

# *PROMOVRIENDO LA SALUD SEXUAL*

# *PROMOTING SEXUAL HEALTH*

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# ***PRESENTATION***

***THE CONCEPT AND  
DETERMINANTS OF  
SEXUAL HEALTH***

***PROMOTING SEXUAL HEALTH***

*THE 2002 DEFINITION  
OF SEXUALITY EMPHASISES  
THE VARIOUS FACETS OF SEX  
& SEXUAL EXPRESSION AS A  
LIFE-LONG, DYNAMIC ENTITY.  
IT INCLUDES EROTICISM & PLEASURE  
& ACKNOWLEDGES THE SIGNIFICANCE  
OF GI/R\*. SEXUAL ORIENTATION  
& FREEDOM OF CHOICE*

WHO/WAS 2002

Gender identity/gender role

**SEXUAL HEALTH IS AN  
INTEGRATION OF THE PHYSICAL,  
MENTAL & SOCIAL ASPECTS,  
GIVING A SENSE OF WELL-BEING.  
NOT MERELY THE ABSENCE  
OF DISEASE OR DISABILITY**

**IT INCLUDES FREEDOM TO  
MAKE RESPONSIBLE CHOICES**

WHO/WAS 2002



# SEXUAL RIGHTS

WHO

*Sexual rights are universal human rights based on the inherent freedom, dignity, and equality of all human beings.*

*Since health is a fundamental human right, so must sexual health be a basic human right.*

# *DETERMINANTS of SEXUAL HEALTH*

*Sexual health is directly affected by  
a range of physical, psychological,  
cognitive, socio-cultural,  
religious, legal, political  
and economic factors*

# *HIGHLIGHT FACTORS*

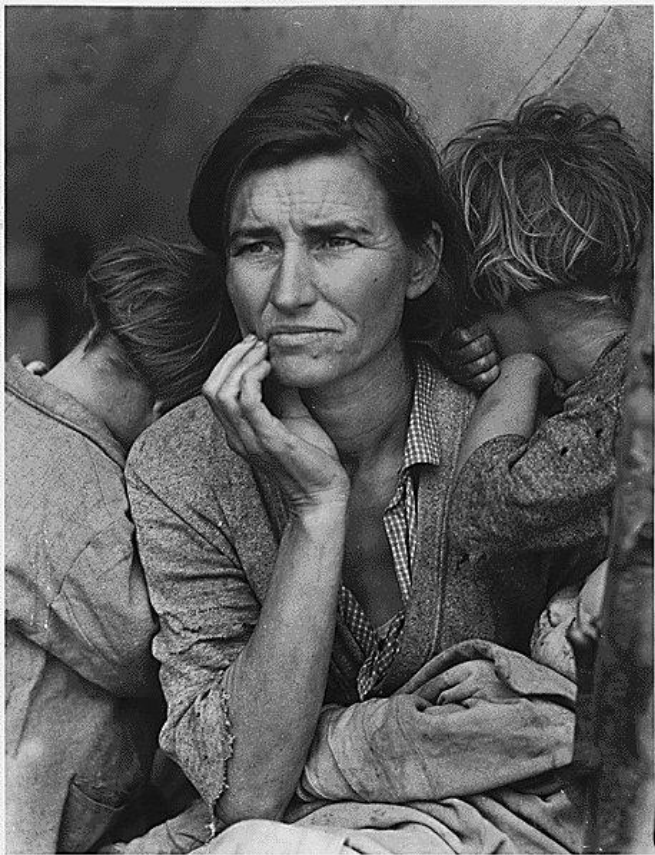
*AGE*

*EDUCATION*

*GENDER*



*Gender is the most significant factor in attaining and maintaining sexual health*



*UN/WHO*



*IN MOST SOCIETIES WOMEN HAVE  
A LOWER STATUS THAN MEN  
PRODUCING UNEQUAL  
POWER RELATIONS*

*Women have -*

- ✿ little or no autonomy*
- ✿ lower status in families*
- ✿ less access to resources*

*Both men & women find themselves in circumstances which limit their access to essential resources for the development & maintenance of their sexual health.*



