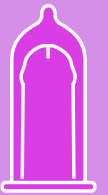
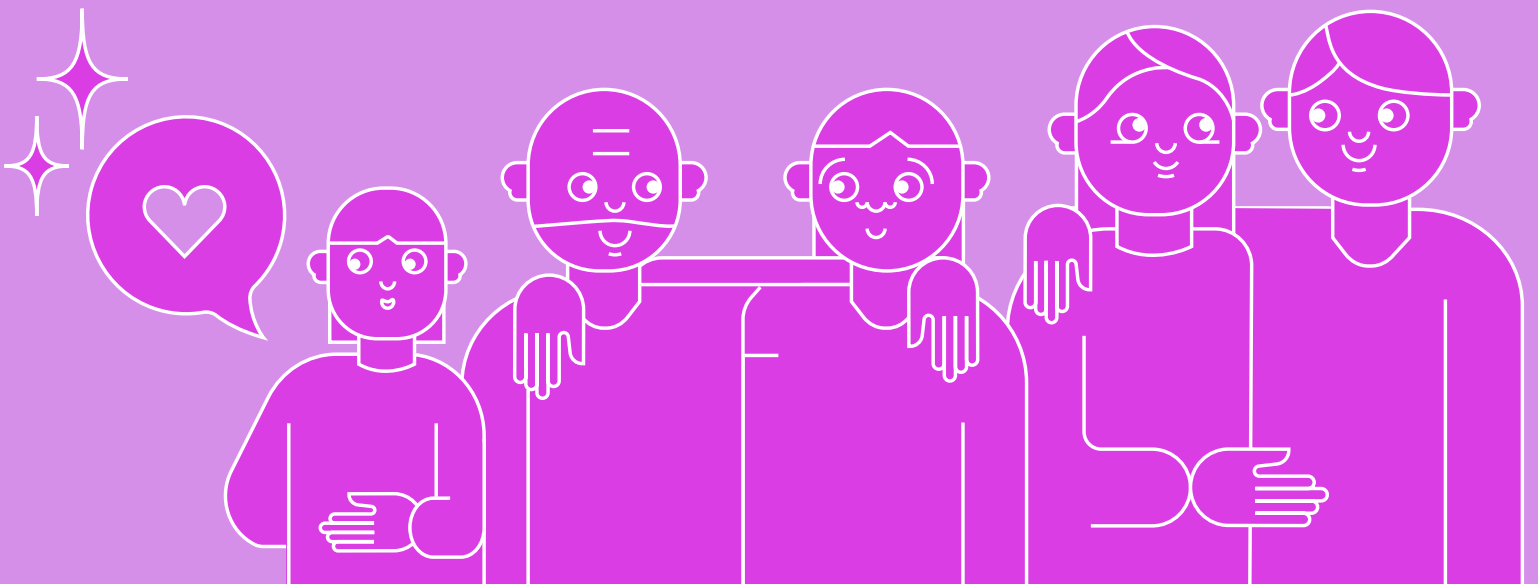


# Our home: A Safe Place to Talk about Sexuality



Narrative guide to transform  
this conversation within  
families.





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# Hi!

We're excited to know that you have the *Familias: Ahora* narrative work guide in your hands. Over these years of experience, we've gathered valuable tools on how to create alternative and hopeful narratives to strengthen the well-being of families. Rather than focusing on families' composition or structure, we promote core values like love, care, respect, and responsibility. We believe that there are many ways to be a family in the 21st century.

With this guide, you will...



Understand the context of sexual and reproductive rights in Latin America, amidst authoritarian governments and the rise of anti-rights groups.



Understand the need to get together as a social change movement to promote alternative narratives on the subject.



Acquire communication tools to talk about sexuality openly, carefully, and responsibly with different audiences.

Let's embark on this learning journey and boldly create new stories to support the well-being of families.

Sincerely, **Familias: Ahora team.**

## Introduction

# The power of narratives: family care and well-being

Narratives have played a crucial role in how Latin American families understand decisions about **how we experience our sexuality** and whether we choose to have children or not.

For decades, these narratives have **reinforced gender roles** and perpetuated ideas that restrict our ability to **imagine new forms of care and well-being**: from novels that romanticize harassment, songs that sexualize girls, popular proverbs about differentiated attitudes in men and women. These examples, among others, illustrate how the narratives we face are reinforced.

And the list goes on.

In *Familias: Ahora*, we recognize that, for the past decade, **the narrative about families** has been used to promote agendas that do not actually prioritize the well-being of their members.

We have observed how **fear-based narratives** try to undermine topics such as Comprehensive Sexual Education

(CSE), gender justice, and sexual and reproductive rights, even though addressing these topics is a genuine expression of care for girls, boys, and teenagers.

In response to this trend, we created ***Familias Que Cuidan*** (Families who care), a narrative initiative that celebrates diversity and teaches mothers, fathers, and caregivers to make informed decisions for their families, based on care and respect.

**This guide is an invitation to join this narrative initiative.**

Join us in seeking answers together. Let's explore paths that allow us to recognize each family as a unique and safe space that contributes to the great **constellation of diverse, caring, and loving humanity we dream of.**

**Let's begin!**

Let's talk about  
narrative work:

# Caring is everyone's job.



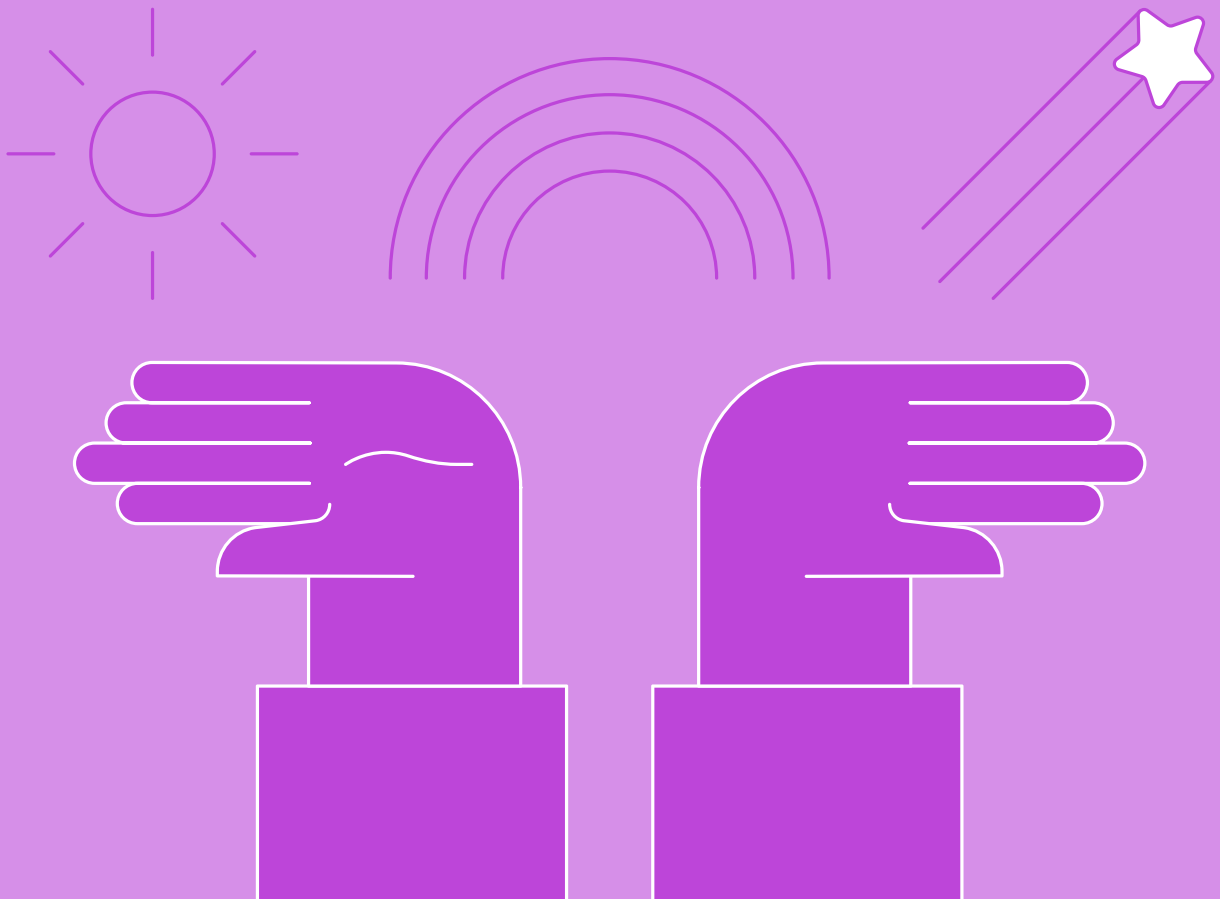
# Gender and sexual autonomy in Latin America

In recent decades, our region has made some progress in sexual and reproductive rights thanks to the hard work of a number of movements and activists.

Through songs, slogans, stories, and other artistic and creative expressions, they have successfully framed issues like sexual education and abortion as **matters of care and well-being**.

Although we acknowledge that we can't cover every valuable initiative, here are some of the victories that inspire us:

## Achievements we celebrate in the region





# Abortion Rights.



**Peru (1924):** Allowed in cases of rape, risk to the woman's life, without a time limit.



**Brazil (1940):** Allowed in cases of rape, risk to the pregnant person's life, and brain damage in the fetus, with no time limit.



**Cuba (1965):** up to the 12th week of pregnancy, a pioneer in guaranteeing the right to safe, free, and unrestricted abortion.



**Costa Rica (1970):** allowed in case of risk without a time limit.



**Puerto Rico (1973):** allowed up to 24 weeks of gestation.



**Guyana (1995):** up to the 8th week of gestation and up to the 16th week in cases of rape, incest, or risk to the life of the pregnant person.



**Venezuela (2000):** Allowed in cases of rape, risk to the life of the pregnant person, and severe fetal malformation, with no time limit.



**Panama (2008):** Allowed in cases of risk to the life of the pregnant person and fetal malformation incompatible with life, with no time limit.



**Uruguay (2012):** up to the 12th week of pregnancy, without restrictions.



**Bolivia (2014):** Allowed in cases of rape, risk to the life of the pregnant person, and fetal malformation incompatible with life, with no time limit.



**Chile (2017):** up to week 12 in cases of rape for women in general, and up to week 14 for children under 14. There is no time limit for life-threatening conditions or fetal nonviability.



**Argentina (2020):** up to week 14, marking a milestone for the feminist movement and strengthening the "green wave."



**Ecuador (2021):** up to week 12 for women in general and up to week 14 in rural areas in cases of rape.



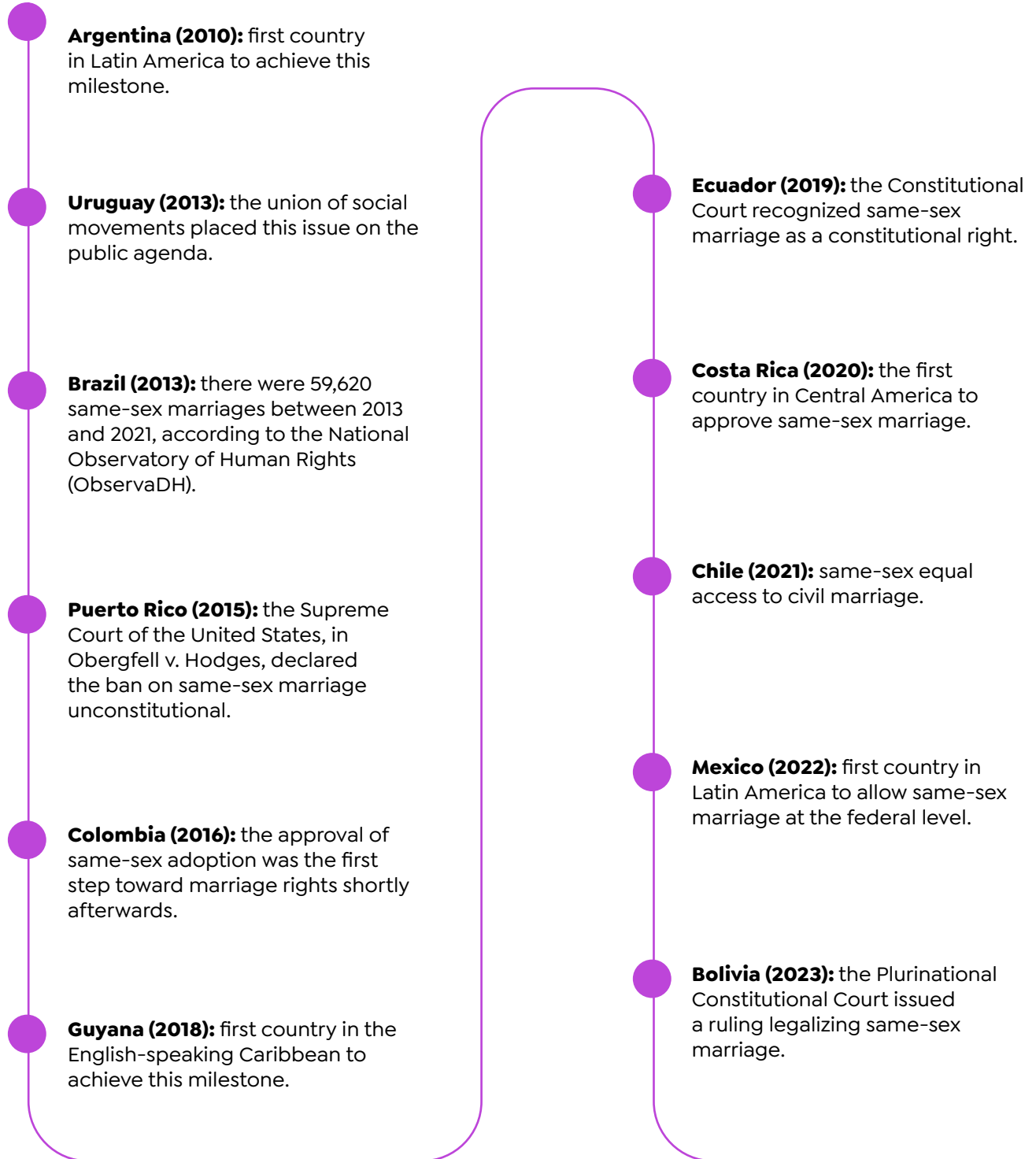
**Colombia (2022):** up to week 24, making it one of the largest frameworks on the continent.



