

Recommendation Committee

SHOW ME HOW

Foundation for Sexual Education

Recommendation Committee

The Recommendation Committee consist, for now, of the following experts and organisations:

Experts:

1. Drs. Peter Leusink (GP/sexologist and Head Editor of the Dutch & Belgium Journal of Sexology)
2. Paula Hall (Relationship and Sex Psychotherapist)
3. Sanderijn van der Doef (psychologist and sexologist)
4. Dr. Woet L. Gianotten (MD/psychotherapist)

Organisations:

5. Rutgers WPF: Dutch expert organisation on sexual health
6. NVVS: Dutch Association for Sexology
7. SENSOA: Flemish expert organisation on sexual health and HIV
8. Flemish Federation for Sexology
9. Terence Higgins Trust

On the next pages you will find a CV and Quote per member.

Recommendation Committee

Name:

Drs. Peter Leusink



CV:

Peter Leusink is a GP in the Netherlands and there he is also active in the sexology clinic of the Green Heart Hospital in Gouda. He is also a sexologist from the University Medical Centre Utrecht. He regularly trains students, general practitioners, nurses and specialists in sexology.

He was until recently chairman of the Dutch Association for Sexology. He is co-editor of the newly published book '*Sexual dysfunctions, diagnosis and treatment*'.

In January 1, 2011, Peter became Head Editor of the Dutch & Belgium Journal of Sexology.

Quote:

"It appears from the many emails that I answered from young adults about their sexual questions and problems time and again that they want to know what is in fact normal about their body and how to behave sexually. They're curious and open to other ideas, but porn is not the right frame of reference for them. The clear tone and the direct, explicit approach of the website fit in with their culture and their own perception of the environment. The site has an educational nature without being pedantic. It shows how it can be, and that is what young persons want to know. The question of young persons is how it's done, whereas the site shows how it can be done without being a must."

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Name:
Paula Hall



CV:

Paula is a UKCP Registered Sexual & Relationship Psychotherapist who is also accredited by the BACP and BASRT. She works both for Relate and in private practice. Over the past 15 years, she has worked with many hundreds of clients helping them overcome sexual and relationship difficulties. She specialises in adolescent issues and sexual addiction. As an expert on relationships and sexuality, she is regularly asked to comment for national press and women's magazines as well as appearing on national radio and television. She has written the BBC's website pages on relationships and sex and is author of The Lovers Guide Interactive. She has also written the Relate guides, How to Have a Healthy Divorce and Help Your Children Cope with Your Divorce. She is also a behind the scenes consultant for a number of TV productions and charitable and statutory agencies. Paula regularly appears on various national and local current affairs and lifestyle programmes, including, GMTV, LK Today, BBC Breakfast, BBC News 24, Sky News, Five News, Richard & Judy, The Trisha show, the Alan Titchmarsh Show, Radio 1 Sunday Surgery and Woman's Hour. She has recently been involved with C4 The Sex Education Show, BBC Young Mums Mansion and C4 Am I a Sex Addict

Quote:

"ShowMeHow is a much needed service that allows young people to de-mystify sex and access accurate and useful information in a non cringey way. In my experience, many of the problems couples and individuals face in their sex life are a result of inadequate sex education – hopefully this service will go some way to rectify that."

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Name:

Sanderijn van der Doef



CV:

Sanderijn van der Doef is a leading Dutch psychologist and sexologist having spent many years in educational research at the University of Amsterdam. From 1990 - 2000 she worked at the Rutgers Foundation (now known as Rutgers WPF), where she specialised in sexual development and sexual education of children and adolescents. From 2000 she worked at the Dutch National Institute for Health Promotion and Disease Prevention as a senior staff member and trainer in the Relationships and Sexuality Department. Since 2007 she has worked at the World Population Foundation and has specialised as private registered sexologist. Sanderijn has published several books for on sex for parents, children and adolescents. Sanderijn has also played an active part in the development of the Dutch sexual educational curriculum, having developed various educational materials including the module 'Relationships and Sexuality' - now taught to all Dutch primary school children between 4-12 years. Sanderijn writes regularly in various monthly and weekly Dutch magazines. She has also editorially advised on the sexual educational content of several television programs. See also www.sanderijnvanderdoef.nl

