Beginner and intermediate classes were scheduled for early 2008, but they were postponed due to low attendance – many sex workers said they did not attend because there is a strong political agenda in the UK at the moment that focuses on criminalizing sex work, and there have been frequent raids on brothels and other establishments, which is deterring sex workers from gathering. “‘We didn’t come because we were scared’” was what some people were telling us,” according to Caradonna.

To overcome this climate of fear, X:Talk Project’s next round of classes will be advertised in such a way that it will be clear it is an independent organization, not affiliated with the Government, and they will host a two-day ‘open house’ event at a public place, where people can meet the organizers and enrol in classes.

X:Talk’s instructor stressed the importance of confidentiality when providing services to people in the sex industry, even in countries where sex work is not criminalized. They even use a fictitious contact name (Ava Caradonna) as the contact for their project, which provides the people working with X:Talk a measure of privacy and safety.

home | services | english | where get involved? | resources | contact

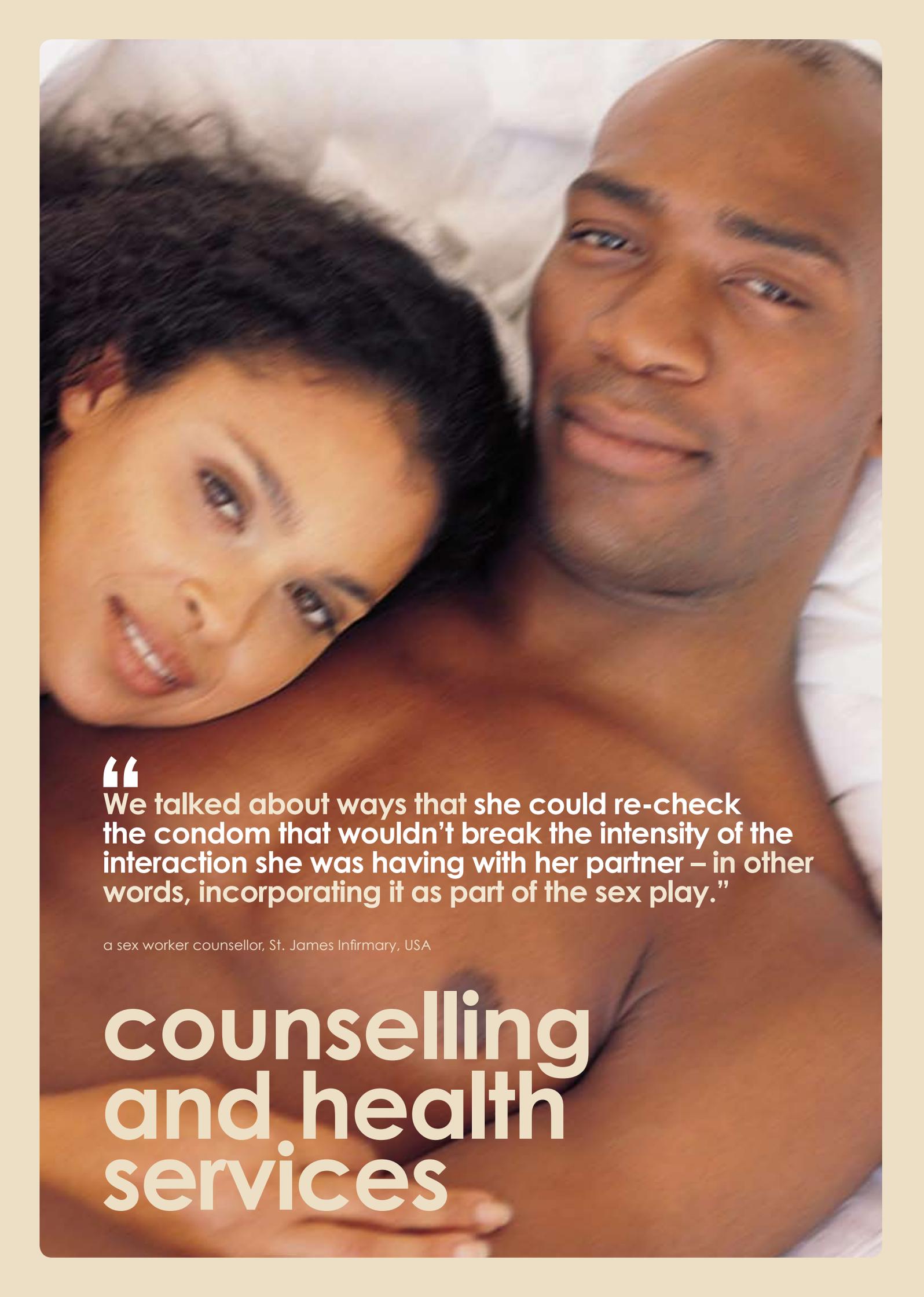
FREE ENGLISH CLASSES FOR FEMALE, MALE & TRANS PROSTITUTES AND WORKERS IN THE SEX INDUSTRY

