

**World Association for Sexual Health (WAS)  
STRATEGIC PLAN OF ACTION  
TWO YEAR ACTION LIST  
2011 - 2013**

**Strategic Area 1: Advocating for Sexual Health and Rights**

**Long-term Goal: Achieve changes in public policies and social norms that foster sexual health and advance sexual rights.**

Strategic Lines of Action	Six-year Objectives	Two-year Outcomes	First & Second Year Activities	Responsibility and deadline	Benchmarks
<p>a. Identify, strengthen, and expand strategic partnerships with relevant international governmental and nongovernmental organizations, including joint programming and co-sponsorship of effective activities, programs, meetings.</p>	<p>WAS is working in partnership with leading international organizations to influence public policies and social norms, including International Planned Parenthood Federation (IPPF), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Population Fund (UNFPA), the World Health Organization (WHO), and the Pan-American Health Organization (PAHO), among others.</p> <p>WAS maintains its official relations with the World Health Organization (WHO) and is building on previous work with WHO on sexual health and rights. By 2017, this collaboration includes refining concepts, developing indicators and participating in research, as well as continuing WAS representation on WHO advisory bodies and serving as technical consultants.</p>	<p>WAS has acquired consultative status with United Nations Economic and Social Council (ECOSOC), strengthened its links with WHO and PAHO, increased collaboration with the IPPF, and established formal relationships with UNESCO and UNFPA. Collaboration with UNESCO includes working with the UNESCO Sexual Health Chair.</p> <p>WAS has a clear picture of the international institutional terrain and has identified and prioritized other nongovernmental organizations with which we intend to work over the six year period. These organizations include research, academic, advocacy groups and all those that can advance our effectiveness with specific populations, including youth, women, people of diverse sexual orientations and gender identities, and those living with disabilities, chronic diseases and HIV.</p>	<p>Submit application to ECOSOC.</p> <p>Survey of international NGOs &amp; identify key groups with who to develop working relations</p>	<p><b>RESPONSIBILITY</b> Esther Corona &amp; EOs. <b>DEADLINE</b> January 1st 2012</p> <p><b>RESPONSIBILITY</b> ILC <b>DEADLINE: June 2013</b></p>	<p><i>Examples of benchmarks</i></p> <p>In collaboration with WHO, the sexual health tool is in the process of being developed and tested.</p> <p>Interim report identifying at least 3 diverse organizations.</p>
<p>b. Achieve greater recognition among public health, reproductive health and HIV organizations, of the role of sexual health and gender equality in improving health and quality of life.</p>	<p>Sexual health is integrated into the work of key international actors working in health, due in part to the work of WAS.</p>	<p>WAS has a clear picture of organizations and opportunities with the greatest potential for integrating sexuality into other health concerns, and has established priorities among them.</p> <p>A funding mechanism supports WAS members to act on behalf of WAS at important meetings and conferences, for example, those on HIV/AIDS, women's health, sexuality research and education.</p>	<p>Review of health agencies &amp; NGOs</p> <p>Review WAS income sources &amp; seek sponsorship</p>	<p><b>RESPONSIBILITY</b> ILC <b>DEADLINE</b> Interim report June 2012 June</p> <p><b>RESPONSIBILITY</b> Financial Committee <b>DEADLINE</b> June 2013</p>	<p>Funding for WAS member participation in 2-3 key conferences is</p>