Quote:

"Many young adults, and young men in particular, turn to the internet for information about sex. They often end up on porn sites, which provide an inaccurate and unrealistic impression of what sex and sexuality are about. In this way young adults often come away with the misleading impression that what they see on a porn site is the way it should be done. Recent research has indicated that what young adults really want is clear and frank information about sexuality, they want to know exactly how sex works and they want to know how to make it better and more enjoyable. This is what the Showmehow website aims to achieve, and we hope it will have a wide appeal to young adults. As a psychologist and sexologist and an expert in the field of sex information for young adults, I have been called in as a consultant to advise on the content of the site. This initiative has my whole-hearted support."

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Name:

Dr. Woet L. Gianotten



CV:

MD/psychotherapist from the Netherlands and member of the Executive Committee of the World Association for Sexual Health. Dr Gianotten has had more than 25 years experience in sexology. He specialises in onco-sexology, rehabilitation sexology and reproduction and has worked in the Medical Sexology Department, Utrecht University and the University of Rotterdam. Dr Gianotten's more recent focus is good sex as a cause for good health. His expertise also covers common sexology with a focus on gender differences and sexual problems caused by sexual abuse. In his early medical career, Dr Gianotten worked across surgery, gynaecology and obstetrics. He also spent several years working as a tropical doctor in a refugee camp in West Africa and in a mission hospital in East Africa. Dr Gianotten was a co-founder and board member of the International Society of Sexuality and Cancer. He co-edited the Dutch textbook 'Sexology' (2004) and was the editor in chief of the Dutch 'Handbook of Sexuality in Disease and Physical Impairment' (2007).

Quote:

"In many places of the world finding proper sex education is not easy. It frequently is based on don't's and the majority of the messages focuses on the dangers of sexual contact or even the sinful aspects. This series of 'Showmehow' films is completely different. The education is primarily based on the pleasure of sexual contact, and the undertone is one of respect and safety, with space for diversity. It is humorous and to the point, without being pedantic. In short this is very recommended!"

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Name:

Rutgers WPF

The logo for Rutgers WPF, featuring the word "Rutgers" in purple and "WPF" in red, all in a sans-serif font.

CV:

Dutch expert organisation on sexual health. Rutgers WPF, and the former Rutgers Nisso Groep and the Rutgers Stichting, have invested in sexual education since the sixties, with the result that the Dutch approach is seen internationally as the model for a low rate of teenage pregnancies, abortions and STIs/HIV. The interventions carried out by Rutgers WPF are based on scientific research and theoretical models of actual behaviour influence. Effect studies provide new insights into practice. Rutgers WPF has devoted itself for many years to the promotion of the sexual and reproductive health and rights of people (in particular young people and women) in and outside the Netherlands. Rutgers WPF also supports local organisations in developing countries in setting up their own information campaigns. Participation of the target group, i.e. youth, plays an important part in this. See also www.rutgerswfp.org

Quote:

Rutgers WPF believes that the 'ShowMeHow' website is an attractive and supplementary initiative. It provides explicit and thus very clear information about technical aspects of sexuality without being banal. Good information about sexuality should, however, be accessible to young adults free of charge. In the videoclips ample attention is paid to sexual techniques that also demonstrate that it is not immediately a matter of course. The site has a friendly look and feel and provides clear messages with a positive approach of sexuality, voluntariness and mutual respect in sexual relationships. These are messages that are endorsed by Rutgers WPF in the sexual and relational education. A recommendation for young adults.

The logo for ShowMeHow, consisting of the words "SHOW ME HOW" in a black, uppercase, sans-serif font, with two solid black circles replacing the letter 'O's. The logo is enclosed in a thin black rectangular border.

