



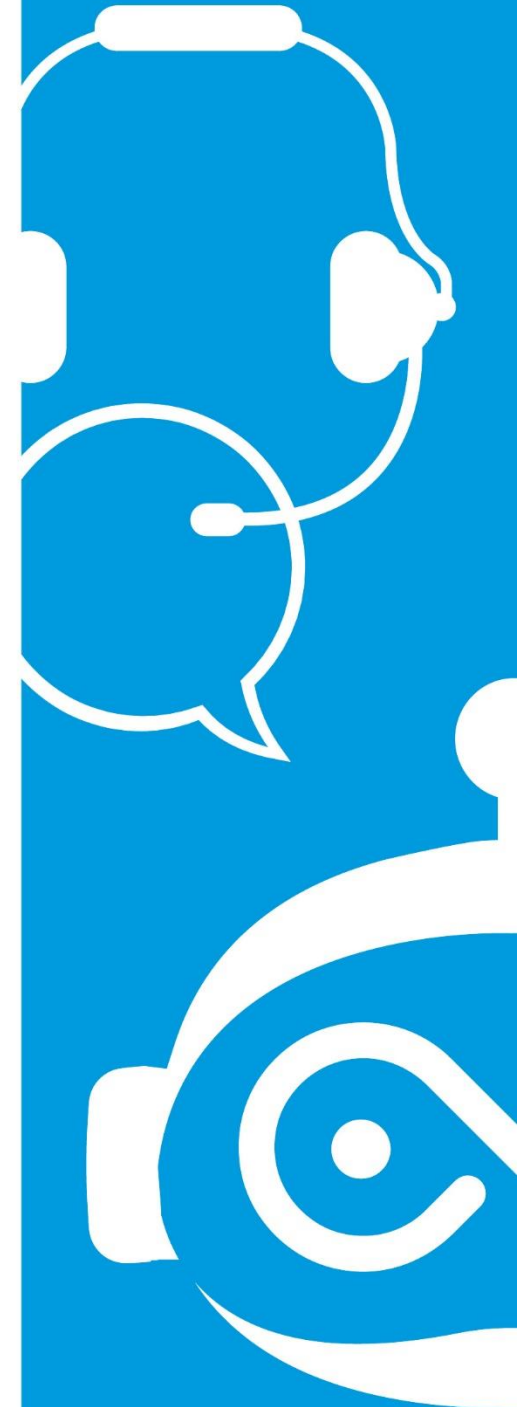
STREAMING SERVICES

What is it?

Streaming is a **digital tool** that allows the transmission of a continuous stream of audio or video data from the Internet while content is being played. Streaming technology makes it possible to watch or listen to a live broadcast while it is being downloaded from the Internet. With streaming it is not necessary to wait for the complete download to be able to reproduce the information.

Streaming services have significantly transformed the way we consume media, enabling convenient on-demand streaming and personalized content experiences, so we can also think of them as a **digital phenomenon**.

The most popular streaming services used by youth are Netflix, Disney+, Prime Video and YouTube.



How can it impact the sexual and reproductive health of youth?

Streaming services can potentially expose youth to explicit or inappropriate sexual content, which may affect their understanding of healthy relationships, consent, and sexual behaviour. At the same time, streaming platforms can play a positive role in promoting comprehensive and age-appropriate SRH education and providing valuable information resources for youth.

Some streaming services may offer educational content about SRH such as short or long-form documentaries produced or available on these platforms. This type of information content addresses topics such as STD prevention, birth control, consent, adolescent SRH education, etc.

Some examples of this type of content which are readily available to subscribers are:

- Sex, Explained - Netflix
- The Principles of Pleasure - Netflix
- The Business of Birth Control - Amazon Prime



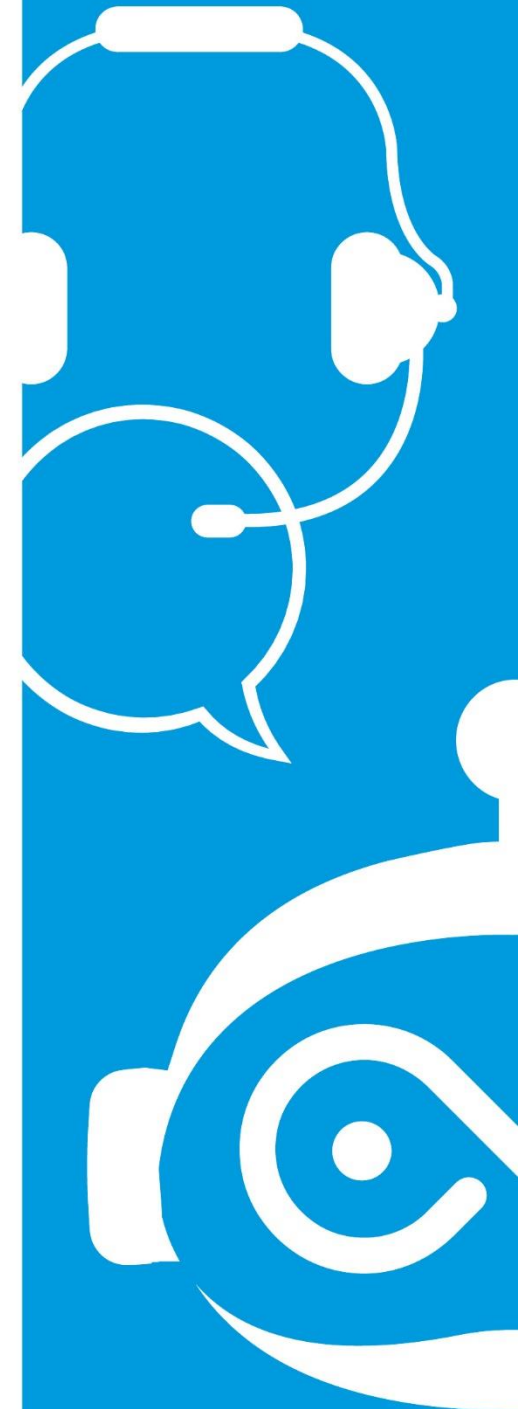
What are some ways in which youth can be supported?

- Watch some of the available content (such as the ones mentioned above) and prepare some interactive and informational activities for youth, such as debates and panels concerning SRH messaging in media today, then open the discussion to other available content on streaming about SRH.
- Educate youth on the concepts of 'representation' and 'visibility'. Television and cinema often reflect and shape social perceptions and attitudes and can be an avenue where youth are introduced to depictions of minority groups, especially sexual minority groups like LGBTQI+ characters, for the first time. Take some existing examples from streaming platforms, well-known by your target group, and create activities related to analysing and deconstructing the identities shown.

Related digital phenomena/tools:

See sheets:

- Misconception and misinformation: Reproductive health and anatomy
- Misconception and misinformation: Emotional effects of sex
- Social media: YouTube



Further reading:

- Montoya, Jorge A., Aaron Plant, Deborah Neffa-Creech, Cecilia Orvañanos, and Kriss Barker. "Overcome the Fear (Vencer El Miedo): Using Entertainment Education to Impact Adolescent Sexual and Reproductive Health and Parent-Child Communication in Mexico." *BMC Public Health* 22, no. 1 (December 16, 2022): 2366. <https://doi.org/10.1186/s12889-022-14853-8>.
- Pérez Lence, Francisca. "Sex Education: La ESI En Netflix." Madrid: Complutense University of Madrid, 2019.
<http://salutsexual.sidastudi.org/es/registro/a53b7fb36f18510401700f2c84740380>.

