

PROMSEX

CENTRO DE PROMOCIÓN Y DEFENSA
DE LOS DERECHOS SEXUALES Y REPRODUCTIVOS

STRATEGIC PLAN 2014 -2018

Building Equality in Diversity



PROMSEX

CENTRO DE PROMOCIÓN Y DEFENSA
DE LOS DERECHOS SEXUALES Y REPRODUCTIVOS

STRATEGIC PLAN 2014 -2018

Building Equality in Diversity





There are
still many
outstanding
fights



Building Equality in Diversity

CONTENTS

5 Introduction

6 2010-2013 Strategic Plan

8 Main institutional achievements

18 Institutional Strengthening

20 2014-2018 Strategic Plan

22 Social and Political Scene: A Brief Contextual Overview

28 Vision / Mission

29 Challenges/ Initiatives/ Indicators

Committed
team



INTRODUCTION

The 2014-2018 Strategic Plan is preceded by two previous plans; the first covered the period between 2005-2009 and, the second, 2010-2013. To our institution, plans not only represent a valuable tool in monitoring our projects, but they guide us while helping all people, without any discrimination, to access the care and protection of their sexual and reproductive health and exercise human security, within the framework of justice and dignity provided by human rights.

These purposes are no strangers to difficulties, affected by continuing economic inequality, which today is circumvented by the growth of economic indicators; nor are they strangers to the weak democracy, especially impacting the prediction of public policies, particularly those aimed at the most vulnerable populations, such as women, teenagers, lesbian, gay, trans, bisexual and intersex (LGTBI) people.

In PROMSEX's short years in Peru and in the international sphere, important steps have been taken, but there are still many challenges and battles ahead. Achievements in oral emergency contraception, non-discrimination and better understanding of unsafe abortion and the right to choose are some of the battles we have tackled. Similarly, we have contributed to revealing the sexual violence against children and teens, the problem of trafficking for sexual and labor exploitation and its serious health effects and, together with other partners, we ensured that no violations from the State went unpunished.

In this sense, the 2014-2018 Strategic Plan confirms the institutional Mission and Vision and lists our achievements, revealing challenges that remind us that what we have accomplished is not enough and that we must come closer to being the kind of organization that we wished to be: efficient, both in terms of strategies and activities; taking utmost advantage of our capacities, and increasing our base of lessons learned and good practices that we have gathered in our almost ten years of existence. These achievements would not have been possible without a team that is committed to these institutional purposes.

As previous plans, this is also the result of a participatory process, wherein the method used was the "theory of change," allowing us to reveal our unstable context. All PROMSEX employees have participated in this process and this document is just one part of our Plan that will ultimately allow us to enhance our everyday actions, analysis and assessment of results, which are the only way to move forward.



2010 – 2013

Strategic Plan

**MAIN INSTITUTIONAL
ACHIEVEMENTS**

**INSTITUTIONAL
STRENGTHENING**

A black and white close-up portrait of a woman with dark, curly hair, looking slightly to the left. She is wearing a dark turtleneck sweater under a textured, light-colored jacket. A teal graphic element, a curved shape, is on the left side of the image. The text "See the path" is overlaid in the upper right, flanked by teal double-chevron symbols.

See the path

Main institutional achievements

In the 2010-2013 Strategic Plan, PROMSEX identified three institutional challenges and, on this basis, some results that can be summarized as follows:

1. URGING REGULATORY POLICIES TO GUARANTEE SEXUAL AND REPRODUCTIVE RIGHTS

Policy proposals

- Support and technical assistance to eight bills on: i) punishment of on sexual orientation and gender identity discrimination-based crimes ; ii) reform of Article 4 of the Health Act to ensure access of teenagers to sexual and reproductive health services; iii) reform of Article 173 and 175 of the Penal Code which aims to improve the protection against rape of girls under the age of 18; iv) the reform of the Child and Teenager Code to protect the health of women when pregnancy endangers their safety, and the acknowledgment of sexual and reproductive rights of children and teens; v) Civil Union for same-sex couples; vi) the creation of the National Anti-Trafficking Day; vii) joint heritage so that two people with a common life project, including same-sex couples, can share assets and financial benefits, and viii) non-discrimination, including sexual orientation and gender identity.


**CODE FOR CHILDREN
AND ADOLESCENTS**


**NATIONAL
ANTI-TRAFFICKING DAY**


As a result of these actions, in Peru all forms of discrimination are penalized; “National Anti-Trafficking Day” is now an official celebration and the rape of children or teenagers has a heavier penalty of up to 35 years imprisonment.

