

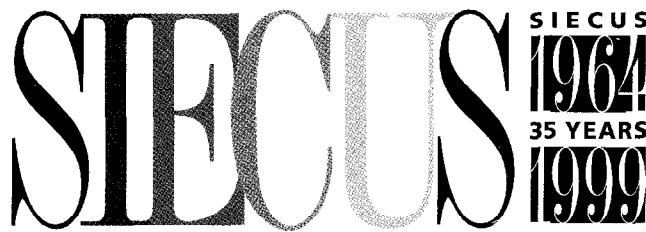
VOLUME 27 NUMBER 4

# SIECUS

R E P O R T

SIECUS 35<sup>TH</sup> ANNIVERSARY

APRIL/MAY 1999



## R E P O R T

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The *SIECUS Report* is published bimonthly and distributed to SIECUS members, professionals, organizations, government officials, libraries, the media, and the general public. The *SIECUS Report* publishes work from a variety of disciplines and perspectives about sexuality, including medicine, law, philosophy, business, and the social sciences.

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SIECUS AT 35

Debra W. Haffner, M.P.H.

**P**icture a diverse group of professionals meeting at a Conference on Religion and the Family in 1961. They include the medical director of Planned Parenthood, the director of the National Council of Churches of Christ, and the leader of the marriage counseling movement in the United States. Together, they talk about the absence of any discussion on sexuality issues at this meeting and in their work, and the need for a national organization that focuses on sexuality issues.

Three years later, they incorporate and name Dr. Mary Calderone, one of the cofounders, as their first (then unpaid) executive director. Their mission was “to establish man’s sexuality as a health entity...to dignify it by openness of approach, study, and scientific research designed to lead toward its understanding and its freedom from exploitation.” In prophetic words, Wallace Fulton, the first Board president, wrote in the first SIECUS newsletter that “if the present group had not created it [SIECUS], others would have inevitably had to do so.”

1964 was a very different world for people’s sexual rights. Married couples did not have a constitutional right to obtain contraception. Abortion was illegal. Sex education, as it was called then, was almost nonexistent. Gays and lesbians were labeled as deviant. Sexually explicit materials were only available in dark stores that “nice” people didn’t enter. The “pill” was newly available and *Playboy* was breaking barriers. The women’s movement, the youth movement, and the gay and lesbian rights movement were all to come.

How far we have come! Today, 90 percent of all couples use contraception. Today, almost all teenagers report that they have received some formal instruction in sexuality issues compared to only half of all people who graduated from high school in the early 1970s. Today, in many places, gays and lesbians live openly and proudly in their communities, workplaces, and religious institutions. Today, adults can obtain sexually explicit materials for their personal use from their local family video stores. Today, more than 90 percent of Americans endorse the concept of gender equity in the workplace.

The reality is that Americans think and talk about sexuality differently now than they did in the mid-1960s. The

concept of sexuality, as introduced by Mary Calderone in 1964, is now understood to encompass much more than the biological meaning of sex. Sexuality education has replaced the term sex education to emphasize its more comprehensive scope. Sexual harassment and date rape now have names. They are no longer something that women have to “put up with” in their working and personal lives.

The field of sexuality has matured during these past 35 years. Since 1964, our work has been greatly enriched and informed by such researchers, scientists, and educators as William Masters, Virginia Johnson, Helen Singer Kaplan, the Boston Women’s Health Collective, The Alan Guttmacher

Institute, and others. The 35th anniversary bibliography in this issue highlights some of these important contributions to the field.

Public dialogue about sexuality has changed dramatically during the past 35 years. And such change is not just the result of sexologists talking to each other. In February 1999,

SIECUS conducted a public poll on our Internet site to ask the general public who had the greatest impact in bringing about a positive change in the way America understands and affirms sexuality. The top ten, chosen from a list of 100, are listed in the article on page 3.

There is now an acceptance of the need for sexuality education in schools that would have been undreamed of in the early years of SIECUS. In the late 1960s, such groups as the John Birch Society and the Christian Crusade published booklets with such titles as *Is the School House the Proper Place to Teach Raw Sex?* I remember being picketed in the 1970s with signs that said “Keep Sex Education Out of the Schools.”

There is now broad-based public and professional consensus about the need for sexuality education for children and youth. In the latest Gallup opinion poll, 87 percent of parents support school-based sexuality education, up from 76 percent just ten years ago. More than 115 of the country’s most mainstream national youth, health, medical, and religious organizations support sexuality education as members of the SIECUS-led National Coalition to Support Sexuality Education. A current list of all Coalition members is on page 19.

*How far  
we have  
come!*

But, the need for SIECUS is as great as ever. Since 1990, there has been a steady attack on comprehensive sexuality education. Fewer states (19) now require sexuality education than at the start of this decade. Since SIECUS' community advocacy project began in 1992, we have documented more than 700 controversies in every state over the content of sexuality education.

The federal abstinence-only-until-marriage program is beginning to change the landscape of sexuality education; five states have already adopted this restrictive language into their state laws. The article "Analysis of States' Implementation of Abstinence-Only-Until-Marriage Education Program" on page 14 provides a snapshot of the impact of the first year of the program's implementation.

SIECUS' work is far from done. Alarming rates of unplanned pregnancies, sexually transmitted diseases, HIV, sexual abuse, and other forms of sexual violence plague America, and indeed, most countries around the globe. The

recent murders of Matthew Shepard, Dr. Barnett Slepian, and Billy Jack Gaiter are dramatic examples of how tenuous sexual rights are.

But, there is no question that we are closer to our vision of a world where sexuality is affirmed and where all people have the education, services, and rights they need to make responsible sexual choices consistent with their own personal values. I like to think that our cofounders would be pleased to visit SIECUS today and learn more about the activities of our 20 professional staff in Washington and New York.

We are pleased to publish a history of SIECUS and the timeline of SIECUS milestones in this special issue of the *SIECUS Report*. I am proud and grateful to have been part of SIECUS' history for the past 11 years, and deeply honored to carry out the mission that was begun 35 years ago. I raise an imaginary celebration toast to all of you who have supported SIECUS and who in your daily work help make our vision a reality.

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## 10 INDIVIDUALS TOP SIECUS "PEOPLE ARE TALKING" POLL

SIECUS Web site visitors participated in a "People Are Talking" poll in February to select 10 individuals from a list of 100 who have brought about a positive change in the way America understands and affirms sexuality as a natural and healthy part of life.

The results are (in alphabetical order): Judy Blume, Dr. Mary Calderone, Ellen DeGeneres, Joycelyn Elders, Hugh Hefner, Anita Hill, Magic Johnson, Madonna, Gloria Steinem, and Ruth Westheimer.

The candidate list of 100 people included actors, artists, authors, historians, musicians, writers, columnists, philosophers, playwrights, and leaders in the field of sexuality, among others.

"SIECUS has helped millions of people understand, embrace, and respect their sexuality," said Debra W. Haffner, SIECUS president. "These 10 people represent diverse perspectives and views, and each has helped America think about sexuality in a new and different light."

# THE FIRST 35 YEARS: A HISTORY OF SIECUS

Sarah Cunningham,  
B.A., M.Div., Ph.D., Historian

**T**he Sexuality Information and Education Council of the United States\*, also known as SIECUS, was founded in April 1964, when six people—Dr. Mary Steichen Calderone, Wallace Fulton, Reverend William Genne, Lester Kirkendall, Dr. Harold Lief, and Clark Vincent—recognized a critical need for a health agency to promote a positive approach to sexuality issues.

Meeting at a time of profound social and scientific change, which was causing an equally significant change in attitudes toward sexuality and sexual behavior, the group proposed the following:

Our recognition of the need to reexamine and appraise evolving sexual attitudes and of the importance of arriving at reasonable solutions to the present sexual dilemma, has led us to this point: We believe an organization rooted in sincere concern for an objective, reasonable, and positive approach to sex is needed.

This approach was divided into two parts. For professionals, SIECUS would “provide a continuing forum whose scientific atmosphere will make it possible to consider and discuss...all aspects of human sexual behavior.” For the public, the organization would foster “open dialogue concerning sexual perplexities and uncertainties, especially between youth and adults.”

While all six individuals are credited with the founding of SIECUS, it was the unique vision of Dr. Calderone, the former medical director at the Planned Parenthood Federation of America, that brought them together with the single purpose of creating an agency devoted to sexuality.

## A PERSONAL VISION

The daughter of renowned photographer Edward Steichen, Dr. Calderone was raised in France and New York City. Though her upbringing was progressive, she grew up experiencing the ignorance and repression of sexuality common at the time.

Much had happened in Dr. Calderone’s life to make the

---

\*SIECUS was incorporated as the Sex Information and Education Council of the United States and operated under that name until 1994 when it officially became the Sexuality Information and Education Council of the United States.

development of SIECUS possible. Divorced and the mother of two at age 30, she found a new direction for her life when she entered medical school to study public health. It was there that she met and married Dr. Frank Calderone, also a public health physician, with whom she had two more children. When Dr. Calderone’s youngest daughter started school, she took a position as director of the Planned Parenthood Federation of America. She was 49 years old.

Part of her responsibility at Planned Parenthood was speaking to groups on family planning issues. Later, at the North American Conference on Church and Family of the National Council of Churches in 1960, she decided to forego her prepared “family planning” speech in favor of explaining her belief that sexuality information, particularly the kind that churches might offer congregations, was a critically unmet need in the United States. Schools typically refuse to teach sexuality, she said at the time, and many parents don’t know how to bring up the subject. So churches are in a unique position to do so.

Dr. Calderone’s speech was enthusiastically received. During the next three years, she kept hearing from people who agreed with her that sexuality issues were rarely discussed and that sexual information was rarely available in the United States. Over time, she began to envision SIECUS and its mission. She later shared with a group of colleagues her rough outline for a voluntary health organization modeled after Planned Parenthood. But the new organization would have a singular mission: to establish human sexuality as a health entity.

Convinced that responsible parenthood is but one segment of responsible sexuality which, in its turn, is but one segment of responsibility in all of one’s human relations, Dr. Calderone resigned her position at Planned Parenthood after 12 years. Pointing to the many poignant letters she had received from people with troubling sexual problems that were never addressed, Dr. Calderone realized that a broader-based approach was necessary.

## THE 1960S: SIECUS TAKES SHAPE

The SIECUS founders turned Dr. Calderone’s vision into the organization’s mission:

- To identify the special characteristics that distinguish [sexuality] from, yet relate it to human reproduction

- To dignify sexuality with an openness of approach, study, and scientific research designed to lead toward its understanding and its freedom from misunderstanding and its freedom from exploitation
- To give leadership to professionals and to society, to the end that human beings may be aided toward responsible use of the sexual faculty and toward assimilation of sex into their individual life patterns as a creative and recreative force.