**Mexico (2023):** decriminalization at the federal level, allowing access to it in all public health centers in the country.



# Same-sex Marriage Rights.





# Creation of ministries of Women or Equality in different countries across the region.

- Nicaragua (1990):** the Ministry of Women (MINIM) is responsible for formulating, coordinating, implementing, and evaluating government policies, plans, programs, and projects for women.
- Paraguay (1998):** the Ministry of Women's Affairs was created to promote gender equality and women's rights.
- Peru (2002):** the Ministry of Women and Vulnerable Populations (MIMP) was created to promote gender equality and to protect the rights of women and vulnerable populations.
- Brazil (2003):** the Ministry of Women, created in 2003, was closed during the Bolsonaro administration (2018) and reopened by President Lula in 2023.
- Panama (2008):** the National Council for Women (CONAMU) lobbied for the creation of the Ministry of Women.
- Venezuela (2009):** the Ministry of Popular Power for Women and Gender Equality (MinMujer) was created by former President Hugo Chávez.
- Chile (2016):** the Ministry of Women and Gender Equality to promote equality policies and tackle gender-based violence.
- Ecuador (2017):** the Ministry of Women and Human Rights was created to strengthen public policies in favor of human rights, especially those of women and other vulnerable groups.
- Colombia (2022):** the Ministry of Equality and Equity aims to promote gender equality and equity among the country's diverse populations, emphasizing on women and the LGBTIQ+ population, as well as other historically marginalized groups.
- Mexico:** several states have created institutions and agencies aiming to promote gender equality and protecting rights.



# Comprehensive sexual education (CSE) in the curricula.

**Cuba (1989):** early incorporation of comprehensive sexual education programs as a state policy, with a focus on sexually transmitted diseases prevention and sexual rights.

**Panama (2000):** a Sexual and Reproductive Health Program was implemented to guarantee access to sexual and reproductive health services of quality for the entire population, with a focus on the prevention of sexually transmitted diseases, family planning, sexual education and maternal and child healthcare.

**Argentina (2006):** the Integral Sexual Education Law, which guarantees access to sexual education from primary to secondary school was enforced.

**Venezuela (2007):** the Official Comprehensive Sexual Education Program was designed to promote comprehensive sexual education in the country's education system. This program is mandatory in the Basic Education Subsystem.

**Uruguay (2008):** the National Sexual Education Program (PES) has been implemented at all compulsory education levels.

**Guatemala (2008):** commitment to implement comprehensive sexual and emotional education programs in the school system.

**Chile (2011):** the Comprehensive Sexual Education Program is available in both public and private schools.

**Costa Rica (2021):** the Higher Education Council declared that comprehensive sexual education programs is mandatory in basic education.

**Peru (2021):** The comprehensive sexual education programs Program is included in the national basic education curriculum. The goal is for students to learn to have healthy and responsible sexuality.

**Ecuador (2023):** the National Strategy for comprehensive sexual education programs (ENEIS) are mandatory in all educational institutions across the country.

**Mexico and Colombia:** both have made progress in CSE programs, although they face resistance in some regions and conservative sectors.

Although all the countries in the region have policies, general or specific laws, plans, strategies, programs, decrees, and regulations that support comprehensive sexual education programs, this does not guarantee its implementation.

**Despite notable achievements, we now face a reality in which conservative political forces are promoting narratives intended to roll back gains in sexual, reproductive, and gender rights. In El Salvador, for instance, since 2022 the Ministry of Education (MINED) removed all traces of comprehensive sexuality education programs from guides, textbooks, and educational materials—citing the need to eliminate ‘gender ideology’ from schools. These measures not only risk reversing the progress achieved but also foster an atmosphere of fear and misinformation.**

In today’s landscape, it is crucial to highlight the global impact of the U.S. policy following Donald Trump’s return. Policies such as the [Global Gag Rule](#) and the [Helms Amendment](#) have drastically restricted access to funding for organizations working on abortion-related issues—even when they use alternative financial resources. This restrictive approach, now further reinforced by agendas like ‘Vision 2030,’ threatens reproductive rights, the rights of trans individuals, and comprehensive sexual education programs.

\*See [here](#) to learn more about this action in El Salvador.

