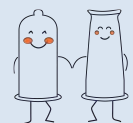


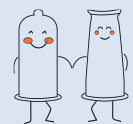
SEXPLIQUER

Liberté. Égalité. Sexualités.



Contents

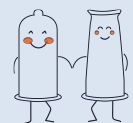
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“Ne pas parler de **sexualité** c'est...
ne pas parler de soi.”

“To not talk about **sexuality** is...
to not talk about yourself.”

- Michel Conte



Executive Summary

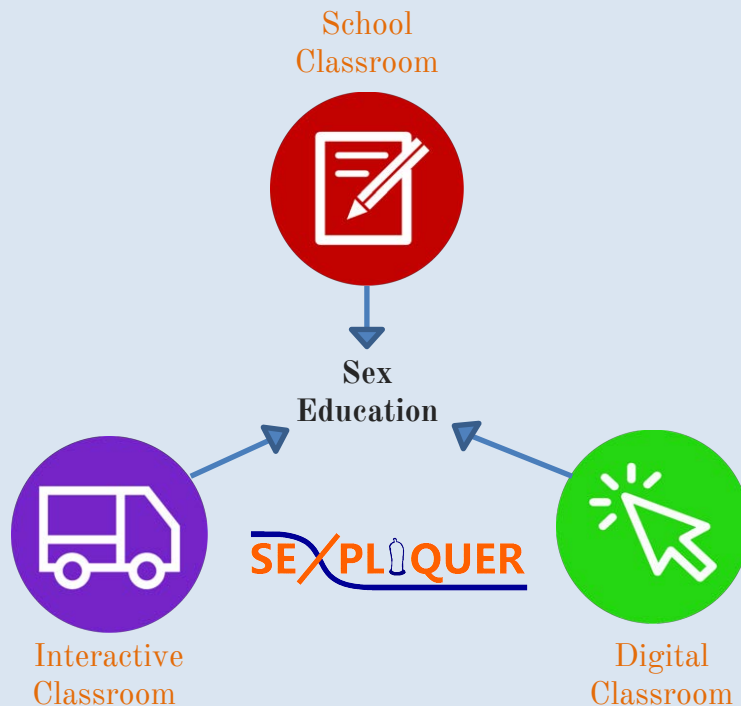
In the modern age, a multitude of information about sex lies just a click away on a computer screen. Thus, frequently young people get their first exposure to sex from porn, their friends, or a website. However, not all of the information spread is correct or unbiased, so young people are susceptible to gaining misconceptions about sex. These misconceptions can be dangerous when combined with growing STI rates. Our project, Sexpliquer, aims to combat these toxic trends by having a truck and a website that will work hand-in-hand to spread important sexual resources and knowledge. Sexpliquer offers a new initiative for Planning Familial and differs from other sex education resources, incorporating a more interactive experience through our truck and having a centralized place for all things sexual with our website. Although it's accessible to the general public, Sexpliquer will focus on reaching young people, as they tend to be at the highest risk for contracting an STI. In the future, we hope to start working with schools and spreading beyond Paris.

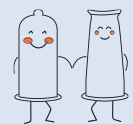


Framing and
Background

What is Sexpliquer?

Sexpliquer is designed to be supplementary to sex education taught in schools by bringing conversations about sex outside of the classroom. By normalizing the discussion of sex-related topics in a comfortable setting, the Sexpliquer truck and website aim to combat rising STI rates in France and the negative sex culture created by dating apps.





Dating Apps

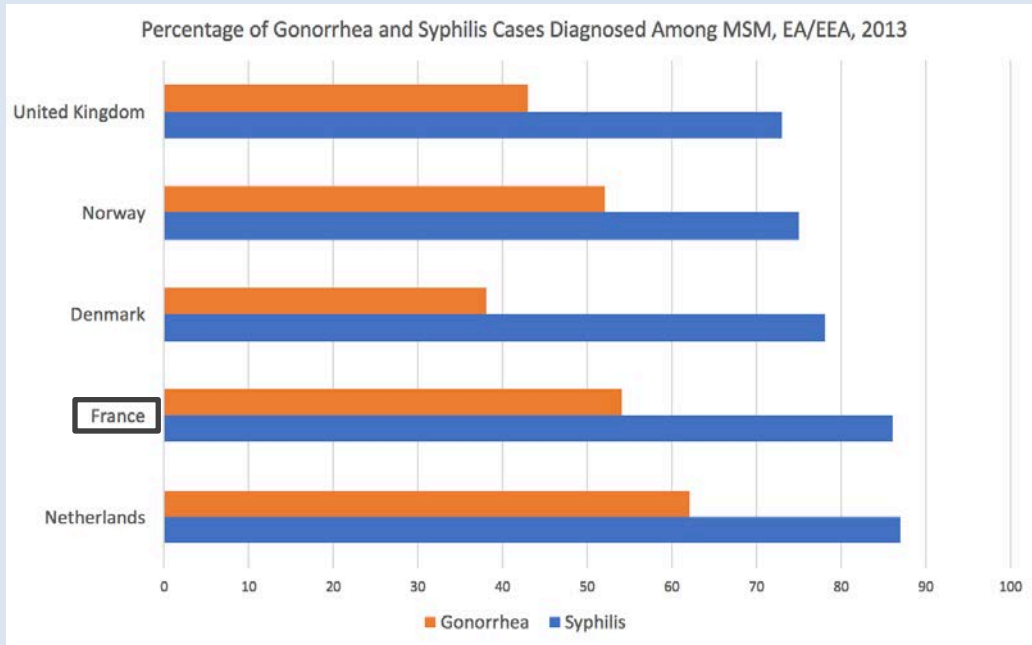
Many experts have noted a spike in the amount of STI cases along with the rise of dating apps like Tinder, Bumble, and Grindr. The influence and popularity of these apps have led experts to coin the *Tinder effect*, which shows that by making casual, anonymous sex more accessible, more young people are able to easily engage in sex (Naomi).