The SIECUS founders assembled a Board of Directors that, by 1967, included physicians, educators, public health officials, sociologists, lawyers, clergy, and professionals from the media and the business community. Dr. Calderone was named executive director in 1964 with the responsibility for managing the organization.

At the beginning, SIECUS established a Community Services Department responsible for public program development, and an Educational Services Department to develop print materials such as the quarterly *SIECUS Newsletter* as well as curricula and study guides. Both departments served professionals and organizations oriented toward teaching about sexuality in the home, churches, and schools, as well as providing support for teachers, counselors, parents, and adults.

The organization's immediate program goals were ambitious:

- Public sensitization
- Regional and local community services
- Sexuality education services
- Teacher and leadership training
- Programs for the special needs of the handicapped
- Sexuality research
- Development of evaluations for sexuality education programs
- Preparation of materials for sexuality education at all levels.

**Initial public opposition.** By 1968, SIECUS' work had attracted the attention of many ultraconservative organizations across the nation.

The storm of criticism was touched off by the Christian Crusade in 1968 through its pamphlet *Is the School House the Proper Place to Teach Raw Sex?* The John Birch Society also began to attack SIECUS. Even a group of Oklahoma parents, organized under the slogan "Sanity on Sex," announced they weren't against sexuality education, but that they *were* against SIECUS. Although not specific in their objections, the parents refused to discuss their concerns with local school administrators. To counter these

attacks, SIECUS immediately distributed 30,000 flyers stating its mission and indicating that it would continue its work and not engage in a public debate with its critics.

Somewhat discouraged, Dr. Calderone was soon heartened when she learned that the Committee on Family Life of the United Methodist Church had published a bulletin naming 13 organizations that had wrongfully attacked SIECUS. The bulletin also explained what churches and families could do to support sexuality education. SIECUS' work continued despite controversies.

**SIECUS' positive responses.** As the sixties drew to a close, the organization began establishing a national committee of individuals who supported sexuality education and who would help to counter criticism. Asking "responsible people to take a positive stand," SIECUS cited a 1969 Gallup poll that stated 71 percent of American adults approved of sexuality education.

New York Senator Jacob Javits read into the *Congressional Record* articles from *The New York Times* (9/14/69) and *Look Magazine* (9/9/69) that defended SIECUS as responsible and reasonable. In October 1969, *Readers*

*Digest* published an article titled "Sex Education: Powder Keg in Our Schools," which also supported the work SIECUS was doing.

SIECUS also participated in a conference on sexuality education in 1969 at the United Nations Church Center, and published a book for teacher training titled *The Individual, Sex and Society*. Dr. Calderone spoke at schools and forums in dozens of states and in Canada. She was also interviewed on television and radio. Subsequently, she received letters from ministers, housewives, students, and college and state officials praising her warmth, energy, and candor. She also received an encouraging letter from "Dear Abby," the syndicated columnist Abigail VanBuren, who wrote that she, too, had "been under attack."

Dr. Calderone's phrase "human sexuality as a health entity" turned out to be magic. "We were saying that sex is a part of total health. It doesn't belong to the church. It doesn't belong to the law. It belongs to you—the person. It's part of your total health and your total personality structure," she said.

It took her three or four years to accustom people to the word *sexuality*. "The word wasn't in use at all then. It was confused more with the word *sensuality*," she said in an interview in 1967. "But today everybody seems to know what it means and how it should be used.... We have made *sexuality* mean what we intended it to mean: the whole person as male or female, whatever his or her age."

As part of a broader outreach to provide information, consultation, and research assistance, SIECUS began to expand its programs to include the disabled and those in

*SIECUS is  
a nationally  
recognized and  
respected leader in  
human sexuality.*

minority communities. It also began to take a closer look at the “sexuality of aging.”

Founded in an era characterized by social change, SIECUS began with the presidency of Lyndon Johnson and evolved during the country’s involvement in the Vietnam War, a war which created a major division among its citizens. It continued its work as the women’s movement, the youth movement, the gay liberation movement, and civil rights movement unfolded. The decade ended with a major shift in social consciousness.

### THE 1970S:

#### SIECUS PROVIDES RESOURCES

During the 1970s, SIECUS sponsored a number of programs that helped to explain the role of sexuality from varying viewpoints. These programs included conferences and symposia on:

- New Findings in Sexuality
- Religion and Human Sexuality
- Sex, Love, and Intimacy: Whose Life Styles?
- The Media and Changing Sexual Attitudes
- Human Sexuality—Perspectives in Nursing
- Sex: The Law and the Citizen.

SIECUS continued to focus primarily on helping professionals. It also increased its public outreach. For example, in 1972, the Kansas and Minnesota Departments of Health alone distributed nearly 20,000 copies of SIECUS study guides. SIECUS staff also spoke that same year on “Sexuality and Disability” at the Annual Meeting of the American Cerebral Palsy Association. The organization also joined with the American Foundation for the Blind in 1974 to publish *Sex Education and Family Life for Visually Handicapped Children and Youth—A Resource Guide*.

SIECUS replaced its quarterly *SIECUS Newsletter* in 1972 with the expanded bimonthly *SIECUS Report*, which included more articles, reviews, and editorials. Report topics included “The Sexuality of Aging,” “Sex and the Family Bookshelf,” “Values and Valuing in Sex Education,” and the “Development of Moral Reasoning Power.” The *SIECUS Report* is still a major source of sexuality information today.

By 1974, SIECUS had begun compiling copies of books reviewed in the *SIECUS Report* as part of an open-stack, noncirculating research library, used primarily by New York area students and professionals studying or working in the sexuality field. It also regularly participated in conferences, helped develop sexuality education curricula for medical school and college students, and responded to over 5,000 requests for information a week.

In concert with the national emphasis on grassroots activism, SIECUS began to develop regional affiliates to

improve local fundraising and action in 1978. Its first affiliate was the Sexuality Information and Education Council of Indiana (SIECIND). It was soon followed by the Sexuality Information and Education Council of Connecticut (SIECCONN).

During the 1970s, the open dialogue and dissemination of information that SIECUS had worked for since its inception came to pass. As SIECUS grew, the nation continued to experience vast social change:

- The federal government established the Title X Family Planning Program, and Maryland became the first state to require family life and human development education in all public school grade levels (1970).
- The publishing of *Our Bodies, Our Selves* signaled a new awareness of women’s sexuality and health issues (1970).
- Congress passed Title IX that established gender equity in education (1972).
- *The Joy of Sex* was published and was an immediate best-seller (1972).
- The Supreme Court declared in *Roe v. Wade* that women had the right to abortion (1973).
- The American Psychiatric Association removed homosexuality from its list of mental illnesses (1973).

In an April 1978 memorandum, Dr. Calderone told the SIECUS Board that it had accomplished its original mission to set sexuality “squarely within the field of health” and to establish the people’s right to sexuality information.

Financial concerns caused SIECUS to teeter on the edge of extinction in the late 1970s. At the urging of SIECUS Board member deryck calderwood, a New York University (NYU) professor, SIECUS affiliated with NYU in 1978 and moved into campus offices. The home of the first accredited graduate program to train sexuality educators in the United States, NYU helped SIECUS reduce expenses and also allowed it to provide services to the students and professionals who were part of this graduate program.

SIECUS received a grant in 1979 to create and staff the SIECUS Resource Center, which contained the sexuality-related publications, articles, and other information it had accumulated since its founding. It then decided to reorganize as an information clearinghouse, while still providing direct community service. And it announced the appointment of Dr. Barbara Whitney as executive officer, with Dr. Calderone becoming president.

Dr. Calderone described the atmosphere at SIECUS that year as similar to that of its founding. SIECUS ended the decade with a gala dinner celebrating its 15th anniversary and Dr. Calderone’s 75th birthday.

By the end of the decade, the nation had become disil-



lusioned by the Watergate scandal and the subsequent resignation of President Nixon. Conservative forces were on the rise. In 1977, an anti-gay rights ordinance was passed in Dade County, FL. Just two years later, the Moral Majority was founded.

### THE 1980S:

#### SIECUS WITHOUT DR. CALDERONE

The 1980s were a time of great transition for SIECUS. Feeling her work was accomplished, Dr. Calderone retired in 1982. It would take SIECUS most of the decade to refocus after her departure. In fact, SIECUS had three executive directors between 1982 and 1988.

Dr. Whitney, who had worked with Dr. Calderone since 1978, led the organization from 1982 until 1985. Under her direction, SIECUS developed Parent Learning and Latino Family Life Projects and published both *Winning the Battle*, a sexuality education advocacy guide, and *Oh No, What Do I Do Now?*, a guide to help parents talk to their preschoolers about sexuality issues.

In 1984, SIECUS also cosponsored "AIDS and Sexuality: A Dialogue," a conference with the Gay Men's Health Crisis to address concern about the virus that had surfaced in the gay community early in the decade. The AIDS epidemic had resulted in sexual behavior becoming a matter of life and death. This became even more clear when U.S. Surgeon-General Everett Koop released a 1986 report calling for sexuality education to combat the spread of the virus. As a result, 29 states developed mandates for AIDS education and 13 states developed mandates for sexuality education by the end of the decade.

Deciding to resume her studies, Dr. Whitney resigned in 1985. She was replaced by Dr. Ann Welbourne Moglia, who led SIECUS for the following two years. One of Dr. Moglia's major contributions was developing a new pamphlet, *How to Talk to Your Children About AIDS*. Thousands of copies were distributed in the first year. This signaled the start of the SIECUS AIDS education initiative that continues today.

Under Dr. Moglia's direction, SIECUS computerized its Resource Center—now called the Mary S. Calderone Library—and initiated the country's first computerized sexuality education and information service on CompuServe, Source, and Learning Link. The library and the *SIECUS Report* were the organization's two major resources.

Faced with dwindling financial resources, SIECUS hired Debra W. Haffner, M.P.H., as executive director in June 1988 to help the organization increase membership, obtain foundation grants, and regain its voice as the nation's leader in promoting a positive concept of sexuality.

In September 1998, SIECUS' Board of Directors approved a new mission statement:

SIECUS affirms that sexuality is a natural and healthy part of living, and advocates the rights of individuals to make responsible sexual choices. SIECUS develops, collects, and disseminates information, and promotes comprehensive education about sexuality.

In 1989, SIECUS took two major steps. First, it used funds from a five-year grant from the U.S. Centers for Disease Control and Prevention to help health and mental health professionals nationwide address the sexuality needs of people faced with the AIDS epidemic. SIECUS used a portion of the funds to update its pamphlet *How to Talk to Your Children About AIDS*. Over 200,000 copies were distributed by the Parent-Teachers Association of New Jersey alone. And more than 18,000 parents and other individuals requested copies when it was endorsed by "Dear Abby" in the nationally syndicated column.