- PROMSEX participated in the drafting of the proposed new Technical Guideline of Family Planning of the Ministry of Health, modernizing contraceptive supplies, and the Technical Guideline of Comprehensive Care of Adults with HIV. The former was not enacted, but the second was, and involved adequate standards of care.
- Technical assistance was provided for expanding access to therapeutic abortion, albeit restricted, due to the absence of national legislation. Today, three public hospitals in Piura and Lima, and the *Instituto Materno Perinatal*,

which have set up protocols and have adopted the standards proposed by the World Health Organization (WHO).

Professional, medical, and legal associations as well as key authorities who are in favor of sexual and reproductive rights

- Institutions like the Medical Association of Peru (*Colegio Médico del Perú*, CMP), Peruvian Society of Obstetrics and Gynecology (*Sociedad Peruana de Obstetricia y Ginecología*, SPOG) and Latin American Federation of Obstetrics and Gynecology (*Federación Latinoamericana de Sociedades de Obstetricia y Ginecología*, FLASOG), who have partnered with PROMSEX as a specialized civil society organization, have included the requirement of therapeutic abortion in their agendas and proposed the decriminalization of abortion for rape. These organizations have contributed with technical opinions on the Case of LC¹ vs Peru, enabling, among other things, a favorable opinion from the CEDAW Committee. In addition, they have also submitted their technical point of view before Congress regarding sexual and reproductive rights for the congressional discussion of the new Child and Teenager Code. Similarly, the Medical Association issued a statement rejecting “reparative therapy for homosexuality” in the framework of the “Day Against Homophobia” campaign.
- A forum for dialogue and training was promoted which brought together more than one hundred judges and magistrates, in coordination with the Association of Judges for Democracy and Justice (*Asociación de Jueces para la Justicia y Democracia*, JUSDEM) and the National Judicial Academy, about international systems of human rights protection and legal interpretation and judicial reasoning.
- Programming has been maintained every two years of the Latin American Legal Conference on Reproductive Rights, which has created a high academic forum for reflection and analysis and strengthened legal advocacy. Prestigious academic institutions participated in each of the events, including the Human Rights Institute of the University of Miami, The American University - Washington College of Law, Red Alas and the Latin American and Caribbean Center of the Florida Institute University.

¹ LC are the initials of a teenaged girl who was left quadriplegic because she could not undergo timely surgery for a spinal injury when the health service refused to practice a therapeutic abortion on her (the pregnancy was the result of repeated sexual abuse, which led her to attempt suicide).

La Suprema Corte de Justicia de la Nación, el Consejo de la Judicatura Federal, el Instituto de Investigaciones Jurídicas de la Universidad Nacional Autónoma de México y la Asociación Mexicana de Impartidores de Justicia convocan al:

III CONGRESO LATINOAMERICANO JURÍDICO SOBRE DERECHOS REPRODUCTIVOS
DERECHO A LA VIDA: DIÁLOGO SOBRE JUSTICIA, IGUALDAD DE GÉNERO Y DERECHOS REPRODUCTIVOS EN AMÉRICA LATINA
 14, 15 Y 16 DE OCTUBRE DE 2013
 CUERNAVACA, MORELOS - MÉXICO

COSTOS DE INSCRIPCIÓN:

ESTUDIANTES	
Si realicen su pago antes del 31 de agosto	US\$ 55.00 (625 pesos mexicanos)
Si realicen su pago después del 31 de agosto	US\$ 75.00 (875 pesos mexicanos)
PROFESIONISTAS	
Si realicen su pago antes del 31 de agosto	US\$ 100.00 (1125 pesos mexicanos)
Si realicen su pago después del 31 de agosto	US\$ 200.00 (2250 pesos mexicanos)

El pago de inscripción incluye materiales, almuerzo y coffee break.
 No incluye hospedaje.

Más información e inscripciones en:
www.congresoderechoreproductivos.com
contacto@congresoderechoreproductivos.com
<http://facebook.com/congresodr>



III LATIN AMERICAN LEGAL CONFERENCE ON SEXUAL AND REPRODUCTIVE RIGHTS, MÉXICO

Each edition of the Latin American Legal Conference on Reproductive Rights has been organized with renowned institutions; for example, the first was organized in Arequipa by the Medical Association, the second in Costa Rica with the Costa Rican Bar Association and Inter-American Institute for Human Rights, the third in Mexico and was organized with the Supreme Court of Justice (*Suprema Corte de Justicia de la Nación*, SCJN), the Council of the Federal Judiciary (*Consejo de la Judicatura Federal*, CJF), the Legal Research Institute of the National Autonomous University of Mexico (*Investigaciones Jurídicas de la Universidad Nacional Autónoma de México*, IJ-UNAM) and the Mexican Association of deliverers of Justice (*Asociación Mexicana de Impartidores de Justicia*, AMIJ).