With young people now having more access to sex, more must be done to bolster the sexual knowledge of the public in order for them to be safe. While some experts say that additional evidence directly linking apps to HIV infection rates is needed, the apps' increasing prevalence is worthy of raising alarms, especially with adolescents being their most avid users (Dating).

The Tinder logo, featuring the word "tinder" in a red, lowercase, sans-serif font with a small flame icon above the "i".The Grindr logo, featuring a yellow mask icon above the word "Grindr" in a bold, yellow, sans-serif font.The happn logo, featuring a blue heart icon above the word "happn" in a blue, lowercase, sans-serif font.

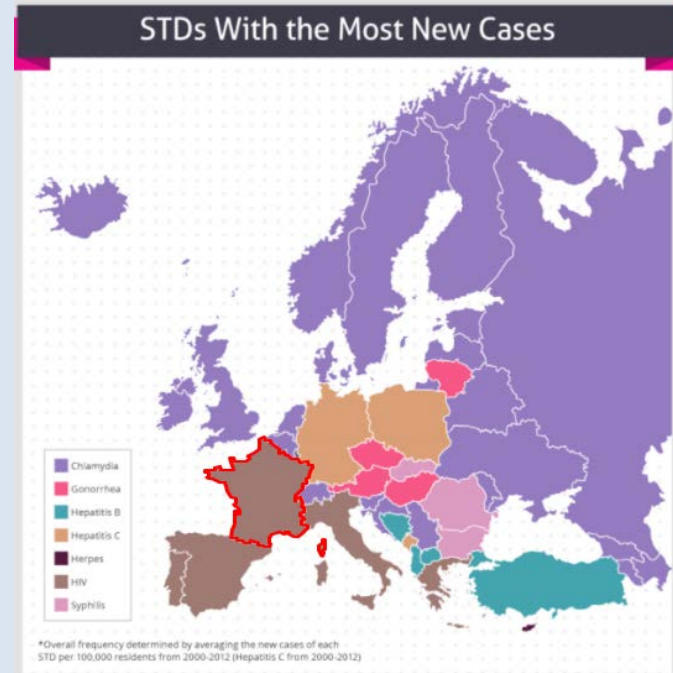
STI Rates

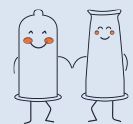
STIs are a major public health concern, and they justify the importance of having other avenues for people to gain sexual knowledge. In 2013, France had the second highest syphilis and gonorrhea diagnoses for MSM in Europe, highlighting a need for an increase in resources and awareness (Amato-Gauci). French Health Officials cite high risk sexual behavior and medical professionals' neglect to prescribe regular testing to their patients (Mindock).



HIV in France

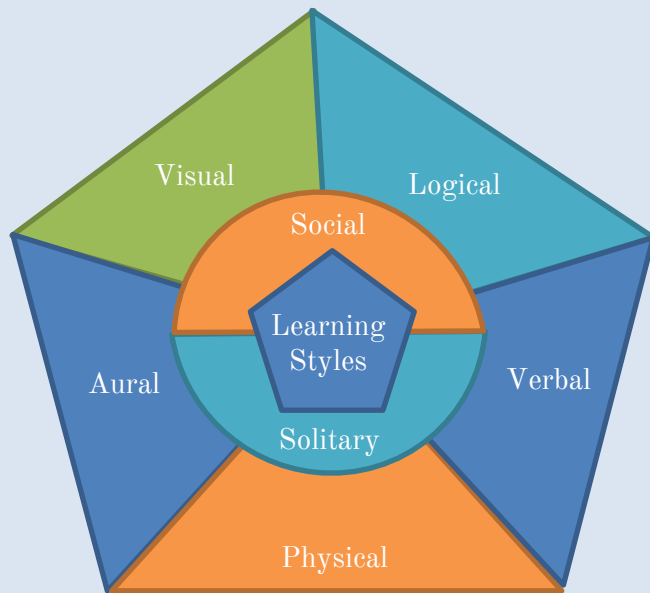
In addition HIV, one of the deadliest STIs, also has the most new cases in France, once again reinforcing the necessity of sexual education (S.). Other reports show that there has been a surge in STIs among gay men in France (24), and that **HIV rates and STI rates remain high in the country** (HIV). In Western and Central Europe, only France and Romania share the title of the highest HIV prevalence among MSM with 18% in 2015 (HIV and AIDS).



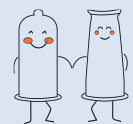


Learning Styles

Although sex education is standardized across schools in France, the inconsistency in its quality poses a problem. Sexpliquer seeks to mitigate this inconsistency by offering a **multimodal approach** to sex education. By using the truck to interact with people in a new setting, Sexpliquer hopes to catch those who might not have absorbed the information taught in school or elsewhere.

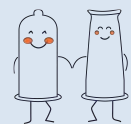


Our truck will facilitate activities that incorporate sound, teamwork, and physical interaction in order to help people feel comfortable enough to learn. Sexpliquer aims to suit people's "natural, habitual, and preferred way(s) of absorbing, processing, and retaining new information" in order to make sure that this vital information is heard (Reid).



