

In a society where everyone can shape their destinies.

The goal is a society

where everyone can shape their destinies.

All can choose who they like, when, and where,

how they want to work,

the kinds of families and relationships they want,

and how they want to live.

The goal is a society where everyone can live

as they choose

by discussing and respecting one another's

minds and bodies for

valued relationships

and individual rights.

<https://srhrforjapan.com/>



# In a society where everyone can shape their destinies.

SRHR for JAPAN

Campaign Activity Report

(December 2024–November 2025)

Plan International Japan

January 2026



## SRHR for JAPAN Campaign Activity Report (December 2024–November 2025)

- 02 Executive Summary & SRHR Overview
- 04 Toward a society in which all can shape their destinies  
: The SRHR for JAPAN vision and approach
- 06 Pillars of activities and KPI highlights  
: By the Numbers
- 08 To realize more comprehensive life safety education  
: A year of dialogues and preparations
- 10 Policy and advocacy  
: Progress in policy domains through steady dialogues and relationship-building
- 12 Opinion formation and public relations  
: Communication through dialogues and broadening points of contact with society
- 14 Corporate cooperation  
: Toward the next phase to connect human capital management and SRHR
- 16 Surveys and research: To encourage social and policy action based on evidence
- 18 Insights and improvement policies for the next fiscal year
- 19 Partners list, revenues/expenditures report  
: To supporters of the campaign
- 20 List of media reports

### About Plan International

We are Plan International;  
we work with children and  
girls in over 80 countries  
to help create a world  
where we are all equal.

# Executive Summary

## Campaign Visions, Approaches, and Backgrounds

SRHR for JAPAN considers sexual and reproductive health and rights (SRHR) to be the foundation of a society where all can shape their destinies. We aim to realize a society where children can understand, protect, and speak freely about their own hearts and bodies.

Based on the Japanese government's life safety education initiatives, we simultaneously promote education, policy, opinion formation, corporate cooperation, and surveys and research to ensure that education to protect hearts and bodies, including respect for human rights, emotional security, relationships, and the power of self-determination, takes firm root.

## Positioning of the first fiscal year

We considered the first fiscal year to be the phase of building foundation while prioritizing the laying of the groundwork for trust, a common language, and practical models, rather than maximizing numerical results. We link multiple domains based on stakeholder and system analyses by treating the educational field, government, businesses, media, and social media to influence one another.

## Main initiatives and results in the first fiscal year (five pillars)

### 1 Cooperation with education and local government

#### Holding study meetings:

Holding study meetings: We held a study meeting for educators, specialists, and representatives of local governments on the theme of life safety education (one meeting attended by about 170 people, with a 92% satisfaction rate).

#### Studying course models:

We promoted study of course models in which birthing assistants, obstetricians and gynecologists, and other outside specialists support school education and began approaching local governments and schools about pilot implementation.

### 2 Policy dialogue

#### Cooperation with a nonpartisan network of members of parliament:

In cooperation with the Asian Population and Development Association (APDA), we promoted policy dialogues and development of opportunities for the exchange of opinions (such as study meetings, communication in international conferences, and webinars) based on the nonpartisan Japan Parliamentarians Federation for Population (JPFP) for which the APDA serves as secretariat.

#### Dialogues with government agencies and political parties:

Having welcomed Wakako Yata, a member of parliament and former aide to the prime minister, as an advisor, we exchanged opinions with ruling and opposition parties and members of parliament and continued information sharing and dialogues with related government agencies, such as the Ministry of Education, Culture, Sports, Science and Technology. We are building the foundations for policy dialogues in the next fiscal year and beyond by making strategy documents and proposals more exhaustive as we review the issues of interest to each party and systemic points of contention.

### 3 Opinion formation and public relations

#### Press conferences and media coverage:

Since a July 2025 press conference, we have been covered in 11 newspapers, 1 magazine, and 219 web media outlets with a total of about 1.2-million-page views (equivalent to about 200 million yen in public relations).

#### Advertising:

In August 2025, we released posters and web advertising on the theme of sexual consent. This campaign generated approximately 17 million ad impressions and approximately 240,000 clicks. This resulted in about 1800 cases of access to the special website and participation.

### 4 Cooperation with businesses and partners

#### Building alliances with businesses:

In FY 2025, we formulated strategy documents for corporate partnerships and began dialogues, starting with such areas of interest as human capital management and well-being. Seeing businesses as more than just supporters, we are focusing on them as key actors in reforms.

### 5 Surveys and research (evidence-based)

#### Conducting large-scale surveys:

We conducted the nationwide SRHR White Paper 2025 survey (in April 2025, of 10,000 subjects aged 15-64) and a survey of guardians of high school students (in September-October 2025, of 1,906 subjects).

## Suggestions from survey findings: review of issues based on evidence

### 1. Gaps between recognition and learning experiences

The nationwide survey showed an SRHR recognition rate of only 25% (and an understanding rate of 9%). While the recognition rate for sexual consent was high at 85%, the learning experience rate was only 18%, and less than 30% of respondents were confident regarding implementation.

### 2. High levels of sympathy and unease among guardians

The guardian survey showed that about 99% sympathized with the concept of education to protect hearts and bodies. At the same time, there was considerable unease about who would do the teaching and the extent of its coverage, clearly showing the need for involvement of outside experts and proposal of practical implementation models.

### 3. Summary: Insufficient leading opportunities and implementation models

Both sources showed that while there were high levels of sympathy with the need for SRHR, practical learning opportunities and implementation models are lacking.

## Toward the next fiscal year: Migrating toward implementation and expansion

Based on the foundations from the first fiscal year, we will fully implement pilot programs in cooperation with local governments. The plan is to conduct trials at a small number of schools and verify their results through third-party evaluations to lay the groundwork for future deployment and systematization. We also will continue steady advocacy efforts as a bridge between policymakers and the field through continual involvement in policy processes based on the knowledge learned through surveys and dialogues.