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# *QUALITY OF LIFE WELL-BEING*

*ASSESSED ON A NUMBER OF  
OBJECTIVE & SUBJECTIVE FACTORS*

*ENVIRONMENTAL & MATERIAL*

*PERSONAL PERCEPTIONS*

*SOCIAL & FAMILY SUPPORT*



# ***ACTION***

***Policies & legislation***

***Provision of services***

***Changes in attitudes***

***Sexuality education  
& health promotion***

# HEALTH PROMOTION

*A process of enabling people to increase control over and to improve their health through comprehensive social and political actions*

*Directed towards changing social, environmental and economic conditions to alleviate the impact on public and individual health.*

Ottawa Charter for Health Promotion. WHO, Geneva, 1986

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*Health promotion enables people to increase control over the determinants of health and thereby improve their health.*

*Participation of public services & individuals are essential to sustain health promotion action.*

Ottawa Charter for Health Promotion. WHO, Geneva, 1986



STATE LEVEL  
Policies Laws  
Media

LOCAL LEVEL  
Services  
Environment

SOCIO-CULTURAL LEVEL  
Beliefs Values  
Traditions

INDIVIDUAL LEVEL  
Normative group  
Personal capacities

**BI-DIRECTIONAL INFLUENCE**

**BI-DIRECTIONAL INFLUENCE**

**INDIVIDUAL  
LEVEL**

Normative group  
Personal capacities

**SOCIO-CULTURAL  
LEVEL**

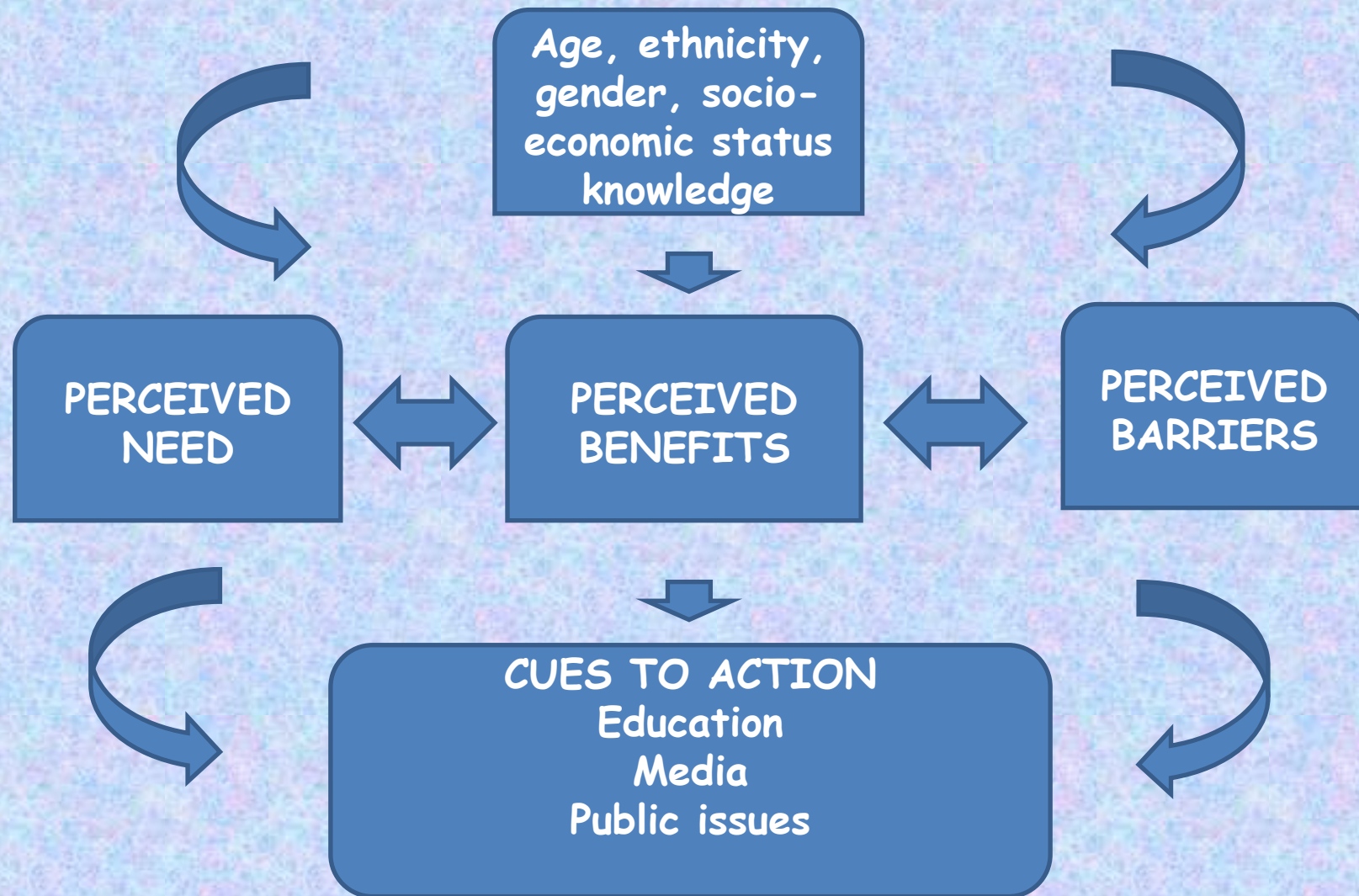
Beliefs Values  
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**LOCAL LEVEL**