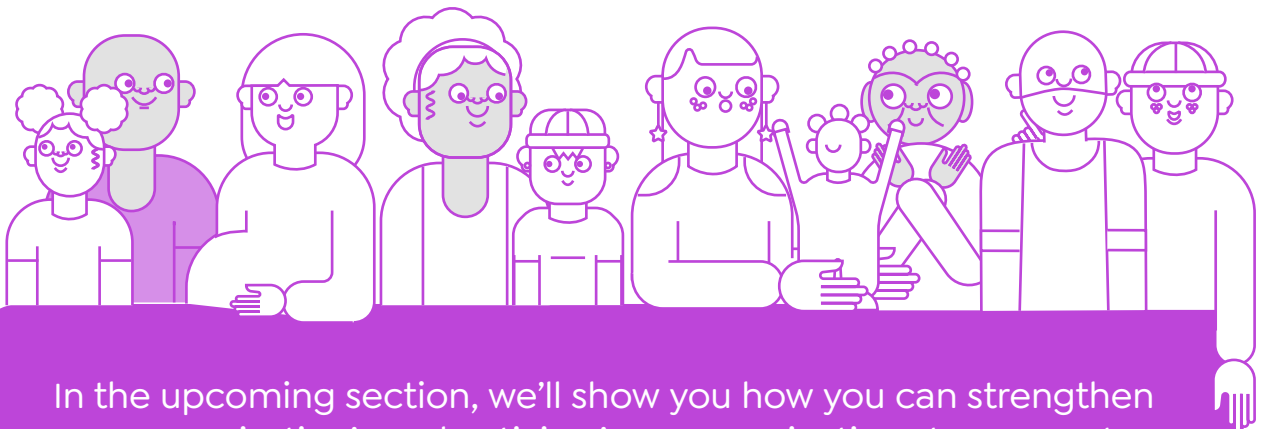
# Let's add voices to create stories that challenge the dominant narratives:



In today's regional landscape—marked by contrasts, challenges, and potential threats—we are invited to unite our voices and share stories about families who recognize gender justice, critical thinking, and sexual and reproductive autonomy as true expressions of care.

That's why we need more **Families Who Care**: mothers, fathers, siblings, aunts, grandparents, organizations, activists, and caregivers coming together to tell stories that challenge dominant narratives and **inspire new horizons toward an inclusive future—one where we discover new paths to build societies grounded in dignity, justice, liberation, and care.**

Are you in?



In the upcoming section, we'll show you how you can strengthen your organization's and activism's communications to connect with the hearts of millions of potential **Families Who Care**.

# How can we talk about sexual and reproductive rights in a way that's approachable and accessible for families?

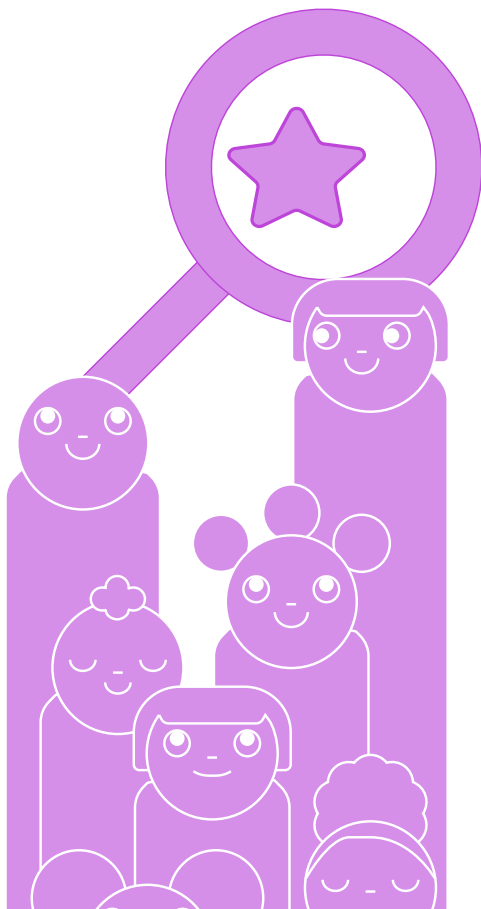




We've already seen how, at the regional level, it's crucial to pool our efforts to push forward new victories and prevent setbacks when it comes to rights. To achieve this, understanding our audiences is a key step. Through *Familias: Ahora*, we have focused on gaining a deeper understanding of who these people are, how to connect with their interests, mobilize their support, and strengthen our collective causes.

Below, we present key results and insights from audience research conducted along with Sensata UX across the region, as well as some tools you can use in your communication strategies.

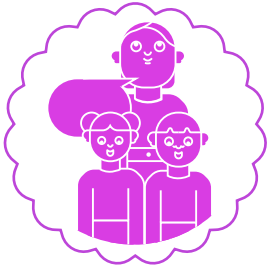
First things first: let's look at the evidence.



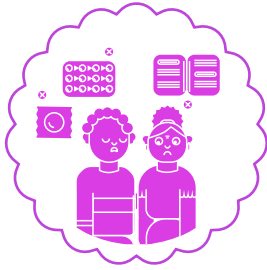
In Latin America, it's common to encounter lots of content spread by groups opposing CSE, sexual and reproductive autonomy, and equal rights of LGBTIQ+ people. These groups often promote the idea that most families are against these topics.

However, recent studies conducted by [Sensata](#) UX reveal a different reality and open the door to multiple opportunities.

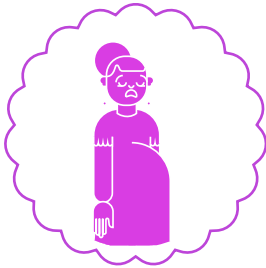
**For example:**



**In Central America, 96%** of people surveyed believe that **sexuality should be discussed** with children.



**In Colombia, 85%** of parents would feel sad if **sex education programs** were removed from schools.



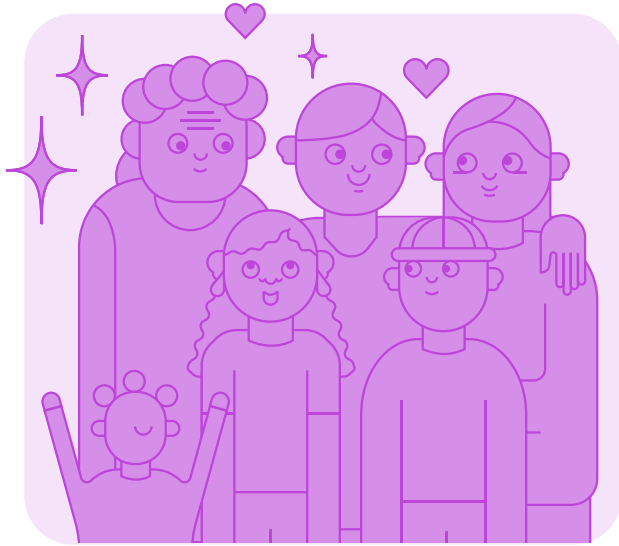
**In Peru, 85%** of people surveyed agree that **teenage pregnancy** is a priority problem in the country.



In broad terms, the evidence presents us with an alternative reality—one that empowers us to promote narratives among mothers, fathers, and caregivers about sexuality, body autonomy, life-planning choices, and more.