# The SRHR for JAPAN vision and approach

## Aiming for a society where children can understand, protect, and speak about themselves

Sexual and reproductive health and rights (SRHR) is a concept that goes beyond sexuality and medical care. It promotes the ability to understand one's own mind and body, to be respected, and to seek help when needed. It is deeply related to the power to choose one's own destiny in areas of everyday life such as love, personal relations, education, and career. At the same time, there cannot be said to be enough opportunities for learning about and discussing the mind, body, and relationships with peace of mind in Japanese society. This has resulted in repeated emergence of such issues as sexual violence, harassment, and isolation as inaccurate information and assumptions spread. What is needed today is the development in society of a shared basis for all to value their own hearts and bodies and those of others, without having any specific values forced on them.

## This campaign's final goal

The final goal of SRHR for JAPAN is to realize a society in which all children can learn about, protect, and speak freely about their own hearts and bodies. We aim to build social systems in which guardians, the educational field, communities, businesses, and government have shared understandings and support one another, while also growing children's own powers.

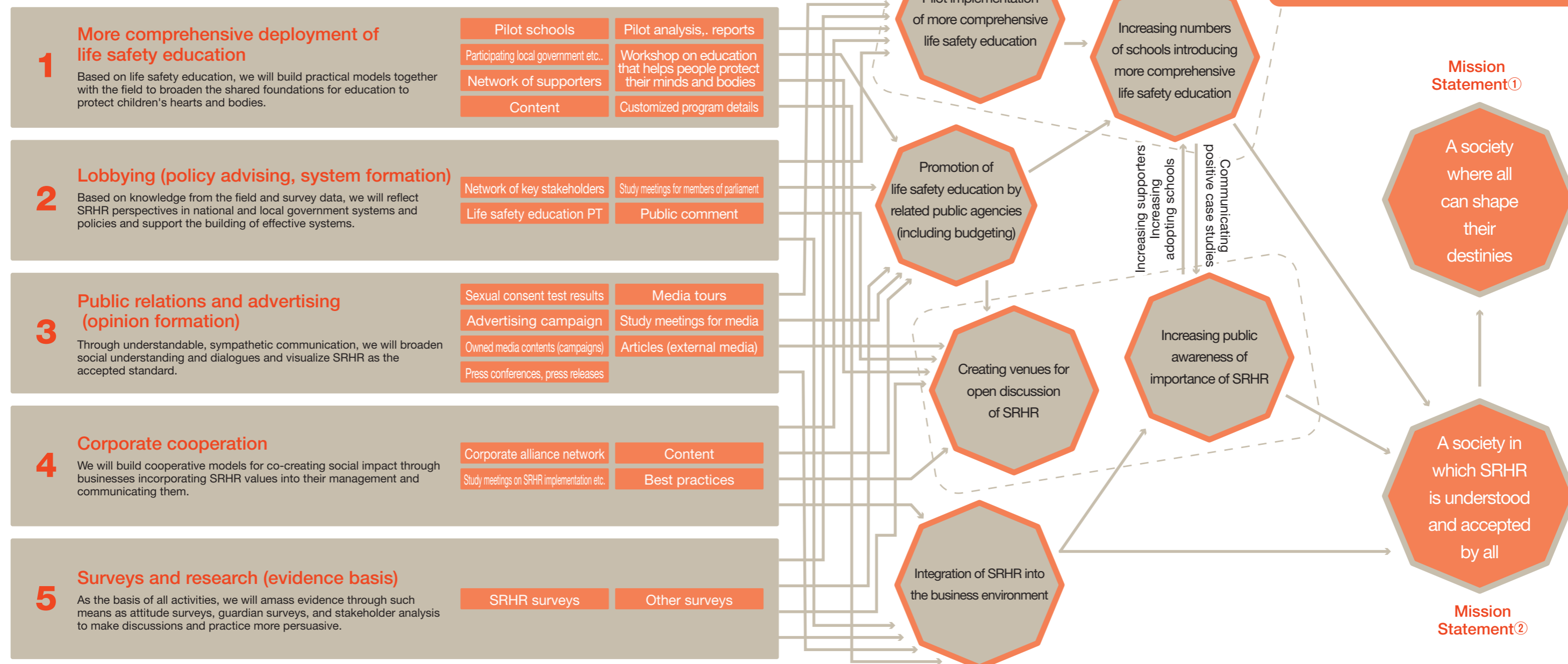
## Logic model concept

SRHR for JAPAN does not believe that social change will result from a single effort.

Based on evidence from surveys and research, we will advance education, policy, opinion formation, and corporate cooperation simultaneously and share the results among them through a cycle to establish SRHR with deep roots in society as an accepted basis for people choosing their own futures.

## The five pillars of SRHR for JAPAN: A vision to move society based on evidence

To generate change with deep roots in society, in addition to the four practical pillars of education, policy, public relations, and corporate partnerships, SRHR for JAPAN clearly identifies surveys and research, which support all of these, as fundamental pillars. These five pillars interact in a structure that generates evidence-based cycles.



# Pillars of activities and KPI highlights

This page depicts the SRHR for JAPAN campaign's first-year initiatives by the numbers based on KPIs.

Note: The figures below are limited to short-term (up to two years) KPIs that could be measured in the first fiscal year.