Second, SIECUS convened "Sex Education 2000: A National Colloquium on the Future of Sexuality Education," in June 1989 that attracted over 65 national organizations willing to help promote sexuality education throughout the country. Colloquium cosponsors included the American Medical Association, The Alan Guttmacher Institute, the American School Health Association, the Association for the Advancement of Health Education,

### SIECUS BOARD CHAIRS 1965-99

1965	<b>Wallace C. Fulton</b>	1979-82	<b>Michael A. Carrera, Ed.D.</b>
1966-67	<b>David R. Mace, Ph.D.</b>	1983-84	<b>deryck d. calderwood, Ph.D.</b>
1968	<b>Lester L. Doniger</b>	1985	<b>Ann Welbourne Moglia, Ph.D.</b>
1969-70	<b>Harold I. Lief, M.D.</b>	1986-87	<b>William R. Stayton, Th.D.</b>
1971-72	<b>W. Ray Montgomery</b>	1988-93	<b>Robert Selverstone, Ph.D.</b>
1973-74	<b>Evalyn S. Gendel, M.D.</b>	1994-97	<b>Peggy Brick</b>
1975-76	<b>Wardell B. Pomeroy, Ph.D.</b>	1997-99	<b>William L. Yarber, H.S.D.</b>
1977-78	<b>Alan P. Bell, Ph.D.</b>		

New York University, the Association of Junior Leagues, the National Education Association, and the March of Dimes Birth Defects Foundation.

SIECUS subsequently published and promoted a report titled *Sex Education 2000: A Call to Action* urging a broad constituency of organizations to join together to work for comprehensive sexuality education for all adolescents and youth by the year 2000.

Celebrating its 25th Anniversary in 1989, SIECUS reflected on a difficult decade. It began with Dr. Calderone's departure and was later dominated by the AIDS epidemic that killed over 65,000 Americans and that was all but ignored by the conservative Reagan and Bush Administrations. SIECUS saw an emerging mandate in the nation for comprehensive sexuality education and realized it must take the lead in working toward this effort.

#### THE 1990S:

##### SIECUS RECOGNIZED NATIONALLY

In 1990, SIECUS rededicated its efforts to become a nationally recognized and respected leader in the field of human sexuality and to promote societal change toward greater sexual well being, understanding, tolerance, and equity. The Board also approved a new strategic plan that directed the staff to focus primary attention on working with professionals, rather than providing direct education to consumers, increase its emphasis on outreach to the general public through the media, and expand its audience of professionals to include policy makers and legislators.

SIECUS moved quickly in 1990 to develop important partnerships by:

- Launching the National Coalition to Support Sexuality Education, a consortium of national organizations to share resources and promote comprehensive sexuality education. Begun with six members, it has now grown to 117 national organizations.
- Organizing the National Guidelines Task Force to develop the first national framework for comprehensive sexuality education. Members included the National Education Association, the American Medical Association, the National Association of State Boards of Education, the U.S. Centers for Disease Control and Prevention, the National Schools Board Association, the Planned Parenthood Federation of America, and sexuality educators from public schools and universities.

SIECUS also took a number of important steps to better position itself as a nationally recognized organiza-

tion. First, it moved to its current address, housing both its staff and the Mary S. Calderone Library. In 1992, it opened its Washington, DC, office focusing on public policy. In 1993, it affiliated with the University of Pennsylvania's Graduate School of Education. And in 1994, it changed its name to the Sexuality Information and Education Council of the United States, replacing the word *sex* with *sexuality* to emphasize the broad-based nature of its work.

The SIECUS Board reaffirmed in 1993 the organization's commitment to advocate for sexual rights, to be a source of accurate sexuality information, and to promote comprehensive sexuality education. At the same time, it endorsed a Vision Statement of Inclusiveness that read:

SIECUS recognizes the myriad dimensions of human diversity—including age, race, gender, ethnicity, sexual orientation, physical abilities, and social class—have a profound impact on sexual attitudes, values, and behavior. This diversity contributes to a richer, more authentic understanding of sexuality and is therefore viewed by the organization as a valuable resource. To ensure that the work of SIECUS benefits all Americans in relevant ways, the organization is fully committed to a policy inclusive of diversity in its board, staff, and program.

***Publishing a national framework for sexuality education.*** In 1991, SIECUS released its *Guidelines for Comprehensive Sexuality Education: Kindergarten-12th Grade* at a Washington, DC, press briefing hosted by the National Education Association.

Developed by a 20-member National Task Force, the *Guidelines* were immediately hailed by educators, administrators, and policy makers around the country as a major breakthrough in sexuality education. In an editorial titled "Getting Smart About Sex," *The New York Times* praised SIECUS saying it had published guidelines that could lead to a consensus on what a sexuality curriculum should contain. Over 10,000 copies of the *Guidelines* were sold the first year. Today, over 30,000 copies are in circulation.

*Guidelines*-related programs continued as a major part of SIECUS education efforts throughout the 1990s:

- *Unfinished Business: A SIECUS Assessment of State Sexuality Education Programs* was published in 1993 to evaluate the degree that state programs supported the *Guidelines* framework and to determine the support for sexuality education at the state level.

The New York Times  
praised SIECUS for  
guidelines that could lead  
to a consensus on what  
a sexuality curriculum  
should contain.

- *Guia Para Una Educacion Sexual Para La Juventud Hispana/Latina* was adapted from the *Guidelines for Hispanic/Latino communities in the United States* in 1995. Over 3,000 copies are currently in circulation.
- *Right From the Start: Birth to Pre-school* was published in 1995 as a guide on sexuality issues for administrators, educators, and other staff at preschool and childcare centers.
- The *Sexuality Education for the 21st Century* video was produced in 1995 to introduce communities to comprehensive sexuality education.
- A second edition of the *Guidelines* was published in 1996 to include new developmental messages on sexual harassment, computer online services, gay and lesbian rights, new contraceptive options, and other issues.

**Creating a public policy initiative.** SIECUS' Public Policy Initiative began in 1992 with funding provided by an anonymous \$10,000 contribution. SIECUS began to monitor national and state legislative, administrative and judicial activity in five areas: sexuality education, HIV/AIDS prevention, reproductive rights, sexual orientation, and censorship.

Its first projects included:

- Developing a Community Advocacy Program in 1992 to assist communities facing attacks on comprehensive sexuality education programs. That year alone, SIECUS documented controversies in over 100 communities in 31 states.
- Creating the SIECUS Advocates Network in 1992 to help counteract community controversies about sexuality education and individual rights. SIECUS developed the *Advocates Report* and *Action Alerts* to mobilize their support on pressing issues. By the end of the decade, the Advocates Network grew to over 3,000 members in all 50 states.
- Publishing a *Community Action Kit* in 1993 with resources to educate parents, teachers, school administrators, policy makers, and community advocates about the issues surrounding sexuality education. The *Kit* is still a major part of SIECUS' advocacy work.
- Testifying in Congress for the need of comprehensive sexuality education.
- Promoting condom availability programs at hearings and in the media.
- Updating *Winning the Battle: Developing Support for Sexuality and HIV/AIDS Education* in 1992 with step-by-step suggestions on how to develop and maintain community support for sexuality and HIV/AIDS education.

SIECUS opened a part-time Washington, DC, office in 1992 to work more closely and efficiently with members of Congress, federal agencies, and representatives of the Administration on key issues and legislation related to sexu-

ality education and sexual rights. By 1998, the office had grown to a full-time staff of three.

**Compiling information on sexuality issues.** During the 1990s, SIECUS continued to serve as an information clearinghouse by developing and producing a variety of publications and also by adding to its collection of 5,000 books, 750 educational curricula, and 200 periodicals and newsletters in the Mary S. Calderone Library.

A significant number of new SIECUS publications were distributed:

- *Future Directions: HIV/AIDS Education in the Nation's Schools* was published in 1992 to suggest action for improving existing programs based on study findings and input from an expert advisory panel. Copies were distributed to state Departments of Education, Commissioners of Health, leading federal, state, and local officials, and more than 200 HIV/AIDS colleague organizations.
- *Facing Facts: Sexual Health for America's Adolescents*, a report from SIECUS' National Commission on Adolescent Sexual Health, was published in 1995 to provide a national professional consensus on the subject. The report's Consensus Statement was endorsed by 53 national organizations ranging from the American Medical Association to the Y.W.C.A. of the U.S.A. It received major national media attention and was praised by national syndicated columnist Ellen Goodman as "brave" and "thoughtful."
- *Media Recommendations for More Realistic, Accurate Images Concerning Sexuality* was published in 1996 to encourage more responsibility from the nation's print and broadcast media on sexuality issues. The suggestions were endorsed by 42 members of the National Coalition to Support Sexuality Education.
- *Now What Do I Do?* was published in 1996 to help parents give their own personal messages to their pre-teens about sexuality issues. Written under the guidance of parenting professionals, it showed parents how to prepare for—and respond to—questions on 15 subjects including love, unwanted sexual attention, media portrayals of sexuality, HIV/AIDS, contraception, sexual orientation, and sexually transmitted diseases.
- *Teaching Our Teachers to Teach* was published in 1996 to report on a SIECUS survey analyzing the training received by HIV/AIDS-prevention and sexuality educators.
- *Bibliographies* and *Fact Sheets* were regularly published on a variety of subjects ranging from adolescent sexuality; sexual orientation; and religion, spirituality and sexuality; to sexually transmitted diseases and condom usage.
- *ShopTalk* began in 1996 as a biweekly fax newsletter to provide state health and education leaders across the coun-

try with current information on HIV/AIDS-prevention programs and activities.

- *Filling the Gaps: Hard-to-Teach Topics in Sexuality Education* was published in 1998 as a teacher's manual on eight topics that often need strengthening in education programs. They included abstinence, condom use, diversity, pregnancy options, safer sex, sexual behavior, sexual identity and orientation, and sexuality and society.

The Internet became an increasingly important communications vehicle for SIECUS in the late 1990s. Launched in 1996, the SIECUS Web site started with a summary of programs, a list of publications, and a feedback form for more information. The site eventually grew to include SIECUS *Fact Sheets* and *Bibliographies*, the SIECUS *Advocates Report*, the *SHOPTalk* newsletter, and a *SIECUS Report* summary as well as sections titled "What's New," "For Parents," "Public Policy," "Publications," and "Links." By 1998, the site contained over 700 pages and received over 50,000 hits each month. It is rated as a "top family education site" by *Family Track*, for its "outstanding quality" by *LookSmart Directory*, a "Top of the Web" site by *Webmagazine*, and "one of the best online resources for health and wellness information" by *HealthyWay*.

**Training HIV/AIDS-prevention educators.** SIECUS entered into a cooperative agreement with the Division of Adolescent and School Health (DASH) of the U.S. Centers for Disease Control and Prevention in 1994 to provide state and local education agencies with technical assistance and needs assessments related to HIV/AIDS-prevention programs. SIECUS staff offered training and technical assistance in nearly every state. As part of this effort, it published a *Review of State Education Agency HIV/AIDS Prevention and Sexuality Education Programs* in 1995 that highlighted major strengths as well as areas for attention.