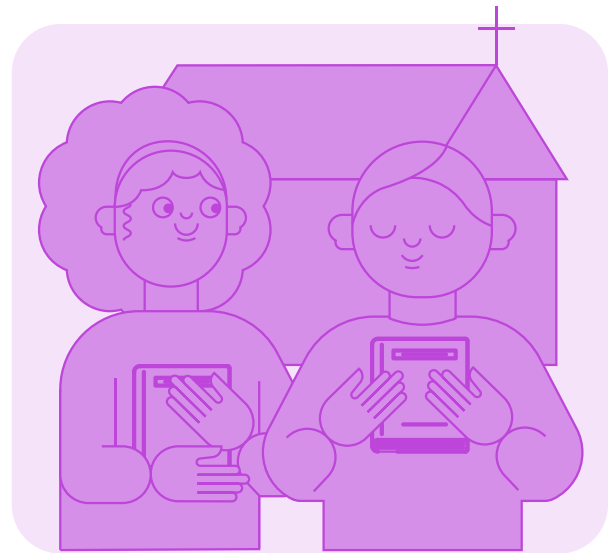
**How can we take advantage of this?** Below, we share some key findings and **recommendations for integrating them into our communication strategies:**

# Key findings from audience studies.



## **Home as a value and the preference for family**

resonates across all audiences, highlighting the notion of ‘family’ as a key element for connecting with people. This finding invites us to craft narrative strategies that honor the concept of home, while encouraging reflections that align these preferences more closely with human rights causes.

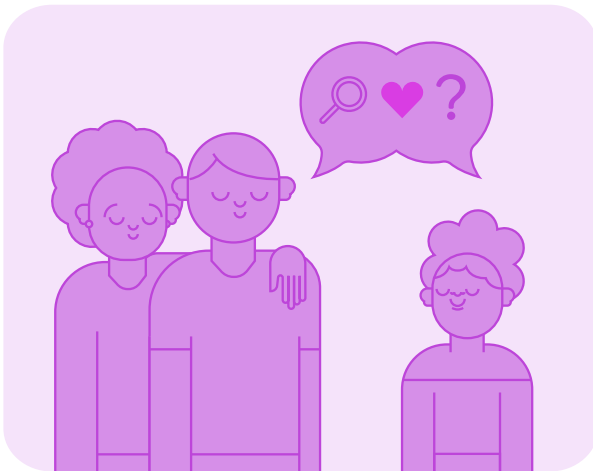


**Nostalgia, along with religion, plays a significant role** in the decisions of many audiences, influencing how they perceive narratives about rights and well-being. By framing traditional values through a lens of care and respect, we can forge bridges to strengthen these causes.



### **Spending time with family is the top priority**

for respondents—even surpassing the desire to socialize with friends. This presents an opportunity to highlight companionship, active listening, and other expressions of care.



### **Families want to be allies but need tools and resources**

to support their children on these issues.



### **Education is a bridge.**

CSE can be the resource to strengthen communication between parents, caregivers, and youth, fostering relationships based on trust and understanding.



These findings offer a guiding light to move forward, unite our efforts, and create content that reflects this hopeful reality.

Together, we can build a future where comprehensive sexual education is a cornerstone in raising more informed, respectful, and self-assured generations.

## Want to go deeper?



This information was extracted from audience research conducted by Sensata:

### Actitudes hacia la educación sexual en Centroamérica

Noviembre 2023



[“Attitudes toward sex education in Central America,” 2023.](#)

(Available in Spanish)

sensata



Estudio de audiencias en el Perú:  
la educación entre dos visiones del mundo

Abril 2022

[“Study of audiences in Peru: education between two worldviews,” 2022.](#)

(Available in Spanish)

### La educación sexual y política en el colegio: Actitudes, apoyo y resistencia en el público colombiano

Septiembre 2023



[“Sexual education and politics in schools: Attitudes, support, and resistance among the Colombian audience,” 2023.](#)

(Available in Spanish)



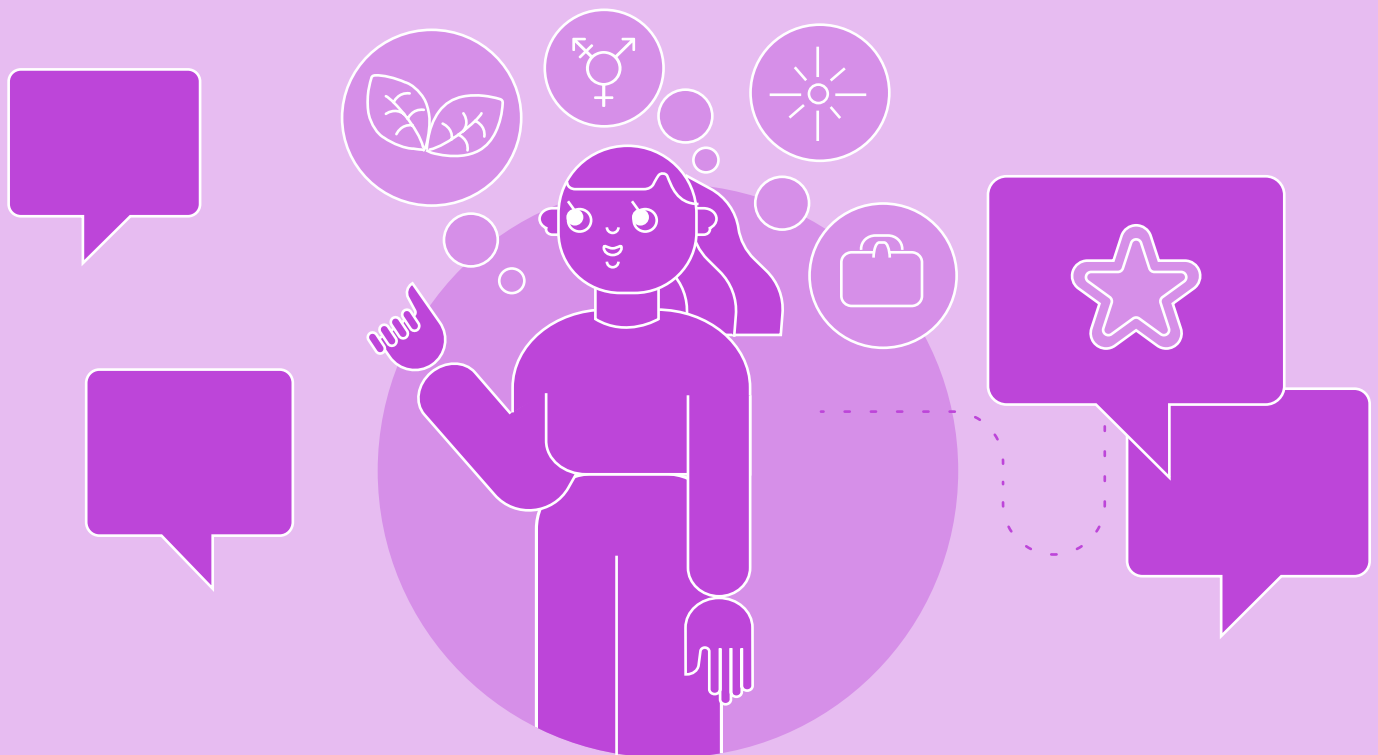
We encourage you to check out these tools for more in-depth and contextual information.