## ① Education and local government cooperation (realizing more comprehensive life safety education)

KPI	Target (first FY)	Results	Achievement
Participants in study meetings and conferences nationwide	Implemented	Conducted once, with approx. 170 participants (hybrid participation)	Achieved
Satisfaction with study meetings	Achieved ≥80%	92%	Achieved
Consultation and cooperation from local governments regarding study of introduction	—	Multiple local governments	Progress made
Basic surveys (attitude surveys, guardian surveys)	1–2 surveys	2 surveys conducted	Achieved

## ② Policy and dialogues (lobbying/system formation)

KPI	Target (first FY)	Results	Achievement
Dialogues and cooperation with policymakers and members of parliament	Implemented	Held multiple times	Achieved
Holding study meetings and exchange of opinions	4 times	1 international conference 1 in-person study meeting 1 online study meeting	Achieved

## ③ Opinion formation/public relations

KPI	Target (first FY)	Results	Achievement
Information communicated by media and social media	1M article page views achieved 1K followers each on X and Instagram	Approx. 1.2 million article page views X followers: 174; Instagram followers: 214 (as of March 2026)	Not Achieved
Press conferences and related reports	Conducted 2 times	One press conference held Three study meetings held for journalists Four press releases issued Related reports published in 38 media organs (print and online)	Achieved
Continually building relationships with the media	Implemented	13 participants in media tour (10 journalists, 3 experts)	Achieved
Public relations and digital measures	Implemented	Posters issued to raise awareness of sexual consent (August) Web advertising: linked to special site Total number of advertising expressions: approx. 17 million Total clicks: approx. 240,000 Special site access and participation measures: approx. 1,800	Achieved

## ④ Corporate cooperation

KPI	Target (first FY)	Results	Achievement
Dialogues and exchanges of information with companies and related parties	Implemented	Conducted multiple times	Progress made
Study of future cooperation	Implemented	Development of a corporate partnership strategy and roadmap	Achieved

## ⑤ Surveys and research (basis)

KPI	Target (first FY)	Results	Achievement
Initial analysis/logic model formulation	Implemented	Completed	Achieved
Setting KPIs for future evaluation	Implemented	Completed	Achieved
Surveys	Implemented	Implemented twice	Achieved

## Key points identified from initial analysis (summary)

Initial analysis (stakeholder and system analysis) provided the following important suggestions.

### A lack of learning opportunities was more of an issue than insufficient knowledge

Results showed that while many adults and guardians consciously want to value children's safety and dignity, the fact that the social decision-making stratum lacks opportunities for systematic learning itself is an underlying issue.

### Life safety education can serve as the starting point for social consensus

Analysis showed that while the term "comprehensive sexuality education" was prone to resistance, the expressions "life safety education" and "protect heart and body" clearly were easier for guardians, local governments, and policymakers to accept. These findings support the validity of the campaign's approach.

### Mutual linkage of education, policy, businesses, and media

System analysis showed that the structure involves mutual influence among policy, businesses, media, and social media in addition to the educational field.

This suggests the need to promote the following measures simultaneously instead of only individually:

- Practice in the educational field
- Policy dialogues
- Opinion formation
- Cooperation with businesses
- Surveys and evidence building.

### The first fiscal year was valid as the foundational phase

Based on the above, the decision to see the first fiscal year as a time for building the foundations of trust, common language, and implementation models, instead of maximizing numerical figures, is consistent with the analytical findings.

# To realize more comprehensive life safety education

Thorough dialogues with the educational field and preparations for actual practice are essential to create an environment in which children can understand their own minds and bodies and learn and ask for help with peace of mind. This campaign strived this year not only to urgently provide and expand opportunities for learning together with educators, specialists, and representatives of local governments, but also to seek out practical possibilities based on feedback from the field.

## Why life safety education is important

It became clear through dialogues with the educational field that there was a strong demand in today's education to help children to understand their own minds and bodies and be able to protect themselves in relationships with others, instead of simply cramming knowledge into students.

Through this process, life safety education, which the Ministry of Education, Culture, Sports, Science and Technology began to introduce for elementary, middle, and high schools across Japan in the 2023 school year, is attracting attention as an educational program to teach children how to say "No!" to unwanted behavior and respect themselves and others, and to protect them from sexual violence and abuse.

Based on prevention of sexual victimization and respect for human rights, this initiative has earned a degree of support from many in the educational field as a shared educational platform suited to children's developmental stages.

But at the same time, it is a fact that it does not yet fully reflect comprehensive perspectives, including understanding of human rights and gender equality, as well as psychological security and relationships, due to regional variations in the content of teaching materials, educators' degrees of understanding, and implementation systems.

Based on this governmental concept of life safety education, SRHR for JAPAN strongly recognizes the need for more evolved education to protect hearts and bodies that includes the following perspectives:

- Respect for human rights
- Psychological security
- Relations with others
- Self-determination

Our aim is to verify and implement this educational model together with the field and ensure that it takes root as a sustainable value.

## Study of course models by outside experts and preparations for pilot programs

Based on these discussions, this campaign is promoting study of course models in which outside experts support school education. The aim is to build environments in which children can learn with peace of mind while lessening the burden on educators through the involvement of instructors who possess specialized knowledge, such as birthing assistants, obstetricians, and gynecologists. Currently, we are in the preparatory stage for pilot campaign implementation while approaching local governments and schools. The plan is to conduct trials at a small number of schools and verify their results through third-party evaluation to lay the groundwork for future deployment and systematization.

## Lessons and possibilities recognized through feedback from the field

Study meetings and subsequent dialogues generated numerous comments on such subjects as the need for opportunities for children to discuss matters with peace of mind and the way the involvement of experts makes it easier to obtain guardians' understanding. Repeated dialogues with the field of education have made clear some issues that can contribute to practical implementation and provided a sense that we are building a realistic, expandable model. This campaign will continue to cooperate with the field to work toward practical learning.

September 12  
study meeting

First steps  
from the field



## A day for thinking about how to implement life safety education in the field

On September 12, 2025, educators, guardians, representatives of local governments, nonprofits, experts, and other participants from diverse standpoints met at Tokyo Midtown for a study meeting on the theme of life safety education.

In addition to lectures, this study meeting focused on small-group dialogues for frank and open sharing of issues and possibilities that individual participants sensed in the field.

### Main insights and findings

- Many people commented that while they understood the need for life safety education, there was a strong need for practical course models and participation by outside experts.
- Dialogues by educators, guardians, and supporters helped to resolve uneasiness and misunderstandings from differences in points of view and led to a shared starting point.
- Participants suggested numerous practical first steps, such as small trial runs in the community or bringing up the subject in schools and communities.