Mission Statement

Sexpliquer aims to improve the quality and accessibility of sex education. In the form of a truck and website, Sexpliquer caters to different learning styles, giving the public a chance to attain sex education outside of the classroom. We hope to create a comfortable space where people can freely discuss issues relating to sex, sexuality, gender, and relationships. By offering interactive activities and connecting people to appropriate resources, we strive to create a fun, inclusive environment to help others understand these topics.



Connection to the SDGs

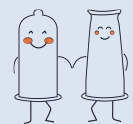
The goal of Sexpliquer is to ultimately better public health through education. By directing people to necessary information and resources, we hope to help them lead healthier lives.



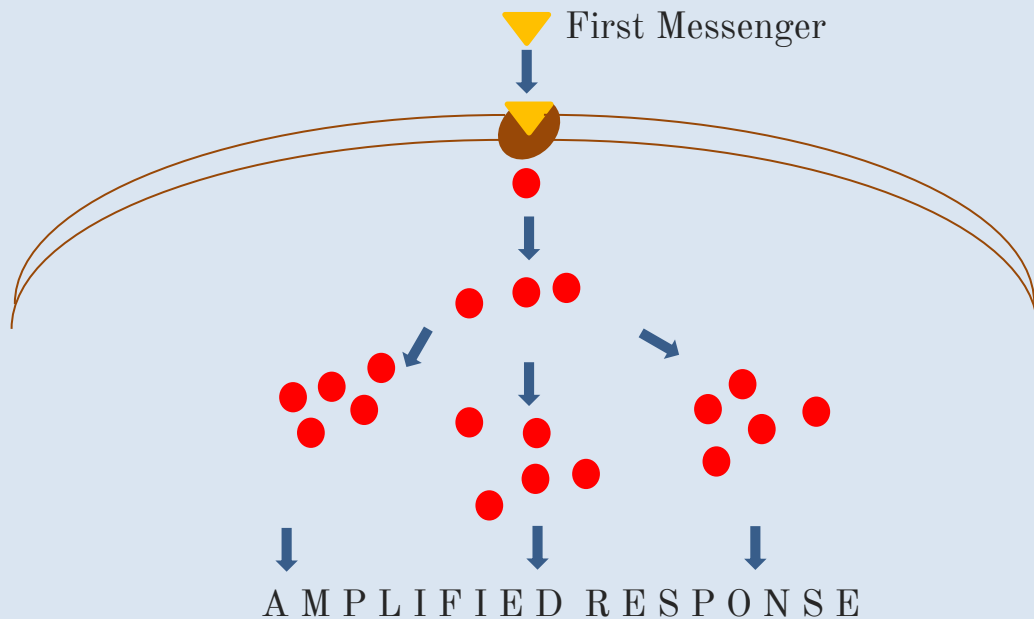
The focus of Sexpliquer is to **improve the sexual health** of the the public. By increasing knowledge and access to sex-related resources, we can help reduce STI cases and encourage safe sex.



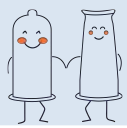
Sexpliquer will **enhance sex education** in Paris by expanding its curriculum outside the classroom. Furthermore, the mobilization of sex education through the truck will allow it to find a wide range of students.



Biological Metaphor: Signaling Cascade

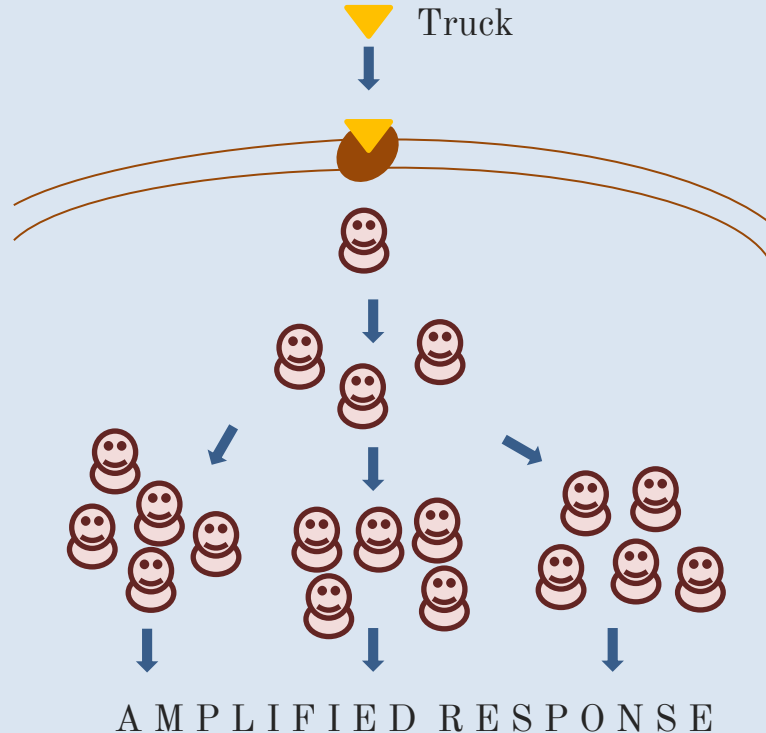


A **signaling cascade** is where a cellular response is initiated from a cellular receptor binding with a first messenger. This binding allows the secondary messengers associated with the receptor to **activate** and **amplify** the signal by activating effector molecules that would carry out the action of starting a cell response (Kramer). Secondary messengers can also help start other cascades that will help amplify the cell response.



Signaling Cascade

For Sexpliquer, **the truck represents the first messenger**—serving as one option to spread awareness about our program and to directly benefit the community. The receptor represents sites where our truck can stop and interact with the community, represented here as the cell, and the people who interact with it will be the secondary messengers.

