

SEXUAL HEALTH EDUCATION THAT WORKS

SHORE Centre - Sexual Health Options Resources and Education, offers evidence-based, up-to-date, comprehensive sexual health education workshops. These workshops follow the Canadian Guidelines for Sexual Health Education produced by the Public Health Agency of Canada. These guidelines aim to improve sexual health outcomes including self-esteem, safety and pleasure, while reducing negative outcomes such as unintended pregnancies, sexually transmitted infections and harmful relationships.

These improved outcomes are reached by following three key elements:

Information, Motivation & Behaviour, known together as the IMB Model.

This model highlights the fact that simply providing people with information is not enough to encourage change, and that information must be followed by encouraging motivation and behavioural skills to be effective. Often this model is implemented with activity-based lessons.

INFORMATION

Sexual health education must present information that is specific, age-appropriate, evidence-based and most of all, relevant to the real, lived experiences of the audience. Information that is too detailed or not relatable and relevant is not useful.

MOTIVATION

Sexual health education should provide reasons for participants to listen to, remember and use the information they are being given. Motivation can be encouraged in three ways:

Emotional motivation: Works to increase participants comfort with certain topics, behaviours, or objects.

Personal motivation: Helps participants see how sexual health information impacts their lives.

Social motivation: Explains that social norms might be assumed but aren't always true, and shows that others accept and practise healthy sexual behaviours.

BEHAVIOUR

Sexual health education should also teach behavioural skills and allow participants to practise the skills in order to put them to use in their lives (e.g. condom negotiation, communication skills).