An average of 350 professionals participated in each of these events, from legal, public health, academic areas; and results have been very positive, not only because of the quality of the speakers, but because of the extent of the impact these events are having as an important reference for discussion on sexual and reproductive rights.

Civil society organizations strengthened in their capacity to make proposals

- Compliance with CEDAW recommendations has been overseen so that the Executive may overcome obstacles in approving the technical guidelines for therapeutic abortion and access to health services for teenagers. This has allowed the Ministry of Women and Vulnerable Populations, the Ministry of Justice and the Presidency of the Council of Ministers to come up with informed institutional positions for the adoption of the therapeutic abortion protocol; however, compliance with the Opinion of the CEDAW Committee is still pending.
- PROMSEX implements its institutional work known as “MICAELA” using an advocacy-based model.
- The updating of regional action plans for the children and teenagers of Piura and Iquitos was promoted and supported, which included the rights of teenagers to sexual and reproductive health services.

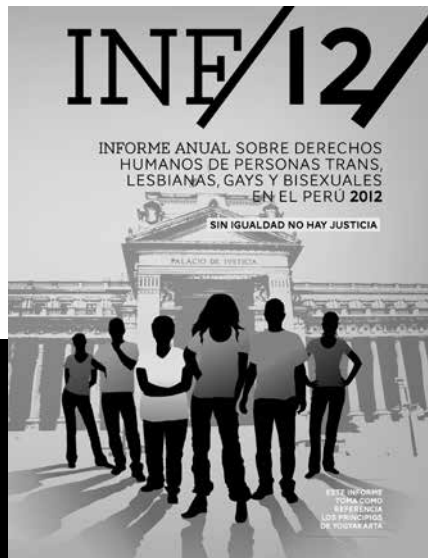
Human Security Issues in Citizen's debate

- Technical assistance of the non-discrimination ordinance of the Municipality of Miraflores (Lima) with the development of nine training sessions, involving 600 members of the night patrol and municipal officials on issues of gender and non-discrimination based on sexual orientation and gender identity.
- The addition of a chapter on sexual orientation and gender identity-based non-discrimination and hate crimes was approved in two government plans, one at a municipal level in 2012 (*Partido Fuerza Social*) and the other one at a national level in 2011 (*Alianza Electoral Gana Perú*).

2. COMPLIANCE WITH ACCESS TO SEXUAL AND REPRODUCTIVE HEALTH, JUSTICE AND HUMAN SECURITY

Landmark cases of rights violations

- At the international level, in partnership with the Center for Reproductive Rights (USA) and the Human Rights National Coordinator, two cases were litigated. The first case, “*LC vs. Peru*” was submitted to the CEDAW Committee who has ordered the State to repair the damage caused to the victim and, in addition, recommends the approval of a therapeutic abortion protocol and revision of legislation criminalizing abortion for rape. The second case is that of a gay activist who suffered discrimination and violence, and was submitted to the Inter-American Commission on Human Rights.
- There were three landmark cases at a national level: in the first case, the Judiciary issued a ruling in favor of a sex worker for an illegal search of her home by the police; two officers were convicted and sentenced to two years imprisonment. In the second case, a favorable ruling was issued for the first time by the National Institute for the Protection of Consumers and Intellectual Property (Indecopi) for discrimination of a trans person at *Gótica* discotheque. As a result, the Municipality of Miraflores (Lima), under its Non-Discrimination Ordinance, fined the discotheque. In the third case, a woman with HIV was defended for receiving negligent care during child labor, revealing the violation of the reproductive rights of that community, the case is still being tried by the Judiciary.
- With regards to administrative proceedings that were not litigated but still managed to change certain public policies, a claim was filed before the Municipality of the District of Puente Piedra (Lima), which opposed permitting the marriage of people living with HIV. Still, however, access to therapeutic abortion was achieved for two women, one of whose life was saved. Unfortunately, in the second case, measures were delayed and the woman died from cancer shortly after.



