

Desire Challenge January 2022

Day 3

Did you know that kinks are formed from association, it is the response of our brains – firing together, wiring together - and that they are perfectly healthy, as long as they are not causing harm, although there is a lot of judgement around them. In most cases, kinks and fetishes are not consciously formed. When we associate an object, or experience, with arousal, they become tied together.

Take a sock fetish for example. To most of us the idea of socks wouldn't do anything for our libido. But for someone having a first sexual experience, which involved a sock in some way – maybe as simple as catching sperm or keeping feet warm – those two things can wire together. They can become associated. So in the future orgasm is hard to reach without having socks somehow involved in the experience. In most cases it is not a choice that is consciously made, rather our brains crossing a few wires that then don't fit into the normal understanding of society and sex.

Association is something we all live with, not just in sexual situations. I for example hate the front door being knocked because in my first flat there was a particular character that liked to knock all the time to complain about one thing or the other, minor things, including the noise the door made when shutting. Now that is what I associate with door knocking. And we often hear how food is associated with comfort – it is all in our brains!

The important thing to know about association is that we will ALL have different backgrounds and upbringings, different experiences that we draw from. If we were to venture to a sex toy shop then I would react completely differently to

that environment than you will, even though we are in the same place at the same time.

That is why no-one can give you a standard scenario of how to go about receiving the most pleasure from sex, or life in that matter. You will react differently to spanking than I will, and visa versa

So I cannot give you a definitive list of what you should like most, what will turn you on and what turns you off. It is, and will always be, your own personalised list. What I can do, is encourage you to look at your own associations, messages and what gets your libido firing. We need to stop dismissing our feelings around sex, and see where they came from.

We often sit with them, believing from what we are taught, and not questioning anything. This is the opportunity to question things.

When was the last time you thought 'I wonder why I prefer sex in the evening?' and then actually answered that question. Maybe morning breath is a complete turn-off? Maybe you have more time in the evenings? OR maybe it is because that is just the way you've always done it?

Or how about 'I've got kids now, I don't have the time for sex'. Then actually thought, okay how can I make time? Am I making excuses? Could you not make some time? See my last point, sex doesn't always have to happen in the evening!

I want you to question things more, ask those whys, how can you change things, are you stuck in a pattern or loop that you didn't even realise?

I used to tell myself that masturbation was something I needed to keep quiet, hide it from my husband. Because I shouldn't be masturbating when he is right there, I should be having sex with him, it is cheating a little right? Definitely wrong, masturbation is healthy expression of our sexuality and not cheating. What I love about it, is how it can make me relax and fall asleep, particularly after a long day.

And that takes me onto the action for today.

I want you to think about masturbation. Social messages have made it associate with

- the feeling of danger – the cheating belief
- with selfishness – the doing it when I should be having sex and pleasuring my partner –
- with dirty and taboo practice – because at some point we probably all had someone tell us “stop playing with yourself”.

I'm not sending you off to 'do it', because sometimes we need to realise how we feel about a certain action.

I hope that it is a part of your life, and if not then why do you think that is? I'm always here for a chat if you need it. I want you to think about how you masturbate, is it the same time, is there a particular mood that you are in to

partake, is the position the same? Do you feel guilty about it? Do you know why? Are some beliefs hindering if, how and when you masturbate?

Everything that I'm sharing with you this week is about how we feel about sex. Monday was about how we feel about our vulva, yesterday about how we feel about desire and today touches on how we feel about masturbation. Although the vulva viewing was an actionable step, the real benefit of all the actions you do is to make you more comfortable.

Feel free to drop me a message and let me know how you are doing. Otherwise, I'll see you tomorrow morning talking about stress!