1. Title of service, program or event
Healing, Pleasure, and Sex After Trauma: A Conversation with Sarah Brynn Holliday

2. Name of sponsoring department(s) or organization(s)
If we were awarded this grant, we would pursue partnerships with other campus stakeholders who are also dedicated to providing students with comprehensive, medically accurate, and inclusive sexual health education. Potential partners may include: HPWS, the LGBT Equity Center, the Sexual Assault Prevention Committee, and SEX Week.

3. Contact name, phone number and email address
Emily Watkins | 301-789-7377 | ebiery@umd.edu

4. Amount of funding requested (maximum of $2,500)
$2500

5. Executive Summary
UMD students need comprehensive, accurate, and inclusive sexual health education. Oftentimes, we see that survivors of power-based violence can struggle to feel safe and secure in their own bodies and find pleasure after trauma. We aim to create a more open conversation around healthy sex and sex after trauma on our campus. Therefore, we are proposing to bring Sarah Bryynn Holiday (they/them) to campus to speak to our students. Sarah is an educator who provides interactive and engaging programming about healing after trauma. They also have expertise in uplifting marginalized health populations, like the queer community and folxs who practice polyarmory and speak on topics ranging from sex toys to pleasure to trauma of all forms. This kind of programming is lacking on our campus and would help to bring multiple departments, groups, and students together for a meaningful program.

6. Project Description

A. Background and Needs
Consensual and pleasurable sexual experiences are essential components of sexual health. Healing after trauma as a result of sexual or relationship violence can make achieving pleasurable experiences difficult. Feelings of shame and pain, as well as the taboo nature of conversations around sex, can leave a survivor of power-based violence suffering alone. This program is necessary because it addresses a gap that hasn’t been fulfilled before on our campus. Pleasurable sexual experiences and the use of sex toys are seen as a taboo topic in society, but it is far better for education about these subjects to come from a health educator rather than less credible sources, like pornography. Healing after trauma has a lot of complications and requires processing very difficult feelings and emotions; consensual sexual experiences shouldn’t be one
of them. Therefore, bringing Sarah Brynn Holiday to campus would address this much needed sexual health education.

B. Impact and Value

The target population of this event will be undergraduate college students between the ages of 18-22. Ages 18-22 is classified as “emerging adulthood”; a transition period between adolescence and adulthood and one characteristic of this life stage is the acceptance of personal responsibility for health and decision making\(^1\). According to the Centers for Disease Control and Prevention (CDC), when compared to all other age groups, emerging adults experience a disproportionate risk of negative sexual health outcomes. The CDC cites this disparity as a result of the multiple barriers that exist when young people try to access information about sexual health. Additionally, a 2013 study found students at four-year universities expect assistance from their university in accessing sexual health resources\(^2\). We know that by providing programming like, *Healing, Pleasure, and Sex After Trauma*, would help address and prevent the impact of trauma on members of our campus. We truly believe this is an event that students would appreciate having the opportunity to attend. It is essential to offer emerging adults comprehensive and factual sexual health education and consent education. Therefore, this programming could have a substantial impact on the health of our undergraduate students. We estimate 100-200 students will attend this event.

C. Objectives

Through Sarah Brynn Holiday’s programming students will explore how survivors can create their own individualized paths toward healing while acknowledging sex and sexuality. Holiday discusses “*positive motivations and affirmations for sexual healing, using sex toys as a tool to heal from trauma, self-care tips for survivors, and finding sex-positive community support*”. Holiday is a trauma-informed educator and recognizes “*an inclusive definition of trauma that recognizes many types of traumas can affect sex and pleasure — including sexual trauma, chronic illness, death, pregnancy loss, religious trauma, systemic violence and oppression, etc.*”. To learn more visit Holiday’s website: [http://formidablefemme.com/](http://formidablefemme.com/).

D. Implementation

We would like to hold this event during Sexual Assault Awareness Month (April 2022). If we are able to secure partnership with Sex Week, we would like to host it then, which is normally the second full week of April.