At the end of the study meeting, individual participants put into words the actions that they could take from their own standpoints and proposed practical actions for the future. These comments provided important suggestions for future study of course models and discussions with local governments.

# Progress in policy domains through steady dialogues and relationship-building

SRHR for JAPAN has focused on nonpartisan dialogues with members of parliament and continued relationship-building, aiming to connect issues in the field and social needs concerning life safety education to policy debate. In the first fiscal year, we focused on building the foundations for a shared awareness of the issue among policy decision-makers, instead of rushing toward systemic changes.

## Nonpartisan policy dialogues and networking with members of parliament through the APDA



In this campaign, we cooperated with the Asian Population and Development Association (APDA) in policy dialogues and development of opportunities for exchange of opinions based on the nonpartisan Japan Parliamentarians Federation for Population (JPPF) for which the APDA serves as secretariat. Established in 1974, the JPPF is a nonpartisan organization of members of parliament with a long history in the fields of population and development. This year, under its chairperson, member of the House of Representatives Yoko Kamikawa (former Minister of Justice), it deployed activities centered on a project team on the theme of life safety education (led by member of the House of Representatives Toshiko Abe). Starting with a study meeting in April 2025, it provided opportunities for initial discussions among ruling and opposition parties to share facts from the field of education, survey findings, and international discussions, including an international conference in October and a webinar in November.

## Relationship building and policy dialogues with government agencies

We continued information sharing and dialogues with related government agencies such as the Ministry of Education, Culture, Sports, Science and Technology. Through briefings for and visits to individuals connected to government agencies, including parliamentary secretaries, we carried out repeated practical dialogues to contribute to the study of future measures while sharing practical information such as facts from the field and issues related to system operation based on an overview of the fields of school education and local governments. In these ways, we are building relations to enable insights from the campaign and feedback from the field to be referenced in future policy studies.

## Deployment of strategic lobbying under advisor Wakako Yata



SRHR for JAPAN has welcomed a member of parliament and former aide to the prime minister, Wakako Yata, as an advisor, to enhance our policy advocacy organization. Since summer 2025, accompanied by Yata, we have visited ruling and opposition parties and members of parliament to exchange opinions while sharing such information as issues in the field and survey findings. We are building the foundations for policy dialogues in the next fiscal year and beyond by making proposals more exhaustive as we review the issues of interest to each party and systemic points of contention.

From left in the photograph: Wakako Yata; Miki Nagashima (Plan International); Kaoru Fukuda, Parliamentary Vice-Minister of Education, Culture, Sports, Science and Technology; Izumi Hirata (Plan International); and Kazutaka Nakazono, Director, Gender Equality, Inclusive Society Education and Safety Division, General Education Policy Bureau, Ministry of Education, Culture, Sports, Science and Technology (MEXT).

## Participation in public comments

This campaign submitted public comments on the Sixth Basic Plan for Gender Equality (rough draft) at the end of 2025. This plan, which will suggest courses of action for gender equality over the five-year period beginning in 2025, covers a wide range of fields, including education, health, labor, and participation in decision-making. The comments submitted emphasized the importance of clearly handling life safety education and SRHR protection in the basic plan from the perspectives of the rights of children and young people. Specifically, we pointed out the need for consistency among educational measures and enhancement of implementation systems while reflecting issues in the field and survey findings. We also commented on our expectations for further improvements to the rough draft through the study of these areas. We consider these public comments to be more than just a process for expressing opinions. They provide an opportunity for reflecting comments from the field in policy formation at the early stages of government formulation of basic policies. We will continue to participate based on knowledge from surveys and dialogues. While public comments do not lead directly to short-term systemic changes, they are an important means of incorporating feedback from the field into the official policymaking process. The campaign will continue to participate in the policymaking process while amassing insights through surveys and dialogues.

## Results and responses

Through these initiatives, people involved in policy have begun to recognize life safety education as a shared policy topic for protecting children's safety and rights, instead of as something based on certain specific values only. Also, presenting evidence based on survey data and local government case studies seems to be enabling realistic discussions based on practice, rather than abstract rights and wrongs. We also will continue steady advocacy efforts as a bridge between policymakers and the field.

# Communication through dialogues and broadening points of contact with society

This campaign carried out PR activities through press conferences and media tours in addition to the use of social media to broaden the themes of life safety education discussed in society. In the first fiscal year, we focused on further deepening our understanding of this theme and encouraging reporting and communication to lead to dialogues by thoroughly communicating backgrounds and contexts instead of simply stimulating interest.

## Campaign measures and social media publicity

In addition to communicating information using the hashtag #SRHRforJAPAN, our social media initiatives include digital publicity measures using sexual consent checks in connection with growing social interest in the subject. On X (formerly Twitter), through posts guiding users to content in check format we present questions on sexual consent and encourage participative communication instead of simply using lists. As a result, in addition to expanding our reach, we believe that we have been able to provide opportunities for individuals to think about this theme through means that include the use of check results to reflect on one's own understanding and behavior and posting opinions on thinking about sexual consent.

## Visibility through press conferences and media coverage



In July 2025, we held a press conference on the launch of the SRHR for JAPAN campaign to describe to the media the aims and background of the campaign and survey data. This provided opportunities to communicate SRHR as a social issue through reports by media specializing in the fields of education and children. Spurred by this press conference, we have been covered in 11 newspapers, one magazine, and 219 web media outlets, equivalent to the results of about 200 million yen in public relations expenditures. The aims and background of the campaign were introduced through a wide range of media reports, many of which discussed not only transitory topics but also their backgrounds.

From left in the photograph: Noriaki Imai, Chairperson of DXP (Certified NPO); Yumie Ikeda, Board-Certified Obstetrician-Gynecologist and Representative Director of SRHR Japan; Miki Nagashima (Plan International); and Mihyon Song, Director of Marunouchi no Mori Ladies Clinic and Obstetrician-Gynecologist.

