

WSHD 2017

" Love Bonding and Intimacy"



This theme goes beyond the current definition of “intimacy” which almost always implies being sexual with another person. It aims to break the idea that sexuality is just having sex, integrating the emotional aspects of it, and the human need for bonding. The joyful part of it is the sharing of our own sexual health and sexuality with someone we love or people we choose.

2017 celebration

Sexuality is a central aspect of being human throughout life and encompasses sex, gender identities and roles, sexual orientation, eroticism, pleasure, **intimacy**, and reproduction (WHO, 2006). This year we want to focus on the emotional aspects of one’s sexuality. We will discuss this in the context of love and intimacy as a possibility for everyone regardless of what form of sexuality they identify with. Love and intimacy is part of our sexuality, and sexual health is also related to affectionate reactions to our loved ones.

It is important to remember this is a celebration so let's make it joyful, invite people to share the ways they love, or they show their affection to each other, invite couples to invent ways to show they care about each other beyond their physical connection. Remember that love and intimacy are as diverse as Sexuality itself, so include everyone in the celebration, no matter the age, sex, religion, sexual orientation, skin color, socio-economic status, cultural and educational level, disabilities and abilities, leave room for NO DISCRIMINATION at all.

It is a big opportunity to talk about the World Association for Sexual Health (WAS) and its wide-range of members as well which represent a variety of professions across the globe. This is WAS’s invitation to the public as well as professionals to join this global association which is committed to promote sexual health, wellbeing and rights for all.

What can I do to celebrate World Sexual Health 2017?

As World Sexual Health Day is a global and volunteer celebration, the possibilities are limitless. You can use the theme of this year’s WSHD and take it to wherever you find suitable, and in the ways that are possible for you. If

the language or translation of the slogan can be misleading or misinterpreted for cultural or linguistic reasons in your country or region, please adapt it. You can organize social, cultural or political activities that involve everyone, or choose from the ones we are proposing below.

Suggested Activities:

- A. Discuss how the emotions and affections are related to Sexual Health. Find ways to help people differentiate between love and infatuation. Ways to show you care about your loved ones to enhance sexual health considering the different countries and cultures mores and integrating all the conditions people may have (age, sex, religion, sexual orientation, skin color, socio-economic level, cultural and educational level, disabilities, etc.)
- B. Organize a literature contest for short stories or poems or stages about love and intimacy as a Sexual Health matter in each culture.
- C. Ask people to do a vlog answering:
- Have you been in love with someone? How does it feel?
 - Do you need to be in love with someone to experience sex with them?
 - Do you have to have sex with someone to show that you love them?
 - How do you show you care for someone?
 - What is the place of sex in your intimate relationship (s)?
 - How your emotional expression of love relates to your Sexual Health?
 - How your emotional expression of love relates to the Sexual Health of your loved ones?
 - What is NOT a healthy emotional expression of love?

- D. The vision of WSHD is to become a UN official day, so we have to build the way in our cities, states, countries as has been done for example in the state of Jalisco in the country of Mexico where it is now an official state observance or as a communication in social media from the president's office, so don't overlook to approach your governmental institutions or politicians in order to make a statement, or to work to proclaim the celebration day.

(these are examples of the Mexican president office (see the picture) and the official page for the government of Jalisco in Mexico:

<http://www.jalisco.gob.mx/es/prensa/noticias/26991>



- E. Take some ideas from what others have done in past celebrations in our Facebook page, and be creative with your own celebration. Don't forget to share it with everybody.

Explain to the people who participate, that the most representative pictures/vlogs will be uploaded to the official WAS Global Facebook page of World Sexual Health Day (<https://www.facebook.com/4sept>)

Always remember: These are just some suggestions...

These activities are only proposals... Possibilities to celebrate WSHD are limitless!

The activities we suggest do not have to take place in public spaces necessarily. You can promote the idea in more private spaces, such as an office, a classroom or even amongst your friends.

Through social networks, WAS will encourage people to participate individually or as groups in the celebration, giving their ideas and their own evaluations, take pictures of themselves celebrating their own way, in order to put them as their profile picture in Facebook and to upload them to the Global Facebook page of WSHD. If you have more and different ideas, please let us know!

WSHD activities rely on everyone's creativity!

Note: If you have any sociocultural reason that makes it inappropriate or impossible to host an event on September 4th, you can celebrate Sexual Health any other time during September, if that is possible in your setting, just remember to take pictures and share with us your celebration!

We want to document all events, but only if you send us the information or post it to our Facebook page or link with our Twitter account, check the addresses at the end of this document.

Timeline for your consideration

Month	Activities
*By May 2017	Please inform the organizers of WSHD 2017 if you are willing to undertake the role of Local WSHD Coordinator. Our e-mail is: worldsexualhealthday@gmail.com
June-July 2017	Plan the activity that you would like to carry out in accordance to your cultural needs, translating all the information you'll need to spread the idea (such as a press release).
June-July 2017	Select the location(s) to carry out your activity to celebrate WSHD 2017
July-August 2017	Contact all the possible media (magazines-TV-newspapers) in order to start spreading the idea.
July-August 2017	Prepare all the materials and human resources that you'll need such as the banners and posters of the suggested activity or the photographer who would be willing to take the pictures. Be sure to include the logo and information of WAS everywhere you can, as well as the logo and slogan of WSHD.
September 4, or around this date in case there is a conflict of celebrations or the date in your country is not convenient.	Take all the pictures that you can to document your activity. Upload them to the WSHD global Facebook page as well as the articles that are published about the activity in local media.

The background of WSHD

In 2010, the World Association for Sexual Health (WAS) called on all their member organizations and all NGOs to celebrate, each September 4th, World Sexual Health Day in an effort to promote a greater social awareness of sexual health across the globe.

