

the
pleasure
project.

Putting the Sexy into Safer Sex

ANNUAL REVIEW 2024



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01

SHALL WE GET INTIMATE

Get to know The Pleasure Project

The Pleasure Project burst onto the scene with a goal: to turn safer sex into something downright sexy.

– our vision

A world where sex is satisfying and safe.

– our mission

To make safer, pleasurable sex an essential part of sexual health programs and the pleasure industry.

the
pleasure
project.

02

20 YEARS RECORDING

[WATCH THE VIDEO >](#)

Anne & Arushi 20 years recording

the
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2024

the
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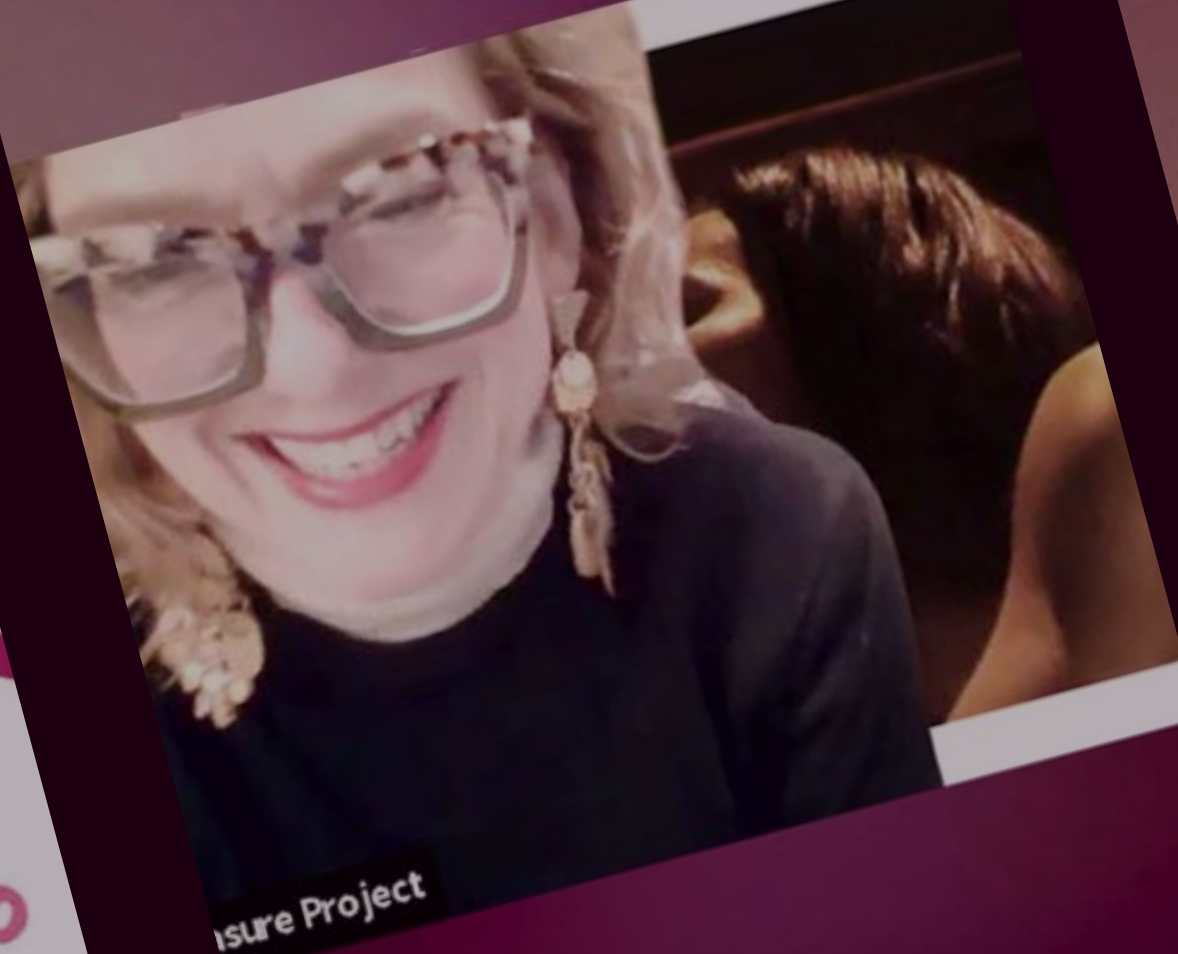
A
conversation
with