## Promoting understanding and building relations through media tours



We also held a study tour (media tour) for people related to the media. By directly communicating feedback and topics from the field, we aim to promote a solid understanding of why this theme is so important instead of simply providing information. This tour inspired more thorough reporting and continual interest in issues related to education and children's safety, and it led to future reporting and communication. These efforts serve as a basis for building relations of trust with the media and enabling communication in context.

## Raising awareness and stimulating action through advertising measures



In August 2025, we released posters and web advertising on the theme of sexual consent. This provided information in places frequented by many people in their daily lives. It was combined with digital advertising online to reach a wide range of members of the public. Each advertisement included a QR code linked to a special website, guiding people to the sexual consent check. As a result, people were able not only to learn about related terms and concepts but also to check their own understanding and think and take action in practical ways.

## Learning for the next steps

Advertising and communication not only provided information to highly interested people but also made reactions, including differences of opinion, visible. As a result, it served as an entry point to social dialogues. In the next fiscal year and beyond, we will develop PR to encourage constructive dialogues with more diverse targets while combining press conferences, media tours, and digital communication.

# Toward the next phase to connect human capital management and SRHR

In addition to the fields of education and policy, SRHR for JAPAN is focusing on the corporate role as well. Building environments in which employees can work in good health, dignity, and peace of mind is central to human capital management and well-being. It also is strongly related to SRHR perspectives. In the first fiscal year, we focused on reviewing the issues and designing strategies as the preliminary stage for full-fledged corporate cooperation.

## Steps of corporate alliance building and cooperation

In FY 2025, we formulated strategic documents for corporate cooperation and established a policy of proceeding with cooperation through the following three steps.

Step 1 Deepening understanding	Learning together about the significance of SRHR and its relationship to business administration, starting with dialogues on such areas of interest as human capital management, women's health, and well-being
Step 2 Thinking together	Through seminars and sharing positive case studies, studying the kind of value that SRHR initiatives provide to the company and enhancing their feasibility
Step 3 Joint cooperation	Striving toward co-creative communication and having an impact, by communicating the value of SRHR to society while companies learn together, instead of one-time sponsorships alone

These efforts are distinguished by their emphasis on having business play a leading role in change instead of seeing businesses as supporters alone.

## Future developments (next fiscal year and beyond)

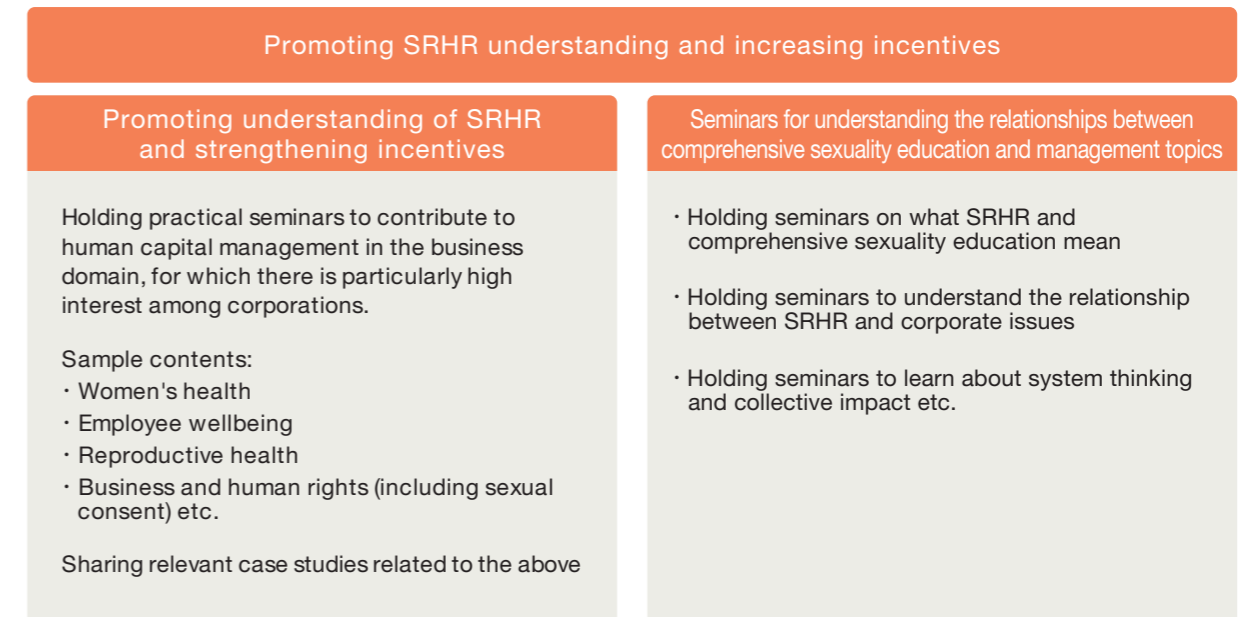
In FY 2026 and beyond, we will promote the following initiatives in stages.

- Holding study meetings and seminars for businesses
- Building medium- to long-term partnerships with companies that have indicated interest
- Study of cooperative models connected to the education and policy fields.

In the future, through cooperation with companies, local governments, and the educational field, we will aim to build further on the life safety education introduced by the Japanese government into systems to support education to protect hearts and bodies. The influence and communication power of businesses are important to supporting changes in social values and building the groundwork for comprehensive education.

Corporate cooperation has only just begun. This is why we value the foundations for cooperation based on trust and mutual understanding to be even more important than quick results. We are confident that the process of businesses understanding the value of SRHR and building further on it is an important first step toward this campaign's goal of a society where all can shape their destinies.

## 2026-2027 (inputs)



## 2027-2028 (outputs)



# To encourage social and policy action based on evidence

In identifying social issues and encouraging policies and education, SRHR for JAPAN focuses on discussions based on objective data and feedback from the field, without relying on impressions and experiences alone. In 2025, we conducted a nationwide attitude survey and a survey of guardians in cooperation with PTAs to make visible the awareness of, and the actual state of, minds and bodies, rights, and safety.