The first World Sexual Health Day was introduced with the slogan "Let's talk about it!" to start breaking fears and taboos surrounding sexuality. The topic of WSHD 2010 was addressed in different forums, many of which were intergenerational discussions.

2011 World Sexual Health Day 2011 focused on youth "Youth's sexual health: Shared rights and responsibilities". The topic of WSHD was a consequence of the creation of the WAS Youth Initiative and in the context of the International Year of Youth proclaimed by United Nations. Within WAS, the different members of the Advisory Committee and the Youth Initiative Committee celebrated the day by organizing a wide range of activities in their home countries, from Round Table Discussions to Conferences and Art Exhibitions.

2012 The focus of World Sexual Health Day 2012 was diversity and minorities, "In a diverse world, sexual health for all!" Around the world, activities to commemorate WSHD 2012 made visible the realities of population groups such as: the elderly, transgender people, people living with disabilities, immigrants.

2013 The celebration WSHD 2013, was joyful, we collected lots of pictures from around the world with people taking conscience of their sexual rights "To achieve sexual health, picture yourself owning your sexual rights" aiming to remind us about the fundamental importance that sexual rights have in order to achieve sexual health.

In 2014, we went back to basics, with our slogan "Sexual Health: the wellbeing of sexuality" we aimed to focus on the WAS/WHO working definition of sexual health (2002): "Sexual health is a state of physical, emotional, mental and social wellbeing in relation to sexuality; it is not merely the absence of disease, dysfunction or infirmity. Sexual health requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence. For sexual health to be attained and maintained, the sexual rights of all persons must be respected, protected and fulfilled."

In 2015 we emphasized the approved and published, updated sexual rights declaration of 2014 in order to work with human rights like Justice. We looked at how promotion of Sexual Health and Sexual Rights contribute to a fairer society for all persons, and we focused on justice related to sexual health and human rights for this year's celebration with a slogan "Sexual Health for a Fairer Society"

2016 was about debunking the myths. Sexuality and information regarding sexual health have been facing a lot of myths and prejudices. Everybody has the right to access accurate, relevant and scientifically-based Information (ARSI). This year's theme encouraged people to seek information and raised awareness about the sources that are available to them locally and globally (thanks to the digital platforms). We eliminated the myths in a variety of ways we imagined. We proposed an extended resource list with links and addresses where people can go to, to obtain accurate information.

How many countries have been involved in WSHD?

World Sexual Health Day is a relatively new global celebration that functions on a volunteer basis. To date, we have reports that more than 44 countries have participated, including:

Argentina	Guatemala	Panama
Australia	Iceland	Paraguay
Austria	India	Peru
Bahrein	Indonesia	Portugal
Brazil	Iran	Puerto Rico
Chile	Israel	Russia
Colombia	Italy	South Africa
Croatia	Japan	Spain
Cuba	Lebanon	Sweden
Dominican Republic	Lithuania	Tunisia
El Salvador	Macedonia	Turkey
Estonia	Mexico	Uruguay
Finland	Netherlands	USA
France	Nicaragua	Venezuela
Greece	Pakistan	

Country organizers have taken WSHD activities to schools, media, hospitals, libraries, universities, public squares, art halls, theatre groups, etc. WSHD aims to expand to many different social contexts throughout the imagination of its organizers! WAS wants to ensure that sexual health issues are widely discussed everywhere!

Finally, remember...

- KISS (KEEP IT SMART AND SIMPLE)! Whatever you decide to do, it does not have to implicate big expenses, it can easily be arranged with a very small amount of money.
- Use the WAS resources to guide everything you decide to do and in all the materials you decide to use! You can download the documents through this link:

<http://www.worldsexology.org/resources/>



Access to the WAS Declaration of Sexual Rights to obtain the name and definitions of all sexual rights:
<http://www.worldsexology.org/resources/declaration-of-sexual-rights/>

- Promote that people from ALL ages can get engaged in the activity you organize. Children, teenagers, adults, seniors, we want all of them participate and eliminate their own myths about sexual health!

- A good strategy of promotion is to try to involve celebrities, government officials and politicians in the activity that you organize.
- Be sure to accurately translate WAS' resources into your own native language or to use the documents from WAS web page
- The core idea behind WSHD is that people have to understand and inform themselves about sexual health! If you carry out the suggested activity, you will see that by thinking about myths related to sexual health, people can realize what they need to do to attain it. Whatever you decide to do: feel good about it!
- You can use either one of our WSHD logos in your publicity, they are available in WAS' website www.worldsexualhealth.org
- You can also use #WSHD, #WASHD2017, #WAS as hashtags when you use social media to share your events.
- And... Don't forget to LIKE and SHARE the official Global WSHD Facebook page: www.facebook.com/4sept
- You can stay in touch with the WSHD committee through our:
 - email: worldsexualhealthday@gmail.com
 - Twitter: @SexualHealthday (in English)
 - @DiaSaludSexual (in Spanish)

There will be an independent website www.worldsexualhealthday.com from December 2016.

Upload all the pictures you take to our Facebook page!

Note: all WAS member and non-member organizations and individuals are welcome to participate and organize an event to celebrate WSHD

If you as an individual or your organization are interested in becoming a member of WAS, please contact Dr. Narayana Reddy deganr@gmail.com
www.worldsexualhealth.org

BEST REGARDS,

World Sexual Health Day Committee

Chairs: Nadine Terrein-Roccatti and Luis Perelman from Mexico
 Jacqueline Brendler (Brazil),
 Antón Castellanos-Usigli (Mexico),
 Cristina Tania Fridman (Argentina),
 Yuko Higashi, (Japan),
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