NEWS RELEASE

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FOR IMMEDIATE RELEASE

SEX ED ON THE GO
Award-Winning Teen Web Site, Sexetc.org, Goes Mobile

PISCATAWAY, NJ – Answer, a national sexuality education organization based at Rutgers University, announced today that three sections of its award-winning teen Web site, Sexetc.org, can now be accessed through handheld mobile devices.

“There’s no doubt about it—young people use mobile devices. Teens value and rely on them for timely, cutting edge information,” says Dr. Elizabeth Schroeder, Answer’s executive director. “But what comes with being able to use the Internet anywhere, anytime is far-too-easy access to misinformation about sexuality, which can be extremely harmful. This is where Answer comes in,” she added.

Three areas of Sexetc.org can now be accessed using mobile browsers. “Sex in the States” describes sexual health laws relating to youth in each state. The “Frequently Asked Questions” section answers nearly 350 questions about sexuality, relationships and much more. Finally, over 400 “Sex Terms”—sexuality-related words or phrases—are defined in order to help young people understand and make use of the most accurate information possible.

Schroeder explains that mobile access is key to reaching the most vulnerable, at-risk youth populations. “Lower income individuals and families in the U.S. are disproportionately affected by the potentially negative outcomes of risky sexual behaviors, including too-early pregnancy and sexually transmitted diseases,” she says. “Among these are a disparate number of African-American and Hispanic individuals.” Research on mobile Web use, specifically the Pew Research Center’s 2010 study, shows that members of these groups are among the most avid users of the Internet via their cell phones and other handheld devices, and that low-income groups are some of the fastest adopters of the mobile Web.

“Answer reaches nearly five million teens each year, but there are more than 16 million teens in the U.S.,” says Schroeder. “Mobile access is clearly an invaluable part of ensuring that all young people receive the life-enhancing, often life-saving sexuality information they need and deserve.”

Funding for this mobile initiative comes from the California-based Compton Foundation.

Answer is an award-winning national organization based at Rutgers University that is dedicated to providing and promoting comprehensive sexuality education to young people and the adults who teach them. Its ongoing programs include the national Teen-to-Teen Sexuality Education Project, which reaches millions of teens annually with teen-written sexual health information through the Sex, Etc. magazine and Web site, Sexetc.org; and the Sexuality Education Training Initiative, which provides training, resources and technical assistance to more than 5,000 educational professionals per year. To learn more about Answer, log on to http://answer.rutgers.edu.

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