ARUSHI

the
pleasure
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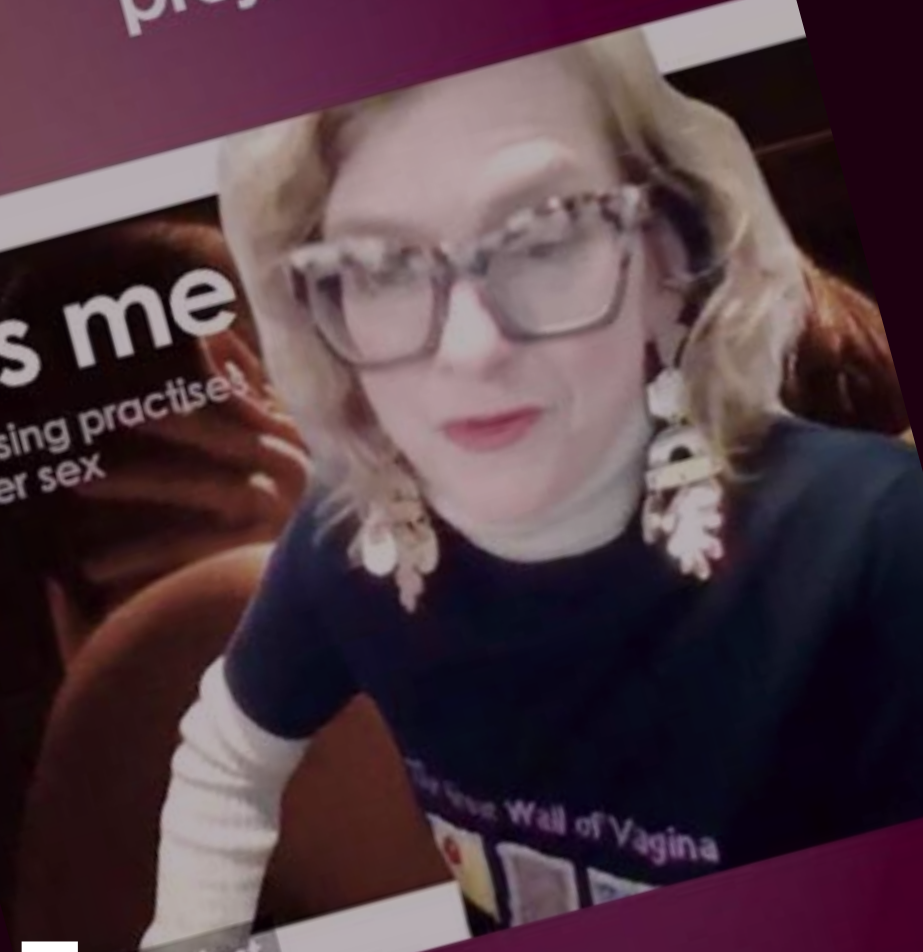


the
pleasure
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20
YEARS
ANNIVERSARY

PLEASURE CHIT-CHAT

kiss me
promising practises
in safer sex



the
pleasure
project.

20 YEARS
20 YEARS
20 YEARS

Listen to the full con
on our YouTube ch

2004

20 years of The Pleasure Project

**A taste of what we have been
up to over the years**

We Launched at the Fifteenth International AIDS Conference in Bangkok

The Pleasure Project was launched at the fifteenth International AIDS Conference in Bangkok, July 2004. And for the first time at an International AIDS Conference, participants were shown an explicit erotic film. Attendees remarked that this was the first time they had seen any sessions mention pleasure at an AIDS conference – a shocking omission for a disease commonly spread through pleasurable sexual contact. The Great Wall of Vagina was launched in this occasion. (2004)



We helped people 'share their pleasure'

The Pleasure Project teamed up with Passion, a UK-based retailer of relationship-enhancement products, such as adult toys, sexy DVDs (yep, it was that long ago), lube, lingerie and more, to present the 'Share Your Pleasure' initiative.



Through this initiative, Passion donates 30 per cent of sales from a selected range of its products to The Pleasure Project, to help fund pleasure and safer sex workshops and make sex-positive training materials and resources more widely available. (2009)

[THE POSTCARD >](#)

