



**GLOBAL
OUTREACH
GRANT**

**Advancing Sexual Health
Education Where It's
Needed Most**

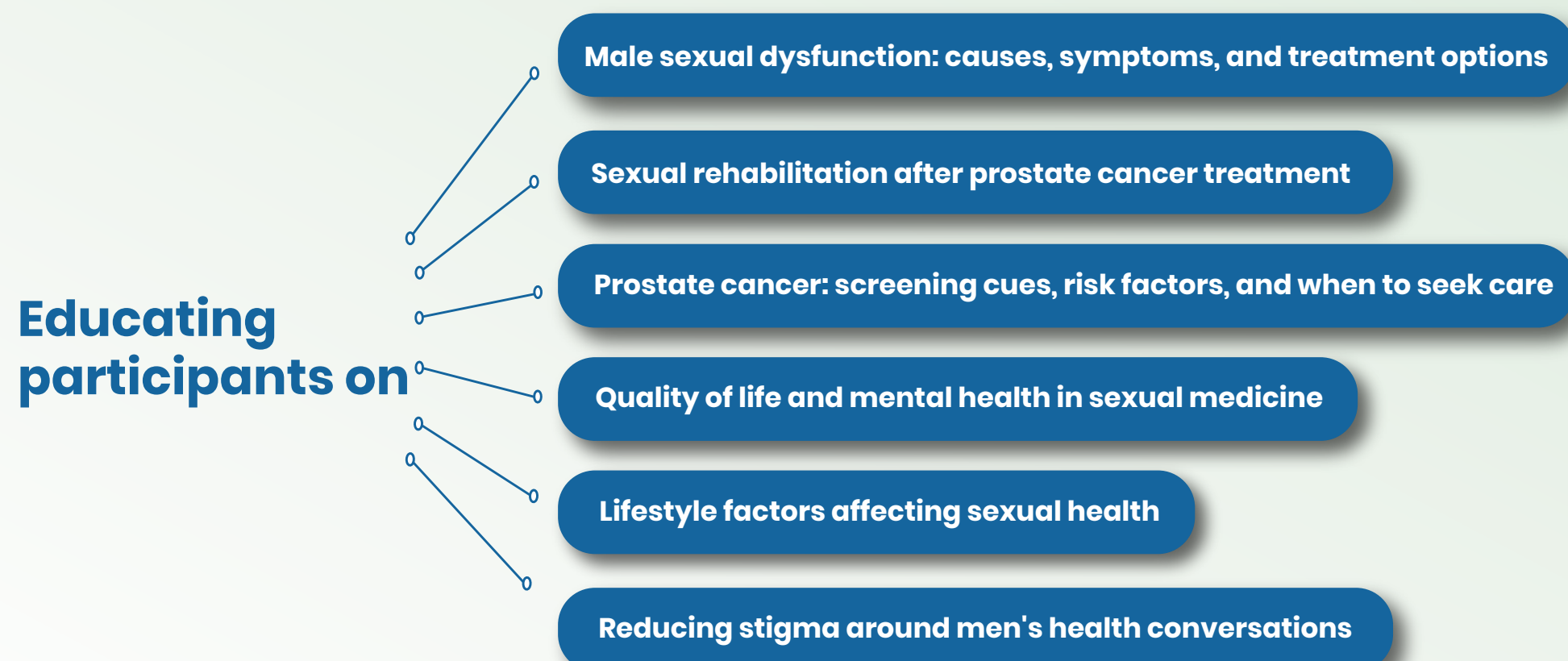


Promoting Sexual Education in Latin America

A 2025–2026 Global Outreach Project by SLAMS

ISSM Global Outreach Grant Case study

The Global Outreach Grant offers an exciting opportunity to drive meaningful change in sexual health education and care, making an impact to professionals and communities in the regions that need it most.



What was done?

- Educational videos in Portuguese and Spanish
- Large scale social media campaign across Latin America, in collaboration with ISSM and the Brazilian Society of Urology (SBU)
- Dedicated Movember campaign across Instagram reaching 3,488 accounts
- Delivered in-person and online community lectures to approximately 500 participants across Latin America
- Featured authored medical content from SLAMS member physicians across 10+ Latin American countries

Key audiences

- General public in Latin America (Portuguese- and Spanish-speaking countries)
- Sexual health professionals and physicians aged 25–54
- Female audiences (61.2%) — identified as key amplifiers of men's health content
- Healthcare professionals in underserved areas

Key results 2025

-  75,584 content views (+468.7%)
-  23,000 accounts reached (+54.2%)
-  2,400+ content interactions (+1,000%)
-  14,800 story views (+308.4%)
-  2,088 active followers with 235 new followers
-  97.2% organic growth (no paid advertising)
-  ~500 lecture attendees (online & in-person across Latin America)
-  Top Reel: 5,200 views – 3,795 reached – 13h 20m watch time



Tangible implementation

**Bilingual Movember
video series made
available for continuing
education**

**Community lectures
delivered in trusted
local venues including
military training rooms
and parish halls,
to reduce stigma**