<p>c. Achieve greater recognition of sexual rights as a basic human right among public health, reproductive health and HIV organizations, both governmental and nongovernmental.</p>	<p>Major public health, reproductive health and HIV organizations recognize and support sexual rights, using WAS documents as essential references and tools.</p>	<p>The sexual rights declaration of WAS is reviewed and a technical document is developed to argue for sexual rights as a human right.</p> <p>The technical document is approved at the WAS World Congress in Rio de Janeiro in 2013 and guides use of the WAS sexual rights declaration, as well as being used by other organizations.</p>	<p>Review of the document. Prepare a draft of the technical document.</p> <p>Document finalized &amp; processed through the approval system.</p>	<p><b>RESPONSIBILITY SRC with the assistance of the SC.</b> <b>DEADLINE June 2012</b></p> <p><b>SRC DEADLINE June 2013</b></p>	<p>obtained.</p> <p>Draft document reviewed at EC &amp; AC mtg .2012</p> <p>Publication of the revised documents in at least 3 languages</p>
<p>d. Facilitate the development, implementation and sustainability of national comprehensive sexuality education programs, based on principles of human rights and gender equality, in all regions of the world.</p>	<p>WAS contributes, through partnership with WAS members and other key actors (e.g. ministries of health and education), to the establishment of national sexuality education programmes in at least three countries.</p> <p>Five countries that are implementing comprehensive national sexuality education programs are utilizing the WAS International Standards of Practice for Sexuality Educators and Sexual Health Promotion<sup>1</sup>, and other technical guidance from WAS.</p>	<p>WAS identifies five countries where, through partnership with WAS members and other key actors (e.g. ministries of health and education), we see promising opportunities to help establish national sexuality education programs.</p> <p>WAS has identified tools and mechanisms for building or strengthening national sexuality education programs.</p> <p>The WAS website offers educational tools that are being used by national organizations for the development of national sexuality education programs.</p>	<p>WAS representative s participate in a technical advisory meeting with at least one government (either national or local) Identify tools &amp; mechanisms</p> <p>Obtain permission to place tools on the WAS web site. Place on web site &amp; ensure general accessibility.</p>	<p><b>RESPONSIBILITY EC in collaboration with the SC</b> <b>DEADLINE: June 2012</b></p> <p><b>RESPONSIBILITY EC; Web-manager</b> <b>DEADLINE: Jan 2013</b></p>	<p>Counties identified and preliminary discussions are positive.</p> <p>Number of 'hits' on the web page compared to take-up of the tools is at a ratio of 5:1 within 6 months of loading</p> <p>Two countries cite WAS</p>

<sup>1</sup> See WAS website at <http://www.worldsexology.org/sites/default/files/standardseducation.pdf>.

					documents in their official programmes.  X (TBD) government education departments request and follow WAS advice.
e. Provide training in advocacy to WAS members.	WAS offers advocacy workshops at regional federation meetings and global conferences on an on-going basis, as well as an on-line advocacy training program.	<p>The WAS advocacy training manual, currently being developed in Spanish, in partnerships with PAHO, is available in English and French.</p> <p>WAS conducts advocacy trainings at all four regional meetings, plus the Middle East, using this opportunity to educate other educators.</p> <p>Each region has at least two WAS advocacy Educators</p>	<p>Translation of manual into English and French.</p> <p>Agreement with Regional Federations to pay for basic expenses of workshop facilitator</p> <p>Liaise &amp; organize</p>	<p><b>RESPONSIBILITY Esther Corona; Ass. Secs. In collaboration with Fed.Pres. DEADLINE; Dec 2012</b></p> <p><b>RESPONSIBILITY Esther Corona; Ass.Secs. DEADLINE; June 2013</b></p>	<p>Five advocacy workshops have been carried out and evaluated.</p> <p>Network of at least 10 advocates is established and followed up.</p>
f. Promote concepts of sexual health and rights informed by evidence and scientific enquiry and advocate for rights among the general population.	80 per cent of the ~54 countries where WAS has members celebrate "Sexual Health Day," with public recognition by government and major media in 25 per cent of those countries.	<p>WAS provides a template in multiple languages to WAS members and other partners who want to implement Sexual Health Day in their countries.</p> <p>Sexual Health Day is celebrated in 40 countries, and mentioned in the media in at least 50 per cent of those countries where it is celebrated.</p> <p>WAS provides Position Papers informed by evidence &amp; scientific enquiry.</p>	<p>Preparation &amp; delivery of concept, press releases and annual instructions.</p> <p>Preparation of 3 position papers on sexual rights.</p>	<p><b>RESPONSIBILITY WSHD Co-coordinator; President DEADLINE May 2011</b></p> <p><b>RESPONSIBILITY SRC. in collaboration with the SC DEADLINE: June 2012</b></p>	<p>All documents related to WSHD are published in at least 4 languages</p>

Strategic Area 2: Developing the Field of Sexuality, Sexual Health and Sexology

Long-term Goal: Gain expanded recognition and professionalization of the fields of sexuality, sexual health and sexology.

