

Can Safer Sex *be* Good Sex? Mixing Pleasure and Prevention...

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the **pleasure project**

*Putting the 'sexy' back into safer sex.
Because sex education is rarely sexy.
Because erotica is rarely safe.*

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The Pleasure Project

- *Because Sex Education is rarely sexy*
- *And Erotica is Rarely Safe*
- *Putting the Sexy back into Safer Sex*

- A single belief underpins our aims: **we can have safer sex if we know how to have good sex.**

Why did the Pleasure Project start?

- Safer sex and HIV “industry” avoid discussion of sexual desire and pleasure
- Limited impact of public health campaigns that focus on disease
- Evidence that promoting pleasure with safer sex messaging can have positive impact – increase uptake of safer sex (Lancet article)
- The pleasure industry avoids discussion of safer sex - few erotic films and resources feature condom use and non-penetrative pleasurable sex as a norm.
- The Pleasure Project wants to promote sex education with the emphasis on ‘sex’, not ‘education’.

What does the Pleasure Project do?

- Builds bridges between the pleasure/sex industry and the safer sex world by ensuring that erotic materials include discussions of safer sex
- Ensures that sexual health and training materials include pleasure as a key element.

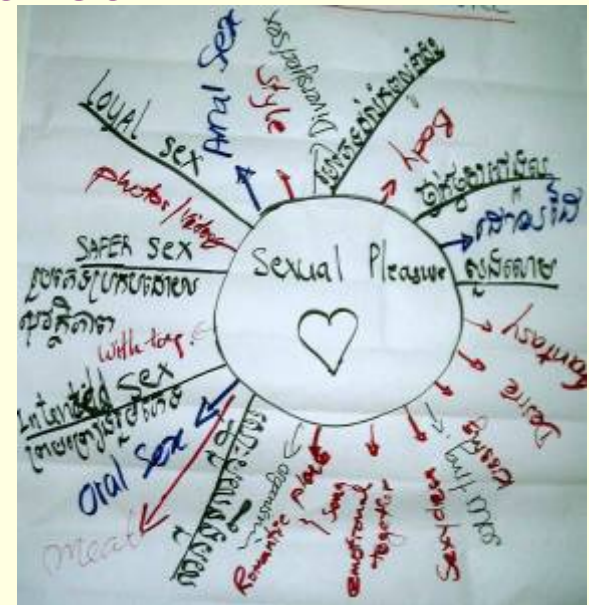


The Pleasure Approach: tools and techniques

- Why do people have sex ?
- Pleasure and sexiness are often culturally specific, so needs and desires need to be specific to target communities.
- Get comfortable talking dirty!
- Keep the focus on pleasure and sex, rather than disease.
- Eliminate all messages and attitudes that promote shame or fear about sex, sexual preference, or pleasure- do a “Pleasure Audit”

