

# Switched

## An exhibition on digital sexuality education providers

**“ Sex education should go where its audience hangs out’**  
**says Adrian Radu, creator of the SEXUL vs BARZA Romanian sex education portal.**

This exhibition presents a series of snapshots of digital sexuality education providers who are doing just that – taking sexuality education to the digital spaces where adolescents and young people can search for and hopefully find, the information they need. These are just a few of thousands of platforms that have emerged throughout the world and have been selected because of their innovative approaches and geographic spread.

This diverse collection of providers operates in over 30 countries, delivering accurate and non-judgemental information in Arabic, Chinese, Dutch, English, Hindi, Kazakh, Kenyan sign language, Russian, Turkish, and other languages. They deliver in areas of high and low connectivity through websites, apps, social media and other platforms.

Their goals include promoting sexual health and rights, reducing violence and stigma, empowering women and girls, shifting gender and sexuality norms, encouraging self-acceptance and love, fostering critical thinking, and using humour and art to break down barriers. Several seek to fill gaps in formal sexuality education received in schools. Some provide information rarely available in certain languages or contexts. Others operate in an environment overloaded with often inaccurate information. They seek to bust myths and help young people decide which information is accurate or inaccurate, useful or not. All try to make sexuality education more fun.

This wide range of products and platforms targets global audiences, including young men, young women, people of all genders and sexualities, LGBTI young people, people with disabilities, pregnant women, HIV positive youth, teachers, parents, rural and urban populations, and more. Content is produced by influencers, activists, technical experts, and communities and users themselves; including by young people, people with disabilities, HIV positive young people, LGBTI groups and individuals, and survivors of gender-based violence.

Together, these innovative outlets have reached hundreds of millions of adolescents and young people throughout the world. Using narratives and numbers to measure impact, these platforms have recorded changes to the way people are educated, increased audience satisfaction, increased HIV testing, and changed attitudes and behaviours. They connect and partner with communities, counsellors, schools, media, police, health services, government bodies, UN agencies, and dating apps.

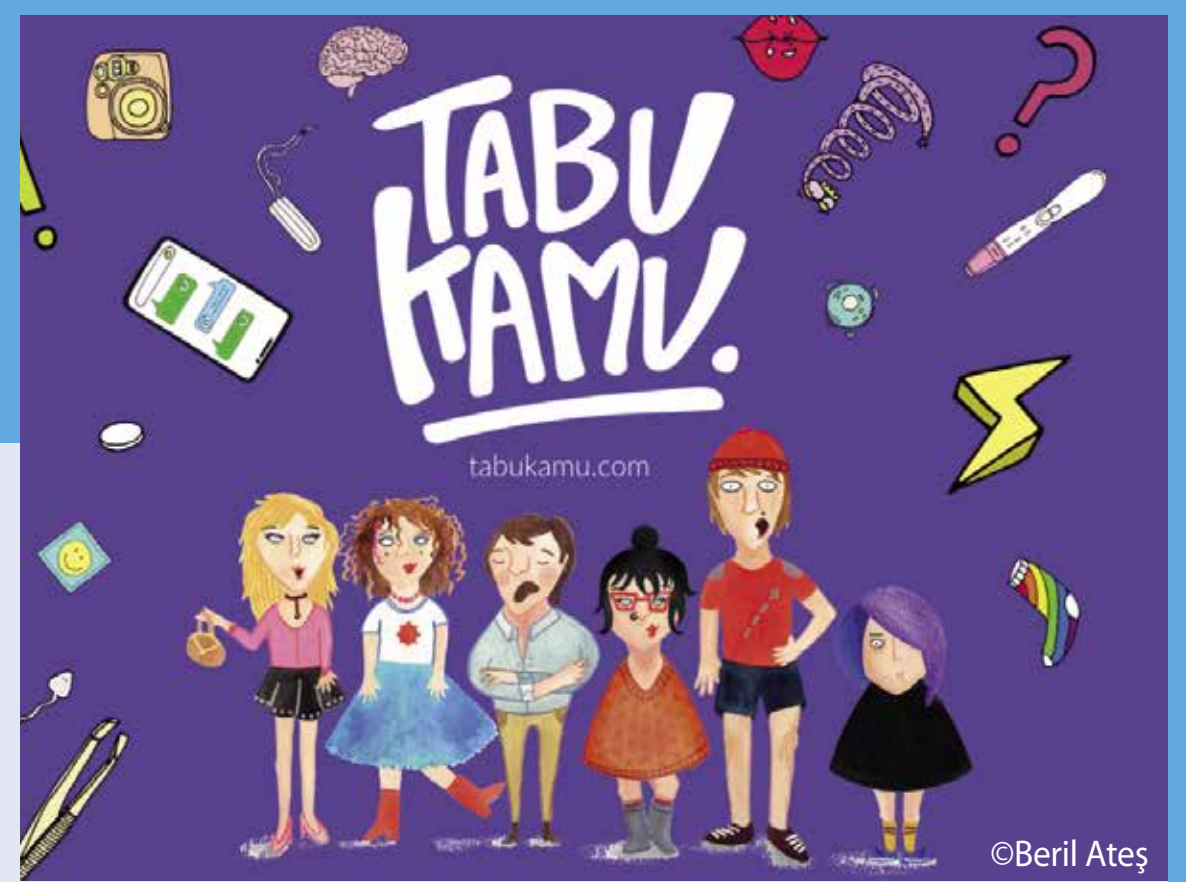
Governments, donors, and the private sector fund them. A couple make a profit, and several are surviving on almost no money. Each platform finds its own way to negotiate the norms and pressures of their contexts and the transnational online spaces they occupy. Together, they represent a rich and diverse body of online sexuality education for young people living in an increasingly digital world.