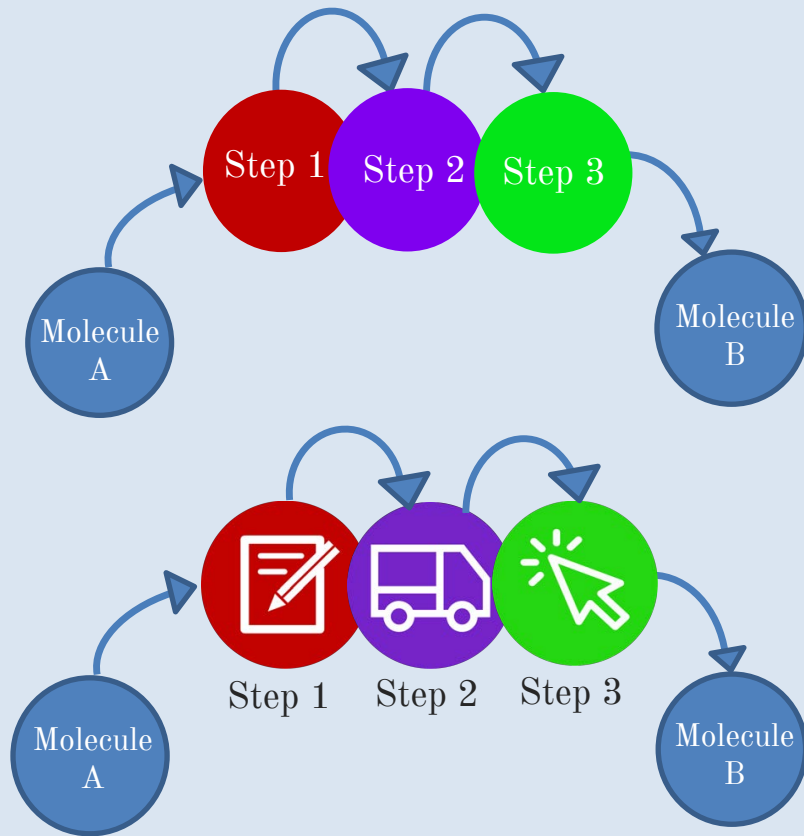


Through people, word will spread to others, similar to the activation of the effector molecules, starting a change in the city's thoughts about sex, just like the cell response of signal cascades. The **amplification** of our goals will be seen as more people become aware of the website and truck through interaction with the community.

Biological Metaphor: The PDC

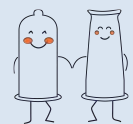
The PDC consists of the three enzymes needed for converting key fuel molecule A into B (see steps 1-3 on the right). It accomplishes this task by centralizing the needed parts and by providing a channel for easy access in the crowded environment of the cell (Stryer).

If topics about sex were enzymes, our website—just like PDC—would bring them together.



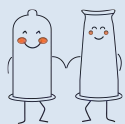


Context and Audience



“Sex-education sessions in schools are not **equally** taught.”

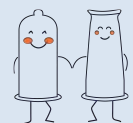
- Pascale Boistard, French Official



Sex Education in France

Boistard highlights a problem with France's sex education: while France has a mandatory curriculum that dives into both the biological and social aspects of sex, this curriculum is not always taught fully. As Boistard explains, some topics like contraception and sexuality may not be taught in their entirety, or may not be mentioned at all. Instead, the French sex education system is teacher-dependent (Naili). **This fact has led many to believe that some French students may be misinformed in their knowledge about sex** (Naili).

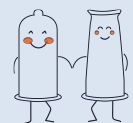




Who Benefits?

There are many negative effects that stem from the spread of STIs and increased use of dating apps. As we have seen, these tend to influence the youth population. Young people also account for about half of all new STIs (Centers for Disease Control and Prevention). Gearing Sexpliquer towards this group would allow us to have the strongest impact. **Thus, Sexpliquer is designed to educate young people, specifically high school and college-aged students.**

While Sexpliquer holds young people as a particular group of interest, our truck and website provide a service that can be used by the public at large. From this, we can see that young people, the community, and the government all benefit. We will be helping young people with a problem that's prevalent in their age group. The Parisian community will benefit from the distribution of resources and spreading awareness; this will help the government in their effort to better public health.



Where will our Truck go?

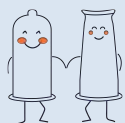
One of the largest influences on the efficacy of our truck is its **location**. Because site selection is critical to the success of our truck, we have specific qualifications for the locations we choose. **Sites must:**

- have high foot traffic and be highly visible
- be near a high concentration of young people
- have space for tables and seating

Our truck will also adapt accordingly for special events in the city, which would include music festivals, parades, and celebrations. For example, our truck could be involved in the programming for the LGBTQ+ Pride Event. Many contraceptive companies already use this event to advertise, so our truck could be another means to do so.



Previous
Approaches

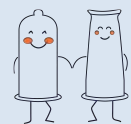


The Lotus Bus

The **Lotus Bus** is a bus that visits Chinese prostitutes in Belleville. It serves to spread information about sex and protection, provides STI testing, and can efficiently redirect people to doctors and hospitals (Lotus Bus). Our project intends to better health through education, rather than directly provide healthcare, so it will not provide STI testing.

However, we will emulate the process of providing information, redirecting people to our website, and referring them to qualified professionals. The Lotus Bus is a great example of how this would be done, and we would broaden the audience from just Chinese prostitutes to the rest of the public.