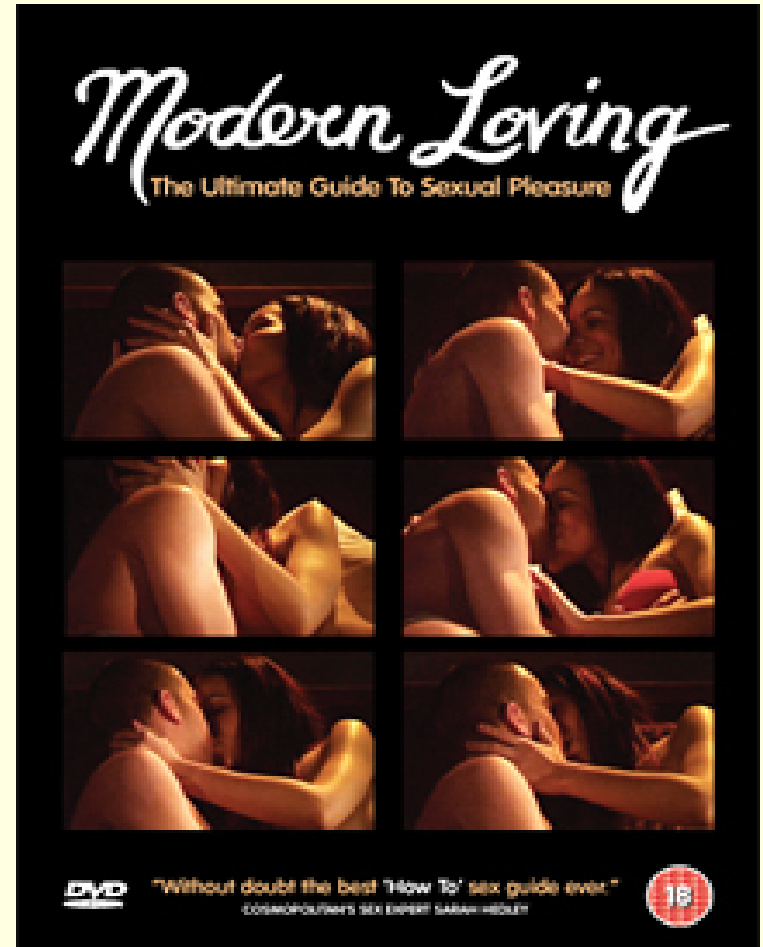
The Health Industry :Pleasure Proficiency” Training

- 5 day training for youth sex educators in Cambodia/Vietnam
- CARE International and CARE Cambodia
- Enabling sex educators to discuss pleasure and desire with clients to enable safer sex
- Establish comfort boundaries
- Gender role play favoured
- Food as proxy discussion
- Pilot training materials



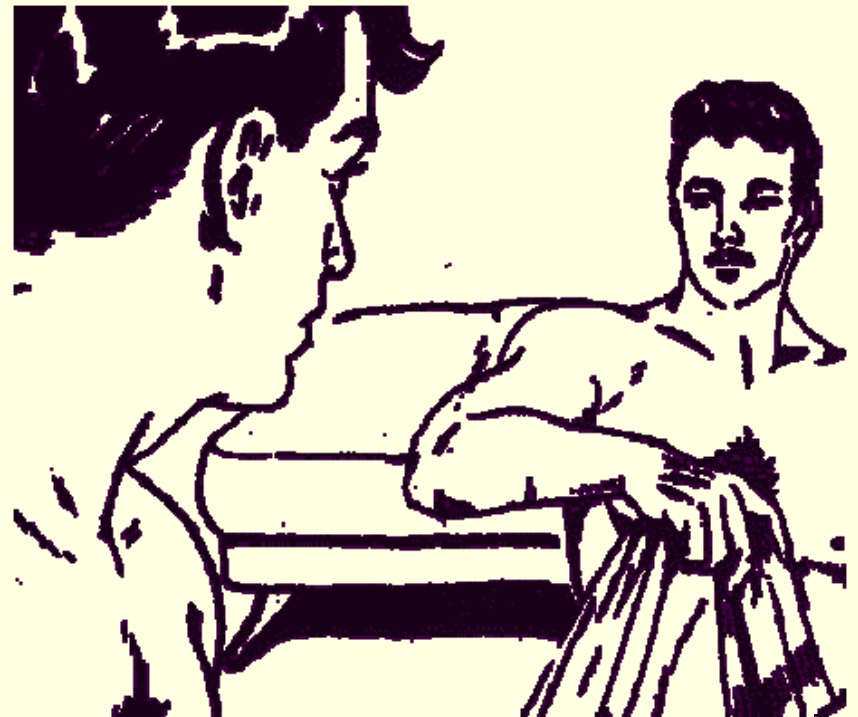
The Pleasure Industry : Modern Loving

- Modern loving the 1st erotic instructional video for heterosexual couples that is entirely safe and features ONLY safer sex.
- The video does not preach or promote itself as a health resource or sex ed tool; this is a subtle element of its overall aim: to turn the viewers on!
- The film shows safer sex as the norm and as a turn on
- You can order it at www.modernloving.com



