

Conference
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**Get a 'Yes'. Explaining how and why Iceland made a short film
about the boundaries between sex and violence**

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Summary

“Get a 'Yes'”. Explaining how and why Iceland made a short film about the boundaries between sex and violence”

How do you create educational material that is accessible to teenagers and generates discussion? How do we best educate this age group on the boundaries between healthy sexual behaviour and violence?

These questions were some of those handled by the project group on Awareness of Sexual, Mental and Physical Violence against Children, set up on the basis of the Lanzarote Convention, as collaboration between three Icelandic ministries: The Ministry of Welfare, The Ministry of the Interior, and the Ministry of Education, Science and Culture.

The group focuses on education as a tool for prevention, and in this particular project we wanted to target young people between 15 and 18 years of age. We wished to focus on healthy sex, gender equality, sexual violence and the effects of pornography.

After extensive discussion with people experienced in targeting this age group, it became clear that a video on YouTube was an ideal way to reach teenagers, most of whom are accustomed to accessing music videos and other material on the internet. We got in touch with a well-known Icelandic pop star, who has been active in raising young people's awareness of the negative effects of pornography. He met with the project group, along with an author and a specialist in producing media material for children and young people, and so was born the idea of a short film.

The meeting took place in February 2012 and in September of that year a contract was signed on the production of a short film, ca. 15-25 minutes, which could be divided into sections to be accessible on the internet and viewed through YouTube.

The contract was made rather complex by the fact that we wanted the film to stay within the boundaries of decency necessary for it to be shown in schools, while at the same time be provocative enough that youths would themselves chose to go onto YouTube to view it. We wanted plenty of time to be spent on consulting with specialist focus groups, and that their opinions be considered before producing the final cut and text. We arranged for the film to be made available on a website (<http://faduja.is/>), which contained information and guidance for teachers and guardians, to be used in discussion on the central themes of the film: the boundaries between sex and violence. Separate contracts were made with regard to copy right etc. The producers hired

several actors between the ages of 18 and 20, and entered into contracts on shooting, cutting and other aspects of film production.

In its final stages the film was shown to Ministers and staff in the three Ministries that collaborated in its production. "Get a 'Yes'" was premiered on the 30th of January 2013 in all Icelandic schools with pupils in the 15-18 year age range. The previous day it was featured on prime-time television, and followed up in the media in the days that followed.

Useful links:

<http://faduja.is/fadu-myndina/>

www.menntamalaraduneyti.is