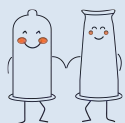
Online Resources

Sexpliquer's website offers a **unique blend of services**, something that other French websites lack. Searching for STI on Google yields doctissimo.fr. This website covers sex in great detail, but is challenging to navigate and does not have more information on consent.

Affection.org is informative about STIs, but not much else. Sida-info-service.org concerns STI testing, yet it doesn't include social aspects of sex. In order to have a thorough understanding of sex and related topics, one would have to visit many sites.

Doctissimo





← → ↻ <https://sexetc.org> ☆ ⋮

Where Do You Stand on Shaving?

We asked young people if social norms made them feel one way or the other about shaving.

[Read More](#)

SEX, ETC. POLL ☒

Where do you stand on dating someone older?

Absolutely!

Maybe.

No way.

I'm not sure.

SUBMIT

HOT TOPICS

- Birth Control
- HIV/AIDS & STDs
- Pregnancy
- Your Body
- LGBTQ
- Abuse & Violence
- Relationships
- Sex

JOIN OUR NETWORK

f t YouTube t g+

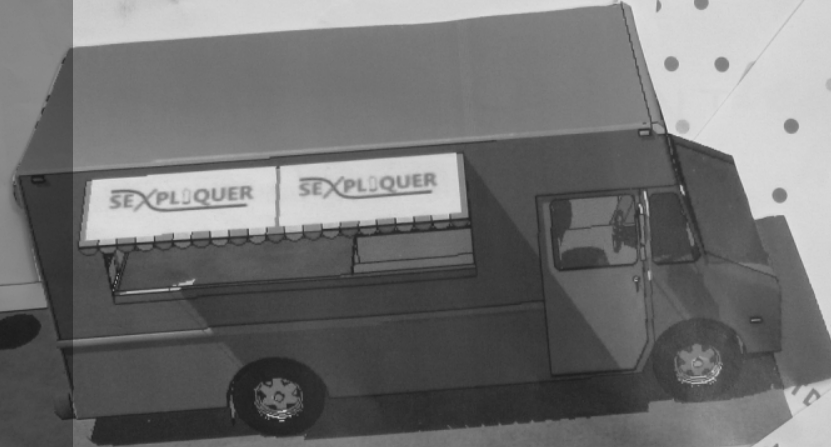
SUBSCRIBE TODAY

SEX, ETC. MAGAZINE

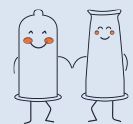
LEARN HOW

Sexpliquer could be **inspired by** **sexetc.org**, an American sex education website for teenagers. It includes information about both biological and social aspects of sex. However, unlike sexetc.org, our website will heavily support our truck by providing its location and schedule. This will allow users to easily access times and places where they can find the truck.

CONSENT IS ABOUT *Communication*

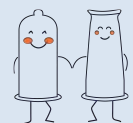


Implementation



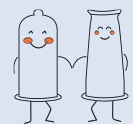
Separating Sexpliquer from Previous Approaches

Knowing that there exists a multitude of learning styles and preferences, our project hopes to acknowledge and cater to the needs of a wide range of students. By creating **different learning channels**, we hope to improve the accessibility and quality of sex education. Our website and truck not only support the existing sex education taught in schools, but are also linked to each other. Through public space in the city and online, we hope to bring sex education to people in creative ways.



Our Goals

- Increase access to information about sex
- Improve the quality of sex education resources
- Create comfortable spaces for people to learn about sex
- Reach the public across different mediums



Partnering with Planning Familial



Our project relies heavily on a **direct partnership** with Planning Familial. It's designed to be pitched to the organization as a new initiative that they can take on. Since Planning Familial has existing sex education information and contacts for professionals, many of the critical resources needed for the truck and website would be easily obtained. Our goal would be to collect and present the information in the most engaging way for students. In addition, we can use the existing structure of Planning Familial to support the organization of our own project.

The Channels

Sexpliquer creates **two learning channels**—a website and a truck—in order to expand sex education outside of the traditional school classroom.



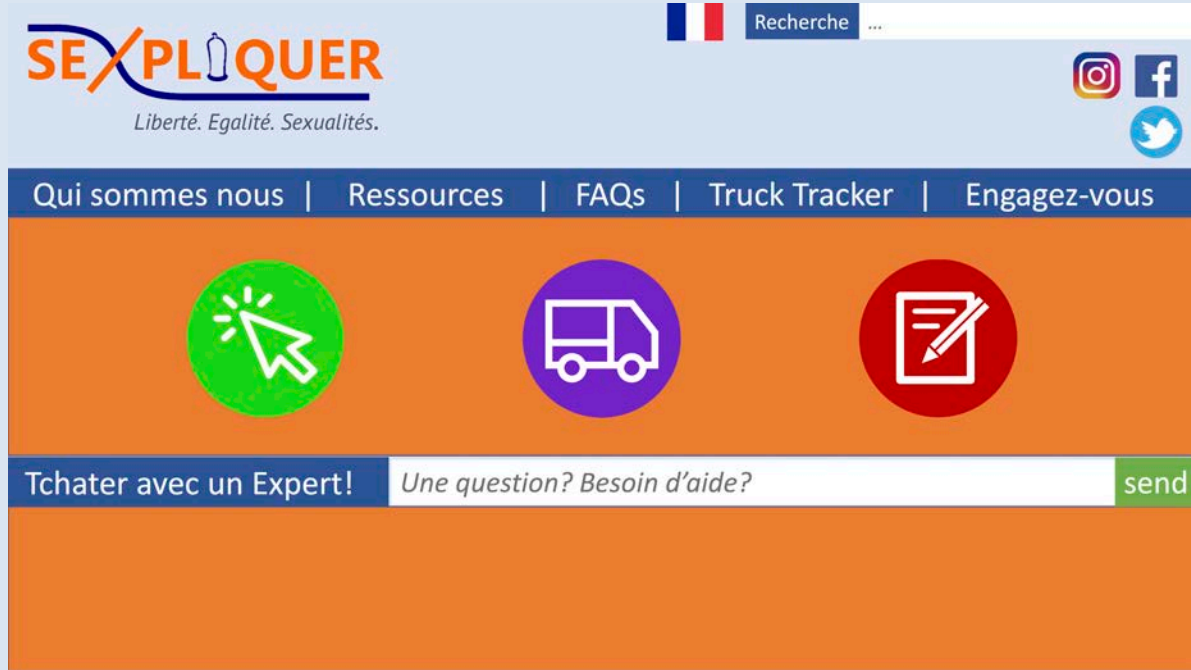
The website, at sexpliquer.com seeks to create a **digital** platform where centralized information is accessible, credible, and inclusive.