# Now let's learn how to talk about these topics with families:



Over the past five years, we have collaborated closely with organizations in Latin America to find effective ways of engaging flexible audiences—that is, people without a consistent commitment to these issues—in CSE, diversity, and sexual and reproductive rights initiatives.

Below, we share with you the main evidence-based recommendations from this collective work, designed to complement your communication efforts and continue to reach families and build a path toward a more inclusive society full of possibilities.



# 1 How to communicate from a human rights perspective:

## Our invitation is clear:

The [New Communications Paradigm](#)<sup>(1)</sup> allows us to build narrative power to drive cultural change.

## How to achieve this?

It's crucial to adopt a strategic communication approach that considers:

1. **Clear communication objectives.**
2. **Research and understand our audiences**<sup>(2)</sup> to better connect with their experiences and concerns.
3. **Collectively promote inspiring narratives,** building stories that reflect the world we envision.
4. **Apply strategic thinking in all communications,** ensuring consistency and alignment with our goals.

You can learn more about what we propose in El Inspiratorio's Basic Course on Narrative Work by clicking [here](#).

1. To learn more about the New Communications Paradigm, we recommend the [training videos from El Inspiratorio](#), our sister platform.

2. To learn more about [audience research](#), we recommend browsing the free training module by clicking [here](#).

# 2 How to talk about progressive autonomy with children and teenagers

A growing narrative in the region—used by anti-rights movements—is that children and teenagers must have very little judgment or autonomy.

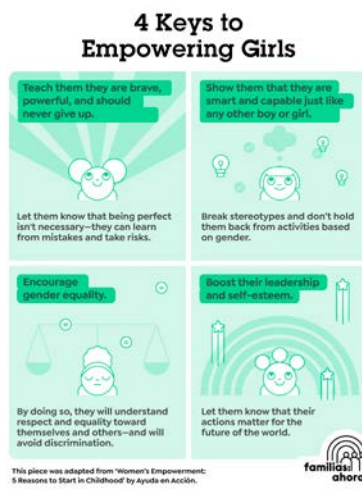
**Use these recommendations to put forward an alternative narrative:**

- **Encourage and endorse children's autonomy in everyday activities**—such as allowing them to choose their own clothes, select hobbies, or take on responsibilities at home.
- **Provide age-appropriate examples of how autonomy can be exercised according to children's abilities**, ensuring they grow in a safe and developmentally appropriate way.
- Use inspiring stories of children and teenagers who, from an early age, have expressed their own interests and desire for freedom—and how their well-being improved once autonomy began to take hold in their lives.

**Some examples for inspiration:**



[Download here.](#)



[Download here.](#)



**Video: Consent and Boundaries**

(Available in Spanish). Content created by James Van der Lust in collaboration with Familias: Ahora as part of our partnership.

# 3 How to talk about Sexual and Reproductive Health, Contraception, and Comprehensive Sexual Education (CSE)

- **Avoid complex terms and definitions.** Beyond theory or technicalities, families need clear and easy-to-understand information. For example:

**Heteronormative family**



A family consisting of a provider father, a nurturing mother, and obedient children.

**Childhood**



Boys and girls.

**Progressive Autonomy**



Growing up and making decisions according to age and maturity.

- While the evidence shows that families and caregivers acknowledge the importance of educating about these topics, the term “Comprehensive Sexual Education” can cause confusion or rejection. To enable more effective and receptive communication, we recommend using terms such as:

## Terms we propose:

- ✓ Education about body health
- ✓ Education about reproductive health
- ✓ Education for well-being, health and affective development
- ✓ Learning about the body and emotions
- ✓ Learn about growth and puberty
- ✓ Education for life and healthy relationships
- ✓ Body care and autonomy
- ✓ Education about health and well-being
- ✓ Coexistence, respect and well-being

- Use examples of everyday situations—such as a first romantic relationship or mapping out a life plan—to explain complex topics in an easier way.

### Some examples of inspiration:

## How to support your teenage son or daughter in their first relationship?

- 1. Talk calmly.**  
Be understanding and open about what you want to share with them and respect their decision about who they want to be with.
- 2. Show interest in meeting their partner.**  
This will help them feel trusted and more willing to open up to you.
- 3. Discuss safe sex practices.**  
Remind them that everyone should protect themselves from diseases and unplanned pregnancies. Talk about contraceptive methods and stay informed to address their questions.
- 4. Respect their space and set clear boundaries.**  
Offer your support without being intrusive. You can establish rules together, such as visiting hours, appropriate places at home for them to spend time, and anything else that is important to the family.





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## How to prepare to talk about sex education with children

- 1. Seek information.**  
Questions about this topic can come up at any time, so it's essential to prepare and inform yourself to respond appropriately.
- 2. Recognize the importance of discussing it.**  
These topics may stir up some feelings in you that you need to manage, but you must understand that teaching them to take care of themselves is crucial for their lives.
- 3. Let go of discomfort.**  
It's better to have these conversations at home, so don't avoid them and approach them naturally.
- 4. Schedule moments to talk about it.**  
Don't wait for questions to catch you off guard. Find moments to gradually introduce this topic in an age-appropriate way for children.



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# 4 How to talk about voluntary termination of pregnancy (VTP)

- Focus the topic on the importance of safe, responsible, and desired motherhood and fatherhood. Emphasize that these decisions are made consciously, under safe conditions, and with proper preparation for a risk-free pregnancy and childbirth.
- The audience is generally flexible with the three grounds for VTP: when there is a risk to the life or health of the pregnant person, when the fetus is incompatible with life outside the womb, or when the pregnancy results from rape. You can start introducing the topic with stories that reflect these situations to connect more effectively.
- Given the audience's respect for tradition, using mothers' or grandmothers' narratives through testimonials, chronicles, or stories to express approval is a powerful tool, especially when clarifying that it aligns with honoring motherhood.

## Some examples of inspiration:

**Desired motherhood is important because:**

This experience should always be a cause for celebration and never a punishment or the result of a mistake.

Every person should be able to decide if they are physically, emotionally, and financially ready to have a child. Pregnancy should be a free and responsible choice.