Sexual pleasure to increase condom use- The global mapping of pleasure

- Interviews, emails, snowballing and grey literature – health programmes that promote safer sex using pleasure
- 27 examples from Africa, Asia, Latin America and Europe
- Sex-Positive IEC materials
- Erotica for HIV positive people
- Safe Erotic films
- Young People



Eroticising Male Condoms

- FHI – Kenya study male condoms not used because they “diminish pleasure” and emphasising disease re-inforces that
- ICDDRB- in order to promote condoms must address masculine sexuality, pleasure and emotion
- Jamaica – RCT – acceptability of MC improved when choice offered including more “pleasure focused condoms”
- Studded Male Condoms – Uganda – MSI- 12 million annual sales
- Lube and Male Condoms packaged together

Case Studies – Male Condoms and Lube

- MSM in Cambodia- huge demand and need for water based lube -
- Sex Workers in Cambodia - Multiple and rapid sex acts, lack of stimulation, depression - vaginal drying.
- Research had shown condom avoidance because of discomfort
- PSI decided to package condoms and lube – used established brand (Number 1)
- Marketing – Condoms used with lube makes sex safer and pleasurable – reduced friction and minimised breakage
- Sales exceeded expectations and steadily increasing
- Some resistance at head office level to pleasure campaign

Reports of Pleasure Enhancement – Female Condom



Female Condom as Erotic Accessory

- SWAA Senegal marketed female condom alongside Bine Bine beads – noise as an arousal point
- A test of virility – India - “it only makes noise when you give good strokes”
- FHI Madagascar
 - women discovering “strange water in their vaginas”
 - “the increasing of pleasure of the female condom is thought to be due to the outer ring touching the clitoris”
- Sambhavana Trust, India, transexual hyjras using female condoms (anally) as proof of their femininity as receptive partner
- Insertion as enjoyable for both partners–
 - “as beautiful as a blooming Lotus flower – more money charged for sex with FC -Sri Lanka
 - women orgasming with self insertion - India

Male pleasure

- Zambia, Zimbabwe and Ghana – tapping of ring on penis as arousing
- SWAA Ghana – men using inner ring to tap on end or rubbed up and down penis shaft in absence of partner
- South Africa and Tanzania :
 - 80% study group had tried “unisex usage” and 73 out of 80 liked it
- Mongolia – “Lady Trust” marketed (package inserts explicit) to enhance male and female pleasure – 1st year sales in 6 months

Case Studies – Pleasure Education - Faith Based Groups

- Empowerment Concepts – 14 countries in Africa
- Working with Churches in South Africa
- Encouraging more pleasure in marriage
- Facilitating dialogue across genders – tackle boredom (“only missionary”) and taboos (“only sex workers do other positions”)
- Church Leaders as marriage counsellors
- Publications that detail positions
- “Good sex is dependent upon a disciplined effort to communicate and learn about your sexual partner, and this is something that religious institutions can facilitate “
- “Make sex amazing within the relationship and men will not stray as much.”
- Religion can use sex as the possible solution
- www.empowermentconcepts.com

Further Research

- PUBMED search “pleasure” and “safer sex” – 19 articles (Jan 2006)
- Need knowledge of the social contexts in which pleasure approach would be successful]
- Any adverse impacts?
- Could it lead to more discrimination ?
- Lessons from other examples of marketing
- Is it cost effective ?

Share Your Pleasure – sex toy sales for safer sex



- 30% of sales price on range of sex toys goes to safer sex education

- Passiononline and The Pleasure Project

- www.passiononline.co.uk/

30% of costs from the sale of this item will help promote pleasurable safer sex in developing countries.

Share Your Pleasure

www.the-pleasure-project.org
www.passiononline.co.uk





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