Strategic Lines of Action	Six-year Objectives	Two-year Outcomes	Activities	Responsibilities and updates	Benchmarks
<p>a. Disseminate widely and encourage adoption of the WAS Guiding Ethical Principles and the WAS minimum standards for the qualification of professionals in sexuality-related professions.</p>	<p>The regulatory bodies of a specific number of countries and professional organizations (the target number to be determined by mapping the possibilities) follow WAS ratified International Professional Standards (2) of Practice, as well as recognizing WAS Ethical Guidelines.</p>	<p>All WAS partners and members are aware of the Standards and many use them in their work.</p> <p>WAS Standards and Ethical Principles are updated, translated into Spanish, French, Portuguese and Farsi, and are promoted in the WAS Journal and website.</p> <p>WAS has identified other relevant opportunities for sharing our standards through professional publications and linking to other web sites.</p>	<p>Dissemination of Standards through mail-out and web site. Update GEP.</p> <p>Translations &amp; dissemination</p>	<p>Rosemary Coates <b>DEADLINE:</b> June 2012</p> <p><b>RESPONSIBILITY</b> EOs <b>DEADLINE:</b> June 2013</p>	<p><i>Examples of one-year benchmarks:</i></p> <p>At least 10 institutions/ organizations have reproduced the Standards in their publications and/or websites.</p>
<p>b. Establish guidance for developing and strengthening diverse educational curricula in order to contribute to achieving WAS minimum standards for the qualification of professionals.</p>	<p>Universities and training institutions use WAS guidance for the development and implementation of curricula in at least five areas of professional education and research: counseling and psychotherapy; education and health promotion; medicine; anthropology and sociology.</p> <p>WAS has a tool for evaluation of the impact of our curricular guidance.</p>	<p>WAS guidance for at least two of the areas is available and translated into a minimum of two languages other than English. WAS has mapped the universities and education institutions that we most want to reach with the curricular guidance.</p> <p>WAS begins to develop approach or tool for evaluation of the impact of our curricular guidance.</p>	<p>Translate documents</p> <p>Survey ed. Institutions &amp; identify recipients.</p> <p>Review documents &amp; organize translations. Review education Institutions &amp; identify key players.</p> <p>Develop &amp; test evaluation tool.</p>	<p>EC, SC, Rosemary Coates <b>DEADLINE:</b> June 2012</p> <p><b>RESPONSIBILITY</b> EC &amp; SC. <b>DEADLINE:</b> June 2013</p> <p><b>RESPONSIBILITY</b> EC &amp; SC. <b>DEADLINE:</b> June 2013</p>	<p>Active engagement (letters of agreement) with at least 5 institutions, organizations or individuals.</p>

<sup>2</sup> See WAS website <http://worldsexology.org/resources>

<p>c. Clarify the definition, dispel misunderstandings and improve the reputation of the field of sexology in academia, the media and with professional organizations.</p>	<p>The WAS definition of sexology is utilized by major universities and professional organizations around the world.</p>	<p>WAS maps the audiences and institutions to be reached with our definition of sexology. The definition is translated into 4 major languages.</p> <p>WAS definition of sexology is published in our own journal and on our website, as well as available through web links and other publications.</p>	<p>Definitions are published.</p>	<p><b>RESPONSIBILITY</b> SC; Ass. Secs. <b>DEADLINE</b> June 2013</p> <p><b>RESPONSIBILITY</b> President &amp; Journal Editor <b>DEADLINE</b> June 2012</p>	<p>Partner with SexualityStudies.net</p>
<p>d. Assist in the creation and development of new Sexology and Sexual Health associations in all regions.</p>	<p>WAS manual for the establishment of associations of sexology is disseminated widely.</p>	<p>WAS assesses the need for the manual and best ways to develop it.</p>	<p>Assessment &amp; draft manual</p>	<p><b>RESPONSIBILITY</b> EOs; Ass.Secs. <b>DEADLINE</b> June 2012</p>	<p>Manual in at least 4 languages published and available through web site by 2013</p>
<p>e. Develop a clients' Bill of Rights.</p>	<p>The WAS "Clients' Bill of Rights" is widely available and is a reference for clients of sexuality therapists, clinicians and educators.</p>	<p>A "Clients' Bill of Rights" is drafted and approved by EC &amp; AC</p> <p>The Bill of Rights is ratified by the General Assembly</p>	<p>First draft prepared &amp; disseminated.</p> <p>Finalize document &amp; have it ratified.</p>	<p><b>RESPONSIBILITY</b> SRC &amp; R.Coates <b>DEADLINE</b> June 2012</p> <p><b>RESPONSIBILITY</b> SRC &amp; President. <b>DEADLINE:</b> June 2013</p>	<p>Pamphlets in at least 4 languages are published and distributed to WAS members and others through web site. By Dec 2013</p> <p>Number of hits <i>vis-à-vis</i> number of downloads has reached a ratio of 5:1. Within 12 months of loading.</p>