It is part of our reproductive rights, which must be respected and protected.



This piece was adapted from "Let's Talk About Desired Motherhood and Why It Matters" by Todas somos Una.

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"I gave birth to 15 children, and I love them all, but for my granddaughters, great-granddaughters and great-great-granddaughters, I wish that **motherhood be a choice made out of love, not an obligation.**"

— **Angélica, 98 years old**



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# 5 How to talk about Sexual Diversity

- **Start by talking about diversity in our families or environments**, from physical to personality differences, conveying that each person is unique and that this is valuable.
- **Emphasize the importance of respect and acceptance from childhood**, and how these values strengthen self-esteem and personal confidence for the future.
- **Address doubts with clear language and verified information.** Additionally, recommend reliable sources, as well as movies and series that tackle the topic in an entertaining and relatable way.

## Some examples of inspiration:

**#FamiliasQueCuidan** **familias! ahora**

### 4 Ways to Recognize Diversity in Our Family

- 1. Explore and talk about our family history.**  
Ask the elders in your family about your origins and the different people who have shaped it.
- 2. Get to know the interests of each family member.**  
Share your favorite music, books, or movies with your relatives and find out what they enjoy.
- 3. Look for board games or online games that help you learn about each other.**  
Games that allow us to recognize what makes each of us different and unique.
- 4. Establish rules centered on respect.**  
Make our home a safe space for the free expression and development of each family member's personality.

[Download here.](#)

**familias! ahora**

### Keys to Teaching Your Children About Tolerance

- 1 -** You are their best example. Children copy everything they see, so avoid mocking or insulting others.
- 2 -** Teach them to talk and listen to others without trying to impose their opinions.
- 3 -** Read stories or watch movies about tolerance.
- 4 -** Encourage them to be generous and share with others. Recognize and accept the differences within your own family.
- 5 -** Highlight the abilities and interests that make each family member unique.

This piece was adapted from "How to Teach Children" by Eres Mamá.

[Download here.](#)

# 6 How to talk about the rights of trans childhoods

Trans childhoods matter, and the way we talk about them to ensure their rights matters too

- Share stories that reflect the experiences of trans children, emphasizing how **family support** is key to their process of self-discovery and well-being.
- Discuss the importance of **caring for trans children**, highlighting how support from their environment contributes to their safety and development.
- Showcase the **existence of trans childhoods** through stories and testimonies across different geographic and social contexts.

Some examples of inspiration:

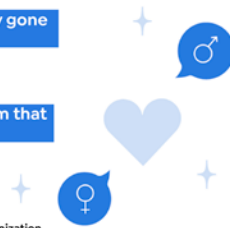


**Video:** [Psychosexual development and diversity](#) (Available in Spanish). Content created by Manuela Molina (@[mind.heart.kids](#)) in collaboration with Familias: Ahora as part of our partnership.

## What to do if you just found out your child is trans?



- 1— **Listen without judging and pay attention to what they want to tell you.**  
They are sharing something important about their identity.
- 2— **Educate yourself on the topic with reliable information about what it means to be a trans person.**  
Don't rely solely on what you see on social media.
- 3— **Seek support from organizations specializing in trans children.**  
They typically offer counseling, workshops, psychological assistance, and support groups.
- 4— **Talk to people who have already gone through this process.**  
Other families can support you in this experience.
- 5— **Show your love and remind them that your support is unconditional.**



This piece was created in collaboration with the OTD organization.

"The struggle began one day when my son was in homeschool and I heard him being called by his former name. **All I could think about was the pain my child might suffer facing that situation.** That's why I began to educate myself on the subject so I could speak up for my son."

— Ivonne,  
46 years old



familiasahora.org

This piece was created in collaboration with FAUDS



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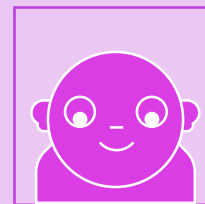
## Bonus!

If you'd like to keep finding inspiration from content that puts caregiving at the heart of these conversations, check out our animated series 1000 maneras de meter la pata (1000 ways to mess up) and the two seasons of our podcast Familias que hablan (Families Who Talk). These two narrative formats from our platform offer fresh ideas to talk about **Families Who Care** in other formats.



[Listen to the podcast here.](#)

(Available in Spanish)