Next course starts May 2008
- safe and confidential space to work out with clients
- learn to communicate better at work and with clients
- beginners and intermediate levels

X:Talk is organized by and for workers in the sex industry. X:Talk is independent from government authorities, is supported by the International Union of Sex Workers and is funded by donations. Classes are organized and run by workers in the sex industry.

Download the new X:Talk flyer [here](#) and [here](#)
Details of our free English courses in 7 languages
Please feel free to distribute the X:Talk flyer to workers in the sex industry
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- **X:Talk aims** - find out the latest from X:Talk
- **X:Talk teachers** - Meet PG and Hina, our fully qualified English teachers



“

We talked about ways that she could re-check the condom that wouldn't break the intensity of the interaction she was having with her partner – in other words, incorporating it as part of the sex play.”

a sex worker counsellor, St. James Infirmary, USA

**counselling
and health
services**

Planned Parenthood of New York City

Don't forget the pleasure!

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Web www.plannedparenthood.org/nyc

“
People walked away saying they know pleasure is important – that is why people have sex – but beforehand they didn't know how to do it. Now they did.”

Randa Dean, Associate Director of Adult Education at PPNYC

Planned Parenthood of New York City (PPNYC) provides reproductive health care, education programmes and advocacy on sexual and reproductive health issues. In 2007 and 2008, they facilitated two one-day workshops entitled 'Don't Forget the Pleasure in Sex Education' at the PPNYC Training Institute, the organization's outreach centre. Designed for health service providers, sex educators, youth providers, sex therapists and interested adults, the workshops covered topics such as:

- What holds us back from pleasure? This includes research about how talking about pleasure fosters sexual pleasure and is related to better use of protection; arguments for and against; pleasure as a right, and as an integral part of the 'sexuality pie'.
- Non-orgasm pleasure: consideration of all the kinds of behaviours that are pleasurable, not just orgasm.
- Sexual anatomy and pleasure zones: 'If you know more about your body, you will have more pleasure'.
- Age-appropriate pleasure messages: participants were given scenarios to act out and the ages of the characters; facilitators helped them to provide messages that include pleasure components.
- Sexual enhancers: from condoms to lubes, cock rings to vibrators, this involved discussion of the many sex accessories – those that are safe, and those that are less safe. This included a presentation from a visiting expert from woman-friendly sex toy shop, Babeland.
- Partner communication: using the 3Ps – pleasure, protection and problems.
- The Sexual History Talk: clarifying worries that could decrease pleasure, and six tips for facilitating conversations about pleasure.

- Advice for Educators: participants received a Workshop Formula which identified the aspects of a good pleasure-focused workshop, such as pleasure as a right, education about the body, realistic and affirming messages, information about sex and disabilities, and understanding the language of the group.

According to Randa Dean, Associate Director of Adult Education at PPNYC, "The participants at the workshops were professional health and sex education providers who said no one else was talking about this. They were all eager ... and the evaluations were very positive ... People walked away saying they know pleasure is important – that is why people have sex – but beforehand they didn't know how to do it. Now they did."