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Once we know the status of funding, we will reach out to Sarah Brynn Holiday to see what availability she has in April 2022. Additionally, we would see how we could ensure that the programming is specifically tailored to our campus and needs. From there, we would book the space (pending it is safe and allowed) and begin to put the date on the various UMD calendars. The next step would be to create marketing materials and order giveaway items ahead of time.

During January, we would contact Sarah to finalize the speaking objectives in order to create a relevant event evaluation.

**E. Evaluation**

After the program, we will send out participants a survey. If we are able to host the event in person, we will ensure each participant receives one on the way in, or to be found on their chair. When we have done this type of evaluation in the past, we have had a high response rate. We will also have a QR link on that paper, or a shortened go.umd.edu link so folxs prefer, they can fill out the evaluation on their phones. We will measure some knowledge gained, based off of Sarah’s programming objectives. Additionally, we will ask for feedback on this style of event and the event logistics. We will ask some demographic questions to see what groups of students we were able to reach and to learn what groups we may need to do some targeted outreach. The evaluations will be anonymous.

**7. Financial Information**

**A. Total Budget**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Workshop</td>
<td>$1500</td>
<td></td>
</tr>
<tr>
<td>Two Workshops</td>
<td>$2000 ($1000 each)</td>
<td>Could also work to create custom programming in this range - can double check with Sarah.</td>
</tr>
<tr>
<td>Speaker Travel Budget - if it is an in-person event we would have to provide travel and lodging for a night.</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Space (if event restrictions have been lifted) Atrium</td>
<td>$230</td>
<td>The Atrium can hold up to 300 people in an auditorium style set-up. This would be the ideal location if there are no social distancing</td>
</tr>
<tr>
<td><strong>Space (if current distancing is required) Colony Ballroom</strong></td>
<td><strong>$575 - half day rental</strong></td>
<td><strong>If social distancing is still required, we can hold up to a 100 individuals in this room and still make sure to stream the event on a platform like Zoom to increase the size of the audience.</strong></td>
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</tr>
<tr>
<td><strong>Space (if in-person events are not allowed)</strong></td>
<td><strong>$0</strong></td>
<td></td>
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</tbody>
</table>
| **Giveaway(s)**  
SheVibe Gift Cards ($100 & $50)  
Healing Sex: A Mind-Body Approach to Healing Sexual Trauma (2 novels $52) | **$202** | **Raffle items can help encourage attendance and the items would be related to resources that Sarah promotes.** |
| **Marketing Budget** | **$250** | **Besides utilizing free promotional avenues (screens, newsletters, social media, word of mouth, emails to depts/stu orgs that align with these objectives) we could look into bus ads or DBK ads** |
| **Different Totals for Various Scenarios** |  |  |
| **$3182 (with two workshops in Atrium)** | **$2682 (with one workshop in Atrium)** |  |
| **Most likely scenario based off of current metrics**  
$3527 (with two workshops in Colony Ballroom) | **$3027 (with one workshop in Colony Ballroom)** |  |

**B. Initiatives Fund Request**

We would be requesting financial support for the cost of the workshops and the speaker’s travel needs, which would come out to $2,500. Our internal office budget would be able to cover the other expenses.

**C. Imperative Funds**
The most imperative item to the success of this program will be the workshop cost. One workshop for $1500 would be the bare minimum needed, especially if it is not safe to hold an event in-person. It would be ideal if we could host two workshops for $2000 to reach a larger and more diverse and it would be more cost effective.

D. The Case for Funding

This grant is necessary to allow us to have an additional program that is not in our normal budget. We want to increase programming to reach more populations, as well as to have these more nuanced conversations. It would be extremely beneficial to invite an outside presenter since they have more knowledge in this topic area. Since we already host a lot of events, it will draw more interest from the student body to have a presenter outside of UMD’s community since we are rarely able to provide that experience.

If this funding is approved, and the event is perceived well by the students (which we believe it will be), we can make a strong case to receive more event funding from the President’s Office and make this type of conversation a normal part of the Sexual Assault Prevention Committee’s (SAPC) programming. The SAPC, a President’s level taskforce, wants to know if these types of conversations work with the student body and has prioritized this type of programming.