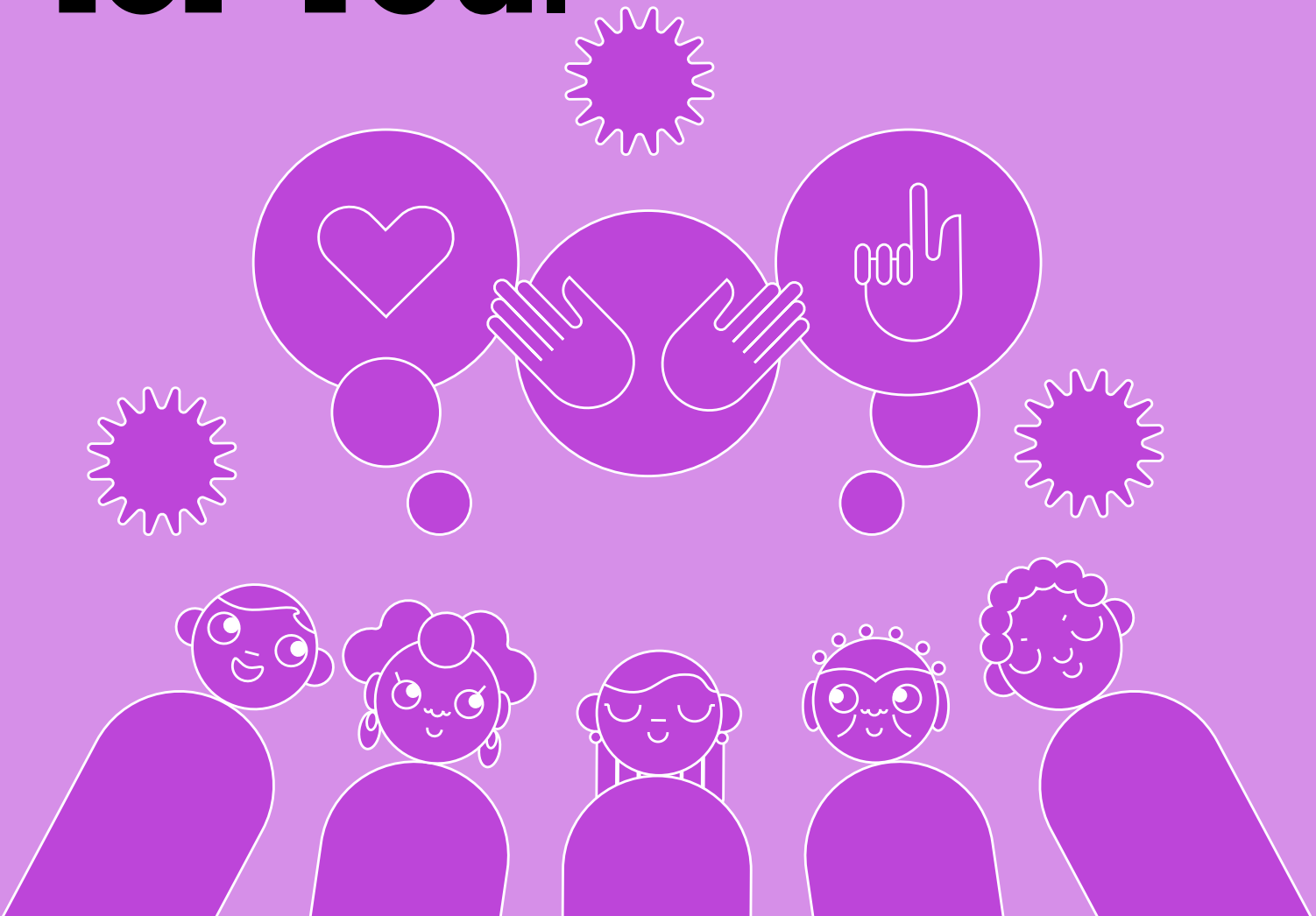


[Watch the series here.](#)

(Available in Spanish)



# Get inspired by The communication resources we created for You.





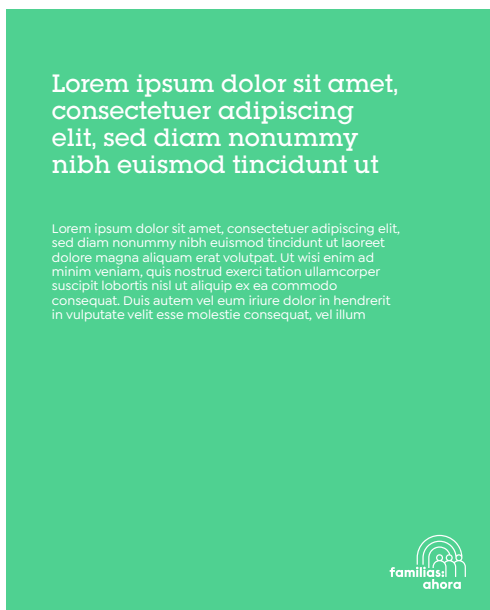
We know that communicating about these topics can be challenging, but it's also an opportunity to **transform narratives and connect with more people**. That's why, in addition to the tools we've shared with you, we've designed these ready-to-use templates for your digital channels.

With these tools, you can amplify your message, join the conversation, and be part of a movement that places **care and well-being** at the heart of our communities.

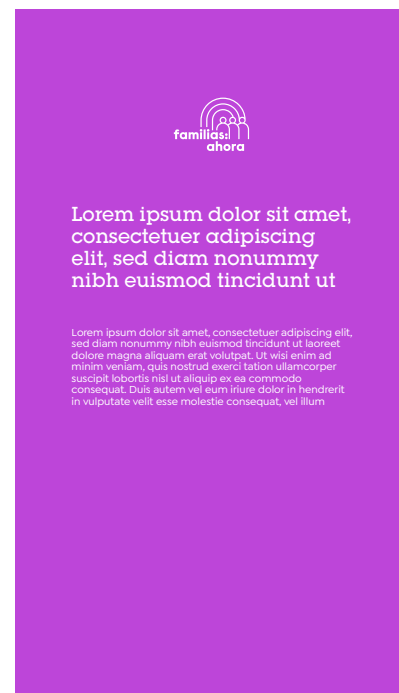
**Join the conversation with #FamiliasQueCuidan to add your voice alongside dedicated organizations and activists building a more inclusive, respectful future.**

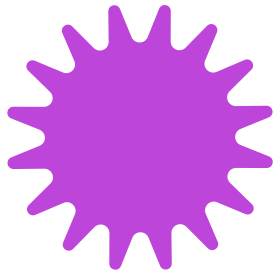
## Templates

[Template A: Instagram / Facebook / X feed](#)



[Template B: Instagram / Facebook / WhatsApp stories](#)





## A gift:

Free-to-use messages designed by us to strengthen your narrative.



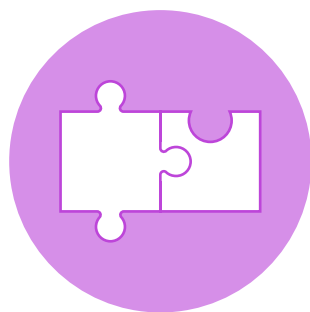
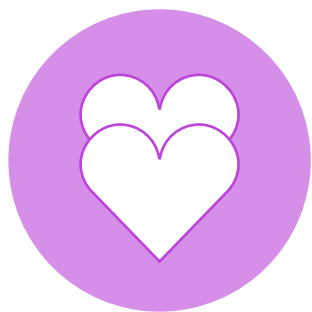
As we have learned, strategic communication can make a difference in how families perceive sexual education, reproductive rights, and diversity. That's why we have designed messages that convey values of care, well-being, and dignity.



Use them on your social media, campaigns, and communication materials to strengthen the narrative of #FamiliasQueCuidan (Families Who Care) and contribute to the cultural change we need in the region.

Click [here](#) to access a set of key messages to inspire or use in your content.

# — Thank You for Coming this Far!



This kit represents just the beginning of a broader conversation about **how to build hopeful and transformative narratives** around comprehensive sexual education (**CSE**), **sexual and reproductive rights**, and **caregiving in Latin America**.

We hope these tools inspire you and help you take initial steps toward communication that is more accessible, inclusive, and grounded in shared values such as respect, dignity, and well-being.

## What's next?

### **Dare to create your own content:**

Use the visual and text templates and customize them with your organization or activism's identity. Don't forget to promote **#FamiliasQueCuidan**.

### **Discover more resources:**

Learn how to strengthen your messages and connect with families through our [inspiring collection of materials](#).

(Available in Spanish)

# Keep learning and connecting:

## Check our Social Media



WhatsApp



Facebook



X



YouTube



Spotify

Visit  
[familiarahora.org](https://familiarahora.org)

Join our **Community of Practice on WhatsApp**.  
Scan the QR code:



Do you have questions or suggestions?

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We are a project created  
with ❤️ by Puentes.