With support from



# tabukamu

## Sexuality education platforms to encourage critical thinking, Turkey



### Overview

	<b>Country</b>	Turkey
	<b>Creator</b>	Rayka Kumru
	<b>Platform</b>	Website, Facebook, Instagram
	<b>Web link</b>	<a href="http://www.tabukamu.com/">http://www.tabukamu.com/</a> <a href="https://www.facebook.com/tabukamu/">https://www.facebook.com/tabukamu/</a> <a href="https://www.instagram.com/tabukamu/">https://www.instagram.com/tabukamu/</a>
	<b>Target audience</b>	Young people in Turkey, Turkish-speaking young people from surrounding countries, parents and experts.
	<b>Goal</b>	To bring comprehensive sexuality education to as many Turkish and Turkish-speaking young people as possible. To foster critical thinking.

### Approaches to audience needs

#### WHAT YOU'LL FIND

tabukamu includes content for young people, parents and experts. It offers information on a range of topics, including puberty, breakups, HIV, condom use, dating violence, sexual orientation and gender identity. Fictional characters are used to represent desire, emotion, intellect, personal values, peers, and social pressure. These characters bring different dimensions to common dilemmas such as "I want to have sex but I'm not married". Ultimately, the platform presents short yet comprehensive, sex-positive and evidence-based information.

#### CONTENT DEVELOPMENT

Content creator, Rayka Kumru writes most of the content, but a young volunteer team including a lawyer, psychologist, artist, specialist on dating violence, and researchers also contribute.

#### TRUST & SAFETY

Input by experts and professionals ensure Tabukamu stays up to date with the latest research and language. Contributing writers can decide to publish their names or not.

#### AWARENESS & REACH OF PLATFORM

The team will initially promote tabukamu through interviews, stakeholders and Instagram, and eventually through search engine optimization.

#### CONNECTION WITH CONTENT

Very little information around sexuality and related subjects exists online in Turkish.

### Impact measurement

#### REACH

The platform was launched at the end of 2019 and has 11,700 followers

#### ENGAGEMENT

1,000 people have subscribed to the newsletter launch page via Instagram, and followers regularly engage through Instagram posts.



*There are more than 14 million young people in Turkey, with more Turkish speaking youth across neighbouring countries and Europe. Young people in Turkey have constant access to the Internet, yet no credible source of sexuality information. Sexuality education is not a part of the curriculum, and there are no national standards for sexuality education. Online peer discussions on sex and relationships between young people often lack reference to accurate knowledge and are consumed by myths. Professionals lacking training in the field of sexuality further hinder access to credible information. tabukamu aims to provide accurate information and promote diversity and inclusion, while building young people's skills to better communicate, make healthier decisions and recognise what is real or fake, useful or harmful for themselves and those around them.'*

**Rayka Kumru**