Dean said the participants were asked how they would implement what they had learned, and everyone gave very specific examples of what they would do, for example, if a client said she or he does not like a condom or lubricant, they would include information about different lubes and condoms to enhance pleasure as an alternative. However, some participants said it was difficult to find different kinds of condoms in the Bronx and Brooklyn areas of New York City, so PPNYC staff are investigating sources for condoms and plan to provide feedback to the participants.

When asked how sexual health counsellors and educators can get people talking about sex and pleasure, Dean noted that PPNYC's adult role models (ARMs) and sex educators said they were initially uncomfortable with the pleasure piece of the 'sexuality pie'. But after training, they felt more comfortable and said they had a lot of tidbits (facts, phrases and examples) about pleasure which they could incorporate into their sexual health messages.

Positively Women

Sexy tips for HIV-positive women

Contact Lucy Osman
Positively Women

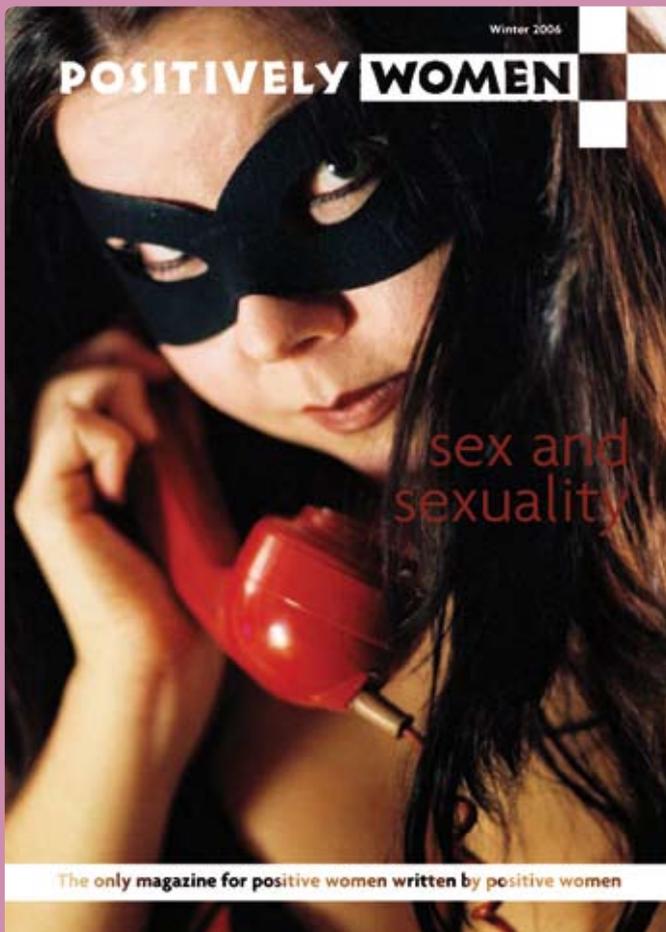
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Positively Women magazine has taken steps to address the serious lack of information available to HIV-positive women about sex and sexuality after a positive diagnosis. It has featured articles and a cut-out-and-keep postcard about sexy tips for HIV-positive women, written by **The Pleasure Project**, which talked about ways to make condoms and non-penetrative sex feel sexy and fun.

Positively Women is a national charity working in the UK to improve the quality of life of women and families affected by HIV. It provides free services to HIV-positive women, such as one-to-one support and counselling, HIV immigration support and legal advice, support for families and children, and access to support groups which are run by HIV-positive women.

It also publishes a quarterly magazine called **Positively Women**. Written and edited by women living with HIV, it has an estimated global circulation of nearly 10,000 beneficiaries, health care professionals, clinics and other HIV organizations. Each magazine includes personal testimony, features, information, and a forum for debate.



Positively Women magazine has taken steps to address the serious lack of information available to HIV-positive women about sex and sexuality after a positive diagnosis. It has featured articles and a cut-out-and-keep postcard about sexy tips for HIV-positive women, written by **The Pleasure Project**, which talked about ways to make condoms and non-penetrative sex feel sexy and fun.