Services  
Environment

**STATE LEVEL**

Policies Laws  
Media





**INDIVIDUAL  
CHARACTERISTICS**

**BEHAVIOUR-SPECIFIC  
COGNITIONS & AFFECT**

**BEHAVIOURAL  
OUTCOME**

**PRIOR  
RELATED  
BEHAVIOUR**

**PERCIEVED  
BENEFITS**

**IMMEDIATE  
COMPETING  
DEMANDS**  
Low control  
**PREFERENCES**  
High control

**PERCEIVED  
BARRIERS**

**SELF-  
EFFICACY**

**PERSONAL  
FACTORS**  
Biological  
Psychological  
Socio-cultural

**INTERPERSONAL  
INFLUENCES**

**HEALTH  
PROMOTING  
BEHAVIOUR**

**SITUATIONAL  
INFLUENCES**

**Build  
sexual health  
policy**

**Prepared  
proactive  
sexual health promoters**

**Delivery systems**

**Create supportive  
environments**

**Prepared  
proactive  
community partners**

**Information  
technology**

**Strengthen  
community action**

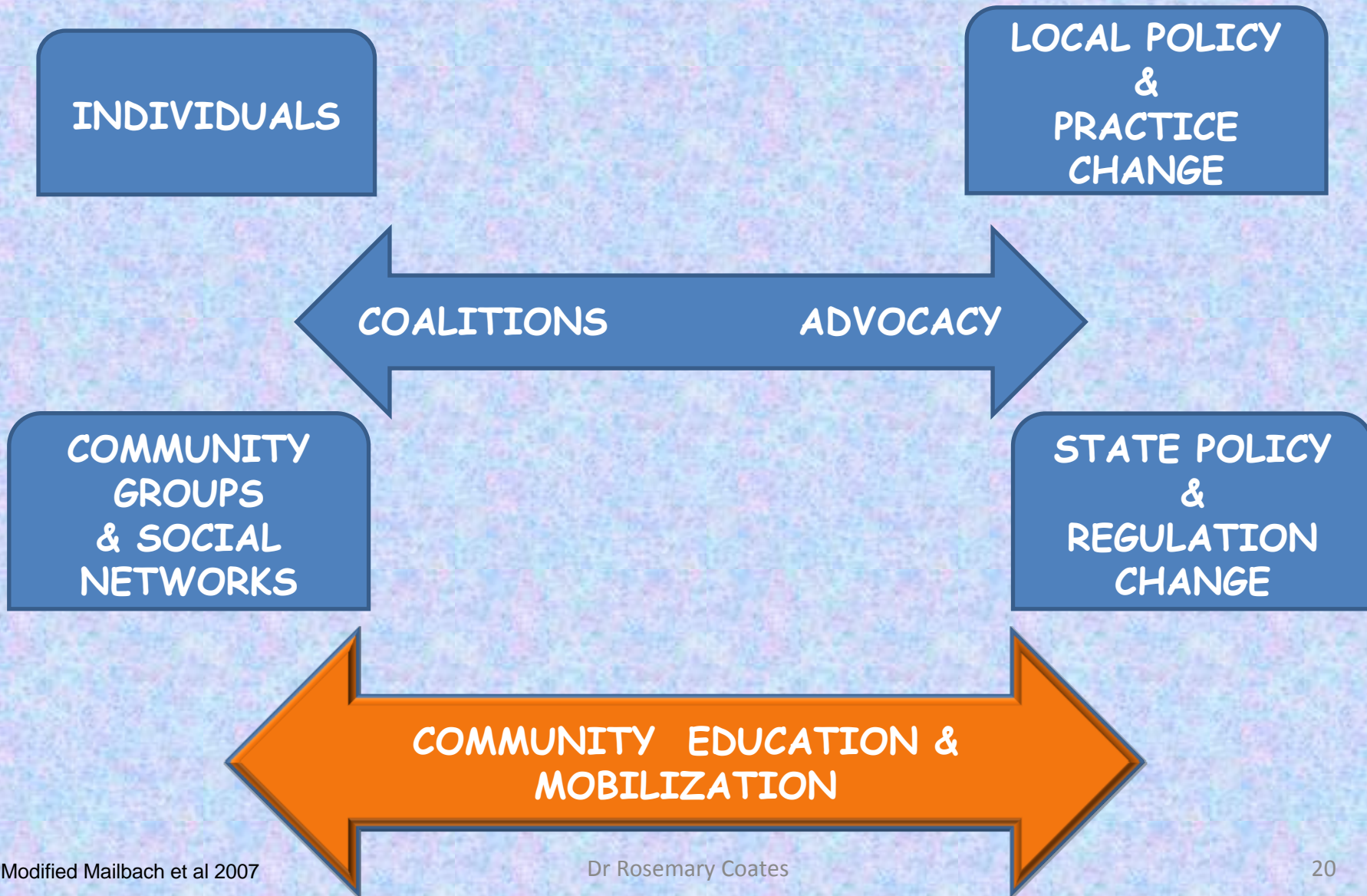
**Self Management.  
Develop personal  
skills.**

**Activated  
community**

**Productive  
interactions &  
relationships**

**Informed  
activated  
individuals**

# MAKING EQUALITY A REALITY





***SEXUAL HEALTH PROMOTION***

***CLEAR & VALID PHILOSOPHY***

***POSITIVE MESSAGES***

***EVIDENCE BASED***

# *EVALUATION*

*An essential tool to ensure  
successful planning, content,  
implementation and processes*

*A planned and continuous process*

*Assessing health promotion activities to provide convincing evidence that it is of benefit and meets the stated aims*

*Outcome evaluation*

*Process evaluation*



# *COMPARISONS*

*Biomedical models tend to focus on medically determined, negative indicators*

*Evidence based models focus on the broader picture and positive indicators*

*Assesses such things as well-being and empowerment*

# ACTIVISM

*STAKEHOLDERS*

*THE PUBLIC*

*YOUTH*

# ***FOLLOW OTHER EXAMPLES***

***FEMINISM***

***GAY  
RIGHTS***

***PRO-CHOICE***

***EMANCIPATION***



# *THE CONTRIBUTION OF WAS*

*SEXUAL HEALTH for the MILLENNIUM  
Advocacy*

*SEXUAL RIGHTS STATEMENTS*

*STANDARDS of PRACTICE*

*WORLD SEXUAL HEALTH DAY*

*PARTNERSHIPS*

# ***SUMMARY***

*Standards of sexual health are dependent on a complex interaction of multiple factors, over some of which, the individual has limited or no control.*

*To promote & assess sexual health, all factors must be considered.*

MUCHAS GRAZIAS

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