The truck intends to provide a **conversational** space to facilitate casual, yet thoughtful sex-related discussions.

The Website Design

In a time where it is easy to get lost in a sea of information online, our website will serve as a centralization of material. The website will contain FAQs, contact information for professionals, locations of resources, and information about our truck. **The design of the Sexpliquer website will create a channel of information that is easy to navigate.**

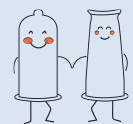




The Website Contents

The website will be a hub for all things sexual, synthesizing both the biological and social perspectives of sex education. To set our website apart from others, this information would be **centralized** and **consolidated**. In addition to information and resources, the website will have an option to participate in a **live chat** with an expert. By providing information about the truck's route, schedule, and activities, the Sexpliquer website will bolster our truck and its goals.

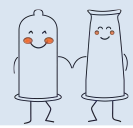




The Truck Design

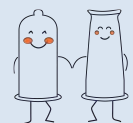
With the design of the truck, we hope to create an inviting, casual space to discuss and ask questions about sex. With an opened side to distribute resources, foldable tables and chairs, and games, the truck creates a fun environment to learn about sex.





In a signaling cascade, **the truck represents the first messenger**—serving as one option to spread awareness about our project and directly benefit the community.





The Truck: Educational Features

Qualified Staff:

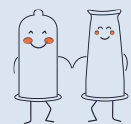
One of the integral parts of the functionality of the truck is its **staff**. At any time, the truck will have one representative from Planning Familial managing the truck and two volunteers focused on engaging the community.

Sex Education Resources:

Besides receiving information verbally from the staff, there will be **physical resources** distributed at the truck. Sex education flyers and free contraceptives, such as condoms, are the main resources available at the truck.

Activities:

A goal of our project is to eliminate the stigma that comes with talking freely about sex. To combat this, the truck will have **interactive educational activities** that will encourage conversation about sex.



The Truck: Social Features

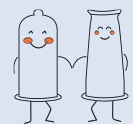
Furniture:

In order to create an inviting space, the truck will have foldable **tables and chairs** that can easily be set up when the truck's parked at one of its sites. The furniture gives us the ability to create a temporary space that people can be comfortable in.

Music, Drinks, & Snacks:

To emphasize the use of our truck as a comfortable space that fosters discussion, we will **play music** and provide **free drinks and snacks** for people to enjoy while engaging in conversation and activities.





The Truck Sites



Square Réjane



Prairie du Cercle Sud

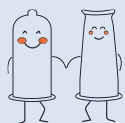
The target audience for Sexpliquer is **young people**. Our truck route is carefully designed to maximize access to our target audience with both an **afternoon and a night schedule**. During the day, we'll park near parks, streets, squares that are close to high schools. At night, we'll park the truck near bars and night clubs. The images (to the left and right) are examples of locations that the truck would park at during the day and night.



Complexe Pailleron



Square Grancher



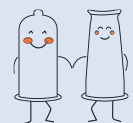
Planning Familial will conduct the process of hiring and training all the staff for the truck. The interpersonal qualities of staff for the truck are enthusiasm, good communication skills, and the ability to be relatable. The job of the staff is to effectively use the truck to create an environment of trust and thoughtful discussion. Training would include familiarization with important information, resources, and contacts to refer students to. It would also include learning how to mentor and engage with students.

Staffing and Training



Our **paid staff** are professionals in from Planning Familial. They are responsible for driving the truck, providing professional advice, and managing the environment created by the truck.

The **volunteers** at our truck are young individuals that are used to engage our target audience: their peers. We would have a diverse group of volunteers representing different areas of Paris, sexualities, and genders, so that we can reach the widest range of students possible.

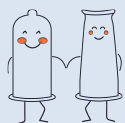


Engaging the Community



We plan to **attract** and **engage** students in a variety of ways. To attract students, we'll offer **incentives** such as free condoms, drinks, and snacks. The **environment** will also be presented as an inviting space with seating and energetic music, inviting students to hang out there.

To engage students, we'll have fun **activities** that will be both interactive and informational. The truck will also leverage the **website** and **social media** as tools to involve students in the truck's route and activities.



The Truck Activities

On the tables set up next to our truck, we would provide game cards. These notecards would have different interactive group activities that groups of people could engage in. By allowing the students to **directly engage** with the sex education curriculum, the material would provide an exciting way to learn about sex, appealing to those with different learning styles.

Conversation Cards

“Does having sex mean
that I’ll fall in love?”