In addition, to enable its counsellors to better promote the female condom to HIV-positive women – particularly to African women living in London – Positively Women partnered with the Female Health Company (see page 34) and **The Pleasure Project** for a 'Pleasures of the Female Condom' training day. The counsellors participated in a number of exercises and discussions to help them learn how to teach women to insert and use the female condom, while promoting its pleasure benefits and learning skills for responding to any objections that men and women may have to it. During the training, a wide range of subjects related specifically to HIV-positive women's needs were covered, including discussion of how to use the female condom when practicing a sex technique called 'western jazz', and how women who have sex with women can enjoy the female condom.

St. James Infirmary

The sexy 'dick check' and other tips for sex workers

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...as providers, the dissemination of pleasure starts with us ... We must encourage dialogue about pleasure and ways in which we can further it in all settings. And we must constantly be mindful of our words and actions in order to prevent the silencing and shaming of someone's pleasure and sexuality."

a sex worker counsellor, St. James Infirmary, USA

St. James Infirmary (SJI) provides free, confidential medical and social services to female, transgendered and male sex workers in San Francisco, California, USA. It is the first occupational safety and health clinic for sex workers that is run by sex workers. According to SJI's Research Coordinator Alix Lutnick, "Only when people know what they do and do not like are they truly capable of saying yes or no to certain practices. Furthermore, once they know what brings them pleasure and potentially the reasons behind that, then we can explore with them ways in which they feel they could make what they are doing safer."

In its counselling sessions, SJI asks sex workers: "What do you like about the work you do? What gives you pleasure?" With this as a springboard, sex workers are encouraged to talk about all aspects of their work – what they like and don't like, what they are willing to do and what they aren't willing to do. This kind of discussion with qualified counsellors can then lead to conversations about how to do the work they do in the safest way possible.

Its homepage asks: "Do you know how to put a condom on with your mouth? Can you make a 'dick check' sexy? When's the last time you got a massage just for you?" and other questions aimed at helping sex workers stay safe while still providing pleasure, and even finding pleasure themselves.

To explain how SJI counsellors incorporate pleasure and eroticization of safer sex into their counselling with sex workers, Lutnick described an HIV/STI risk assessment session that took place a few years ago:

"The woman told me that the reason she came in was that a condom broke during a session with

a client. It was very clear that she felt ashamed that this had happened, and it seemed as if she thought she was going to get a lecture! The very first question I asked her was whether she enjoyed the sex she had with that person or not. This question led her to admitting that she really did enjoy it, and then she proceeded to talk for at least ten minutes about what she enjoyed and why."

"After listening to her share her feelings about this experience, I suggested that she think about checking the condom every now and again during intercourse, and occasionally reapplying lube when she feels that the condom is becoming too dry. We talked about ways that she could re-check the condom that wouldn't break the intensity of the interaction she was having with her partner – in other words, incorporating it as part of the sex play."

"At the end she thanked me for being the first person to talk to her about pleasure in the context of sex work. She said that, in the past, when she had gone to other service providers, they very clearly were uncomfortable with her talking about sexuality and pleasure in general, and especially as they relate to sex work. Those experiences silenced her and planted a seed of shame in her brain about the work she does. Fortunately, she came to SJI and we were able to provide her the space to explore her pleasures and dislikes."

One crucial element of SJI's success with pleasure-focused counselling is that the counsellors are either former sex workers themselves or have undergone extensive training about what goes on in various sex

work communities. "At St. James, we encourage our providers to check in with themselves about their comfort level talking about various issues. And if they feel the least bit uncomfortable about having certain conversations – if they know they cannot provide a client information that she or he needs in a comfortable, non-shaming fashion – we encourage them to refer the client to other providers at St. James." This shame-free, peer-based element of SJI's counselling is absolutely vital to their success in helping sex workers to open up about pleasure and to stay healthy.

Lutnick says that "...as providers, the dissemination of pleasure starts with us. We must discover our comfort levels and find roles in which we utilize our skills most effectively. We must encourage dialogue about pleasure and ways in which we can further it in all settings. And we must constantly be mindful of our words and actions in order to prevent the silencing and shaming of someone's pleasure and sexuality."