ANNUAL REPORTS
OF LGBT HUMAN
RIGHTS

Control systems and social monitoring of sexual and reproductive health and rights

- Four annual human rights reports were developed, in conjunction with *Red Peruana TLGB*, on compliance with the Declaration of Yogyakarta, which are reference sources for various national and international government bodies, civil society and human rights organizations. In addition, support for the development of Bolivia and Ecuador's reports was provided.
- In partnership with national and international organizations six shadow reports were developed on the implementation of international treaties before the Committee on Economic, Social and Cultural Rights (DESC); Human Rights Committee; Committee Against Torture; CEDAW Committee; Committee of the Child and the Universal Periodic Review (UPR). As a result, these international bodies issued observations and recommendations on: immediately approving the national protocol for therapeutic abortion, legalizing abortion for rape, reinstating emergency oral contraception (EOC), removing legal barriers to sexual and reproductive health for teenagers. In addition, measures were proposed for the prevention and punishment of sexual orientation-based discrimination, or hate crimes; improving care, prevention and law enforcement for violence against women, and eliminating the obligation to report women who seek health services after an incomplete abortion.



- PROMSEX is recognized as an institution specializing in sexual and reproductive rights which has managed to position symbolic dates. In addition, PROMSEX directors write op-ed columns in major newspapers.
- Our major campaigns include “75 *opiniones sobre el aborto*” [75 Opinions on Abortion] documenting the opinions of prominent community leaders. In conjunction with other feminist organizations, the campaign “*Déjala decidir*” [Let Her Choose] was launched for the descriminalization of abortion in the grounds of rape, as was the campaign “PATA’s” for the approval of the therapeutic abortion protocol and, finally, “*DIGNA, aborto en caso de violación sexual*” [WORTHY, abortion for rape], conducted in the framework of the Latin American Consortium Against Unsafe Abortion (*Consortio Latinoamericano Contra el Aborto Inseguro*, CLACAI) and promoted jointly with *Mesa por la Salud* and *Vida de las Mujeres de Colombia*.

Organizations with accountability capacity

- Eleven PROMSEX partner organizations in Lima, Loreto, Ucayali, Piura and Arequipa, have improved their monitoring and advocacy actions on issues

of sexual and reproductive rights and sexual and gender diversity. Thanks to that, better access to sexual and reproductive health for LGBTBI persons was made possible in eight health centers (three in the regions and five in Lima); and access to sexual and reproductive health of women living with HIV (in four health centers in Lima and Callao).

3. CONTRIBUTION FOR THE CREATION/ STRENGTHENING OF THE ACADEMIC DEBATE AND SPECIALIZED PUBLIC OPINION IN SYSTEMATIZATION AND KNOWLEDGE BUILDING

- We have contributed to strengthening a specialized regional network on abortion (CLACAI), which made it possible to strengthen advocacy actions, but also to promote competencies and institutional capacities.
- In order to analyze the strategies of opposition groups to sexual and reproductive rights, a report was developed on their strategies for interfering with the provision of sexual and reproductive health care supplies in Latin America. Together with *Católicas por el Derecho a Decidir* (CDD) Argentina, *Conservadurismos, Estado y política. Perspectivas de investigación en América Latina* [Conservatism, State and Politics. Research Perspectives in Latin America] was published. Lastly, two regional meetings were organized for analyzing public policies on sexual and reproductive health and the actions of opposition groups, with the participation of forty experts.
- Three studies were conducted on abortion: the first, pertaining to illegal abortion on the grounds of rape; the second, pertaining to the financial costs of unsafe abortion care; the third, on the financial cost for women who terminate their pregnancies.
- Four investigations on sexual violence were conducted: the first, pertaining to rape cases between 2000-2009, organizing, for the first time, information from different databases and facilitating estimations based on recorded data. This data is currently part of the official record on sexual violence. The second study



RESEARCH; SEXUAL
RAPE IN PERU
2000-2009 AND
EQUALITY IN THE
WAITING LIST

was conducted in Pucallpa, which documents trafficking and sexual exploitation in logging areas and was published in an indexed journal. The third study tackled the issue of trafficking and its effects on health. Finally, the study on Mazán (Loreto) was on the impact of sexual violence on pregnant teenagers.

- As far as LGTBI persons, *La igualdad en lista de espera* [Equality on the waiting list] was published, which enabled PROMSEX and other organizations to make a diagnosis and minimal set of demands before the health care system and in favor of the right to health of this population.
- Several surveys have been conducted over the last three years by a prestigious specialized consulting firm. Thanks to this, highly credible information was gathered on the public's perception of teenaged pregnancy, abortion, HIV, gender-based violence, sexual orientation and gender identity.