**Strategic Area 3: Facilitating the Dissemination and Exchange of Information, Ideas and Experiences**

**Long-term Goal: Reach expanded and diversified audiences with comprehensive and gender-sensitive knowledge about sexuality, sexual health, and sexual rights, informed by evidence and scientific enquiry.**

Strategic Lines of Action	Six-year Objectives	Two-year Outcomes	Activities	Responsibilities and Deadlines	Benchmarks
<p>a. Organize high quality world meetings.</p>	<p>Cost-effective and well-attended global meetings are organized on a regular basis by WAS, contributing to expanding information exchange and building the field.</p>	<p>WAS determines alternative models to the current world congress, starting with a survey of participants in the 20th World Congress on Sexual Health (WCSH) in July 2011. <b>PRIORITY! PRIORITY!</b></p> <p>Initial changes are instituted for the 21st WCSH, to be held in Rio de Janeiro in 2013.</p> <p>For the 22nd WCSH in 2015, an alternative model (or models) is piloted.</p>	<p>Investigate &amp; discuss different models; pros &amp; cons. <b>PRIORITY! PRIORITY!</b></p> <p>Work to changes during preparation</p>	<p><b>RESPONSIBILITY</b> SC advised by the Council of Presidents. <b>DEADLINE :</b> December 2011.</p> <p><b>RESPONSIBILITY</b> EOs &amp; Congress Pres. <b>DEADLINE</b> Interim June 2012 <b>Final June 2013</b></p>	<p><i>Examples of one year benchmark</i></p> <p>Survey carried out among at least 60 % of Congress attendants.</p> <p>At least 3 alternative models are developed and disseminated among the membership.</p>
<p>b. Communicate critical information about global developments in sexual health.</p>	<p>The WAS website is a major source of information on sexual health and sexual rights.</p> <p>WAS has adequate staffing to manage the website and other major information channels.</p>	<ul style="list-style-type: none"> <li>The WAS website provides important and reliable sources for obtaining information on developments in sexuality, sexual health and sexual rights.</li> </ul> <p>Explore and expand use of social networking (Facebook, Twitter, etc.) for disseminating information.</p>	<p>Initiate exploration of sources.</p> <p>Develop pilot Facebook page. Provide advice on Twitter.</p>	<p><b>RESPONSIBILITY</b> Web Manager &amp; all AC members <b>DEADLINE:</b> June 2012</p> <p><b>RESPONSIBILITY</b> YIC; <b>DEADLINE</b> December 2011</p>	<p>Number of hits exceeds 5,000.</p>
<p>c. Communicate and disseminate information about research in sexuality.</p>	<p>WAS has a database that provides up-to-date information on sexuality research, becoming the principal source for scholars and activists.</p> <p>The WAS official journal has an impact factor (IF) of at least 3.</p>	<p>WAS finds the best ways to develop and sustain a database and creates a plan for using it.</p>	<p>First generation database is developed. Preliminary plan prepared on use.</p>	<p><b>RESPONSIBILITY</b> SC. <b>DEADLINE:</b> June 2012</p>	<p>Number of hits on database exceeds 5,000. Within 12 month of loading</p>

Strategic Area 4: Strengthening the Organization

Long-term Goal: Build the reach, presence, visibility, influence and efficiency of WAS.