In addition to its counselling and health services, SJI does research. Its Sex Worker Environmental Assessment Team (SWEAT) study examined the correlation between social capital and the health of female sex workers in San Francisco. Conducted by the University of California, San Francisco, in collaboration with SJI, this study's research staff was comprised of former and current sex workers. As part of the semi-structured interviews in the study, "...we asked all participants what they enjoy about the sex work they do, as well as what they do not enjoy. Initially a number of the women said there was nothing they enjoyed about the work that they do. As the interview continued, all but one of these women returned on their own to that question and offered specific things they did enjoy about their work. For many of the participants in this first phase, as well as in the second phase, this was either the first time they had ever spoken to another person about their sex work, or this was the first time they shared their story and were not met with judgments or shame."



“
Only when people know what they do and do not like are they truly capable of saying yes or no to certain practices. Furthermore, once they know what brings them pleasure and the reasons behind that, then we can explore ways in which they feel they could make what they are doing safer.”

a sex worker counsellor, St. James Infirmary, USA

TARSHI and the South and Southeast Asia Resource Centre on Sexuality

The pleasure hotline

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Web www.tarshi.net and www.asiasrc.org

TARSHI (Talking about Reproductive and Sexual Health Issues) is a New Delhi-based organization which develops publications, provides training, and undertakes advocacy work.

Their publications include information about the right to sexual pleasure and well-being (such as the Red Book for 10–14-year-olds, and the Blue Book for young people 15 and older, which present sexuality in a matter-of-fact and sex-affirming language), while training includes a Sexuality and Rights Institute run in collaboration with CREA, Regional Institute on Sexuality Society and Culture, Basic and Regional Trainings on Sexuality, Sexual and Reproductive Health and Rights.

TARSHI also operates a telephone helpline, where it provides information, counselling and referrals to address concerns about sexual pleasure and sexual health, in addition to queries on basic sex information, sexual, reproductive and relationship concerns. Its telephone counsellors often use questions about sexual concerns and pleasure as an entry point for further discussions of health behaviour, including safer sex. TARSHI is guided by the vision that all people have a right to sexual well-being and to a self-affirming and enjoyable sexuality, even when practising safer sex. The helpline has responded to over 60,000 calls in its 12 years of operation since 1996, and a report of the analysis of over 43,000 calls can be obtained at www.tarshi.net.

In addition, TARSHI hosts the South and Southeast Asia Resource Centre on Sexuality, which is a diverse collection of sexuality-related work in the region, and publishes the quarterly publication *In Plainspeak* (www.asiasrc.org/plSpk/inplainspeak.asp).



TARSHI is guided by the vision that all people have a right to sexual well-being and to a self-affirming and enjoyable sexuality, even when practising safer sex.

Silom Community Clinic, Thailand Ministry of Public Health and US Centers for Disease Control Scorching hot condom and lube for male-to-male sex