Institutional Strengthening

As far as its institutional strengthening, PROMSEX:

- Is renowned for its ethical commitment, technical capacity and reliability for aid agencies and donors, on the basis of its efficient and transparent management of funds. It is registered as a non-profit organization, both in Public Registries as well as those of the Peruvian Agency for International Cooperation (*Agencia Peruana de Cooperación Internacional, APCI*).
- Has a Associate's Assembly consisting of seven members and a Board of Directors. PROMSEX currently has a multidisciplinary professional staff, consisting of 17 individuals as well as the external support of consultants, doctors, lawyers and journalists.
- Strengthened its team and organizational environment by promoting professional development, English learning, and ensuring preventive medical examination and cozy workspaces.
- Has earned the cooperation of 22 agencies and private donors, such as AECID, ANESVAD, Catholics for Choice, Center for Reproductive Rights, *Comité IDAHOT*, Delegation of the European Union in Peru, ONU-Mujeres, Familias por la Diversidad Sexual, Family Care International, FOS, UNFPA, Ford Foundation, *Fundación Triángulo*, Gyuniti, Hivos, Ibis Reproductive Health, Interarts, IWHC, IPPF-SAAF, INSAP, Pathfinder International, PPFA Global, ONUSIDA, among others.
- As far as the use of leading technology in virtual social networks and other online fora, the institution managed to increase its followers on social networks by over



one thousand percent. PROMSEX manages eight websites, both thematic and network sites.

- As far as building partnerships, PROMSEX continues to be the Executive Secretary of the Latin American Consortium against Unsafe Abortion (CLACAI), from 2007 to date, a network that involves suppliers, activists and researchers working toward safe abortion. PROMSEX participates in *Mesa de Vigilancia Ciudadana en los Derechos Sexuales y Reproductivos*, in *Foro Salud* [Health Forum], in CLADEM - Peru, in *Red Peruana TLGB* [Peruvian LGBT Network], in International Lesbian & Gay Association - ILGA LAC, in *Red Iberoamericana de Educación LGBT* [Iberoamerican LGBT Education Network], in *Colectivo por la Infancia* [Collective for Children] and in *Grupo de Seguimiento al Programa Materno Neonatal* [Monitoring Group for the Neonatal and Maternity Program], which organizes *Mesa Nacional de Lucha contra la Pobreza del Perú* [National Roundtable for Fighting Poverty in Peru].

2014 – 2018

Strategic Plan

**SOCIAL AND POLITICAL SCENE:
A BRIEF CONTEXTUAL OVERVIEW**

VISION / MISSION

**CHALLENGES/ INITIATIVES/
INDICATORS**



» Immediate scenarios and new expectations »

Social and Political Scene: A Brief Contextual Overview

Today, Peru is very different from how it was twenty years ago. In fact, it is now a middle income country, but Peru's reported economic progress has had little impact on large persisting gaps, where there are three million people who have never been included in the country's development and continue to be part of the extremely poor population who lives on nearly one dollar a day.

What reports also leave out is that this so-called economic "growth" is reaching its end; in fact, recent reports indicate that there is 5.5% stagnation in growth. In addition, sources of income are mainly from extractive industries and primary export activities. With decreasing government regulation and little advancement in public investment, the perceived result is that public sector services have not improved.

President Humala's administration is not only questioned for abandoning the government platform that won him the election, but also for neglecting to create clear

anti-corruption policies and failing to look after public security. In this context, the democratic system has been further weakened.

While the gross domestic product (GDP) has four-folded from 1994 to date (INEI, 2013), only 12% of the economically active population (EAP) enjoys social benefits, 40% have an income below a living wage (IESI, 2012), and the country has the same index of inequality (Indice Gini) as it did 25 years ago (La Otra Mirada, 2012).

Public policies have continued their path of deterioration and so-called government “efficiency” in public affairs has only resulted in Peru being one of the countries in the region with the lowest investment in education (2.75 of the GDP), which is half of what Chile, Colombia and Ecuador invest and one third of what Bolivia invests.² As far as health, things are not that different: Peru invests 2.8% of the GDP, while Ecuador invests 7.3%, Chile 7.5%, Colombia 6.1% and Brazil 8.9%.

Low investment, as might be expected, has been transferred to families, further decreasing their already low incomes. For example, families must allocate at least 40% of monetary income to the attention of health problems, and at least 50% in education, provided primarily by the private sector as a result of the poor quality of public education.

The uneven economic growth in population has affected security and, particularly, gender-based violence. In Peru, an estimated one out of every five women has suffered sexual violence and, approximately, 70% of cases occur between the ages of 14 and 17 (PROMSEX, 2011). In addition, it is known that these situations most broadly affect teenagers, indigenous populations, migrants and the LGTBI population.