Strategic Lines of Action	Six-year Objectives	Two-year Outcomes	Activities		Benchmarks
a. Increase and strengthen membership (organizations, individual, student, etc) in diverse regions of the world.	Membership of WAS has grown from 117 organizational members to 150.	<p>The database of members is up-dated.</p> <p>WAS strengthens the membership committee.</p> <p>WAS explores possible new categories and criteria for membership.</p> <p>The World Congress and Sexual Health Day are used to find new members and to expand membership WAS launches a new membership campaign.</p> <p>Explore and expand use of social networking (Facebook, Twitter, etc.) for member recruitment.</p>	<p>Up-date database &amp; maintain currency</p> <p>Categories of membership. Proposal for a membership campaign prepared</p> <p>Develop &amp; trial social network media</p>	<p><b>RESPONSIBILITY</b> Sec.Gen/Treas. <b>DEADLINE:</b> Sept 2011</p> <p><b>RESPONSIBILITY</b> Membership C. <b>DEADLINE:</b> Dec 2011</p> <p><b>RESPONSIBILITY</b> YIC <b>DEADLINE</b> June 2012</p>	Examples of benchmarks:
b. Expand WAS membership among young professionals and advocates	<p>WAS has a system for engaging and mentoring young people and youth are engaged in all levels of WAS.</p> <p>Hold a consultation on sexual health and youth, in partnership with youth-led or youth-focused organizations.</p>	<p>Build the new youth committee of WAS.</p> <p>Explore the possibility of a student membership category and outreach to student groups.</p> <ul style="list-style-type: none"> <li>WAS maps youth-led or youth-focused organizations with whom to collaborate.</li> <li>Young people become involved in WAS through Sexual Health Day and the World Congress.</li> </ul>	<p><b>COMPLETED</b></p> <p>Contact student groups and discuss WAS aims etc.</p> <p>Seek out appropriate youth focused partners and prepare a feasibility report.</p>	<p><b>RESPONSIBILITY</b> Membership C assisted by YIC <b>DEADLINE</b> June 2012</p> <p><b>RESPONSIBILITY</b> YIC assisted by Ass. Secs. <b>DEADLINE:</b> June 2012</p>	<p>A student member category is established, approved and at least 20 student members recruited.</p> <p>A youth initiative committee is formed &amp; is working.</p>
c. Improve clarity and functioning of WAS committees (statutory and ad hoc committees) and increases the active participation of all committee members.	The WAS committee structure is working well. Toward that end, improved mechanisms (e.g. on-line training courses and systematic mentorship) serve to increase motivation, accountability and responsibility of committee members.	<p>The WAS committee structure is brought into line with the new strategic plan.</p> <p>The pipeline of hard-working and responsible people for future WAS committee membership is expanded.</p> <p>All WAS committee chairs follow the committee terms of reference (ToR).</p>	<p><b>COMPLETED</b></p> <p>Identify &amp; mentor prospective leaders.</p>	<p><b>RESPONSIBILITY</b> Exec. C. <b>DEADLINE:</b> First report Jan 2012 On-going.</p>	There are four statutory committees, each with equal status: Education; Finance;

			ToRs are updated & Committees report activities.	President & Chairs of all committees. <b>DEADLINE:</b> Jan 2012 & on-going	Scientific; Sexual Rights.  Annual committee reports presented clear recommendations for action.
d. Improve relationships with the regional federations.	WAS continues to develop good partnerships with the regional federations.	WAS works with the regional federations to clarify and to strengthen their working relationship.	Meet with Fed Pres and report on options.	EC <b>DEADLINE:</b> June 2012	
e. Increase and modernize internal communication (e.g. web conferencing)	WAS uses social networking and new information technologies to improve internal communication and reduce costs.	A listserv is created and is managed efficiently.  WAS better utilizes existing forms of communication, such as the WAS President's Occasional Bulletin and the Newsletter. The use of Facebook is expanded and Twitter is being used. WAS starts to use web-based conferencing for internal communications and decision-making.	Listserve created.  Investigate web-based conference modalities & costs.	<b>RESPONSIBILITY</b> Web manager in consultation with ISP & Sec.Gen/Treas.  <b>RESPONSIBILITY</b> EOs. <b>DEADLINE</b> Nov 2011	WAS regularly sends important documents through the listserv.  All WAS members receive the six monthly newsletter
f. Create infrastructure support and raise sufficient funds to carry out plan.	WAS has acquired sufficient revenue to carry out the work encompassed in this six-year plan.  The necessary infrastructure for efficient and cost-effective functioning is established.	The new Strategic Plan is reviewed and priorities for funding are identified. Analysis of the budget requirements to carry out plan is done, e.g. looking at costing for the minimum infrastructure (salary for an administrator or director, funds for travel by WAS members to carry out advocacy and educational activities, and money for communications, materials development and dissemination and the website). • Potential donors (private foundations, corporate sponsors, bilateral and multilateral donors and individual contributors) are identified, as well as other sources of income, such as increased contributions from members and participants in the World Congresses. A decision is made on whether to hire a	Review & identify areas for funding.	<b>RESPONSIBILITY</b> EOs. <b>DEADLINE</b> ASAP; No later than Nov. 2011	Funding grants received totaling at least USD \$200,000  Unrestricted income level increased by at least 100% relative to 2010 income.



		fundraising consultant.			
--	--	-------------------------	--	--	--