## Nationwide survey SRHR White Paper 2025: Making visible the current state of SRHR awareness and respect in Japan, on a scale of 10,000 people

### Survey overview

- Survey title: SRHR White Paper 2025
- Date: April 2025
- Survey method: Internet survey
- Subjects: Males and females aged 15–64 (responses collected concentrating on younger subjects)
- Valid responses: 10,000

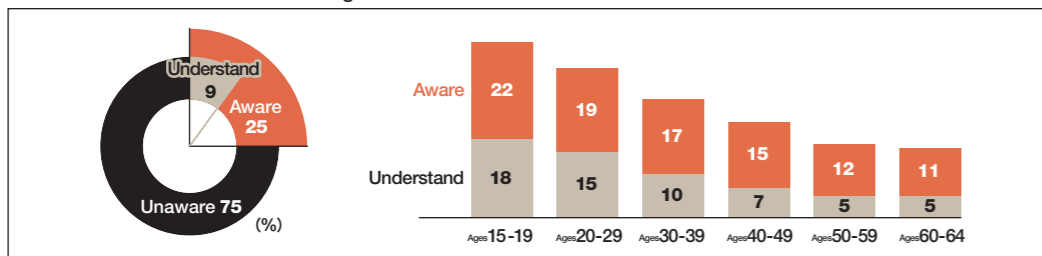
This survey was conducted to ascertain the degree to which SRHR is recognized in Japanese society and how it seems to be respected in actual daily life.

### Main findings and suggestions

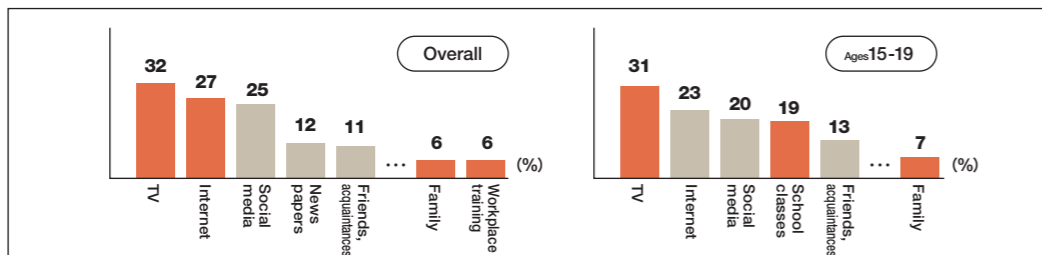
- The SRHR awareness rate was 25%, while the understanding rate was only 9%. Awareness and understanding were particularly lacking among middle-aged and older subjects.
- There were major gaps between the responses "I think it is important" and "It seems to be respected" on such items as "Right to determination on sexual acts," "Freedom of love and marriage," and "Access to medical care."
- "Freedom from gender-based violence and coercion" was the most respected item among all age ranges and tended to be considered more important in the younger age ranges.
- While the recognition rate for sexual consent was high at 85%, the rate of learning experience was 18%, with less than 30% of respondents saying that they were confident it was being achieved.

These findings show that society as a whole is lacking in opportunities for practical learning and practice, instead of simple verbal sharing of understandings and concepts.

SRHR awareness and understanding rates



Routes toward awareness



## Guardian survey

## Expectations and unease regarding education to protect hearts and bodies (1,906 guardians of high school students)

### Survey overview

- Dates: September-October 2025
- Valid responses: 1,906
- Subjects: guardians of high school students from across Japan
- Cooperating partners: Japan Federation of High School PTAs

This survey was conducted to ascertain the kinds of expectations and unease guardians had regarding education to protect hearts and bodies in school.

### Main findings and suggestions

- About 99% of guardians expressed sympathy for the concept of education to protect hearts and bodies.
- At the same time, there was considerable unease related to not understanding its content, who will teach it, and how. This shows that there are causes for concern about disclosure and accountability.
- Many respondents supported courses taught by experts and cooperation among educators and outside experts. This shows the very high levels of expectations for the involvement of outside experts.
- The survey also clearly showed the need for education suited to developmental stages by teaching in stages from low elementary school grades and systematically amassing learning.

These survey findings show that guardians were not opposed to education to protect hearts and bodies itself but demand educational systems that they can depend on with peace of mind.

■ Question: What role do you expect school sex education to play (single answer, n = 1,906)

Choice	Number giving this answer	%
Teaching students to value themselves and respect others	944 persons	49.5%
Providing only basic knowledge (such as physical changes and sexually transmitted infections) is sufficient.	509 persons	26.7%
Just providing basic knowledge (such as physical changes and infectious diseases) is enough	256 persons	13.4%
I would like to learn more about the contents and aims of sex education before deciding	129 persons	6.8%
Have never thought about it/not sure	62 persons	3.3%
Would like family values to be respected and school sex education kept to a minimum	6 persons	0.3%

■ Question: At what grade level do you think education on sex, emotional development, and relationships should be taught, and how (multiple answers, n = 1,906)

Choice	Number giving this answer	%
Students should be taught not only sexual knowledge but also emotional development and human relationships in an age-appropriate manner.	1,042 persons	54.7%
Students should be taught systematically, with different contents for different ages and stages of development.	796 persons	41.8%
Should be taught gradually in line with students' ages, starting from early elementary grades.	769 persons	40.3%
Should be taught from late elementary grades.	414 persons	21.7%
Should be taught from middle school.	171 persons	9.0%
Should be left to the discretion of schools and families instead of taught uniformly.	23 persons	1.2%
Not sure	47 persons	2.5%
Other (free answer)	24 persons	1.3%

\*1,906 people answered this question, providing a total of 3,284 answers.

### Survey suggestions and future utilization

Nationwide and guardian surveys both clearly showed the following shared issues:

- High sympathy regarding necessity
- Lack of practical learning opportunities and implementation models

Based on these survey findings, SRHR for JAPAN will promote the following activities for use as evidence connected to the field, policy, and society:

- Designing pilot programs in the educational field
- Presenting evidence in policy dialogue
- Understandable communication to society

# Insights and improvement policies for the next fiscal year

This campaign achieved some response and made topics for future strengthening clear through first-year efforts across the domains of policy, education, public relations, and surveys.