LIBERAL ECONOMIC POLICIES AND CONSERVATIVE POSITIONS ON THE PUBLIC POLICY

As in several countries in the region, the neoliberal economic model is not consistent with progressive public policies, much less if these are related to sexuality and reproduction. The little advancement that was achieved was neutralized by religious

² These numbers are well below UNESCO's proposed 8% of the GDP. <http://www.observatorio.org/comunicados/comun062.htm>

hierarchies, especially the Catholic Church. One example is sexual education in public schools, though there are educational guidelines on this topic and pedagogical guidelines for comprehensive sexuality education and a teacher's book, none of these resources have been used since 2008 because, according to educational authorities, there are other priorities.

The National Plan for the Reduction of Teenage Pregnancy, the approval of which took at least six years, also faces the same opposition. There is no interest on behalf of regional governments to include it in their budgets or public policies.

The same occurs with the National Plan for Human Rights, despite a legal mandate for its approval, it has been repeatedly archived for several years due to direct action from anti-rights groups that seek to prevent it from becoming a reference for public policies on sexual and reproductive rights, from benefiting the LGBTBI population or from preventing the violation of rights at law enforcement institutions.

Organizations linked to the Catholic Church, such as Evangelical Churches, have been key actors in anti-sexual and reproductive human rights actions. These organizations include the Population Research Institute (PRI), Latin American Alliance for the Family (*Alianza Latinoamericana para la Familia*, ALAFA), Center for Family Promotion and Natural Recognition of Fertility (*Centro de Promoción Familiar y Reconocimiento Natural de la Fertilidad*, Ceprofarena), all of precarious legality (incomplete registration in SUNAT, Ministry of Labor and others).

As a result of the work of these organizations, there have been setbacks that have affected the rights of persons such as the criminalization of consensual sexual intercourse between adolescents aged 14 to 18 years; attempting to achieve an absolute ban on abortion; withdrawal of emergency oral contraception from public services; and preventing any advancement on sexual and reproductive rights and gender equality.

Something that caught our attention in the last elections was the participation of religious sectors. In the 2011 general elections, there were 38 evangelical candidates, of whom 16 were pastors (42%) and 22 laymen (58%). Eight members of Congress were elected at this time: two from *Gana Perú*, two from *Alianza por el Gran Cambio*, two from *Fuerza 2011* and two from *Solidaridad Nacional*, constituting the so-called "evangelical caucus," which –albeit informally– coordinates agendas and aligns votes within the Congress.

ADVANCEMENTS IN THE LATIN AMERICAN REGION AND THEIR IMPACT AT A NATIONAL LEVEL

Much of what occurs in Peru is not alien to the advancements in the region including the approval of equal marriage in the Federal District of Mexico, Argentina and Uruguay; incidentally, Uruguay legalized abortion, breaking the long standing tradition of banning abortion in Latin America. However, there are also threats that cannot be ignored, such as those occurring in El Salvador, where abortion is equated to homicide and women are being incarcerated.

Since the Conference on Population and Development (1994), the interpretation of sexual and reproductive rights has been broadened, either through the existence of a comprehensive legal framework as well as through scientific breakthroughs that open new expectations with regard to welfare. This means that governments must assume more solid and inter-dependent agendas, and a greater understanding of what is actually entailed by citizen exercise of sexual and reproductive rights as human rights.

SHORT AND LONG TERM SCENARIOS

Both 2014 and 2016 are electoral years. The former are elections for regional and municipal governments, considered to be the ground floor of the State, where basic public services are adopted, such as health, transportation and security. In the last few years, some have approved key regulatory aspects, such as non-discrimination and development of inclusive services. However, in other municipalities, policies still involve the harassment and discrimination of LGTBI individuals under the alleged “public order” argument. In fact, elections for regional and local governments will constitute an opportunity to continue to advance toward the incorporation of more inclusive policies and more efficient services, education and culture.

With regards to presidential and congressional elections, today no single candidate surpasses a 25% preference among voters. The government’s incoherence with its plan and accusations of corruption against major party leaders are contributing to the increasing loss of legitimacy of the government and public skepticism, which opens the doors to so-called “outsiders,” leaders who come to power without the support of a technical and political team and without much political experience.

Despite this scenario, there has been significant advancement in citizen participation, especially among young people, and an unmet demand for change, which means there is an opportunity to disseminate findings and contribute to informed elections that include sexual and reproductive rights in the human rights agenda.

OUR PROPOSAL FOR THE CONSTRUCTION OF A MORE JUST SOCIETY

The agenda proposed by PROMSEX focuses on the conditions that threaten and violate the human rights of people, and consists of developing civil society's capacity to promote accountability and strengthen access to justice. Although public policies are the responsibility of the State, we are aware that society is not alien to them. Therefore, we propose continuing to deepen and broaden spaces for dialog, based both on evidence as well as reflection and common sense. Thus, the media and educational resources will be key tools.