**Developing international programs.** By 1993, the success of SIECUS' *Guidelines* had attracted international attention. Ms. Haffner made a presentation at a MacArthur Foundation meeting in Cuernavaca, Mexico, and was later approached by representatives from organizations worldwide. Three Brazilian organizations asked if they could begin adapting the *Guidelines* for use in Brazilian schools right away.

SIECUS worked closely in 1994 with GTPOS (a sexuality organization), ECOS (a women's rights organization), and ABIA (an HIV/AIDS organization) to develop the Brazilian *Guia de Orientacao Sexual*. When it was published a year later, it was endorsed by the Brazilian Ministry of Education and approved for use in Brazilian schools.

SIECUS' experiences in Brazil confirmed that the *Guidelines* were an important model for worldwide adaptation. Similar projects followed in Iceland, Nigeria, Russia, and India.

As part of its international focus, SIECUS also conducted a study of 16 prominent international libraries and found that none had international sexuality education resources. To address this need, SIECUS developed a clearinghouse of international sexuality resources in the Mary S. Calderone Library that now has over 1,000 books, curricula, surveys, studies, and legal references.

**Creating an Outreach Initiative.** SIECUS launched a major Outreach Initiative in 1993 to make certain that comprehensive sexuality education was available to people of color as well as to low-income communities. It developed partnerships with such organizations as the National Council of La Raza, the National Coalition of Hispanic Health and Human Service Organizations, the Latina Roundtable on Reproductive Rights, the National Minority Health Resource Center, the Congress of National Black Churches, and the Council of Latino Agencies. Since 1993, it has held regional symposia throughout the country to help organizations understand their role in this effort.

**Developing a Media Initiative.** SIECUS developed a Media Initiative in 1998 to guarantee that information on sexuality was comprehensive, current, and accurate. It opened a Media Clearinghouse where broadcast and print journalists could find the statistics, research, and information they needed. As a result, SIECUS currently provides background information to over 500 media professionals each year.

**Creating a Religion Project.** SIECUS created a Religion and Sexuality Project in 1998 to encourage the involvement of religious institutions in sexuality education. During its first year, it surveyed major denominations, collected religious curricula and other materials, conducted training workshops, and published *A Time to Speak* to help faith communities provide sexuality education, promote sexual health, and advocate for better sexuality education programs. This Project is also still underway.

**Extremist attacks.** In the late 1990s, Far Right extremists became extremely vocal in their opposition to comprehensive sexuality education. Attacks on SIECUS reached their highest level ever. In 1996, Concerned Women for America conducted a campaign against SIECUS claiming the agency promoted "promiscuity." It distributed more than half a million petitions asking their supporters to contact Congress about the organization's work. As a result, Ms. Haffner received over 30,000 pieces of hate mail in one month. At the same time, Focus on the Family distributed a publication titled *SIECUS: You Won't Believe What They Want to Teach Your Kids*. And the Family Research Council led a campaign to discredit SIECUS' work.

**Abstinence-only-until-marriage.** SIECUS' public policy work was dominated in 1997 by a new federal entitlement program designating nearly \$88 million for programs that

would exclusively teach abstinence-only-until-marriage to all school-age children. Its Washington, DC, office took the lead in letting American citizens, policy makers, educators, and the media know about the problems with such education as well as the need for more comprehensive sexuality education programs. In 1998, SIECUS conducted the first national study of the implementation of the program. It published a report in 1999 titled *Between the Lines* which is excerpted in this issue of the *SIECUS Report*.

### SIECUS TODAY

Since 1964, SIECUS has promoted sexuality education and sexual rights. As a result of its more than three decades of work, SIECUS is now the major organization promoting a positive concept of human sexuality. As a small organization, it disseminates new information and acts as a catalyst for major national organizations that reach the largest numbers of individuals.

SIECUS is the only national organization that focuses exclusively on sexuality education through the life span and sexual rights for all people. SIECUS is the country's largest sexuality education clearinghouse and acts to motivate major national organizations, policy makers, and professionals to develop their own programs, policies, and initiatives.

SIECUS also conceptualizes complex sexuality-related issues and debates for professionals and the public and promotes discussion of controversial and cutting edge issues.

"SIECUS has had a remarkable 35 years," Ms. Haffner said recently. "As we begin the commemoration of our 35th anniversary, we honor our achievements, salute the contributions of those who have come before and those who stand with us, and rededicate ourselves to the vision of a world where people will be able to make responsible sexual choices consistent with their personal values. As we approach the new millennium, SIECUS celebrates and reaffirms its commitment to building a sexually healthy America."

## DR. CALDERONE ON SEXUALITY, AND SEXUALITY EDUCATION

**Dr. Mary S. Calderone's vision helped create SIECUS. Over the years, she has articulated this vision as she talked about SIECUS and its work.**

"Teaching what it means and what it takes to be a man or a woman in the present day, with self respect and social responsibility, must be the whole community's job through all of its social agencies."

—1967, *SIECUS Newsletter*

"A school health program will remain just a lot of words on paper until we remind ourselves that a program is more—much more—than paper. A program is *people*. And the place to start is with the people who do them."

—1966, Illinois Education Association

"Sexual responsibility is a social responsibility... it must be learned through reading, self-study, and self-awareness."

—1966, Washington University

"As long as people are kept in the dark, just so long will attitudes swing wildly between the overly-erotic and the overly-sacramental."

—1972, *American Journal of Public Health*

"I was giving a talk not long ago at a high school, and one student raised his hand as asked, 'Dr. Calderone, how old are you, do you still have sex with your husband, and if you do, can you enjoy it?' I answered, 'I'm 72, and yes and yes.'"

—1976, Newspaper Enterprise Association



**Dr. Calderone**

"A student told me: 'You really taught me something. You taught me there is more to sex than doing it.' That's what I wish everyone could understand—that when we talk about sex education, we are not talking about doing it, but living it."

—1979, United Press International

"Older people have learned about responsibility and so their sexual relationships tend to be very much more responsible in terms of caring about the welfare of the other person than do those of the very young."

—1979, *Modern Maturity Magazine*

"One of the saddest statements in a home for the aged is the man or woman who says, 'It has been so long since anyone touched me.' This is not just the loss of intercourse, but the loss of the sense of self."

—1979, *San Francisco Examiner*



# SIECUS

## 35 YEARS

- 1964** SIECUS is chartered in Delaware.  
SIECUS opens New York office with unsalaried executive director and one secretary.
- 1965** SIECUS is introduced at a press conference.  
SIECUS publishes first study guides on sex education, homosexuality, and masturbation.  
*The Supreme Court in Griswold v. Connecticut establishes the right of privacy and married women's right to contraception.*
- 1966** SIECUS is funded by the United States Office of Education.  
*Masters and Johnson published Human Sexual Response.*  
*The National Organization for Women (NOW) is founded.*
- 1967** SIECUS receives its first foundation funding.
- 1968** SIECUS dinner features Margaret Mead discussing "Is Sex Still a Basis for Commitment?"  
SIECUS and sex education is the target of an attack by the Christian Crusade, publisher of *Is the School House the Proper Place to Teach Raw Sex?*
- 1969** SIECUS is the target of an attack by the John Birch Society.  
SIECUS publishes a book for teacher training titled *The Individual, Sex, and Society*.  
SIECUS materials are banned from California schools.  
*The Stonewall riots in Greenwich Village help launch the gay and lesbian rights movement.*
- 1970** SIECUS sponsors a conference titled "New Findings in Human Sexuality."  
*The Title X Family Planning Program is established.*  
*Maryland becomes the first state in the country to require schools to provide family life and human development education at all grade levels.*
- 1971** SIECUS sponsors a conference titled "Sex, Love, and Intimacy—Whose Life Styles?"
- 1972** SIECUS publishes the first *SIECUS Report*.  
SIECUS sponsors a conference titled "The Media and Changing Sexual Attitudes."  
*The U.S. Commission on Population and the American Future is released.*  
*Title IX passes, establishing sex equity in education.*
- 1973** SIECUS sponsors conferences on "Human Sexuality—Perspectives in Nursing" and "Sex: The Law and the Citizen."  
*The U.S. Supreme Court in Roe v. Wade establishes women's right to abortion.*
- 1974** SIECUS publishes its first Position Statements.  
SIECUS and American Foundation for the Blind publish *Sex Education and Family Life for Visually Handicapped Children and Youth—A Resource Guide*.  
*The American Psychiatric Association removes homosexuality from its list of mental illnesses.*
- 1976** SIECUS' first affiliate, the Sexuality Information and Education Council of Indiana (SIECIND), is formed.
- 1978** SIECUS affiliates with New York University.  
*The Sexuality Information and Education Council of Connecticut (SIECCONN) is formed.*



# OCUS OF HISTORY

- 1979** SIECUS library opens to the public.  
*The Moral Majority is founded.*
- 1981** SIECUS' Parent Learning Project is launched.  
*The first cases of AIDS are diagnosed.*
- 1982** SIECUS publishes *Winning the Battle*.  
*The Reagan Administration proposes a "squeal rule" requiring clinics to notify parents of teens that have received contraceptives.*
- 1983** SIECUS publishes *Oh No, What Do I Do Now?*, a guide for parents of preschoolers, in English and Spanish.
- 1984** SIECUS sponsors a conference with Gay Men's Health Crisis on "AIDS and Sexuality: A Dialogue."
- 1985** SIECUS launches its Latino Family Life Project.
- 1986** *The U.S. Supreme Court in Bowers v. Hardwick sustains the constitutionality of sodomy laws. U.S. Surgeon General C. Everett Koop releases a report on AIDS calling for sex education as early as the third grade.*
- 1987** SIECUS computerizes its library.
- 1988** SIECUS begins a computerized sex education and information service on CompuServe, Source, and Learning Link.  
*Twenty-nine states have mandates for AIDS education, and 13 states have mandates for sexuality education.*
- 1989** SIECUS convenes "Sex Education 2000," a national colloquium.
- 1990** SIECUS organizes its National Coalition to Support Sexuality Education with 12 national organizations.
- 1991** SIECUS publishes *Guidelines for Comprehensive Sexuality Education, Kindergarten through 12th Grade*.
- 1992** SIECUS opens its Public Policy Office in Washington, DC.
- 1993** SIECUS affiliates with the University of Pennsylvania's Graduate School of Education.
- 1994** SIECUS launches its International Initiative.
- 1995** SIECUS' National Commission on Adolescent Sexual Health releases *Facing Facts: Sexual Health for America's Adolescents*.  
SIECUS' *Guidelines* are adapted and published in Brazil  
*U.S. Surgeon General Joycelyn Elders is fired for saying that masturbation is an appropriate topic in health education programs.*
- 1996** SIECUS launches its Web site and its *SHOPTalk* biweekly fax newsletter on HIV/AIDS prevention resources.  
SIECUS launches its Outreach Initiative to Underserved Communities.
- 1997** SIECUS organizes a national response to the federal government's abstinence-only-until-marriage sexuality education program.  
SIECUS' National Coalition to Support Sexuality Education grows to 117 national organizations.  
SIECUS' *Guidelines* are adapted and published in Nigeria and Russia.
- 1998** SIECUS launches its Media Initiative.  
*President Clinton is impeached for lying under oath about a sexual relationship.*
- 1999** SIECUS publishes *Between the Lines*, an analysis of state abstinence-only programs.

