



CASE STUDY – FUNDING FOR THE BROOK BOOKLET “ROLL WITH IT”.

Background

The UK has the highest birth rate per capita amongst young people under 25 in western Europe. Recent reports suggest that the high birth rate may be partly explained by the move away from traditional family values through a “socio-sexual transformation” where sexual imagery permeates all aspects of life and teenagers are under greater pressure to experiment with sex. But, it is argued, equally important is how countries prepare their young people to cope with modern life. Some countries, such as Sweden, the Netherlands, Denmark, Finland, and France, have “travelled far down the road from traditional values”, but they have also made “successful efforts to prepare their young people to cope with a more sexualised society.” By comparison the United Kingdom (and the U.S.) are secretive and embarrassed about contraceptive services. After interviewing young people about sexual services, the UK government’s Social Exclusion Unit concluded: “The universal message received from young people is that the sex and relationship education they receive falls far short of what they would like to equip them for managing relations as they grow into adulthood.”

Brook is the only national voluntary sector provider of free and confidential sexual health advice and services specifically for young people under 25. Brook is the trading name of Brook Advisory Centres Ltd, a registered charity which has 40 years’ experience of providing professional advice through specially trained doctors, nurses, counsellors, and outreach and information workers to over 200,000 young people each year. See www.brook.org.uk

What is “Roll with it”?

“Roll with It” is Brook’s popular picture-led, pocket-sized condom leaflet for young people. This leaflet is distributed in schools, youth centres and sexual health clinics and provides young people (14+) with fun and clear guidance around condom use. The leaflet was last updated in 2006 and has now being completely re-designed and re-written in 2010. Young people have been involved in the design and writing all the way through the process.

What are the objectives of the leaflet?

The charitable objectives for this publication are;

- To encourage condom use among young people
- To help young people use condoms correctly through clear pictures and written guidance
- To target the most vulnerable young people

- To help young people to be critical of the lack of condom use in the media

When will the leaflets be ready?

The leaflets have been written and designed and Brook is planning to launch the newly updated leaflet on 1 July 2010.

PopOffsets Funding

The grant of £5000 from the Optimum Population Trust's PopOffsets project (www.popoffsets.com) has met the full costs of this project.

The Optimum Population Trust is highly aware that the threats to the planet's ecosystems through climate change and population growth are intricately entwined and that a combination of human numbers and per capita consumption of resources is having a devastating impact.

By providing funding for the Brook's 'Roll with It' project OPT is underlining its recognition of the far greater carbon footprint/environmental impact of each additional unwanted birth in the UK than in any developing country and supports its policy of dividing funding between developed and developing countries. Roger Martin, OPT's Chair is delighted to be supporting the Brook's initiative "Our project, PopOffsets, is not letting developed nations 'off the hook' - we must reduce both our own clearly unsustainable consumption and the number of our own consumers, as well as helping over 200 million poor women in the world, with no access to family planning, to take control of their own fertility.

Simon Blake, the National Director of Brooks, commented: "We really welcome this £5000 contribution from OPT which will go towards updating and modernising our most popular booklet on condom use for young people "Roll with It".