Contact Frits van Griensven or
Wipas Wimonsate

Silom Community Clinic

Email silom@tuc.or.th
Web www.silomclinic.in.th

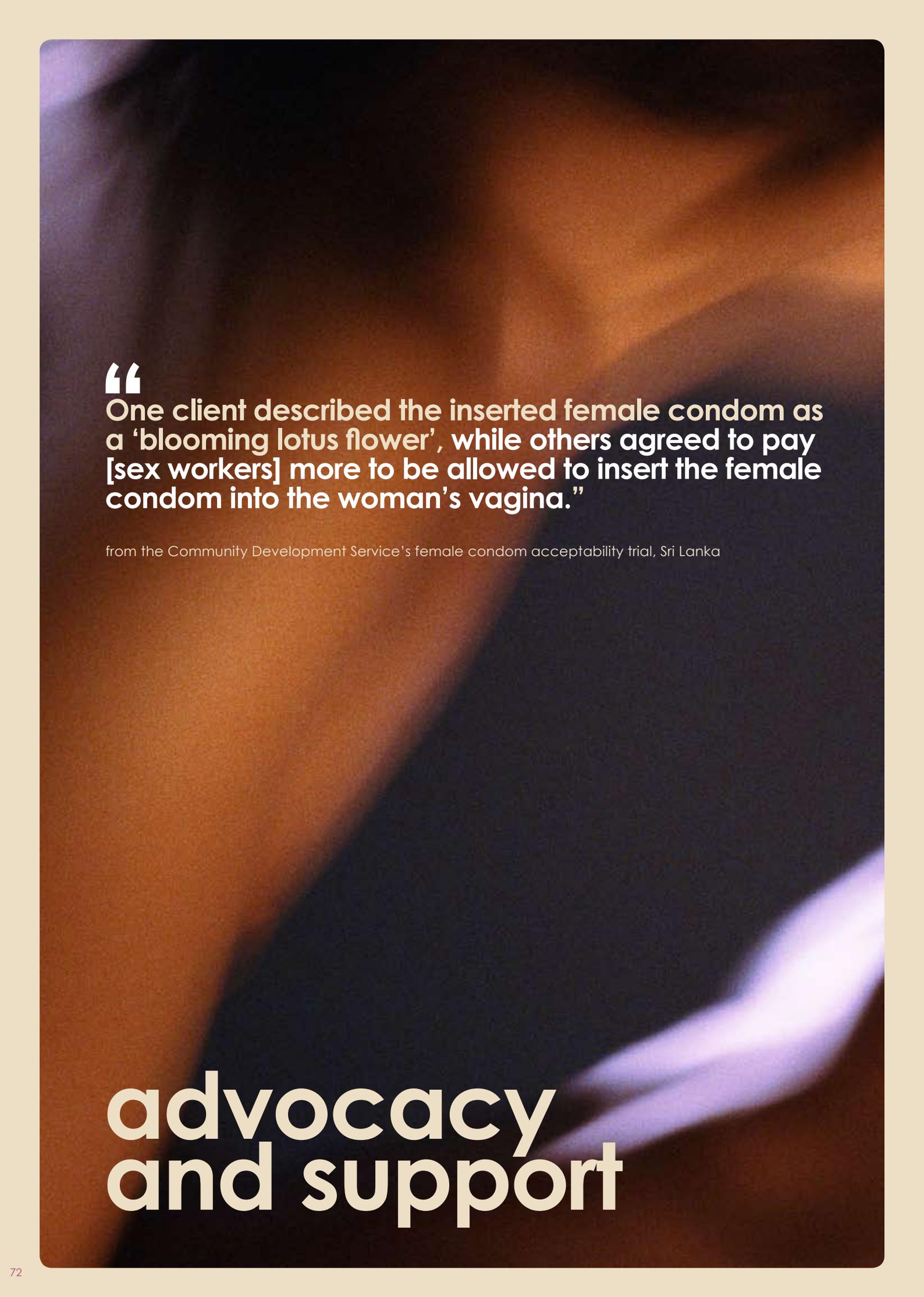
The [condom] packaging is in both Thai and English, with graphics illustrating a temperature gauge that highlights just how hot sex needs to be before opening the condom packets.”

The Thailand Ministry of Public Health and US Centres for Disease Control (CDC) have collaborated to conduct a longitudinal cohort study among men who have sex with men in Bangkok, and are now planning for HIV prevention trials in this population. As part of their work, they have developed fun and innovative packaging for a condom/lube product and other safer-sex education tools that treat sex in a positive and sexy way. Along with the Silom Community Clinic in Bangkok, they have created and are distributing condom packaging with messages such as 'To Cook: remove plastic cover

and put in high heat for 3–4 minutes; recommended serving size 52mm' and 'Careful, the package you are about to enjoy is extremely hot'.

The packaging is in both Thai and English, with graphics illustrating a temperature gauge that highlights just how hot sex needs to be before opening the condom packets. The packets are in stylist black, to appeal to men. Silom Clinic is located inside the Bangkok Christian Hospital, and provides free HIV testing and counselling for men who have sex with men.