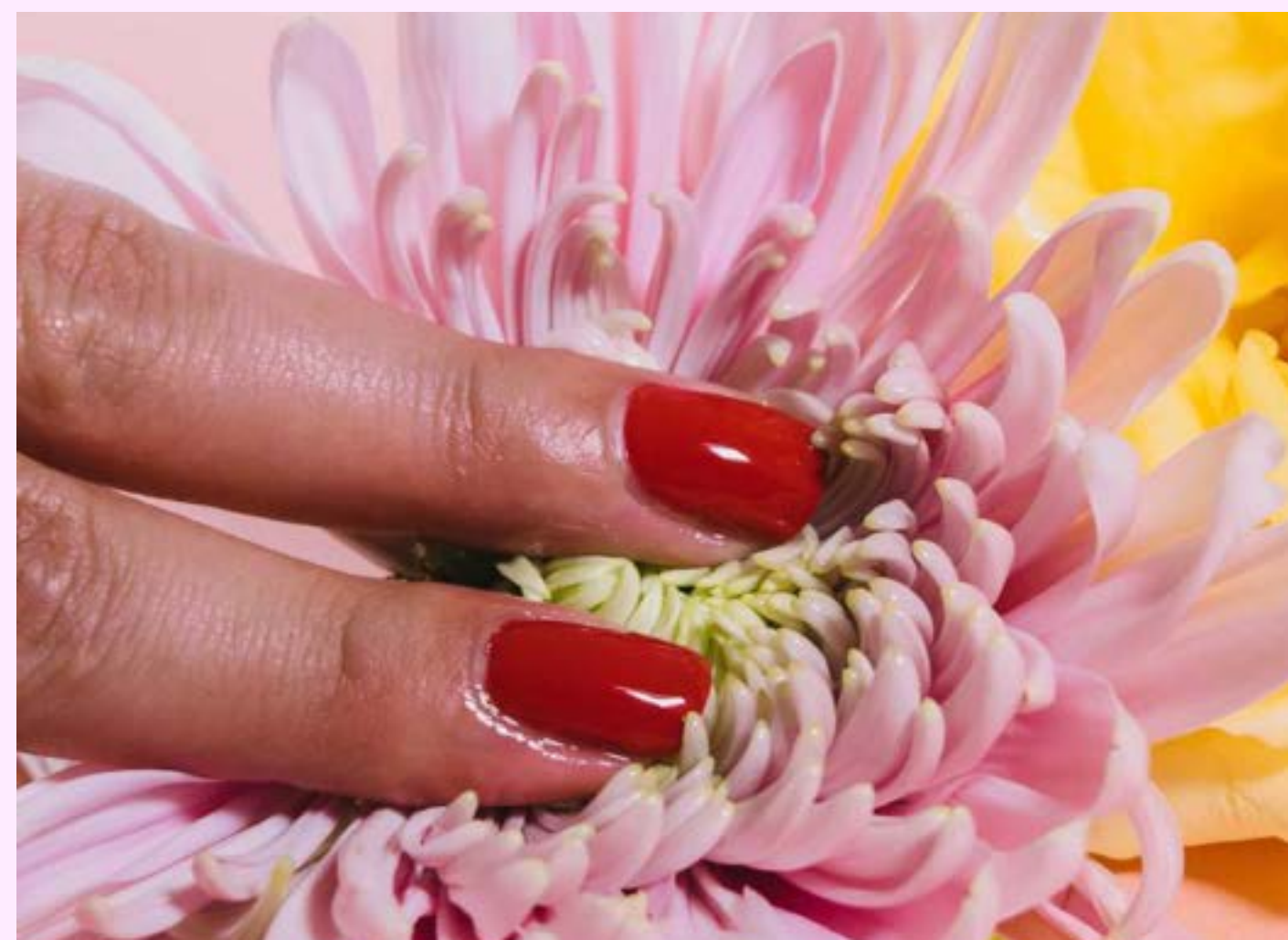
We initiated one the first safer sex erotic video

Modern Loving is the first erotic instructional video for heterosexual couples that features only safer sex. The film is sexy, shows 'real' couples having sex, and is made to help people improve their sex lives. The safer sex is a beautiful coincidence and a subliminal message – that safe sex is sexy! (2004)

We made headlines

The Pleasure Project has been featured in the Guardian, The New York Times, Cosmo, the Lancet, The Nation (Bangkok's independent daily newspaper), CNN, and the BBC! Find out more about what they're saying about us here.

[DISCOVER MORE >](#)



We taught sex educators all around the world and developed resources

The Pleasure Project used the lessons learned from twenty years of training experience in a variety of settings to develop a sexy training toolkit, which enables sex educators and trainers to promote safer sex in a sex-positive way in their own settings and projects. Available in English, Spanish and soon Arabic! (2023)

[THE TRAINING TOOLKIT >](#)

We crafted the pleasure-based definition

The Pleasure Project shaped the SRHR field by presenting pleasure as a measure of agency and empowerment through our definition a pleasure-based approach, published in Medicus Mundi Schweiz. (2019)

[DISCOVER MORE >](#)



We created The Pleasure Principles and, jointly with WHO, published the first systematic review on pleasure

The Pleasure Principles were launched, a guide and inspiration to support people and organisations to embark on the journey towards a sex-positive, pleasure-based approach to sexual health. We then published the first systematic review & meta-analysis on the value of incorporating pleasure in sexual health interventions. (2022)

We developed radical pleasure spaces

The Pleasure Project started a fellowship programme in 2021, a unique experience where pleasure advocates from all over the world come together to be trained as pleasure experts, reaching 28 fellows from five continents. Our intention is to strengthen this network and to amplify and continue to support their work in the years to come! (2021)

[THE PLEASURE FELLOWSHIP >](#)



We put pleasure on the map

The Global Mapping of Pleasure is a directory of organizations, programmes, media and people who eroticize safer sex.

It is a collection of practical, conceptual and inspiring case studies of individuals and organizations around the world who aim to empower people by eroticizing safer sex and making sex education sexy. (2008)

[THE PLEASURE MAP >](#)



...and so much more!

Pillow Talk

What people say about us

"As the Lead Communication for the IPPF Africa Region, it was an immense pleasure to collaborate with The Pleasure Project on a sex-positive, pleasure and human rights-based digital campaign. Shifting the narrative on sexual and reproductive health and rights (SRHR) to focus on the positive outcomes of pleasure profoundly transformed my approach to SRHR communication.

The campaign's impact on youth, donors, fellow SRHR organizations, and media underscores the success of this partnership. Having the campaign featured in The New York Times is an unforgettable milestone that reflects the power of innovative, rights and pleasure-based advocacy."

// **Mahmoud Garga, IPPF Africa Region Lead Communication**

"Celebrating 20 years of the Pleasure Project! Working with Anne on Modern Loving was a transformative experience. Before our collaboration, my understanding of safe sex was limited to condoms.

Thanks to Anne's extensive expertise, we expanded our horizons to include dental dams and female condoms, creating what I believe remains the only truly safe sex adult education video ever made. Here's to 20 years of breaking barriers and empowering individuals!"

// **Suzanne Noble, entrepreneur, host of the podcast Sex Advice for Seniors and co-creator of Startup School for Seniors**

"The Pleasure Project has been at the forefront of reminding the reproductive health community that sexiness, fun, pleasure, intimacy, and erotica are the driving force behind why people need safe sex and contraception in the first place. They've used creativity and passion to develop evidence-based messaging, and galvanized the community of practice such that the talk of putting the 'sexy back in safe' sex' is now well accepted.

DKT International is proud to be a close partner of the PP and looks forward to continuing this work together for the next 20 years."

// **Chris Purdy, DKT International**

"Taking a sex positive approach to our content has without doubt contributed to its success and impact. We are grateful to the Pleasure Project for their existence and proud to be the first signatory to the Pleasure Principles"

// **Sarah Hand, CEO Avert**

"I first started associating with The Pleasure Project in Sri Lanka in the lead up to the 8th International Congress on AIDS in Asia and the Pacific (ICAAP) held in Colombo in 2007. We had planned a skills building workshop for conference attendees to better understand the role of pleasure-based sex education in HIV prevention conversations. We expected 30 people but the queue to sign up to the session was a mile long and so oversubscribed that we had to hold two extra sessions to accommodate people, after conference hours!"

// **Revati Chawla, Programme Director at Frontline AIDS**

Pillow Talk

What people say about us

"I first learned about TPP's work when reading a story about HIV in the PH. It was 2008 or 2009! The idea of incorporating pleasure in SRHR was not only revolutionary, but it was also UNHEARD of. I called (yes, called on a landline) the TPP Office in the UK and introduced myself as a journalist who wanted to know more about their work.

That was the start of a long lasting professional and personal relationship with TPP that started with me being a part of an ICAAP panel in Bali, writing feature articles about female Porn directors (even before the term feminist porn was born) in Playboy to covering porn film festivals in Berlin. It has been a long journey, one that will continue as we fight for our right to live a life of pleasure."

// Ana Santos, pleasure fellow and award-winning journalist

"I'll always remember the first time... I stood back stage with my stomach in knots. I had a female condom in one hand and a DVD of safe-sex porn cued up to show to hundreds of activists, medics, researchers and global experts attending the 2006 International AIDS Conference in Toronto.

As I took deep breaths to calm my nerves, a conference organizer leaned over and said, "It's standing-room-only." This seemed like a major coup considering the Dalai Lama and Richard Gere were presenting at a parallel session down the hall.

As I waited for the session to start, I nervously recalled stories about how it went down last time in Bangkok: rumours flew that the police would shut down the session and arrest Anne for showing porn. Fortunately, that didn't happen. Instead, I was able to track her down after the session, gush about how much I enjoyed it, and commit myself to helping spread the pleasure mantra alongside her in whatever way I could.

That's how I found myself in Toronto two years later: jet-lagged, nervous as hell, and wondering if I could really get up on that stage and say, "A friend of mine from Delhi just told me about this awesome new sex toy..." At which point I would whip out a female condom and, with the cheekiest smile I could muster, say, "My friend said she loves how this outer ring rubs against her clitoris ..."

This would be the first of many presentations I would give to spread the word about why pleasure matters – a lot – when it comes to promoting safer sex, and how it can be integrated into sexual health interventions.

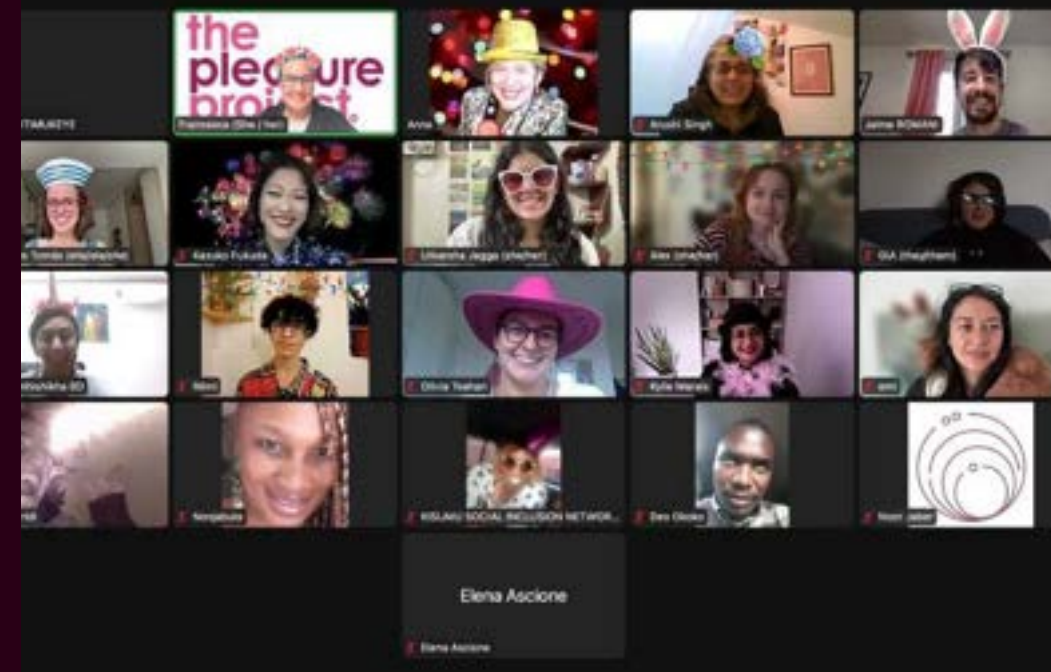
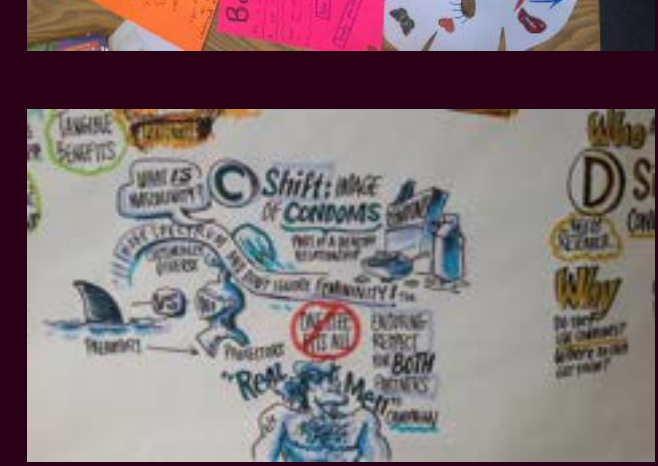
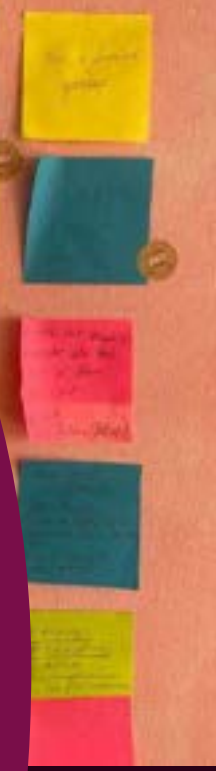
Nowadays, even the most globally respected health organizations include the word 'pleasure' in their remit. I'm not saying this was all because of The Pleasure Project, but it was one of, if not the pioneer in mainstreaming the importance of pleasure. I've no doubt its work over the last 20 years has inspired many, many people and organizations around the world to put some sexy into their safer sex programmes, and that the world is a healthier and more pleasure-filled place because of it."

// Wendy Knerr, Independent Health Researcher/Writer, UK

DO YOU LIKE TO WATCH?

do you like to watch?

the pleasure project.



OUR HIGHLIGHTS



"2024 has been a rollercoaster of achievements, starting with a request to speak on BBC news and rounding off with completion of a range of amazing partnerships with UNFPA, Plan International, WHO and the International AIDS Society.

It's so hard to pick major moments as so many of them have made me stand back and think 'Is this really happening? Has pleasure really reached this milestone?' But most of all I feel amazed and pleased that pleasure is now being taken seriously as a critical element of sexual health programs.

From me being invited to actually open an International AIDS conference, to UNFPA Latin America rolling out our Training Toolkit across their country offices, to our new gender equity and sexual well-being framework being tested by over 30 organizations.

I'm especially pleased that we are starting to make inroads into the contraception world, where the importance of pleasure for users is almost completely dismissed and yet we now know after our evidence review that people want methods to have safe good sex.

I am more and more hearing of champions highlighting The Pleasure Principles in their spaces and communities, which shows me that the pleasure wave now has a life of its own beyond our direct influence. I also love to hear many other people championing pleasure based sexual health, which feels like a very long journey from the moments when we were lone of isolated advocates. And this makes my heart swell."

Anne Philpott - Founder and Co-director



Francesca Barolo - Operations Lead

"It's been amazing to see the organization transform, shaping into the kind of governance we've always aimed for, with policies that truly drive us toward the results we want. Everything feels more solid now, and there's this growing excitement about what's ahead. It's inspiring to watch our vision come to life!"



"Meeting team members on the retreat was lovely and working together on next year's strategy was a valuable reflection exercise, translating a systematic review into easier language was empowering, and partnering with Breakthrough proved to be a surprisingly helpful resource"

Shahzarin Khan - Research Associate

OUR HIGHLIGHTS



Lori Younissess, Programmes Coordinator

“Joining The Pleasure Project has been the highlight of my year! It has been an absolute privilege to collaborate with such a passionate and dedicated team, while also learning and growing alongside our Pleasure Fellows and the vibrant Pleasure Community of Practice.

Seeing pleasure advocacy expand to new and diverse communities worldwide—especially through the translation of the Pleasure Principles—has been truly inspiring. I am excited for a future where pleasure becomes a core, undebated aspect of sexual health.”



Arushi Singh - Co-director

“The pleasure wave continues to build and despite global events that are worrying for sexual rights, we have seen more and better narrative building around pleasure-based approaches.

The Pleasure Project team has strengthened - our capacity on communications, research management, and coordination has improved considerably, and we are grateful to our donors for believing in love, pleasure, desire and joy!”

[DISCOVER MORE ABOUT THE TEAM >](#)

Elena Ascione Communications and Advocacy Associate

“This year feels like three years wrapped up in one – despite the fascist wave building across continents, I remain convinced the only way is through collective work and a focus on pleasure as a liberatory, political practice.

I am amazed at how much we have managed to accomplish with a small team of pleasure enthusiasts – I have been particularly impressed by our growing CoP and the incredible opportunity we have had opening the International AIDS Conference in Perú.

I am personally also so proud of being part of an organization that is truly dedicated to horizontality and care – it was a joy to get to meet some of my team member in person this year at our retreat and work together on essential aspects of the organization, pulling from our different viewpoints and feeling valued and listened to. Here’s to another year of fighting for pleasure!”



[DISCOVER MORE >](#)

The Pleasure Principles

★ BIG NEWS! ★

Now available in
12 languages and counting!

English Spanish French
Italian Portuguese
Norwegian Japanese
Tajik Russian Farsi
Mandarin Arabic



LOVE YOURSELF



EMBRACE LEARNING



TALK SEXY



BE FLEXIBLE



THINK UNIVERSAL



RIGHTS FIRST



BE POSITIVE

Gender Equity Framework

With funding from Packard Foundation, we led the co-creation of Good Vibrations Framework which is an asset-based framework for gender equity in SRHR.

It is informed by a global literature review, focus groups conducted in Brazil with [TabuTabu](#) and [The Young and Alive Foundation in Tanzania](#), 41 participants, and inputs from global community SRHR organisations. Together we:

- Conducted global and Brazilian-specific literature reviews and collaborated with academic experts in gender equity, sexual well-being, and pleasure, identifying gaps in existing frameworks.
- Conducted focus group discussions with low income contexts in Brazil in partnership with TabuTabu and young queer people in partnership with Young and Alive Foundation.
- Partnered with [Breakthrough](#) to transform the framework from a theoretical model into a practical tool, refined through consultations and internal testing by global organizations.



GENDER EQUITY FRAMEWORK



We will use consultation feedback to adapt the Good Vibrations Framework and present it to policymakers, funders, and UN agencies.

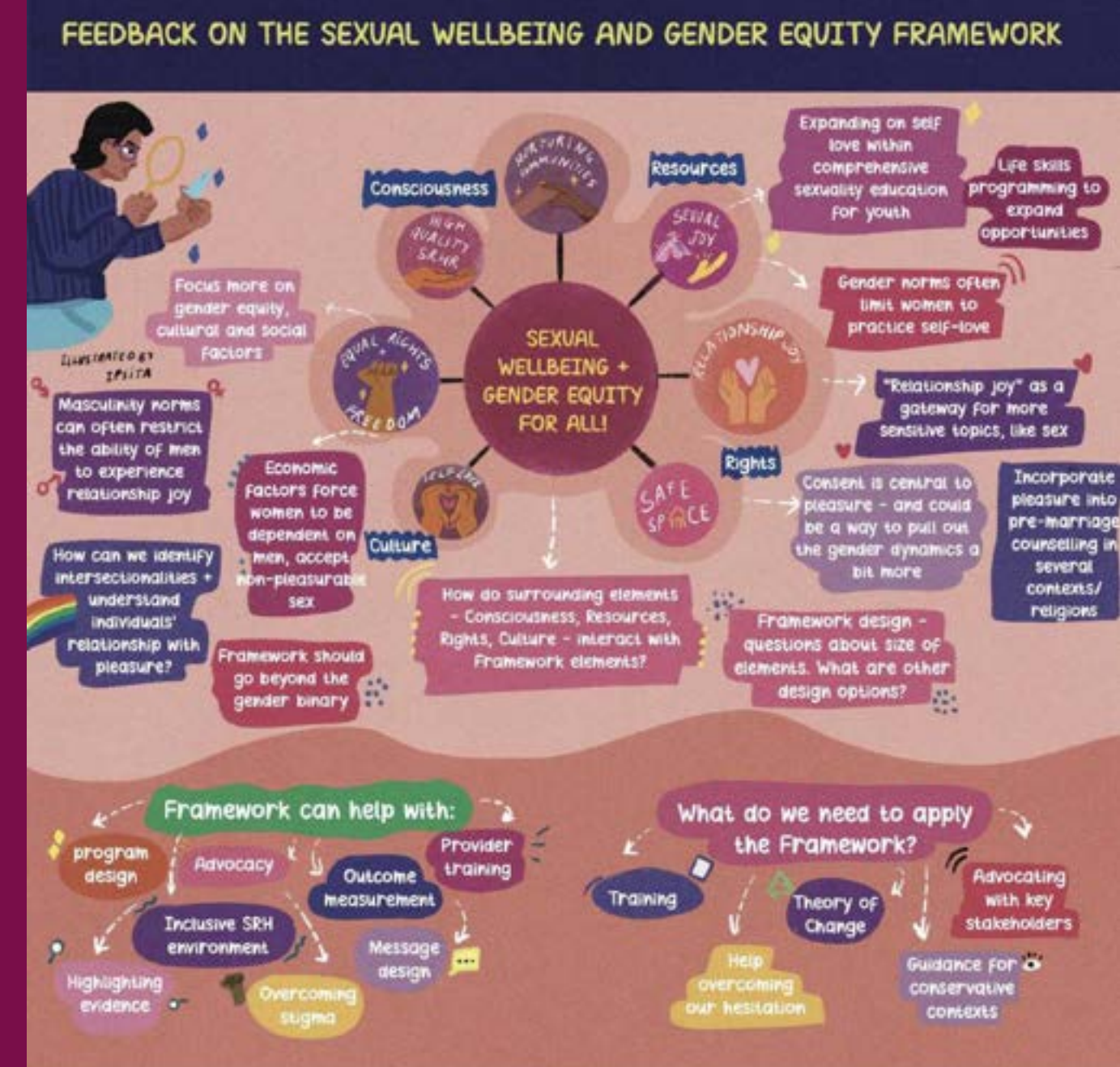
Why is this so exciting? Because for the first time, we're addressing pleasure as a vital part of gender equity.

This groundbreaking approach shows that well-being isn't just about staying healthy, but about finding joy, equity, and freedom in our own bodies. Our goal is to advocate for organizations like UN Women to integrate sexual pleasure into the 2030 global goals, advancing gender equity.

"Partnering with The Pleasure Project through the Packard Foundation's Quality Innovation Challenge has been an invaluable opportunity to expand the Ana Autoestima initiative. It has allowed us to deepen our understanding of how pleasure intersects with gender equity by learning directly from our service users' lived experiences.

These insights have been instrumental in shaping the initiative's next steps and grounding the Good Vibrations framework in the realities of minoritized communities that are so often overlooked."

Laura Ramos Tomás, Founder of TabuTabu, Co-Founder of Ana Autoestima & Pleasure Project Fellow



Partnerships & Key Initiatives

Special Journal Collection on Pleasure

We were thrilled to collaborate with **Sexual and Reproductive Health Matters Journal** and **Agents of Ishq** to launch the very first journal issue entirely dedicated to pleasure.

The collection highlights content that explores the **often-neglected subject of sexual pleasure**, as well as the need to destigmatise and engage with the politics of pleasure to achieve holistic sexual and reproductive health and rights.

[READ THE EDITORIAL HERE](#) >

Plan International

The Pleasure Project partnered with one of our community of pleasure practice, **Plan International** to show how pleasure inclusive sexual health works to ensure effective, honest and sensitive sex education for young people

We collaborated with their teams in Bolivia, The Philippines and Zimbabwe to understand what their youth leaders wanted, and we were blown away by the way they developed a range of content, including poetry, art, and conversation starters.

It was **totally unique** to see how to ensure sex education can be context and trauma sensitive, but also **responsive to needs of young people** across very different contexts and ages.



Partnerships & Key Initiatives

Africa Pleasure Hub Launch

2024 was the year we embarked on a long-held vision, to expand The Pleasure Project magic across the globe with other epicenters of pleasure magic, **The Regional Pleasure Hubs**.

We are delighted to partner with the **Kenya SRHR Alliance** to work together to fulfil our joint ambition of pleasure based sexual health created in Africa with an understanding, flair, and joy of what would make African organisations and champions showcase and push forward pleasure.

The Kenya SRHR Alliance won our hearts, with a pitch that celebrated African sexualities and the vast histories of sex positivity on the continent.

Systematic Review on Contraception

We will soon be publishing the results of our **second systematic review**, this time on **contraception**. Contraception is more than just prevention — it's about pleasure!