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Name:

NVVS: Dutch Association for Sexology



CV:

The Dutch Association for Sexology (NVVS) was set up in 1981 as a scientific association for sexology professionals. Its mission is to preserve and promote the quality of sexology in the Netherlands. See also www.nvvs.info

Quote:

Gidia Jacobs, director of the NVVS: *"This website bridges the gap between theory and practice. It provides information and useful tips for young adults who are just starting to become and those who are already sexually active. ShowMeHow discusses the technical, relational and emotional aspects of sexuality. The information it provides is clear, insightful and practical."*

Recommendation Committee

Name:
SENSOA



CV:

Sensoa (www.sensoa.be) is the Flemish expert organisation on sexual health and HIV. As an expertise centre Sensoa intends to promote the sexual health in Flanders in an international perspective. In order to realise our mission, we focus on the following core activities:

- * We examine and analyse relevant social developments and trends and translate these into action programmes for specific target groups
- * We provide information and advice to the general public, specific groups and relevant intermediaries, mostly digitally.
- * We guarantee formation, education and training aimed at intermediaries.
- * We work on support for sexual health and rights.
- We offer support in terms of policy preparation and policy implementation aimed at both official authorities and policy-makers of relevant industries or institutions.

Quote:

Boris Cruyssaert of SENSOA: *"The website is a good addition to existing initiatives. www.hoehetmoet.be shows in moving images how sexual techniques actually work. This is not porn, even if the film pictures are explicit. We know from experience that some young adults are looking for visual information. www.hoehetmoet.be gives that information with clear movies. We appreciate the fact that the films also emphasize safe sex, respect for each other and indicating that it doesn't always work. It's a project that meets a need, even though we don't like the name. We think that it is important to keep repeating that there is no must where it comes to sex, except for respecting each other's boundaries and those of yourself."*

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Name:

The Flemish Federation for Sexologist

Vlaamse Vereniging voor Seksuologie vzw

CV:

The Flemish Federation for Sexology (www.seksuologen-vlaanderen.be). The association has the objective of uniting sexologists in view of looking after their moral and professional interests, among other things:

- a) safeguarding the professional interests and the status of the sexologist;
- b) stimulating the exchange of information and cooperation;
- c) stimulating post-graduate perfection and research through speaking engagements, study trips, meetings, etc.;
- d) establishing the requirements for the education in sexual sciences departing from practice.

Quote:

Ilse Penne, chairman: *“The association is of the opinion the www.hoehetmoet.be is an important addition to the existing information offered on sexuality and relationships. It is favorable that a lot of attention is drawn to basic skills and that the emphasis is placed on clear information on satisfying and erotic sex. It is good that the information is online available and therefore can be viewed 24/7 by everybody – in a discrete manner. The films are clear and give specific instructions. That is why we regret that the movies have to be paid for. Some young adults will not be able to find this good, visual information, because of this.”*

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Name:

Terrence Higgins Trust (THT)

CV:

THT was one of the first charities to be set up in response to the HIV epidemic and has been at the forefront of the fight against HIV, and improving the nation's sexual health, ever since.

Our vision: A world where people with HIV live healthy lives free from prejudice & discrimination, and good sexual health is a right and reality for all.

Our mission:

- Maximise sexual health in the UK, and minimise the spread of HIV and STIs, by encouraging people to value their sexual health and by leading innovation to increase access to local sexual health services
- Empower everyone living with HIV in the UK to maximise their health and wellbeing by working to ensure the best possible HIV treatment and support services
- Lead public and political support for HIV & sexual health issues, and campaign to eradicate stigma & discrimination

See also www.tht.org.uk

Quote:

Ben Tunstall, Head of Health Promotion at Terrence Higgins Trust: *"At THT we're always looking for new and more effective ways to get sexual health messages across. In the UK, the quality of sex education varies widely, and too many young adults are leaving school without the information they need to stay safe. We welcome ShowMeHow's groundbreaking approach, and have worked closely with site developers to ensure anyone who buys a course will also receive advice on how to protect against STIs."*

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