

LET'S TALK ABOUT SEXEDUCATION

#unexcited
talking
about
sexuality

For over 60 years now, sexual educators have been concerned with the question of how the various facets of sexual education can be communicated in an age-appropriate way to kids and young adults. In the meantime, this topic has also been increasingly received in the media and many new possibilities develop.

SEXUAL EDUCATION TAKES PLACE. EVERYWHERE AND ALL THE TIME.

Whether intentionally or not, we "cannot not communicate" said communication theorist Paul Watzlawik. This is also the case with sexual education. Whether in everyday conversations, music, advertising, clothing, magazine articles - we always reveal something about our values and attitudes with regards to relationships, gender roles and family etc. Sometimes incidentally, sometimes in a rather excited tone.

Reason enough for several European organisations to join forces in a strategic partnership through an Erasmus+ project to launch an honest and transparent discussion on sexual education. "#unexcited...talking about sexuality" is the name of the project, in which tools are developed for educators, multipliers and young adults as well as for public relations work. One project year already lies behind the partners from Germany, Poland, Italy, Austria and Portugal; and one year ahead of them. An impression of the range of sexual education can already be gained.

... ON THE NET



#unexcited shows how social media channels can be used today by young people for educational questions, but also by parents, youth workers, teachers and other multipliers for further education or dissemination of information. It is not only about facts, but also about a sensitive, age-appropriate, positive and „unexcited“ way of communication.

... IN PRINT

Because conversations about gender stereotypes, role models, instagram trends and the ability to allow and name feelings are also part of sexual education, a hip magazine called "Heldinnenheft" (incl. interviews with everyday heroines from 11 to 102 years) was created as part of the EU project, to show in print and online how #unexcited people can talk about supposedly exciting things.



... DIRECTLY

The partner organizations of #unexcited deal with diverse target groups and different political conditions. On the about-sexeducation.com website, the individual organisations also report on their challenges in the area of streetwork with particularly vulnerable young people, sexual education in countries with more conservative governments, and what opportunities influencers can play in sexual education. They highlight the importance of quality standards, explain current discourses such as consensus and provide reading and online recommendations for multipliers.



... #UNEXCITED

#unexcited shows the whole range of sexual education between instagram and literature and makes clear that it is not only about "classical sex ed lessons", but also about the right words, media competence and relief, demystification, diversity and closeness to realities, health, borders and above all communication.

In this respect, we look forward to a stimulating and unexcited exchange.



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