Deepening and
broadening the
opportunities
for dialogue



Vision

By the year 2018, PROMSEX will strengthen its leadership in the debate, as well as contribute to increased accountability and policy advocacy to promote and defend equality in diversity and the full exercise of sexual and reproductive rights, contributing to the systematization of evidence and research. In its sustainability strategy, PROMSEX will continue to consolidate its national and international prestige as a transparent and efficient institution.

As far as its institutional mission, the organization persists on the central ideas outlined in 2010, which remain relevant.

Mission

PROMSEX is a non-government, feminist organization, comprised of both men and women, professionals and activists, that seeks to contribute to the promotion of integrity and dignity of individuals in their access to sexual and reproductive health, justice and human security, through advocacy, knowledge development and joint work with other civil society organizations.

Challenges, Initiatives and expected Outcomes

PROMSEX has faced tangible institutional and organizational challenges that revolve around the promotion of policies that guarantee the full exercise of sexual and reproductive rights.

Promsex will also strengthen its prestige and recognition at a national and international level.

INSTITUTIONAL CHALLENGES

1. To promote policies and regulatory frameworks that guarantee the full exercise of sexual and reproductive rights.

EXPECTED OUTCOMES

- 1.1 Public policies proposals with technical support at the regional and national level, regarding non-discrimination, human safety, sexual and reproductive health and rights, for discussion in institutional arenas.
- 1.2 Professional association, medical and legal associations, key State sectors, publicly fostering an informed opinion towards sexual and reproductive rights.
- 1.3 Regional and national movements positioning themselves informedly about health, sexual and reproductive rights, equality and non-discrimination.

2. To promote accountability mechanisms for compliance with policies and standards guaranteeing sexual and reproductive health, justice and human security.

EXPECTED OUTCOMES

- 2.1 Legal representation and dissemination of landmark cases of violation of sexual and reproductive rights.
- 2.2 Strengthening of civil society leaders and organizations for enforcement and accountability.

3. To help improving the quality of care and access to public health services, education and public security, in the context of sexual and reproductive rights.

EXPECTED OUTCOMES

- 3.1 Selected public health services increase access to legal abortion, post-abortion care and family planning, as well as sexual and reproductive health care for the LGBTI population.
- 3.2 Selected public health services include prevention mechanisms, screening and care in cases of sexual violence and trafficking for sexual exploitation.
- 3.3 Selected public schools that provide educational services committed to the prevention of sexual violence, trafficking for sexual exploitation and bullying.

4. To strengthen an informed current of public opinion toward equality in diversity and the exercise of the human rights of people.

EXPECTED OUTCOMES

- 4.1 Innovative studies that broaden approaches toward human rights and sexual and reproductive rights.
- 4.2 Institutional spokespeople and public opinion leaders promote arguments in favor of sexual and reproductive rights in mainstream media.
- 4.3 Social networks and institutional websites become a beacon for discussion and information on human rights and sexual and reproductive health and rights.

ORGANIZATIONAL CHALLENGES

1. To consolidate labor policies that ensure fair recognition and opportunities for professional development for PROMSEX's human resources.

INITIATIVES:

- 1.1 Implementation of a human resource policy that promotes teamwork.
- 1.2 Promotion of leadership, based on quality, competitiveness and professionalism from our staff through training strategies.
- 1.3 Promotion of motivation mechanisms and integration processes for strengthening our institutional commitment.

2. To diversify strategies for financial sustainability for the 2014-2018 strategic plan.

INITIATIVES:

- 2.1 Building alliances and partnerships with complementary organizations that are similar to PROMSEX at a national level and who focus on human rights, the environment, and the rights of children and teenagers for drafting joint proposals.
- 2.2 Establishing a permanent institutional body for monitoring new funding opportunities and developing proposals.
- 2.3 Increasing institutional funds through the generation of our own resources and other ways of financing development projects.



Motivation
and integration
for our
commitment



RESULTS AND INDICATORS

CHALLENGE 1:

To promote policies and regulatory frameworks that guarantee the full exercise of sexual and reproductive rights.