“

One client described the inserted female condom as a ‘blooming lotus flower’, while others agreed to pay [sex workers] more to be allowed to insert the female condom into the woman’s vagina.”

from the Community Development Service’s female condom acceptability trial, Sri Lanka

advocacy
and support

Community Development Services 'The blooming lotus flower' and other female condom visions

Contact Kamanee Hapugalle,
Executive Director

Community Development Services

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Most recently, Community Development Services lobbied for pleasure as a key component of the 2007 ICAAP conference in Colombo.

Community Development Services (CDS) helps to developing community capacity to address sexual and reproductive health issues and concerns, and to promote health-seeking behaviours among populations most vulnerable to STIs and HIV in Sri Lanka. One of its many activities has been lobbying at many levels for sexual and reproductive health services and supplies for sex workers, which has included advocacy for the female condom and, in particular, its qualities of increased pleasure and comfort, female control and potential for providing increased income for sex workers.

In 2001, CDS received a grant from UNAIDS to train and develop the capacity of 40 peer educators from the commercial sex worker community, with the objective of promoting health-seeking behaviours among street-based sex workers. This involved peer education, peer support and peer counselling, which would subsequently be developed into an independent project managed and implemented by leaders of the sex worker community. One component of this project was an acceptability trial of female condoms, which produced a variety of responses from the sex workers, but overall very high acceptability. Some sex workers found they could charge more money for using a female condom with a client by describing how it would turn the two of them on – with the friction of both rings and a lot of lube. One client described the inserted female condom as a 'blooming lotus flower', while others agreed to pay more to be allowed to insert the female condom into the woman's vagina.

CDS used the lessons learned from the acceptability trial to inform its advocacy work for female condoms and sex workers' health and rights, nationally and internationally. Most recently, they lobbied for pleasure as a key component of the 2007 ICAAP conference in Colombo.



Sexual health educators showing how they would demonstrate the female condom, at **The Pleasure Project** workshop, 2007 ICAAP, Sri Lanka

The Institute of Development Studies Sexuality and Development Programme Helping the development industry get over its obsession with bad sex

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This work hasn't jeopardized our funding at all, but it has elicited comments [from some donors] ... Balancing donor desires with those of the recipient organizations is always a challenge, in any programme. And working on sexuality and pleasure has not been any more difficult than any other donor relationships."

Susie Jolly, Institute of Development Studies

The Institute of Development Studies (IDS) carries out research, teaching and communications work related to international development. It was founded in 1966 and has an international reputation for high-quality work and commitment to applying academic skills to real-world challenges. Its aim is to understand and explain the world, and to try to change it – to influence as well as to inform.

In 2005, the IDS website (www.ids.ac.uk) featured an article entitled 'The Power of Pleasure', which marked World AIDS Day and urged a new approach to AIDS prevention that builds upon the positive force of desire and enjoyment rather than banking on fear and shame.

In 2007, IDS launched its Sexuality and Development Programme, which supports research and communications aimed at rethinking the relationship between sexuality, rights and development, and building stronger links between people in different contexts working to realize sexual rights. The programme supports organizations which are taking a sex-positive approach to prevention and sexual health, and innovative research which is helping to build the evidence base for sex-positive, pleasure-focused work in many areas, including safer-sex promotion.

Also in 2007, the programme's Director, Susie Jolly, won an Erotic Award for the BRIDGE Cutting Edge Pack on Sexuality and Development, which outlines key issues on gender, sexuality and sexual rights in the current political climate. The Erotic Awards

were established in 1993 by the Leydig Trust to offer encouragement to people stigmatized for their sexualities, and recognition to individuals and organizations working for sexual freedom.

Jolly has been pushing for sex-positivity in the development discourse since 1998, when she was a student at IDS. She said there have been some donors who are shocked at some of the pleasure- and sexuality-oriented messages coming out of IDS, saying that poverty reduction is not about sexuality and pleasure. But she addresses these reactions by simply listening, and by pointing out that all people have a right to enjoy sex and have positive experiences with sexuality.

"This work hasn't jeopardized our funding at all, but it has elicited comments [from some donors] ... Balancing donor desires with those of the recipient organizations is always a challenge, in any programme. And working on sexuality and pleasure has not been any more difficult than any other donor relationships." Jolly's 2007 article 'Why the Development Industry Should Get Over its Obsession with Bad Sex and Start to Think About Pleasure' (IDS Working Paper 283, Brighton: IDS) deals with a wide variety of issues around pleasure, including the movement to eroticize safer sex.