Sex Karaoke

Analyze these song lyrics:
“I hate these blurred lines!
I know you want it...”

Sex Charades

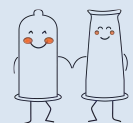
Place this side of the card on
your forehead and ask your
friends ‘yes or no’ questions to
guess what the sex term on the
other side of the card is!



Consent

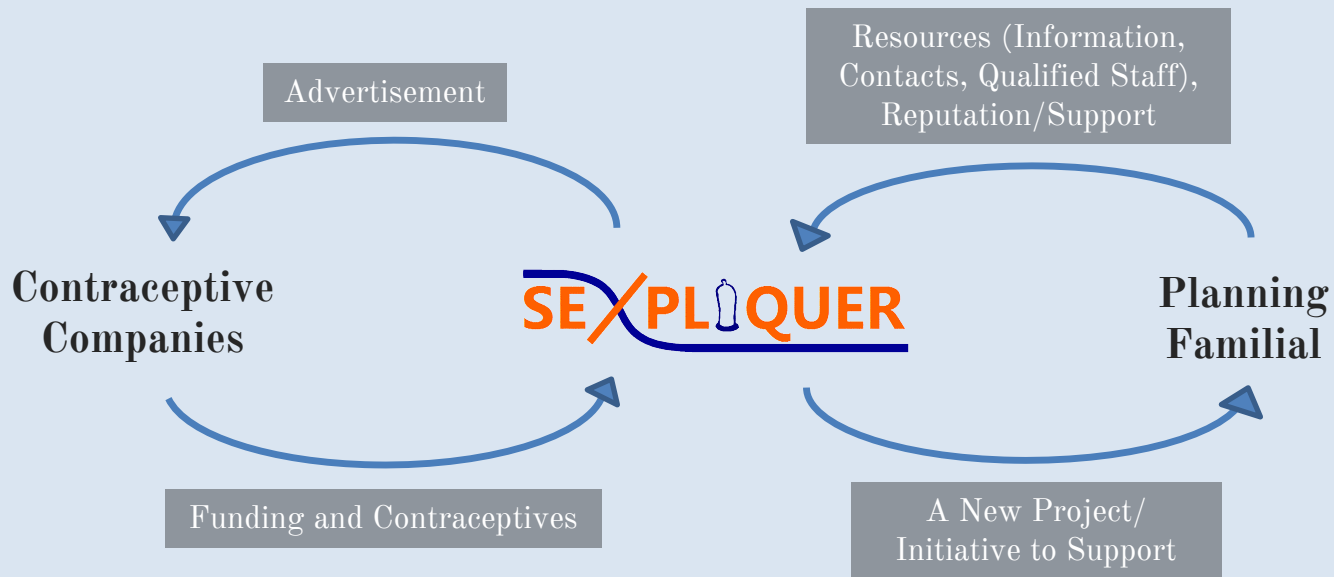
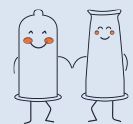
The Business Plan





Our Customers

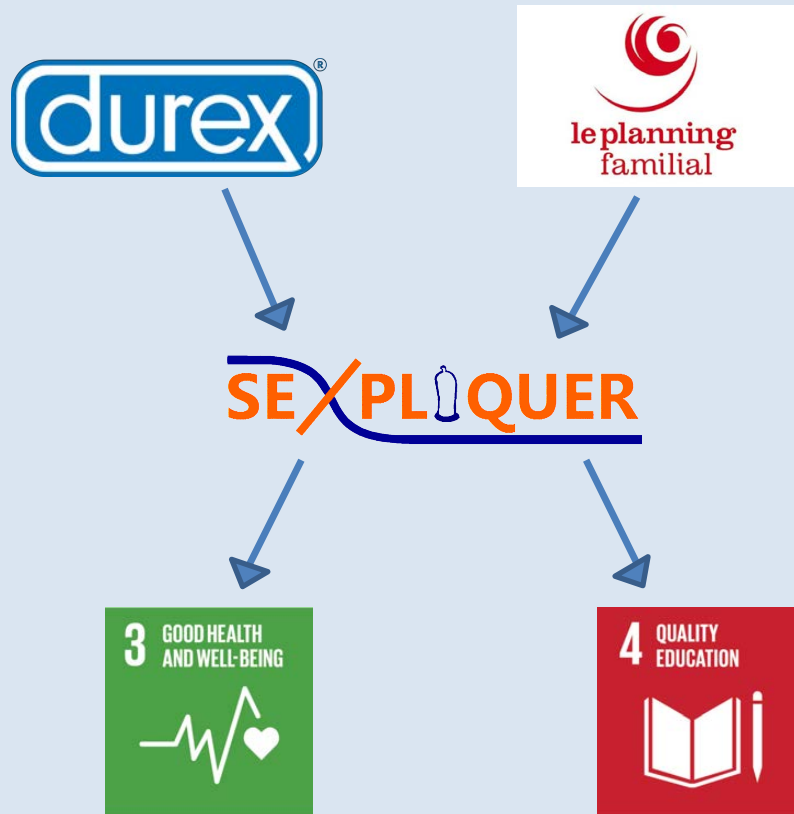
Our primary customers are **high schoolers and college students**. Using SDG 4 regarding quality education as a framework, we hope to offer students better sex education resources. Whether through enhanced self-education online, or through interactive activities at our truck, we intend to reach students from all backgrounds. Our secondary customers are the **general public** who can also engage with our truck and website. Ultimately, we hope to further SDG 3, striving to improve the health of the public through improving sex education for the youth.

