

Strategic Framework

Vision

SIECUS envisions an equitable nation where all people receive comprehensive sexuality education and quality sexual and reproductive health services affirming their identities, thereby ensuring their lifelong health and well-being.

Mission

SIECUS asserts that sexuality is a fundamental part of being human, one worthy of dignity and respect. We advocate for the rights of all people to accurate information, comprehensive sexuality education, and the full spectrum of sexual and reproductive health services. SIECUS works to create a world that ensures social justice inclusive of sexual and reproductive rights.

Values

- SIECUS recognizes that good sexual and reproductive health is a human right.
- SIECUS advances comprehensive sexuality education as a means of building a foundation for a long-term culture shift that will positively impact all levels of society, particularly issues of gender equity, sexuality, sexual and reproductive health, consent, personal safety, and autonomy.
- SIECUS uses a rights-based framework to inform our approach, reshaping cultural and societal narratives of sexuality and sexual and reproductive health.
- SIECUS commits to working to dismantle the systems of power and oppression which perpetuate disparate sexual and reproductive health outcomes and incubates stigma and shame around sex and sexuality across the intersections of age, race, size, gender, gender identity and expression, class, sexual orientation, and ability.
- SIECUS applies an intersectional lens to ensure people's real lived experiences inform our policy, education, and strategic communications work.

Core Areas of Work

POLICY AND ADVOCACY

- Educate advocates and policymakers about providing rights-based sexuality information and education at the federal, state, and local levels.
- Provide technical assistance to state and local partners for education, advocacy, and/or lobbying purposes.
- Lead, strengthen, and develop partnerships with other organizations, coalitions, and initiatives to advance policies that promote positive sexual and reproductive health outcomes across the lifespan.
- Publish reports, data, and analyses to inform policy and advocacy work in sexuality, sexual and reproductive health and rights.

EDUCATION AND RESOURCE DEVELOPMENT

- Enhance educator, advocate, parent, youth, clinician, partner, and public understanding of the current state of sexuality education in the United States and opportunities for improvement in both policy and practice.
- Publish toolkits and reports to inform and educate various constituencies on comprehensive sexuality education and quality sexual and reproductive health services.
- Partner with national, state, and local organizations to promote standards elevating the provision of quality sexuality education.
- Provide training and technical assistance to stakeholders on how to use resources to improve sexuality education implementation, evaluation, and policy development.

STRATEGIC COMMUNICATIONS

- Shape cultural and societal narratives by applying a multi-faceted approach in all communications with a strong organizational website, social media presence, relevant opinion pieces, and bold position statements.
- Educate and inform the broader public through media appearances, speaking engagements, and other high visibility activities.
- Expand our communication channels with partners using both traditional and social media to educate, inform, and mobilize communities.