IDS and Sexuality and Development Programme resources can be found at www.siyanda.org and at www.bridge.ids.ac.uk.

annex:

list of interviewees

contact	organization	country
Shivananda Khan	Naz Foundation International	International/South Asia
Alice Clements	Marie Stopes Australia	Australia
Alice Welbourne	Stepping Stones	UK/International
Alix Lutnick	St. James Infirmary	USA
Angela Heimbürger	(formerly) IPPF Western Hemisphere	USA/Latin America
Anna Span	Easy on the Eye Productions	UK
Anupam Hazra	SAATHII	India
Anuradha Mukherjee	The Naz Foundation (India) Trust	India
Ashok Row Kavi	The Humsafar Trust	India
Ava Caradonna	X:Talk Project	UK
Cheryl Overs	Asia Pacific Network of Sex Workers	Australia
Doortje Braeken	IPPF	UK/International
Dorothy Aken' Ova	INCREASE	Nigeria
Edwina Pereira	INSA India	India
Jasmir Thakur	The Samabhavana Trust	India
Jaya Sharma	Nirantar	India
Kavitha Potturi	Hindustan Latex Limited Family Planning Promotion Trust (HLLFPPT)	India
Mike Kennedy	Victorian AIDS Council	Australia
Nan Kinney	Fatale Media	USA
Ngozi Iwere	Community Life Project	Nigeria
Ofelia Aguilar	MEXFAM	Mexico
Phillip Harvey	DKT International	International
Randa Dean	Planned Parenthood of New York City	USA
Reverend Debra Haffner	Religious Institute on Sexual Morality, Justice, and Healing	USA
Richard Scholey	Terrence Higgins Trust	UK
Robert Nelson	Female Health Company	UK/International
Sarah Hedley	Scarlet Magazine	UK
Sunil B Pant	Blue Diamond Society	Nepal
Susie Jolly	Institute for Development Studies	UK
Suzanne Noble	Noble PR	UK
Telidja Klai	SENSOA	Belgium
Tim Bavinton	Sexual Health and Family Planning ACT (SHFPACT)	Australia
Tim Foskett	PACE	UK
Xiaopei He	Pink Space Culture and Development Centre	China



the pleasure project.

The Pleasure Project (www.thepleasureproject.org) is an international education and advocacy organization working to eroticize safer sex by building bridges between the health sector and the sex world, and helping to develop the evidence base for a sex-positive approach to safer sex. It promotes sexual health and prevention of sexually transmitted infections, including HIV, by encouraging sex education with an emphasis on 'good sex', and by focusing on one of the primary reasons people have sex — the pursuit of pleasure.

The Pleasure Project provides training, consultancy, research and publications for sexual health counsellors, NGOs and others who want to take a more sex-positive approach to their work, and it helps erotic media producers to incorporate sexy safer-sex into porn films and other media. **The Pleasure Project** was started in 2004 at the Bangkok AIDS Conference and since then has provided condom consultancy for erotic films and pleasure proficiency training for sex educators, and has mastered the art of erotic condom demonstration.



Realising Rights is the Research Programme Consortium on Sexual and Reproductive Health and Rights, funded by the United Kingdom Department for International Development (DFID). It supports innovative research and advocacy approaches to address the persistent low priority given to sexual and reproductive health and rights in development policy and practice. The Consortium brings together a strong multidisciplinary research and service-delivery partnership to focus on commonly neglected issues, such as sexually transmitted infections, contraception, abortion and gender-based violence. And it works to translate sexual and reproductive health rights into local realities, particularly in low-income countries in sub-Saharan Africa and South Asia. Its partners are:

- African Population and Health Research Center, Nairobi
- BRAC and BRAC University School of Public Health, Bangladesh
- INDEPTH Network, Accra and affiliated surveillance sites
- Institute of Development Studies, UK (lead institution)
- London School of Hygiene and Tropical Medicine, UK