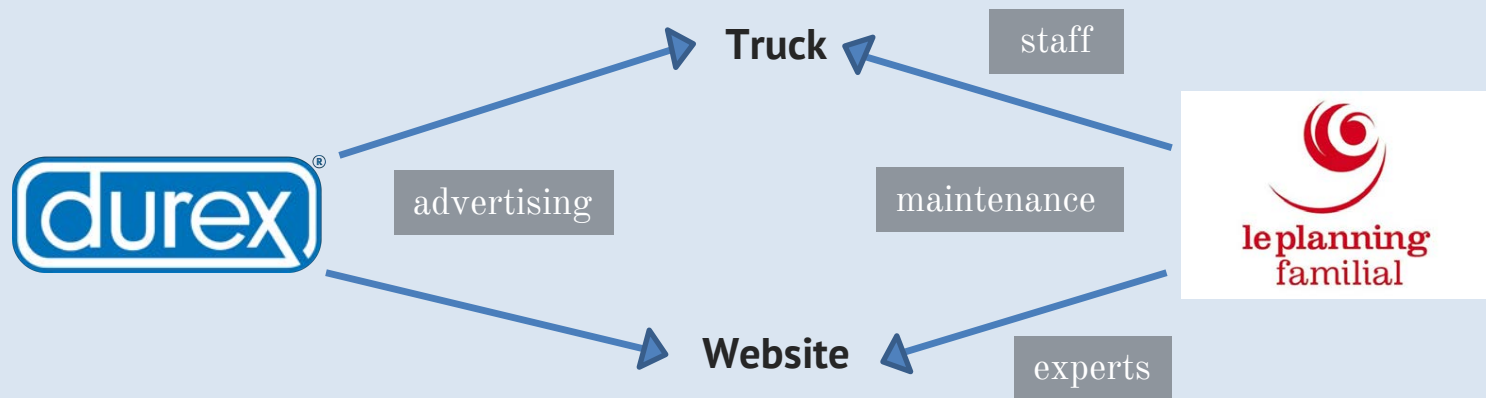
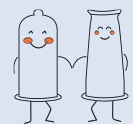


Key
Partners

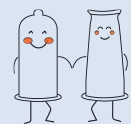
Health and Education with our Partners

Contraceptive companies and Planning Familial will play an instrumental role in Sexpliquer, as they will be the main source of **funding** for our website and truck. They directly support the project's ultimate goal to advance the sexual health and education of the public.





Financing
the Project

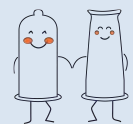


Organizational Structure

Since we're a project under Planning Familial, we will rely heavily on their existing resources to develop the structure of our project.

Planning Familial would have an appropriate **hiring and training** process to staff the truck. The **maintenance** of the truck and website would also be covered by Planning Familial. The organization would also supply an online platform to carry our website.





Timeline

Phase I: **Partner**

We would first **pitch our project** to Planning Familial in hopes that they would be interested in supporting it with resources and staff. In addition to the foundation provided by Planning Familial, we would also partner with contraceptive companies.

Phase II: **Preparation**

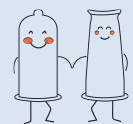
Next, we would **prepare** our truck and website. We would buy, equip, and staff our truck with the necessary resources and people for its full functionality. We would also have to recruit enough staff for Sexpliquer to maintain the truck and website when the project is launched.

Phase III: **Pilot**

Then, we would **launch a pilot program** by creating an initial route for the truck with a few locations that attract a high concentration of young people. Based on the results of our pilot program, we would know how to move forward with our project.



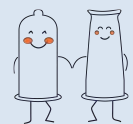
Assessment



Measures of Success

We will know that our project has succeeded if we...

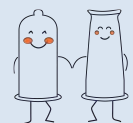
- **Reach** many people through truck and the website
- **Broaden** perspectives about sex among the youth
- **Create** comfortable, inclusive learning environments



Testing Our Idea

Qualitative Analysis

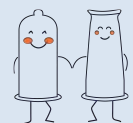
One method that we plan to use to test our idea is a survey. This survey would ask questions about one's understanding and perception of sex. By distributing digital surveys through the website and social media, and advertising it at the truck sites, we hope to reach a wide range of users. **Comparing the survey responses from our various learning environments, we can decide which may be the most effective.**



Gathering Data

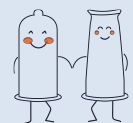
Quantitative Analysis

In addition to the survey, we will test the efficacy of our project using data. We can analyze data on the spread of STIs. If the number of young people contracting STIs lowers, then we can see that our project is successful. To assess the number of people that we're able to reach, we can analyze online and in-person traffic. Using the website traffic statistics and analytics, we can quantitatively examine how effective our website, and ultimately campaign, has been in attracting users. In combination with website traffic, we can track the number of teachers that use our supplementary material, and the number of people that interact with our truck. **By comparing the number of people using our various resources, we can determine which attracts the most users.**



Looking Forward

In the future, Sexpliquer hopes to gain enough momentum to expand into different learning environments and locations. One day, we hope to reach more people with a more diverse array of needs—whether that's through developing a direct partnership with schools, adapting our resources for different age groups, or traveling to different cities. **Like a signaling cascade, Sexpliquer ultimately hopes to amplify positive sex culture in Paris and beyond.**



Credits

Team

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Professors

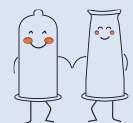
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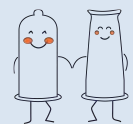
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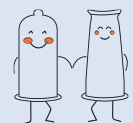
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