



REFINERY29

Refinery29 Launches Sex Re-Education, a Stories-First Content Hub That Aims to Bridge the Sex Education Gap

Through visual-first storytelling and a comprehensive study, Refinery29 partners with Plan B One-Step® and Advocates for Youth featuring contributors Olivia Culpo, Jessamyn Stanley and more

SEX RE- EDUCATION

NEW YORK, July 26, 2021 — [Refinery29](#), the leading media and entertainment destination focused on women and underrepresented voices, today announced the launch of [Sex Re-Education](#), a long-term content series that aims to bridge the sex education gap in North America. Young people today are exposed to more sexual content than ever before, yet they still feel unprepared when it comes to their own sexual lives and health due to inconsistent and inadequate formal sex education. Informed by a comprehensive study from VICE Media Group's Information Desk, Refinery29 has created a digital hub of materials that investigate the consequences of less-than-stellar sex education, address the real ways that people seek out information about their sexual lives, and explore the most important topics that sex ed curriculums typically ignore, presented in the language and format that young people feel comfortable learning within.

In the United States, abstinence-based sex education is the norm with only 24 states requiring sex education to be taught in school, and of those, only 13 require that the curriculum be medically accurate. As a result, generations of people have turned to informal and oftentimes unreliable modes of self-education from Google and porn to TV and social media. A first-of-its-kind content package for Refinery29, Sex Re-Education will be published using Google Web Stories and repromoted across Instagram, Tik Tok, and Snapchat in an effort to meet the audience where they are, in the formats they enjoy using.

[Link to Sex Re-Education Study Here](#)

'I'm proud of the trust Refinery29 has built with our readers around their sexual health and exploration. We know that there is a copious amount of information out there that can be conflicting or misleading and it's our ultimate goal to provide balanced information that allows our readers to make informed choices in their lives," says Simone Oliver, Global Editor-in-Chief of Refinery29. "This launch marks the start of an ongoing commitment to not only redefine sex education, but also make it more accessible across generations, especially around crucial topics that are typically avoided such as identity, pleasure and consent."

In collaboration with VICE Media Group's Information Desk dedicated to decoding youth behaviors and trends that are moving and shaping culture, Refinery29 conducted a survey of nearly 1,500 people across the U.S., Canada and the UK. Exploring where traditional sex ed has fallen short and the main blind spots in people's knowledge, the report revealed that *while 80% of young people surveyed received a formal sexual education in middle/high school or college, only 5% of them felt it prepared them for the real world.* The study also uncovered the three biggest shortcomings from sex ed: *80% said their sex ed didn't cover sex as it relates to the LGBTQ+ community, 72% said their sex ed didn't cover the topic of pleasure and 52% said their sex ed didn't cover the topic of consent.*

Sex Re-Education was completed in collaboration with [Advocates for Youth](#), a nonprofit organization that has worked to promote effective adolescent reproductive and sexual health programs and policies for over 40 years. Working alongside Refinery29's editorial team, Advocates for Youth reviewed and fact checked all produced content to ensure that it's delivered responsibly. In addition, Advocates for Youth provided access to their team of sexual health experts and educators to be used as sources and contributors.

"When a young person's questions about sex and sexuality are met with silence or shame, the consequences can be life-altering. Silence and shame undermine bodily autonomy and agency. Young people have the right to honest sexual health information," said Debra Hauser, President of Advocates for Youth. "We're thrilled to partner with Refinery29 to ensure there is an abundance of free, expert-backed content available that leaves shame at the door."

With authoritative, expert-driven advice that's relevant to those who seek it out, discoverable in their spaces, and delivered with Refinery29's authority and empathy, featured content includes:

- **Anchor feature story:** Senior Staff Writer Molly Longman talks to real people about the tangible and nebulous ways sex education failed them and hears from sexual health experts about how to improve the system.
- **I wish I had known:** A video series that answers the most common questions that people have about their sexual lives by passing the mic to people who made mistakes due to bad information. Featuring a number of public figures such as Olivia Culpo, Simone Oliver and Jessamyn Stanley, subjects share personal anecdotes alongside fact-based advice about what they wish they had done, and what they're glad to know now — from understanding consent and period pain to learning about sex toys and contraceptives.
- **Is this okay?:** A video series featuring Refinery29 journalists Kathleen Newman-Bremang, Hannah Rimm, Michelle Santiago Cortes and Molly Longman

exploring the most important things to know about the most urgent sex ed topics around body, relationships, emergencies and pleasure.

Plan B One-Step® emergency contraception is collaborating with Refinery29 to develop Sex Re-Education content in support of the collective mission of providing accessible education about contraception to ensure that people feel empowered when it comes to their sexual health. Plan B One-Step is a back-up birth control method that helps prevent pregnancy before it starts by temporarily delaying ovulation. As part of the partnership, Plan B One-Step is also teaming up with VICE to expand education on related topics including the importance of fostering open and honest conversations between couples.

This launch comes as Refinery29 and Vice Media Group dig deeper into visual-first storytelling and story-style content following the success of their in-house developed mobile app 'Stories Studio', which has resulted in a 73% uplift in impressions since implementation.

ABOUT REFINERY29

[Refinery29](#) is the leading media and entertainment destination focused on women and underrepresented voices. Through a wide spectrum of lifestyle stories, original video programming, social, shareable content, and live experiences, Refinery29 provides its global audience with the inspiration and tools to discover and pursue a more independent and informed life. Refinery29 is part of [Vice Media Group](#), the world's largest independent youth media company.

ABOUT ADVOCATES FOR YOUTH

[Advocates for Youth](#) partners with youth leaders, adult allies, and youth-serving organizations to advocate for policies and champion programs that recognize young people's rights to honest sexual health information; accessible, confidential, and affordable sexual health services; and the resources and opportunities necessary to create sexual health equity for all youth.

ABOUT PLAN B ONE-STEP®

Plan B One-Step® (levonorgestrel) 1.5 mg tablet is a progestin-only emergency contraceptive that helps prevent pregnancy before it begins by temporarily delaying ovulation. It must be taken within 72 hours after birth control failure or unprotected sex. The sooner it's taken, the better it works. Plan B One-Step® is not an abortion pill; it will not work if a woman is already pregnant and will not affect an existing pregnancy. Plan B One-Step® is a back-up method of preventing pregnancy, and should not be used as regular birth control because it is not as effective. For additional information, visit www.PlanBOneStep.com.

ABOUT VICE MEDIA GROUP

VICE Media Group is a global multi-platform media company. Launched in 1994, VICE has offices across 25 countries across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency. VICE Media Group's portfolio includes Refinery29, the leading global media and entertainment company focused on

women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and i-D, a global digital and bimonthly magazine defining fashion and contemporary culture and design.

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