

## We rebranded! We are now SIECUS: Sex Ed for Social Change

For the past 55 years, SIECUS has served as the national voice for sex education, maintaining that it is vital to provide young people with the information they need to ensure their own sexual health and well-being. Today, **we're rebranding to start new conversations and invite deeper collaborations with our partners** working to advance sexual and reproductive health, rights, and justice. In doing so, we are better positioned to **center solutions that address the complexity of young people's lives** and the world in which we all live.

Sex ed, as we envision it, connects and addresses a variety of social issues. **Sex ed sits at the nexus of many social movements—from LGBTQ equality and reproductive justice** to the #MeToo movement and urgent conversations around consent and healthy relationships. Our new brand serves as a constant reminder to ourselves and others that when we talk about sex ed, we are actually talking about **a powerful vehicle for sparking social change.**

**Sex ed is violence prevention.**

**Sex ed is LGBTQ inclusion.**

**Sex ed is social change.**



### What our partners are saying...

I'm incredibly excited now! As you know, **young people have very complex lives** and I'm glad this rebrand will help shape this work in ways that will **save lives.**

**Preston Mitchum, URGE**

I'm glad SIECUS is focusing on social change. Many years ago those words weren't used BUT **at the beginning of SIECUS** (yes, I've been connected with it since Mary Calderone started it in those early years) there was clearly **the beginning of a type of social change.**

**Konstance McCaffree, PhD  
AASECT President  
Former SIECUS Board Chair**

Congratulations! This is very exciting and I think a great move. **Proud to be a partner** of yours!

**Lara Kaufmann, Girls Inc.**

### ICYMI

**SIECUS: Sex Ed for Social Change** was discussed in the TIME Magazine article, "['We Are Grabbing Our Own Microphones': How Advocates of Reproductive Justice Stepped Into the Spotlight](#)" and featured in the VOX article, "[The future of sex ed has arrived. Is America ready?](#)"

# What Now?

## An All-New SIECUS Experience!

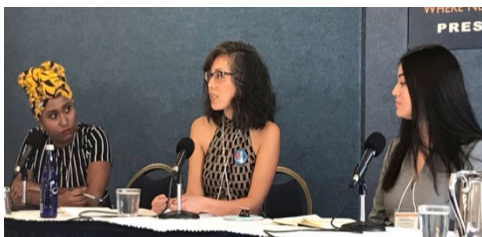
### We hosted our inaugural Sex Ed Policy Convening (#SEPAC2019).

In June, we launched a new program, the Sex Education Policy Action Council (SEPAC) – sex ed advocates from 24 states working to advance sex ed policies across the nation. In November, SEPAC members and a few other advocates joined us for an all-day convening to share and learn strategies for advancing policies in state and local communities. In total **113 participants joined us from 33 states!**

By all accounts, the day was **electrifying!** We talked about reshaping the narrative around sex education, taking action at the local and state level, and best practices for movement building. Most importantly, we **centered a broad diversity of voices and perspectives in every conversation** and started and ended the day with all-women of color panels.



"Framing Sex Education: Sexual and Reproductive Freedom" panelists.



"Where do we go from here? Sex Ed for Social Change" panel

It was exciting to be in a room full of progressive folks all feeling **energized about the ability of good sex ed to improve lives** in many ways beyond simply disease/unplanned pregnancy prevention.

I really **appreciated the conversation about movement building** and all the conversations about **equity and representation** that took place across a few panels.

### Inaugural Sex Ed Policy Convening Participants Speak

Today **reinforced the need for radical shift and social change in this field**; I felt supported and empowered to do so and reinvigorated in this work!

Everything was incredibly valuable, but I especially appreciate the **intentional centering of Black women and other people of color, queer voices, and youth voice** and empowerment.

### Where do we go from here?

While energizing, the future of SEPAC and our annual Sex Ed Policy Convening will focus on advancing important next steps.

- **Strengthening policy and advocacy skills** to ensure SEPAC members advance robust legislation.
- Interrogating strategies, best practices, and case studies for advancing positive sex education legislation, policies, and practices in **conservative, rural, and Southern states.**
- **Building sustainable relationships with other social justice movements** (reproductive justice, disability justice, immigrant justice), developing effective strategies to address any opposition to complete sex education programs and policies (at the local, state, and national levels), and making long-lasting changes to ensure that the best policies are put into place.



## We led a day of advocacy to promote #SexEdOnTheHill



Following our Sex Ed Policy Convening, we brought **over 50 advocates and activists from over 28 states** to Capitol Hill to meet with their members of Congress. We spent the day reiterating the importance of accurate, inclusive, and empowering sex ed and why it must start to receive funding at the federal level.

### #SexEdOnTheHill by the Numbers

Offices Visited = **54**

Expected New REHYA/YASHS Co-Sponsors: **Approx. 25+**

Digital Actions Taken = **355**

Social Media Reach = **over 900,000**



## We honored our Sex Ed Champions and Trailblazers.



With so many sex ed movement builders in town this month, we hosted an awards ceremony to acknowledge the necessary but often thankless work of a number of sex education champions and trailblazers. We recognized **Congresswoman Pramila Jayapal** of Washington, **Congresswoman Ayanna Pressley** of Massachusetts, **Delegate Arianna Kelly** of Maryland, **Representative Susan Lontin** of Colorado, and **Natasha Vianna**, co-founder of #NoTeenShame.