# ANALYSIS OF STATES' IMPLEMENTATION OF THE ABSTINENCE-ONLY-UNTIL-MARRIAGE EDUCATION PROGRAM

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(Editor's note: *This article is excerpted from Between the Lines, a new 174-page SIECUS publication which reviews states' implementation of the federal government's abstinence-only-until-marriage program during fiscal year 1998.*

*Developed with a grant from the Henry J. Kaiser Family Foundation, the publication is available for \$24.95 by sending a prepaid order to SIECUS Publications, 130 West 42nd Street, Suite 350, New York, NY 10036-7802, by faxing a credit card order to 212/819-9770, or placing a credit card order on the SIECUS Web site: [www.siecus.org](http://www.siecus.org).)*

**S**hortly after the federal government's welfare law created the abstinence-only-until-marriage program in 1997, the U.S. Department of Health and Human Services held a meeting to discuss it with state health officials. One of them told Dr. Peter Van Dyck, the federal Maternal and Child Health Bureau (MCHB) official overseeing the program: "States don't have that many programs that match this definition.... The programs don't exist."<sup>1</sup>

Indeed, state health officials had the sizable task of planning a state program and implementing it in a matter of months—amid controversy over the content and approach of the federal law creating it. They were faced with the difficult challenge of implementing the program in a way that had to satisfy the diverse expectations of Congress, state elected officials, the public health community, the education community, teen pregnancy prevention experts, abstinence-only-until-marriage advocates, the citizens of their state, and especially youth.

Below is a review of the debates concerning various aspects of the states' programs and the key findings of SIECUS' research on those issues.

## CONTROL OVER THE PROGRAM

Since the Section 510(b) abstinence-only-until-marriage education program is administered at the federal level by MCHB, it is logical to assume that state Title V officials would administer state programs. Program proponents advocated, however, that state governors take control of the program because they believed governors would adhere to the tenets of the welfare

law more closely than state public health officials.<sup>2</sup> In fact, the National Coalition for Abstinence Education (NCAE) has indicated that "high-scoring" states in their analysis "had Governors willing to take on their public health departments."<sup>3</sup> The authors of the legislation indicated that it was within their vision of the program for governors to take authority over the program even though they had created the program as an activity of the MCHB program.

Louisiana received media attention when Governor Mike Foster removed the program from its Department of Health and Hospitals and placed it under his control.<sup>4</sup> But this action was atypical when compared to the actions of other states—only Connecticut Governor John Rowland and North Dakota Governor Edward Schaefter joined Louisiana Governor Mike Foster in taking control of the program. SIECUS found that state Departments of Health had primary authority over the program in most states—36 and the District of Columbia. Moreover, a governor's high degree of involvement with the state Section 510(b) program didn't necessarily lead to a more rigid adoption of the federal A-H definition. As previously mentioned, New Jersey Governor Whitman and Maine Governor King ensured the program did not include classroom programs. Maryland Governor Parris Glendening, who shared authority over the program with his state Department of Health and Mental Hygiene, is another example of a governor who supported a comprehensive approach to teen pregnancy prevention not limited to an abstinence-only-until-marriage education approach. In Alabama, Arizona, Maryland, Missouri and Texas, governors shared authority over the program with their state Departments of Health.

## INTENDED AUDIENCE

From the very start, the program's intended audience for the program was not clearly specified. Advocates of broader abstinence promotion efforts pointed to the need to focus on younger adolescents—in upper elementary and middle schools—before they and their peers began to explore sexual relationships.<sup>5</sup> Regarding its 9- to 14-year-old intended audience, Pennsylvania's Deputy Secretary of Health said: "We actually want to reach them before they even think



about pregnancy.”<sup>6</sup> Some health and education professionals informed the architects of the program that it would be difficult enough to discourage sexual activity during high school years, let alone until marriage, which now often occurs when people are in their mid-twenties.<sup>7</sup>

Proponents of the abstinence-only-until-marriage approach expressed additional opinions about the choice of a younger adolescents intended audience. “Focusing on younger children sets the program up for failure,” claimed one program supporter from New Jersey.<sup>8</sup> Another national advocate for the Section 510(b) program claimed that states that were “choosing to target their abstinence programs to youth aged 9 to 14 [were] leaving the higher-risk 15- to 19-year-olds without such directive instruction. Even worse, if these teenagers, upon reaching 15 years of age, begin to receive contraceptive-based sex education, the very gains made by the students’ learning of abstinence in their younger years may be erased.”<sup>9</sup>

SIECUS’ survey found that states decisively coalesced around youth 10 to 14 years of age as the intended audience for their efforts. With the exception of Oklahoma, every state and the District of Columbia that has a specific age intended audience included 10- to 14-year-olds. In addition, eight states focused on 9- to 14-year-olds in their media campaigns and youth 9 to 14 years old were also the intended audience for 11 states’ grants to community-based organizations.

One area in which there is consensus among all perspectives on sexuality education is that parents should be encouraged to talk to their children about sexual issues. As such, parents and other adult caregivers were also common targets for efforts to encourage them to discuss sexual issues with youth. Thirty-four states included parents as an intended audience for the overall state program. Seventeen states’ media campaigns focused on parents and other adult caregivers with messages concerning adult-youth communication about sexual issues.

However, only a few states focused on adults themselves for abstinence-only-until-marriage education efforts. Only three states—Arizona, Montana, and Texas—included people over the age of 20 years in their intended audience. For example, an Arizona grant to an adult alcohol and rehabilitation program encouraged abstinence, especially during the early stages of rehabilitation and sobriety. Program participants could then serve as peer educators for other adults in recovery. Moreover, Arizona included all people of reproductive age (until 45 years of age) in their intended population.

### KEY MESSAGES

The architects of the legislative language for the program stated: “...sex should be confined to married couples. That both the practices and standards in many communities

across the country clash with the standard required by the law is precisely the point.”<sup>10</sup>

This philosophy is reflected in the legislation’s directive that programs should have as their “exclusive purpose” teaching that sexual activity outside of the context of marriage is likely to have harmful psychological and physical effects; abstinence from sexual activity is the only certain way to avoid out-of-wedlock pregnancy, STDs, and associated health problems; and that a mutually faithful, monogamous relationship within the context of marriage is the expected standard of human sexual activity.

Opponents of the abstinence-only-until-marriage approach expressed concerns about the accuracy and effectiveness of the abstinence-only-until-marriage messages. Their view is that good sexuality education always promotes abstinence but recognizes that teenagers also need information about contraception and STD prevention if they become involved in sexual relationships.

“The major concern is, if a program complies with all eight parts of this definition, the information given out won’t be accurate. We support abstinence education, but if we’re going to give responsible sexuality education, we have to talk about all possible options,” said an Alan Guttmacher Institute analyst.<sup>11</sup> In short, as a Maine public health official put it, “...withholding information will not make them [youth] abstinent.”<sup>12</sup>

SIECUS’ survey found that “abstinence” and/or “abstinence-until-marriage” messages were emphasized in states. The key messages adopted through the state media campaigns and grants varied only slightly. For media campaigns, “abstinence” was the key message for 16 states out of 28 with campaigns. Only four state campaigns used “abstinence-until-marriage” as the key message in their media campaigns. Community-based organizations in 17 states gave the “abstinence-until-marriage” message in their programs while those in 12 states offered “abstinence” messages. It was a similar situation for education agency grantees. “Abstinence-until-marriage” messages were offered by education agency grantees in 14 of the 25 states making such grants. “Abstinence” was promoted in eight states.

The seemingly abbreviated message of “abstinence” for media campaigns may be due in part to the fact that they were devised as “sound bites” or “slogans.” Only five states—Maine, Massachusetts, Montana, Vermont, and Wyoming—focused their efforts exclusively on media campaigns and those campaigns did not focus on “abstinence-until-marriage.” However, in other states, media messages complemented the messages delivered by community-based organization grantees and education agency grantees in the state. The “abstinence-until-marriage” message was more common in programs created by community-based organizations and education agencies.

While media campaigns have a statewide audience, young people involved in these community-based organization and education agency programs will receive a more concentrated dosage of the “abstinence-until-marriage message” in those programs.

### **MEDIA CAMPAIGNS**

In the past two decades, experts have begun to acknowledge that long-term media campaigns can have the power to shape attitudes, change behaviors, and impart knowledge.<sup>13</sup> Media campaigns are frequently viewed as a counterbalance to the negative depictions of sexuality represented in television shows, music, movies, and celebrities’ lives. Some experts have indicated that, while the power of a media campaign to affect attitudes and behavior change is real, it may be less dramatic than hoped.<sup>14</sup>

One Massachusetts state official indicated that the state’s focus on a media campaign represented interest in increasing the strategies it used to reach youth. “We already had a lot of money directed at sexuality education through school health programs. What we were missing was an approach that reaches kids through the media.”<sup>15</sup>

SIECUS’ survey found that 27 states’ and the District of Columbia’s Section 510(b) programs included a media campaign. In 20 states and the District of Columbia, media campaigns were new efforts. In the majority of states, media campaigns were one component of overall approaches to the program. As stated above, only six states focused their efforts exclusively on media campaigns.

The state of Washington also developed its media campaign to reach youth in a unique way. Its media campaign was developed by youth—making it the only state program that specifically indicated to SIECUS a high level of youth involvement with the program design and implementation.

Private public relations and media firms typically developed the media campaigns. The state media campaigns usually included television and radio public service announcements (PSAs) and posters. Eighteen states and the District of Columbia used television PSAs. Seventeen states and the District of Columbia used radio PSAs.

Prior to the Section 510(b) funding, some states had developed their own abstinence promotion media campaigns: Maryland developed *Campaign for Our Children*, Michigan developed *Sex Can Wait*, and New York’s Monroe County developed *Not Me, Not Now*. These media campaigns have been used directly or used as references for several states developing new media campaigns.

### **COMMUNITY-BASED ORGANIZATION GRANTS**

The lack of a clear definition of “program” in the federal legislative language and the MCH program guidance

became a particularly critical issue concerning grants to community-based organizations.

Even the Section 510(b) program architects in Congress realized that the issue would be fraught with difficulty. “The ‘exclusive purpose’ criterion is clear enough, but a lack of clarity is introduced by the various possible meanings of the term ‘program.’”<sup>16</sup> The lack of a clear definition of “program” combined with the “exclusive purpose” language of the law, caused confusion over organizations’ funding eligibility. In a document articulating Congressional intent, program architects offered the working assumption of “programs that qualify as abstinence education should be conducted by different people at a different time and with separate materials than programs that violate any tenet of the statutory definition of abstinence education.”<sup>17</sup>

Nationwide, 38 states made 447 grants to community-based organizations in fiscal year 1998. Thirty states made grants to more than one type of community-based organization. Twenty-seven states made grants to community-based health service delivery organizations. Youth development organizations received grants in 27 states. Nonprofit education organizations were grantees in 22 states. Nineteen states awarded funds to private social service agencies. In 18 cases, states made grants to faith-based institutions. Seventeen states used Section 510(b) funds to award grants to private social service agencies. Crisis pregnancy centers were funded in 11 states.

### **EDUCATION AGENCY GRANTS**

Comprehensive sexuality education advocates have expressed concern that the abstinence-only-until-marriage program could supplant sexuality education classes in the schools. The Section 510(b) legislative language first appeared in a nullified amendment to the Elementary and Secondary Education Act.<sup>18</sup> While the architects of the Section 510(b) program indicated that it was not their intent for this program to disrupt current sexuality education programs, the supporters of the program spoke differently.<sup>19</sup> For example, when an NCAE spokesperson discussed his disapproval of a state’s reliance on a media campaign, he stated: “This leaves classroom-based sex education programs undisturbed and misses the spirit of the law.”<sup>20</sup>

The new abstinence-only-until-marriage program is being implemented in the schools. Twenty-five states made 251 grants to education agencies in fiscal year 1998. States made grants to a wide variety of education agencies, including state Departments of Education, local school districts, local public schools, local private schools, universities, remedial and vocational education agencies, and cooperative extension agencies. Many states made grants to school districts—22 states did so in fiscal year 1998. Seven states made grants to some form of local public school. Alabama,

Illinois, and Pennsylvania made grants to public elementary schools. Alabama, Illinois, Indiana, Mississippi, New Mexico, Ohio, and Pennsylvania made grants to junior high schools. Five states—Alabama, Illinois, Indiana, Mississippi, and Pennsylvania—made grants to high schools.

In almost every state that made grants to education agencies, the grants resulted in abstinence education programs in the classroom. Classroom programs were funded in 23 states.

At this point in time, SIECUS' survey has found that the Section 510(b) has not disrupted most existing sexuality and abstinence education programs. Twenty-two states have reported that, as a result of the Section 510(b) funds, new abstinence-only programs were introduced in the schools. Section 510(b) funds were used to continue existing classroom abstinence-only education programs in 21 states. Only Missouri reported that the Section 510(b) program resulted in the replacement of existing abstinence education programs. In 18 states, the abstinence programs were not replaced. Eighteen states indicated that the existing sexuality education programs were not replaced as a result of the Section 510(b) funding. Only one state—Iowa—reported that sexuality education programs were replaced. In most states, the Section 510(b) funding did not result in a change in the provision of information about contraceptives and STD prevention. But, New Mexico did report, for example, that information about contraception was removed from all Section 510(b) funded programs.

In addition to classroom education, 18 states funded after-school abstinence promotion programs with Section 510(b) funds. Recreational programs and mentoring programs were funded in 14 states as after-school programs funded with Section 510(b) funds. Thirteen funded after-school education programs. Ten states funded after-school community service programs. After-school tutoring and remedial education programs were funded in nine states.

### EVALUATION

The Section 510(b) statute did not include a requirement for any kind of program evaluation. Congressional sponsors of the legislation claimed that an evaluation component was not included in the law because it was their intent to provide service delivery dollars. At the time of the state applications for fiscal year 1998, it was unclear as to whether states could use any of their Section 510(b) funds to conduct an evaluation of their own program.

Teen pregnancy prevention advocates became extremely concerned that the history of the Adolescent Family Life Act (AFLA) was about to repeat itself. AFLA was the federal abstinence promotion demonstration program adopted in 1981. AFLA programs had poorly designed evaluations that have rendered it impossible to determine if any of the programs had any merit.

In August 1997, the omission of a proper evaluation requirement for the program was addressed when the Budget Reconciliation Bill stipulated that the U.S. Secretary of Health and Human Services use \$6 million of welfare-to-work evaluation funds to evaluate the Section 510(b) program.

In addition to the introduction of the federal evaluation, 39 states and the District of Columbia reported that their Section 510(b) program included an evaluation component. Twenty-three of these states and the District of Columbia indicated that they will conduct an evaluation of their fiscal year 1998 program efforts. Twenty-two states will have an evaluation of the statewide program as well as evaluations of the individual grantees' programs. Vermont and Virginia will use data from their youth risk behavior surveys as their evaluations.

Twenty-eight states and the District of Columbia will conduct both outcome and process evaluations. Nevada, North Carolina, Ohio, and Texas will conduct only a process evaluation. Six states—Indiana, Kentucky, Mississippi, North Dakota, Vermont, and Wyoming—will conduct only an outcome evaluation for their Section 510(b) efforts. States with evaluation components reported at least 14 different measures as components of their evaluations.

Universities will conduct the evaluation of the Section 510(b) efforts in 18 states. Individual grantees will conduct evaluations of their own programs in 11 states. State agencies will conduct the evaluations for 10 states. In seven states and the District of Columbia, an independent, professional evaluation organization will conduct the evaluation.

### FISCAL YEAR 1998 COMPLETED

The end of the first year of implementation for the program drew to a close on September 30, 1998. While states have moved forward in their implementation, SIECUS' survey has revealed only broad outlines of the program. SIECUS found that approximately a third of the states (14 states and the District of Columbia) had at least one component of their program in a planning phase throughout fiscal year 1998. It is clear that with this degree of implementation during fiscal year 1998, no one can yet fully assess the impact of this program at this time. As such, claims that the Section 510(b) program is directly responsible for changes in young peoples' sexual abstinence behaviors during fiscal year 1998 would be overstated.

Just as the federal MCH Bureau forecasted in its Section 510(b) program guidance, SIECUS found there was a significant variation among state programs in both format and key messages. Although SIECUS' survey did not specifically ask which components of the federal A-H definition of "abstinence education" were emphasized, only five states specifically offered that the federal A-H definition was the

key message for their media campaigns, community-based organization grants, or education agency grants.

There is no question, however, that the infusion of the federal abstinence-only-until-marriage funds is beginning to change the sexuality education landscape, at least in some states. As a result of the Section 510(b) program, there are 698 abstinence promotion grants to community-based organizations and education agencies across the country that did not exist prior to this funding. Likewise there are 21 new abstinence media campaigns that were not in place prior to the Section 510(b) program. At least five states—Georgia, Mississippi, Oklahoma, Indiana and North Carolina—have now passed state laws requiring that sexuality education programs teach abstinence-until-marriage as the standard for school-age children.

Supporters and critics of the program alike are waiting for the evaluations of the program to begin to provide more information about the effectiveness of the effort. Debates over the validity and effectiveness of this program will continue, at the very least until fiscal year 2002.

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## CALL FOR SUBMISSIONS

The *SIECUS Report* welcomes articles, reviews, or critical analyses from interested individuals. Detailed instructions for authors appear on the inside back cover of this issue. Upcoming issues of the *SIECUS Report* will have the following themes:

### **"Sexuality Education in the United States"**

*August/September 1999 issue.*

Deadline for final copy: May 1, 1999.

### **"The Construction of Gender"**

*October/November 1999 issue.*

Deadline for final copy: July 1, 1999.

**THE NATIONAL COALITION TO  
SUPPORT COMPREHENSIVE SEXUALITY EDUCATION**

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**T**he National Coalition to Support Sexuality Education consists of over 117 national nonprofit organizations which are role models in promoting health, education, and social concerns for American youth. The Coalition is committed to assuring comprehensive sexuality education for all children and youth in the United States.

These organizations represent a broad constituency of child development specialists, educators, health care professionals, parents, physicians, religious leaders, and social workers reaching more than 30 million young people.

The Coalition's goals are to:

- Advocate for sexuality education policies and programs at the national and state level
- Develop strategies for implementing sexuality education initiatives at the local, state, and national level
- Assist national organizations concerned with youth to establish policies and programs on sexuality education
- Provide an opportunity for networking, resource sharing, and collaborating among national organizations supporting sexuality education
- Develop strategies to address the activities of those who oppose providing children with comprehensive sexuality education
- Host seminars on key issues in sexuality education
- Identify the latest research, data analysis, and program evaluation materials in the field of sexuality education
- Strive to improve the cultural competency of materials and messages within the field of sexuality education.

Sexuality education is a lifelong process of acquiring information and forming attitudes, beliefs, and values about identity, relationships, and intimacy. It encompasses sexual development, reproductive health, interpersonal relationships, affection, intimacy, body image, and gender roles.

Sexuality education seeks to assist children in understanding a positive view of sexuality, provide them with information and skills about taking care of their sexual health, and help them acquire skills to make decisions now and in the future.

Comprehensive school-based sexuality education underscores and supplements the role of parents in the sexuality

education of their children and reinforces the notion that responsibility and obligation for sexuality education are shared on a community-wide basis.

For more information about the National Coalition to Support Sexuality Education, contact:

SIECUS, 1638 R Street N.W., Suite 220,  
Washington, DC 20009.

Phone: 202/265-2405. Fax: 202/462-2340.

E-mail: SIECUSDC3@aol.com.

Web site: www.siecus.org.