## Effects identified

It was confirmed that the framework of life safety education served as a shared terminology among policymakers, educators, and guardians by easing misunderstanding and resistance to comprehensive sexuality education. Study meetings with members of parliament and dialogues with educators in the field led to gradual sharing of the understanding that SRHR was a basis for protecting children's safety and human rights, rather than enforcing specific values. This increased opportunities for constructive dialogues.

Comments from educators included "We were able to discuss previously sensitive themes with peace of mind" and "We were able to prepare for explanation to guardians," showing that dialogues lead to future action. Through a nationwide survey and a guardian survey, it became clear that it was uncertainty about unclear content and a lack of sufficient explanation, rather than objection to sex education itself, that served as social barriers. This showed that the provision of data together with feedback from the field enabled dialogues without sensationalism.

## Issues made clear

At the same time, a number of structural issues came into view. In the educational field, while understanding of necessity is progressing, decisions on the practical levels of who teaches, what they teach, and how were left to schools and local governments, and systematic support regarding the use of outside experts and course design was lacking. There were also differences in enthusiasm between guardians and schools. While guardians want to learn more and receive explanations, these needs are not currently shared fully. In the area of PR, while some results have been achieved in stimulating interest, the needs were reaffirmed for choice of words and communication methods that would not lead to misunderstanding and adjusting ways of communicating to suit individual subjects.

## Courses of action for improvements and enhancements for the next fiscal year

Through the efforts conducted thus far, sympathy with the concept of and need for this campaign is broadening among educators, policymakers, and guardians. However, unease about the practical stage, such as who teaches, what they teach, and how and whether those in the field really are capable, clearly is a major issue. In the next fiscal year, we will proceed to the stage of practically filling this gap.

- In the policy field, we will make the points of discussion clear and promote lobbying activities focused on the positioning of life safety education and systematization of sex education by outside experts.
- In the education field, through pilot projects with local governments, we will give concrete form to practical course models and support systems and present them in reproducible form.
- In the PR field, we will design messages that will not be misunderstood by the individual targets of guardians, educators, and young people and will make it thoroughly clear that this is education for learning with peace of mind.
- In partnerships, we will enhance intermediary support roles connecting policymakers with educators, businesses, and experts, aiming for a foundation for sustained instead of one-time cooperation.

This campaign will shift to the next stage by putting into practice the lessons learned in the first year. As a bridge connecting the field, policy, and society, it will steadily deploy more practical advocacy.

# To supporters of the campaign

This campaign was promoted with the cooperation of individuals and organizations with diverse expert perspectives. Major related parties and partners are introduced here to express our gratitude for all who have supported planning, implementation, communication, and policy dialogue.

## Steering committee

Michiko Tadamatsu: Representative Director, Think Impacts Co., Ltd.  
 Yuichi Tanada: Managing Director, Plan International Japan  
 Hitomi Tsunekawa: Director General, Asian Population and Development Association (APDA)  
 Gon Matsunaka: LGBTQ+ activist  
 Ayaka Matsuno: Special General Manager, Management Planning Department, Sasakawa Peace Foundation  
 Wakako Yata: Former aide to the prime minister/Wakako Yata Policy Institute  
 Naoko Wakabayashi: Representative Director, Social PR Partners Co., Ltd.

## Campaign operation/implementation team (Plan International Japan)

Miki Nagashima: Campaign Manager  
 Izumi Hirata: Advertising/PR Leader  
 Sakura Kageyama: Advertising/PR Assistant

## Business/alliance partners (in Japanese syllabary order/honorifics omitted)

SMBC KU Studio  
 Asian Population and Development Association (APDA)  
 Japan Parliamentarians Federation for Population (JFPF)  
 TBWA/HAKUHODO Co., Ltd.  
 (website and social media operation, 2025 advertising)  
 Prime International Co., Ltd. (September 12, 2025, event operation)

## Campaign partner organizations and experts

### International institutions, international cooperation

- UNFPA Tokyo Representation Office  
 Implementing awareness raising and policy dialogue in Japan as the UN agency promoting SRHR

### Domestic partner organizations

- Asian Population and Development Association (APDA)  
 Promoting SRHR and empowerment of youth and women through policy dialogue as a nonpartisan network of members of parliament
- Spring  
 A survivor-led organization that brings the voices of survivors of sexual violence to society and policy-making spaces.
- SRHR Japan  
 An organization responsible for SRHR surveys, research, and awareness raising
- #Nandenai Project  
 A citizens' project communicating information and making policy recommendations based on SRHR
- Japanese Organization for International Cooperation in Family Planning (JOICFP)  
 A Japan-based international cooperation NGO working to advance sexual and reproductive health and rights (SRHR), particularly for people in socially and economically vulnerable situations, including women, young people, persons with disabilities, sexual minorities, disaster survivors, and refugees.

### Experts, advisors

- Mihyon Song: Obstetrician/gynecologist/Editor in Chief, "crumii" - SRHR communication through medicine and media
- Yumie Ikeda: Obstetrician/gynecologist/SRHR Japan Representative Director - Leader of SRHR promotion in Japan
- Ayano Sakurai: Representative Director, GENCOURAGE - Connecting youth learning and action with government, educational institutions, and the private sector.

## Financial Report

This project was implemented with the support of the Chanel Foundation, the funding partner, under appropriate internal management systems and oversight processes.

In the first project period, USD 977,200.84 (JPY 150,440,070) was received. The remaining balance will be carried over and used in the second project period.

Expenditures	Amount (JPY)
Comprehensive Life Safety Education	5,361,259
Lobbying	17,659,619
Administrative Costs	8,695,018
Corporate Partnerships	78,608,065
Communications and Advertising	5,488,140
Research	14,376,986
<b>Total</b>	<b>130,189,087</b>

## Media reports

July 30, 2025:  
Saitama Shimbun, "NGO survey reports 9% understanding of sexual and reproductive rights with higher awareness among the young"

July 30, 2025:  
Kyoiku Shimbun, "NGO campaign seeks to enhance learning on SRHR in the next generation of learning guidelines"

July 30, 2025:  
Chiba Shimbun, "NGO survey reports 9% understanding of sexual and reproductive rights, with higher awareness among the young"

July 30, 2025:  
Gifu Shimbun Digital, "NGO survey reports 9% understanding of sexual and reproductive rights, with higher awareness among the young"

July 30, 2025:  
Shikoku Shimbun, "NGO survey reports 9% understanding of sexual and reproductive rights, with higher awareness among the young"

July 30, 2025:  
HuffPost Japan, "Are you obtaining sexual consent? Check with this quiz. SRHR for JAPAN launches Japan's largest sex education campaign and national survey"

July 31, 2025:  
Fukui Shimbun D, "NGO survey reports domestic understanding of sexual and reproductive rights at 9%, 68% of teens want to learn"

July 31, 2025:  
Tokyo Shimbun, "International NGO campaign seeks calls for widespread sex education in Japan on sexual and reproductive self-determination"

August 4, 2025:  
Yomiuri Shimbun, Otekomachi column, "Are you obtaining sexual consent? Sexual and reproductive health and rights campaign begins"

August 5, 2025:  
FNN Prime, "Why are Korean men in their 20s growing more conservative? Gender conflict intensifies as men react to 'preferential treatment for women' and 'reverse discrimination': abolition of special employment treatment for military service is one cause"

August 4, 2025:  
Yomiuri Shimbun, Otekomachi column, "Are you obtaining sexual consent? Sexual and reproductive health and rights campaign begins"

August 8, 2025:  
DIAMOND online, "Are men's urinals a human rights violation? Deep-seated reasons why men are dismissive of 'gender and rights'"

August 6, 2025:  
Nikkei X Woman, "'Preferential treatment for women' and men's reaction: Political use deepens the divide in Korea, but what about Japan? Keiko Hamada"

August 7, 2025:  
Gadget Tsushin: "Are you aware of SRHR? SRHR for JAPAN launches a campaign"

August 8, 2025:  
DIAMOND online, "Are men's urinals a human rights violation? Deep-seated reasons why men are dismissive of 'gender and rights'"

August 12, 2025:  
NEWS YOU-USE, "Plan International announces study meeting on lives and hearts and calls for participants"

August 12, 2025:  
Third News, "Study meeting on lives and hearts held in Tokyo"

August 14, 2025:  
Laundry Box, "Survey of 10,000 people on SRHR shows recognition rate of 25%: 'I had to put up with it,' 'My own views are ignored,' shows a gender gap too"

August 17, 2025:  
Asajo, "Awareness of gender issues is surprisingly low: try the sexual consent check!"

August 18, 2025:  
Sanyo Chuo Shimpō Digital, "NGO survey reports 9% understanding of sexual and reproductive rights, with higher awareness among the young"

August 20, 2025:  
GQ, "Is sex education for men key to overcoming the widening gender gap? Series: Soshi Matsuoka on the latest news"

August 21, 2025:  
Nihon Keizai Shimbun, "Getting more familiar with sexual and reproductive rights: Tokyo NGO seeks to communicate and spread diverse information; learning about sexual consent on the internet; Sanrio introduces SRHR leave"

August 22, 2025:  
Chiiki Hoken Web, "Study meetings on lives and hearts spread from schools to society at large: the state of the art and future of life safety education (September 12, 2025)"

August 26, 2025:  
HuffPost Japan, "Sex education for pop idol trainees and refugees for abuse victims: a report on an experimental center in Korea for comprehensive sexuality education unavailable in Japan"

August 28, 2025:  
SPUR, "Learn about SRHR rights essential for all to shape their destinies"

August 29, 2025:  
PR EDGE, "SRHR for JAPAN campaign teaches about sexual consent using Shibuya as a test lab"

August 29, 2025:  
bizSPA, "Not only celebrities are at risk! What are the 10 items of the sexual consent check you need to know not to be a victimizer without knowing it?"

September 9, 2025:  
FRaU, "Sex education for teens in Korea uses realistic models of sexual organs and does not call condoms contraceptives"

September 9, 2025:  
FRaU, "Why an obstetrician and gynecologist is glad to hear a middle-aged boy say he is used to using a condom"

September 15, 2025:  
Mamastar, "Do you know about SRHR? Important concepts relate to love, marriage, and life for children and adults alike"

September 18, 2025:  
Kyoiku Shimbun, "SRHR study meetings serve as model courses for life education"

September 26, 2025:  
Yomiuri Shimbun, Otekomachi column, "Is it domestic violence to insist that women don't wear miniskirts or men pay for dates? Thinking about SRHR in a class for students in the second year of middle school."

October 11, 2025:  
Asahi Shimbun, "Asia-Pacific members of parliament and experts meet to call for strengthening of education on human rights and gender"

October 29, 2025:  
PR EDGE, "Are you aware of sexual consent? SRHR for JAPAN deploys OOH on sexual questions (Part 1/2)"

October 29, 2025:  
PR EDGE, "SRHR for JAPAN calls for a new standard on addressing difficult topics (Part 2/2)"

November 12, 2025:  
Asahi Shimbun with Planet, "Sex education changes and backlash: SRHR in the field in Korea (Part 1/2)"

November 14, 2025:  
Asahi Shimbun with Planet, "Sex education for children: SRHR in the field in Korea (Part 2/2)"

November 14, 2025:  
FRaU, "I wanted to eat ramen but was served a parfait: the gender gap persists even on women's day off—SRHR (advertisement)"

November 20, 2025:  
@DIME, "About SRHR, still not widely recognized in Japan: try the sexual consent check to make your own wishes clear"