EXPECTED OUTCOMES	INDICATORS
1.1 Public policies proposals with technical support at the regional and national level, regarding non-discrimination, human safety, sexual and reproductive health and rights, for discussion in institutional arenas.	1.1.1 Number of bills on non-discrimination, human security, health and sexual and reproductive rights with technical assistance from Promsex.
	1.1.2 Number of ordinances and regional plans that ensures sexual and reproductive rights with technical assistance from Promsex.
	1.1.3 Number of technical regulations proposed and agreed upon in sexual violence care, trafficking for sexual exploitation, and therapeutic abortion that include sexual orientation and gender identity.
1.2 Professional associations, medical and legal associations, key State sectors, publicly fostering an informed opinion towards sexual and reproductive rights.	1.2.1 Number of active voices in the public discussion for promoting accountability of policies and regulatory frameworks.
	1.2.2 Number of informed technical opinions submitted to Congress and/or the Executive by professional associations, legal and medical associations, and key government sectors.
1.3 Regional and national movements positioning themselves informedly about health, sexual and reproductive rights, equality and non-discrimination.	1.3.1 Number of movements that commit on access to legal abortion, sexual and reproductive rights of teenagers, trafficking for sexual exploitation and sexual orientation and gender identity.
	1.3.2 Number of national and regional government plans for incorporating public policy measures on access to legal abortion, sexual and reproductive health of teenagers, trafficking for sexual exploitation and sexual orientation and gender identity.

CHALLENGE 2:

To promote accountability mechanisms for compliance with policies and standards guaranteeing sexual and reproductive health, justice and human security.

EXPECTED OUTCOMES		INDICATORS	
2.1	Legal representation and dissemination of landmark cases of violation of sexual and reproductive rights.	2.1.1	Number of legally represented cases and technical opinions on violations of sexual and reproductive rights before national and international bodies.
		2.1.2	Number of laws and regulations being challenged for violating the full exercise of sexual and reproductive rights.
2.2	Strengthening of civil society leaders and organizations for enforcement and accountability.	2.2.1	Number of accountability initiatives developed by leaders and civil society organizations at a national level.
		2.2.2	Number of interventions for reporting to international mechanisms on treaty compliance, in conjunction with civil society organizations.

RESULTADOS E INDICADORES

CHALLENGE 3:

To help improving the quality of care and access to public health services, education and public security, in the context of sexual and reproductive rights.

EXPECTED OUTCOMES	INDICATORS
3.1 Selected public health services increase access to legal abortion, post-abortion care and family planning, as well as sexual and reproductive health care for the LGBTI population.	3.1.1 Number of women receiving care for legal abortion, post abortion care and family planning at public health services with proper protocols.
	3.1.2 Number of public facilities providing comprehensive sexual and reproductive health care to LGBTI persons.
3.2 Selected public health services include prevention mechanisms, screening and care in cases of sexual violence and trafficking for sexual exploitation.	3.2.1 Public services to include selected health prevention mechanisms, screening and care in cases of sexual violence and trafficking for sexual exploitation.
3.3 Selected public schools that provide educational services committed to the prevention of sexual violence, trafficking for sexual exploitation and bullying.	3.3.1 Number of public schools taking actions to prevent sexual violence, trafficking for sexual exploitation and bullying.

CHALLENGE 4:

To strengthen a favorable current of public opinion toward equality in diversity and the exercise of the human rights of people.

EXPECTED OUTCOMES	INDICATORS
4.1 Innovative studies that broaden approaches toward human rights and sexual and reproductive rights.	4.1.1 Number of published and disseminated investigations.
	4.1.2 Number of indexations and references in specialized journals.
	4.1.3 Number of online downloads of publications.
4.2 institutional spokespeople and public opinion leaders promote arguments in favor of sexual and reproductive rights in mainstream media.	4.2.1 Appearances, by type and theme, of institutional spokespersons.
	4.2.2 Increase in favorable public opinion toward human rights and sexual and reproductive rights.
4.3 Social networks and institutional websites become a beacon for discussion and information on human rights and sexual and reproductive health and rights.	4.3.1 Number of visits and traffic to institutional site.
	4.3.2 Level and interactions and fidelity in institutional social network sites.

© Centro de Promoción y Defensa de los Derechos Sexuales y Reproductivos-PROMSEX
Av. José Pardo 601, oficina 604, Miraflores, Lima 18, Perú

Editor: Gaby Cevalco
Photos: iStockPhoto / p.4 Carla Giannina
Layout: Julisa Soriano
Printing: Lettera Gráfica
Jr. Emilio Althaus N° 460 Lince T: 471-0700 F: 471-6164

2014-2018 Institutional Strategic Plan
March 2014
Lima, Peru

PROMSEX

CENTRO DE PROMOCIÓN Y DEFENSA
DE LOS DERECHOS SEXUALES Y REPRODUCTIVOS

www.promsex.org

PROMSEX

CENTRO DE PROMOCIÓN Y DEFENSA
DE LOS DERECHOS SEXUALES Y REPRODUCTIVOS

www.promsex.org

This publication was made possible through the support of:

