



BLOG ON! with a real-life Sex-Ed SUPERHERO

SEX EDUCATOR SALEEMA NOON says youth have a lot to teach us about how to teach them:

NEWS FLASH! Teens do think Sex Ed is important. I was told recently (with all due respect to math teachers), "It's a big part of our lives and I think it's a lot more valuable than, like, triangles we learn in math, ... 'cause, like...it's your whole life."

But what a lot of teens are getting when it comes to

sex ed just doesn't cut it. A grade 10 student described a sex ed video: "It was so outta date, like, you know, it's got all this 80's music and stuff and all you can do is sit there and laugh...they're singing all these stupid songs like 'Addicted to Love'..."

The lesson I learned: Listen to teens, and make it relevant!

Saleema

Check out Saleema's weekly blog at www.Opt2Act.org

BACK 2 COOL!

HelloCoolStuff.com – Your online destination for socially conscious cool stuff.

Exclusive supplier of **The Corporation** anti-branded clothing & merchandise: hoodies, t-shirts, tanktops, mugs, patches, even underwear!



DVD FEATURE NEW RELEASE

SECRETS

Real teens take us on a candid journey to the frontlines of the new casual sex revolution. Includes an interview with Sex Educator "superhero" Saleema Noon.

DVDs OUT NOW!

The Corporation • The Take
Seeing is Believing • Being Caribou
Culture Jam • and more!



ARE YOU INTO "THINK BUYING?" THINK OF US!

Part of the proceeds of our website go to support grassroots campaigns related to the items we sell.

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HELLOCOOLSTUFF.COM



Sex on the Rocks

Fish do it and need our help

The Fraser River is home to more than 1.2 million people and 61 species of fish. It is the largest salmon producing river in the world and an important breeding ground for water fowl. It is also BC's most endangered river.



GRAND PRIZE: A 1-day river rafting trip for you and 3 friends supplied by:
Enter online at www.rivershed.com



To learn more and how to help: www.rivershed.com
Protect Educate Volunteer

BACK TO SCHOOL



Are your kids learning about **SEX** in the locker room?

YOUR KIDS - Will they have EVERYTHING they need?

INSTANT EDUCATOR



PARENTS – Do you worry that your kids are *hooking up* with some misleading information?

TEENS – Do you think the real dirt about SXX comes from your friends, or even chat rooms?! Sometimes NOT! Misinformation gets spread from friend to friend by other friends when facts are in short supply.

On or offline, don't take chances with instant information. Demand a better education! It feels good to know the right stuff. And then...spread it to your friends!



MEASURE UP!

4 OUT OF 5 BRITISH COLUMBIANS support comprehensive sexual health education in schools.

But across BC not every Sex Ed program is being good. Some are being very, very bad...

Hit them with this ruler and tell them that **WE DESERVE BETTER!***

*NOTE: No human beings were harmed in the making of this metaphor. No real violence, please.



EXTRA VALUES

DOES IT FEEL LIKE YOU'VE BEEN DRAWN WITH AN INVISIBLE PEN? When it comes to colouring in the Sex Ed curriculum are things looking a bit too sketchy?

What you need are Extra Values Pens! Guaranteed to enhance those black-and-white only facts. Useful for colouring in your own culture and community. Good for picturing other points of view too! You should always be able to draw your own lines.

SEEING RED YET? OPT2ACT!



It's your call

1-800-SEX-SENSE
(1-800-739-7367)

or 604-731-7803
in the lower mainland

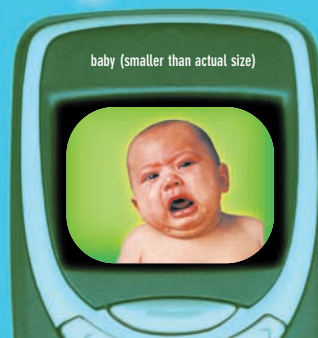
confidential information and referrals • birth control
pregnancy options • emergency contraception
sexually transmitted infections and HIV

www.factsoflifeline.com

WE SUPPLY FACTS. YOU SUPPLY DECISIONS.



HIV (way bigger than actual size)



baby (smaller than actual size)



condom (smaller than actual size)

IT'S ABOUT SEX EDUCATION

If you are concerned about what your kids are learning about sex in school —you are not alone! We're worried too. Publicly funded, high quality, and comprehensive sexual health education in BC is still hit and miss.

OPT FOR CHANGE AT **OPT2ACT.ORG**



SCORE!

GIVE YOUR SCHOOL A POP QUIZ about what they teach in Sex Ed. Find out how accurate, all-inclusive, and prepared they are. Because *nobody* should fail in sex education.

SCHOOL SEX ED

<input checked="" type="checkbox"/>	accessible to all students
<input checked="" type="checkbox"/>	comprehensive
<input checked="" type="checkbox"/>	high quality
<input checked="" type="checkbox"/>	accurate
<input checked="" type="checkbox"/>	age appropriate
<input checked="" type="checkbox"/>	relevant



ANKORS



SEXUAL HEALTH EDUCATION • IT'S YOUR RIGHT! • **OPT2ACT.ORG**



Myth Eraser

Handy-dandy MYTH ERASER eliminates troublesome myths including:

- Oral sex doesn't count as sex
- Abstinence-only education is effective
- AIDS is not my problem

Warning: some stereotypes are hard to erase. May require repeat applications.



Chalk It Up!

For maximum effectiveness our Super Sex-Educator should be supported with more than a blank blackboard! Sex-Ed Success – Chalk It Up to:

- Safe and supportive school environment
- Student input
- An inclusive community, public health and education strategy
- Adequate public funding

WHILE SUPPLIES LAST!

Works with all ages, K-12.

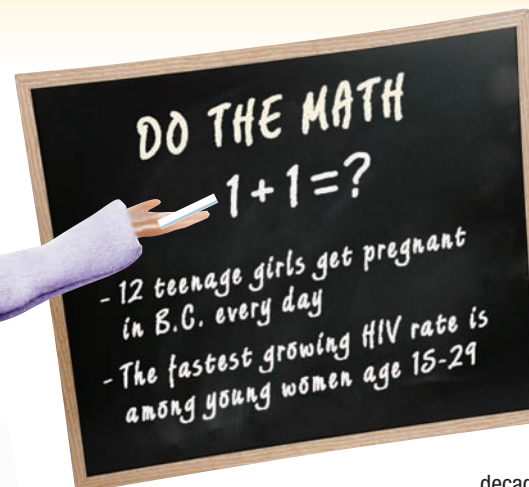
Armed with facts and figures! Knows how to talk about feelings. Well-trained, culturally sensitive and non-judgmental.

Media savvy. Can interpret teen talk. Listens to students!

Unfortunately at this time the Super Sex-Educator is a limited edition. **GET YOURS NOW!**

Super Sex-Educator ACTION FIGURE!

Easy to talk to – speaks your language!
Strong, flexible and FUN!



COMING SOON

Other action figures in our Advocate Brand "Askable Adult" series.

Watch for **PETE AND PATTI**, our talking parents dolls.

They listen, and they speak! Available in many languages.

This SUPERHERO could save your life!

Congratulations!

You just won a FREE STD!

OK, so there are some lotteries NO ONE wants to enter.

And if people are sexually active, the odds are high that unless they practice safer sex they might get a sexually transmitted disease or get pregnant. You shouldn't have to get lucky to get an education. Don't leave your health to chance.

The Real Contest

We mean it this time! Enter our DON'T BE A BLANK online contest (as seen on local buses). You really could win an iPod and other cool prizes.

Enter the contest by filling in the blanks in our story and giving us your version of how it all should end. **Information and contest entry at Opt2Act.org.** Must be 18 or under to be eligible.

GOOD _____ 2 U!

It's Friday night. The vibe is high, th J's _____ out on the dance floor w J asks if S wants to go for a drive. S windows are just as steamy as what session and asks, "Wait, don't you th S says, "I shoulda grabbed one."

We're not kidding now!

It's time to make some changes.

There are some super sex-educators out there. But we need more.

LET'S DO THE MATH. There are about a quarter million students in BC's high schools and close to a half million more in Kindergarten to Grade 8. They are all entitled to the best sexual health education we can give them, but they aren't all getting it. Adolescent pregnancy rates in BC are only fifth best in the country. And BC youth – some very young – face some alarming risks of sexually transmitted infection from behaviours they don't think are "real sex".

YOU CAN HELP

We know that four in five of you support publicly funded comprehensive sexual health education in school.¹ Parents and students reported to us that they would both like to be consulted more often with regard to sexual health education. And over three quarters of adults think youth should have a significant voice in the Sex Ed they receive.²

The history lesson is clear. In the past decade there have been several studies of the state of school sexual health education, with consistent recommendations for change. Our 2004 research, using Canada's *Guidelines for Sexual Health Education* as a benchmark, assessed the effectiveness of sexual health education in BC Schools. We asked parents, students, health care professionals, teachers and administrators what they thought. The conclusion: we have some homework to do.

LET'S WORK TOGETHER

A number of parents told us they do not know what their kids are getting as sex education at school. One parent said: "I asked the school for a course outline – there was none!" "There is no consistent manner of sex education," a Public Health nurse told

us. "It differs from school to school, class to class, teacher to teacher, year to year. Public health is sometimes asked to come in and teach, but we have no idea what has been taught before."

Schools are an important place for sexual health education to take place. And teachers are an important part of the equation. But some tell us they're not comfortable with the knowledge and skills they have to teach sexual health, and that training is scarce.

The Canadian Guidelines state that: "sexuality is a central and positive part of the total well-being of young people." Students need to be given a basic understanding of their bodies. But they also need to be taught the risks, benefits and availability of all options for prevention of pregnancy and protection from sexually transmitted infections (STI).

ADDED VALUE

But it's about more than "plumbing" and prevention. Comprehensive sexual health education also helps students understand the particular characteristics of sexual relationships. It reinforces the importance of matching personal decision-making with personal values, and of understanding the diversity of sexual self-expression in non-judgmental terms. It's also crucial that this education begin early so that it impacts students well before they are *considering* being, let alone actually being, sexually active.

In the context of comprehensive education, abstinence is taught as the only 100% way to prevent pregnancy, but not as the only option for reducing risk. But how is abstinence being defined? Some don't include oral sex in their definition because it is not sexual intercourse. Alarming, many teens think they cannot get a sexually transmitted infection from oral sex.



Personal values and knowledge are critically important companions, especially in our intimate relationships. Studies show that youth, from both secular and faith-based backgrounds, make decisions they think are consistent with their values. But anyone can be at risk because of incomplete knowledge. A study by the Religious Institute on Sexual Morality, Justice and Healing in the US found that youth from congregations that provided young people with comprehensive sexual health education, which did include information about contraception and STIs, reported no instances of either infection or pregnancy, as opposed to congregations who taught abstinence as the only option.

So we are asking students "Are you getting enough?" and we're asking parents – and educators – "Is this the best we can do?"

Will you join us?

MORE INFO AT OPT2ACT.ORG

¹McIntyre and Mustel Omnibus Survey, 2001

²Ipsos Reid Survey, 2004

FREE TOOL KITS

ARE YOU GETTING ENOUGH? A TOOL KIT for YOUTH

IS THE SEX ED YOU GET AT SCHOOL JUST LIKE FAST FOOD? – quick delivery that leaves you hungry for more facts, let alone at least a side order of feelings? When it comes to Sex Ed, demand to be satisfied.



YOUR POWER AS A PARENT A TOOL KIT for PARENTS

PARENTS! Your kids' healthy future depends on their education, and quality sexual health information is key. So, if their School Sex Ed program doesn't make the grade, then why not work with the school to fix it?



RESOURCES FOR TEACHERS COMING SOON.

DOWNLOAD ADVOCACY TOOL KITS AT OPT2ACT.ORG



July 12, 2005

As part of any healthy schools initiative, comprehensive health education in school is a key strategy in the prevention of disease and promotion of health from childhood into adulthood. Sexual health education is a core component of that strategy.

I welcome and support the efforts of Options for Sexual Health and its partners, YouthCO, YouthQuest, ANKORS AIDS Support Network, Island Sexual Health Society, and the Vancouver School Board, to improve the quality and effectiveness of school sexual health education in BC.

Sincerely,

P.R.W. Kendall, MBBS, MSc, FRCPC, Provincial Health Officer

OPT2ACT

SIGN UP ONLINE FOR INFORMATION

- Download a tool kit • Get informed
- Take action • Give us your feedback

OPT2ACT.ORG

info@opt2act.org

Are you a youth who wants a voice in your Sex Ed curriculum?

Check out Don't Just Do it – the BC Sex Ed Curriculum Builders Project
linked off the campaign website

OPT2ACT CAMPAIGN DESIGN Good Company Communications Inc. has worked with OPT and Partners to create the Opt2Act Campaign Identity: the website Opt2Act; the bus ad; and this flyer. Graphic design of bus ad by Laurel Swenson. Flyer graphic design by Emerald City Communications. Photos by Nancy Bleck.

ACCESS TO ACCURATE AND COMPREHENSIVE SEXUAL HEALTH EDUCATION IS A BASIC RIGHT AND NEED OF ALL INDIVIDUALS **OPT2ACT.ORG**