**COALITION MEMBERS**

- Advocates for Youth
- AIDS Action Council
- American Academy of Pediatrics
- American Academy of Child and Adolescent Psychiatry
- American Association for Health Education
- American Association for Marriage and Family Therapy
- American Association of Family & Consumer Sciences
- American Association on Mental Retardation
- American Association of School Administrators
- American Association of Sex Educators, Counselors and Therapists
- American Civil Liberties Union,  
Reproductive Freedom Project
- American College of Nurses and Midwives
- American College of Obstetricians and Gynecologists
- American Counseling Association
- American Jewish Congress
- American Library Association
- American Medical Association
- American Medical Women's Association
- American Nurses Association
- American Orthopsychiatric Association
- American Psychiatric Association
- American Psychological Association
- American Public Health Association
- American School Health Association
- American Social Health Association
- Association of Reproductive Health Professionals
- Association for Sexuality Education and Training
- Association of State and Territorial Directors  
of Public Health Education

Association of State and Territorial Health Officials  
 ASTRAEA National Lesbian Action Foundation  
 AVSC International  
 Balm in Gilead  
 Blacks Educating Blacks About Sexual Health Issues  
 Boston Women's Health Book Collective  
 Catholics for a Free Choice  
 Center for Law and Social Policy  
 Center for Policy Alternatives  
 Center for Reproductive Health Policy Research  
 Center for Reproductive Law and Policy  
 Center for Sexuality and Religion  
 Center for Women Policy Studies  
 Child Welfare League of America  
 Children's Defense Fund  
 Coalition on Sexuality and Disability, Inc.  
 Education Development Center, Inc.  
 ETR Associates  
 Federation of Behavioral Psychological  
     and Cognitive Sciences  
 Feminist Majority Foundation  
 Gay and Lesbian Medical Association  
 Girls Incorporated  
 Hetrick-Martin Institute  
 Human Rights Campaign  
 The Institute for Advanced Study of Human Sexuality  
     Alumni Association  
 Jewish Women International  
 The Kinsey Institute for Research in Sex, Gender,  
     and Reproduction  
 The Latina Roundtable on Health & Reproductive Rights  
 Midwest School Social Work Council  
 Mothers' Voices  
 National Abortion Federation  
 National Abortion & Reproductive Rights Action League  
 National Alliance of State and Territorial AIDS Directors  
 National Asian Women's Health Organization  
 National Association of Counties  
 National Association of County and City Health Officials  
 National Association of People with AIDS  
 National Association for Equal Opportunity  
     in Higher Education  
 National Association of School Psychologists  
 National Black Women's Health Project  
 National Center for Health Education  
 National Coalition of Advocates for Students  
 National Coalition of STD Directors  
 National Committee for Public Education  
     and Religious Liberty  
 National Council of La Raza  
 National Council of Negro Women  
 National Council on Family Relations

National Council of State Consultants  
     for School Social Work Services  
 National Education Association Health Information Network  
 National Family Planning and Reproductive  
     Health Association  
 National Gay and Lesbian Task Force  
 National Information Center for Children & Youth  
     with Disabilities  
 National Latina Health Organization  
 National Latino(a) Lesbian and Gay Organization  
 National League for Nursing  
 National Lesbian and Gay Health Association  
 National Medical Association  
 National Mental Health Association  
 National Minority AIDS Council  
 National Native American AIDS Prevention Center  
 National Network for Youth  
 National Organization on Adolescent Pregnancy, Parenting,  
     and Prevention  
 National Resource Center for Youth Services  
 National School Boards Association  
 National Urban League  
 National Women's Health Network  
 National Women's Law Center  
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 Office of Family Ministries & Human Sexuality,  
     National Council of Churches  
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 Religious Coalition for Reproductive Choice  
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     of the United States  
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 Society for Developmental and Behavioral Pediatrics  
 Society for Public Health Education  
 Society for the Scientific Study of Sexuality  
 The Alan Guttmacher Institute  
 Unitarian Universalist Association  
 United Church Board for Homeland Ministries  
 United States Conference of Mayors  
 University of Pennsylvania, Graduate School of Education  
 YAI/National Institute for People with Disabilities  
 The Young Women's Project  
 YWCA of the U.S.A.  
 Zero Population Growth, Inc.

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*The Coalition's breadth reflects the widespread public support for sexuality education for the nation's youth. If your national organization is interested in joining, please contact SIECUS.*

# 35 BOOKS THAT HAVE INFLUENCED OUR UNDERSTANDING OF SEXUALITY

## A SIECUS Annotated Bibliography

**A**s part of its 35th Anniversary celebration, SIECUS asked professionals in the fields of sexual health and sexuality education to submit the names of books that have influenced them in the past 35 years.

The result is this SIECUS Annotated Bibliography of "35 Books That Have Influenced Our Understanding of Sexuality."

Thousands of books of human sexuality have been published during the past 35 years. The 35 listed below represent books that have changed our understanding of sexuality by offering new perspectives, new insights, or new research. By definition, this is a highly selected list. Readers are encouraged to send their suggestions for future updates of this bibliography.

SIECUS does not sell or distribute the books listed in its bibliographies. Most are available for use, however, in the Mary S. Calderone Library. For those interested in purchasing any of the books, they will find the most current publication date, contact information, and price for each annotation.

This bibliography is available free of charge on the SIECUS Web site or for \$2 per copy by writing to the SIECUS Publications Department.

SIECUS is located at 130 West 42nd Street, Suite 350, New York, NY 10036-7802; Phone: 212/819-9770; Fax: 212/819-9776; E-mail: [siecus@siecus.org](mailto:siecus@siecus.org); Web site: [www.siecus.org](http://www.siecus.org).

This bibliography was compiled by Amy Levine, M.A., SIECUS librarian, and Lissette Marrero, SIECUS information assistant.

### **11 Million Teenagers: What Can Be Done About the Epidemic of Adolescent Pregnancies in the United States**

*The Alan Guttmacher Institute*

This was the first widely published booklet on teenage pregnancies in the United States. It discussed key factors as well as the consequences of early childbearing for young mothers, their babies, and society. 1976; out of print; *The Alan Guttmacher Institute*.

### **About Your Sexuality**

*Unitarian Universalist Association*

This was the first religious denomination sexuality education curriculum for youth. It has been updated as *Our Whole Lives*. 1971; out of print; *Unitarian Universalist Association, 25 Beacon Street, Boston, MA 02108; Phone: 800/215-9076; Fax: 617/367-3237; Web site: [www.uua.org](http://www.uua.org).*

### **Against Our Will: Men, Women and Rape**

*Susan Brownmiller*

Published in 1975, this book discussed rape from an historical perspective. The author

concluded that the threat, use, and cultural acceptance of sexual force is a pervasive process that affects all women.

1993; \$12.50; ISBN: 0-449-90820-8; *Random House, Inc., 400 Hahn Road, Westminister, MD 21157; Phone: 800/733-3000; Fax: 800/659-2436; Web site: [www.randomhouse.com](http://www.randomhouse.com).*

### **American Couples**

*Philip Blumstein, Ph.D.  
and Pepper Schwartz, Ph.D.*

This book was one of the most comprehensive reports on heterosexual and homosexual couples in America. This book looked at how couples deal with money, work, and sex in their lives.

1983; out of print; ISBN: 0-688-03772-0; *William Morrow and Company, Inc.*

### **The Best Intentions: Unintended Pregnancy and the Well-Being of Children and Families**

*Sarah S. Brown and  
Leon Eisenberg, Editors*

This report from the Institute of Medicine brought to light the fact that half of all

pregnancies—not just teenage pregnancies—in the United States were unplanned. It went on to discuss the relationship of unintended pregnancy in the United States to the health and well-being of children and families. It also provided recommendations for policy, practice, and research.

1995; \$29.95; ISBN 0-309-05230-0; *National Academy Press, 2101 Constitution Avenue, Box 285, Washington, DC 20055; Phone: 800/624-6242; Fax: 202/334-2451; Web site: [www.nap.edu](http://www.nap.edu).*

### **Between Two Gardens: Reflections on Sexuality and Religious Experience**

*James B. Nelson*

Published in 1983, this book was one of the first to look at the relationship between religion and sexuality by asking the question: "What does faith say about sexuality?" Topics include men's liberation; the Jewish, Catholic, and Protestant views of sexuality; religious and ethical inquiries; homosexuality; the family; and abortion.

1997; \$12.97; ISBN 0-8298-0681-4; *Pilgrim Press, P. O. Box 901867, Cleveland, OH 44190; Phone: 800/654-5129; Fax: 216/736-3713; Web site: [www.apk.net/uc](http://www.apk.net/uc).*

## **Christianity, Social Tolerance, and Homosexuality: Gay People in Western Europe from the Beginning of the Christian Era to the Fourteenth Century**

*John Boswell*

Published in 1980, this book was the first to establish a history of same-gender sexual relationships dating to the First Century. 1995; \$19.95; ISBN: 0-226-06711-4; *The University of Chicago Press, 11303 South Langley Avenue, Chicago, IL 60628; Phone: 773/702-7700; Fax: 800/621-8476; Web site: www.press.uchicago.edu.*

## **Confronting AIDS: Directions for Public Health, Health Care, and Research**

*Institute of Medicine  
National Academy of Sciences*

This was the first report by the National Academy of Sciences on AIDS. It provided a foundation for future policy and program development.

1986; \$29.95; ISBN 0-309-03699-2; *National Academy Press, 2101 Constitution Avenue, Box 285, Washington, DC 20055; Phone: 800/624-6242; Fax: 202/334-2451; Web site: www.nap.edu.*

## **Constructing the Sexual Crucible: An Integration of Sexual and Marital Therapy**

*David Schnarch*

This book offered a new approach to sexual and marital therapy. It concentrated on treating the marital relationship, not treating sexual dysfunctions.

1991; \$49; ISBN 0-393-7012-6; *W. W. Norton and Company, Inc., National Book Company, 800 Keystone Industrial Park, Scranton, PA 18512-4601; Phone: 800/223-2584; Fax: 800/458-7515; Web site: www.wwnorton.com.*

## **Contraceptive Technology: Seventeenth Revised Edition**

*Robert A. Hatcher, M.D., M.P.H., et al*

This book began in the late 1960s as a stapled set of mimeographed pages for med-

ical students. It was first published in 1971 as a booklet. Currently in its seventeenth edition, this book provides detailed and comprehensive information on each contraceptive method.

1998; \$39.95; ISBN 0-9664902-0-7; *Ardent Media, Inc., Box 286, Cooper Station P. O., New York, NY 10276-0286; Phone: 800/218-1535; Fax: 212/861-0998.*

## **Disorders of Sexual Desire and Other New Concepts and Techniques in Sex Therapy**

*Helen Singer Kaplan, M.D., Ph.D.*

This book introduced the concept of sexual desire disorders and extended the work of Masters and Johnson. It included case studies on the treatment of sexual dysfunctions that focused on problems of desire from the perspective of the comprehensive, integrative psychosexual therapy.

1979; out of print; ISBN 0-87630-212-6; *Brunner/Mazel Publications.*

## **The Feminine Mystique**

*Betty Friedan*

Published in 1963, this book helped launch the women's movement in the United States. It addressed the distorted image of femininity that had pervaded society and that limited women from realizing their full potential.

1997; \$27.50; ISBN 0393040496; *W. W. Norton and Company, Inc., National Book Company, 800 Keystone Industrial Park, Scranton, PA 18512-4601; Phone: 800/223-2584; Fax: 800/458-7515; Web site: www.wwnorton.com.*

## **For Yourself: The Fulfillment of Female Sexuality**

*Lonnie Barbach*

Published in 1975, this book was a breakthrough in providing honest instruction on achieving orgasm. Through group discussion, exercises, and homework, Barbach helped many women in the group become attuned and comfortable with their bodies.

1997; \$12.95; ISBN 0-385-11245-9; *Bantam, Doubleday, Dell, 2451 South Wolf Road, Des Plaines, IL 60018; Phone: 800/323-9872; Web Site: www.bdd.com.*

## **Gay, Straight, and In-Between: the Sexology of Erotic Orientation**

*John Money*

Originally published in 1988, this book was one of the first to look at what is known about sexual orientation. It included case studies that looked at historical, cultural, and psychological factors relating to sexual orientation.

1990; \$9.95; ISBN: 0-19-506331-7; *Oxford University Press, 2001 Evans Road, Cary, NC 27513; Phone: 800/451-7556; Fax: 919/677-1303; Web site: www.oup-usa.org.*

## **The History of Sexuality, Volume 1**

*Michel Foucault*

Translated into English in 1978, this book explored the relationship between power and our society's perceptions of, and involvement with, sexuality. It radically changed the way people thought about sexuality by placing sexuality in an historical context and taking it out of the realm of simple biology.

1990; \$11; ISBN 0-679-72469-9; *Random House, Inc., 400 Hahn Road, Westminister, MD 21157; Phone: 800/733-3000; Fax: 800/659-2436; Web site: www.random-house.com.*

## **Human Sexual Inadequacy**

*William H. Masters, M.D.,  
and Virginia E. Johnson*

This was the first book on sexual dysfunction that was widely read by the general public. As a result, it introduced a new era in the treatment of sexual dysfunction. It discussed the concept and format of Masters and Johnson's therapy program and also addressed specific sexual dysfunctions. 1970; out of print; ISBN 0-316-54985-1; *Little, Brown and Company.*

## **Human Sexual Response**

*William H. Masters, M.D.  
and Virginia E. Johnson*

This book was the first to introduce the stages of human sexual response—excitement, plateau, orgasm, and resolution. It was based on laboratory research that studied



the relationship of anatomy and physiology to sexual response. Designed for professionals, it represented a major breakthrough in knowledge about human sexuality. 1966; \$52.95; ISBN 0-316-54987-8; Lippincott, Williams and Wilkins, P. O. Box 1610, Hagerstown, MD 21741; Phone: 800/638-3030; Fax: 301/824-7390; Web site: [www.lww.com](http://www.lww.com).

### **The International Encyclopedia of Sexuality**

**Robert T. Francoeur, Editor**

This three-volume encyclopedia is the most comprehensive crosscultural collection of information on sexuality ever published. It provides information from 30 countries on sexual attitudes and behavior patterns. 1997; \$225, three-volume set; ISBN: 0-8264-0841-9; Continuum Publishing Company, P.O. Box 605 Herndon, VA 20172; Phone: 800/561-7704; Fax: 703/661-1501; Web site: [www.continuum-books.com](http://www.continuum-books.com).

### **Intimate Matters: A History of Sexuality in America, 2nd Edition**

**John D'Emilio and Estelle B. Freedman**

Published in 1988, this book provides a history of sexuality in America since the Pilgrims. Its journey started with "the family-centered, reproductive sexual system in the colonial era," went through "the romantic, intimate and conflicted sexuality of the nineteenth-century marriage," and concludes with "the commercialized sexuality of today." 1997; \$14.95; ISBN: 0-226-14264-7; The University of Chicago Press, 11303 South Langley Avenue, Chicago, IL 60628; Phone: 773/702-7700; Fax: 800/621-8476; Web site: [www.press.uchicago.edu](http://www.press.uchicago.edu).

### **The New Joy of Sex: A Gourmet Guide to Lovemaking for the Nineties**

**Alex Comfort, M.B., D.Sc.**

Published in 1972 as *The Joy of Sex: A Cordon Bleu Guide to Lovemaking*, this book was a breakthrough in the popular literature of marriage guides. With its uninhibited combination of words and illustrations, it developed into a publishing phenomenon,

and continues to be one of the best-selling books on sexuality for adult readers. 1994; \$12; ISBN 0-517-59910-4; Random House, Inc., 400 Hahn Road, Westminister, MD 21157; Phone: 800/733-3000; Fax: 800/659-2436; Web site: [www.randomhouse.com](http://www.randomhouse.com).

### **The New Male Sexuality**

**Bernie Zilbergeld, Ph.D.**

Printed in 1984, this self-help book was the first comprehensive look at male sexuality. It discussed the sexual development, thoughts, feelings, and behaviors of men—from young adulthood through old age. It includes information on male sexuality, relationships, and resolutions to sexual problems. 1993; \$7.99; ISBN: 0553-56259-2; Bantam Doubleday Dell, 2451 South Wolf Road, Des Plaines, IL 60018; Phone: 800/323-9872; Web site: [www.bdd.com](http://www.bdd.com).

### **The New Sex Therapy: Active Treatment of Sexual Dysfunctions**

**Helen Singer Kaplan, M.D., Ph.D.**

This was the first comprehensive handbook for professionals on sex therapy. It describes treatment methods for sexual disorders and clarifies the theories of psychopathology and psychiatric treatment. 1974; \$17.50; ISBN: 0-87630-083-2; Brunner/Mazel Publications, 47 Runway Road, Suite G, Levittown, PA 19057; Phone: 800/825-3089; Fax: 215/269-0363; Web site: [www.taylorandfrancis.com](http://www.taylorandfrancis.com).

### **Our Bodies, Our Selves for the New Century: A Book by and for Women**

**The Boston's Women's Health Book Collective**

Published in 1970, this book was one of the first to empower women to become more informed about their own health, including their sexual and reproductive health. It was revised and updated in 1998 to reflect the health concerns of women of diverse ages, ethnic and racial backgrounds, and sexual orientations.

1998; \$24; ISBN 0-684-84231-9; Simon & Schuster Order Department, 200 Old Tappan Road, Old Tappan, NJ 07675; Phone: 800/223-2348; Web site: [www.simonsays.com](http://www.simonsays.com).

### **Our Passion for Justice: Images of Power, Sexuality and Liberation**

**Carter Heyward**

This book is a collection of essays, sermons, lectures, and liturgical poetry that reflected the feminist theological perspective of the author on sexuality, class, race, and social justice. 1984; \$16.95; ISBN 0-8298-0705-5; Pilgrim Press, P.O. Box 901867, Cleveland, OH 44190; Phone: 800/654-5129; Fax: 216/736-3713; Web site: [www.apk.net/ucc](http://www.apk.net/ucc).

### **Pleasure and Danger: Exploring Female Sexuality**

**Carole S. Vance, Editor**

Published in 1984, this book emerged from a groundbreaking conference, "Towards a Politics of Sexuality," held at Barnard College in 1982. It was the first public dialogue to affirm sexual pleasure for women as well as addressing the dangers. 1993; \$20; ISBN 0044408676; New York University Press, 70 Washington Square South, New York, NY 10012; Phone: 800/996-6987; Fax: 212/995-3833; Web site: [www.nyupress.nyu.edu](http://www.nyupress.nyu.edu).

### **Risking the Future: Adolescent Sexuality, Pregnancy, and Childbearing**

**Cheryl D. Hayes, Editor**

This report presented the findings of the Panel of Adolescent Pregnancy and Childbearing, which was convened by the National Research Council from 1984 to 1986. It offered recommendations for policies and programs that guided program development for the next decade. 1987; out of print, photocopy available for \$34.35; ISBN: 0-309-03698-4; National Academy Press, 2101 Constitution Avenue, N.W., Box 28.5 Washington, DC 20055; Phone: 800/624-6242; Fax: 202/334-2451; Web site: [www.nap.edu](http://www.nap.edu).

## Science in the Bedroom: A History of Sex Research

Vern L. Bullough

This book provided an overview of sex research from the fourteenth-century B.C. to the present. It explained the development of sex research to help a wider audience understand the field of sexology as well as how changes in public attitude occurred.

1994; out of print; ISBN: 0-465-03020-3; Harper Collins Publishers, Inc.

## The Sex Atlas: An Illustrated Guide

Erwin J. Haeberle

This book was one of the first illustrated guides to use explicit photographs to educate professionals and the public about human sexuality.

1978; out of print; ISBN: 0-8164-9160-7; The Seabury Press.

## Sexuality and the Curriculum: The Politics and Practices of Sexuality Education

James T. Sears, Editor

This book urges educators to consider the "hidden sexuality education curricula" in schools: messages students receive from the behaviors of teachers and administrators, the locker room, the cafeteria, and peers.

1992; \$22.95; ISBN 0-8077-3153-6; Teachers College Press, P. O. Box 20, Williston, VT 05495; Phone: 800/575-6566; Fax: 802/864-7626; Web site: [www.tc.columbia.edu/~tcpress](http://www.tc.columbia.edu/~tcpress).

## The Social Organization of Sexuality: Sexual Practices of Sexuality

Edward O. Laumann, et al

This report is the most comprehensive survey on sexual behavior of the general pop-

ulation to date. The survey was designed to determine the incidence and prevalence of sexual practices and to place them in their social contexts.

1994; \$49.95; ISBN: 0-226-46957-3; University of Chicago Press, 11303 South Langley Avenue, Chicago, IL 60628; Phone: 773/702-7700; FAX: 800/621-8476; Web site: [www.press.uchicago.edu](http://www.press.uchicago.edu).

## Surgeon General's Report to the American Public on HIV Infection and AIDS

U.S. Centers for Disease Control,  
Health Resources and  
Services Administration,  
National Institutes of Health

Published in 1986, this booklet from Surgeon General C. Everett Koop was sent to every household in America. It addressed AIDS transmission, risk, prevention and its implications in the late 1980s. Dr. Koop said: "Education concerning AIDS must start at the lowest grade possible as part of any health and hygiene program."

1993; CDC National Prevention Information Network (CDCNPIN), P. O. Box 6003; Rockville, MD 20849-6003; Phone: 1-800-458-5231; Fax: 888/282-7681; Web site: [www.cdcnpin.org](http://www.cdcnpin.org).

## Taking Chances: Abortion and the Decision Not to Contracept

Kristin Luker

This book presented a new model for understanding how women make rational decisions about contraception and risk taking.

1975; out of print; ISBN 0-520-03594-1; University of California Press

## Teaching About Sexuality and HIV: Principles and Methods for Effective Education

Evonne Hedgepeth, Ph.D.  
and Joan Helmich, M.A.

This book is the most comprehensive book to date to help teachers and community health educators understand the "how" and "why" of effective HIV/AIDS-prevention and sexuality education.

1996; \$20.00; ISBN: 0-8147-3535-5; New York University Press, 70 Washington Square South, New York, NY 10012; Phone: 800/996-6987; Fax: 212/995-3833; Web site: [www.nyuupress.nyu.edu](http://www.nyuupress.nyu.edu).

## Teenage Pregnancy in Industrialized Countries: A Study Sponsored by The Alan Guttmacher Institute

Elise F. Jones et al

This book compared teenage pregnancy rates in the United States with other industrialized countries including France, Canada, and the Netherlands. It explored reasons why the United States has the highest teen pregnancy rates in the developed world.

1986; out of print; ISBN 0-300-03705-8; Yale University Press.

## Values in Sexuality: A New Approach to Sex Education

Eleanor S. Morrison  
and Mila Underhill Price

This book was one of the first guidebooks for teaching a value-based approach to sexuality education. It presented a collection of exercises that helped educators teach young people how to explore and discuss their feelings and values about sexuality.

1974; out of print; ISBN 0-89104-165-6; Hart Publishing Company, Inc.