We found that the impact of contraception on sexual desire and satisfaction is a key reason people stop using it, just as critical as cost or access.

That's why we:

- Searched for **articles** between 2004-2023 in 9 databases
- Gathered 64 **studies** (for a total of 125,586 participants, mostly female population)
- Did a **meta-analysis** of 25 of those

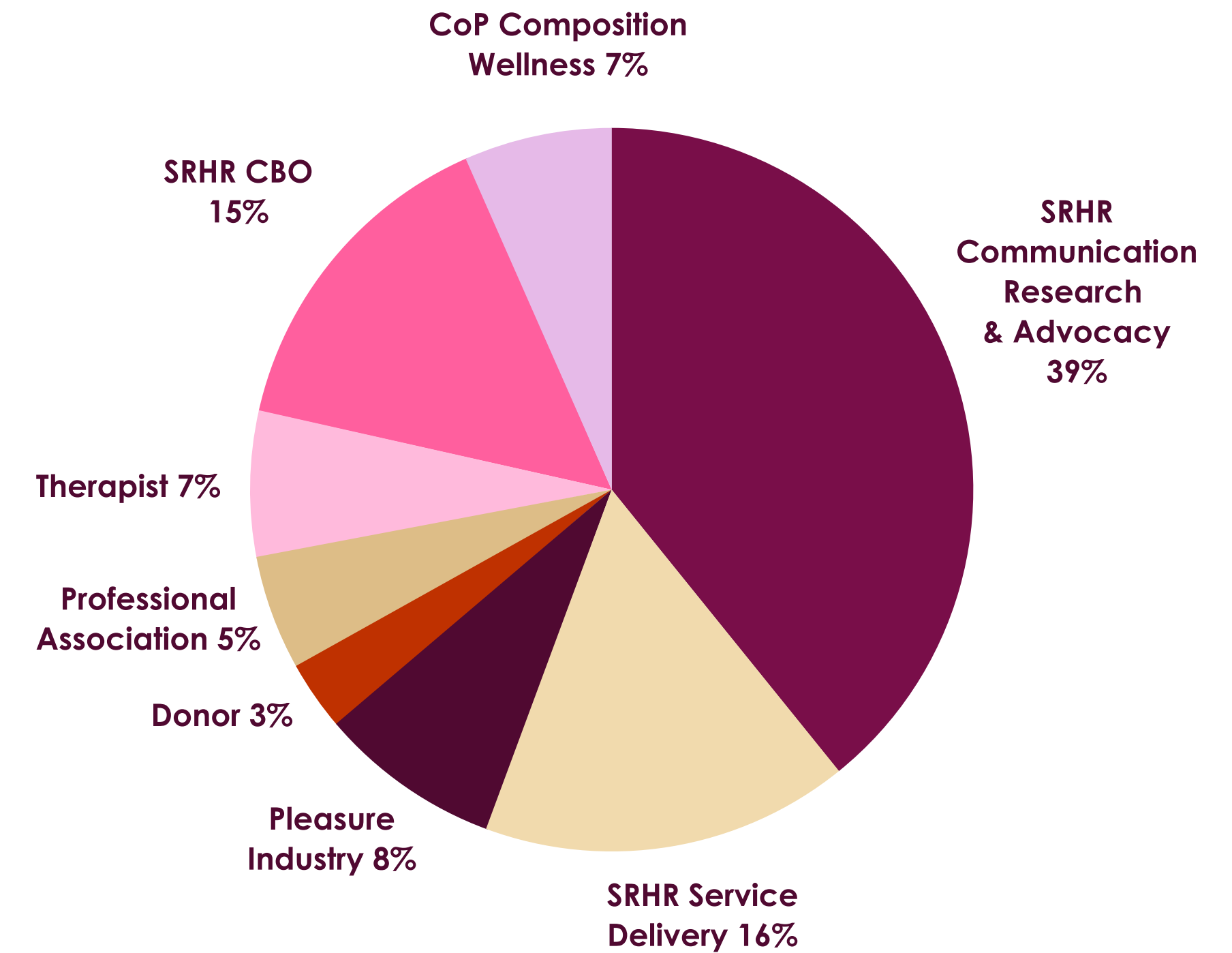
This is the first systematic review to explore how **sexual desire and pleasure influence** the discontinuation or switching of contraceptives so get ready!

Radical Pleasure Spaces

The Community of Pleasure Practice

The Pleasure Community of Practice (CoP) continues to expand as a global hub for advancing pleasure-inclusive sexual health advocacy.

This year, the community grew to 61 endorsing organizations across six continents, demonstrating a growing recognition of pleasure as a cornerstone of sexual health.



Who Makes Up Our Community?

We are a diverse collective of organizations and experts united by a shared vision: integrating pleasure into health, advocacy, and services.

Expanding Access to Resources

Members demonstrated incredible commitment to accessibility by volunteering to translate The Pleasure Principles into multiple languages.

This collaborative effort ensures pleasure-inclusive resources can reach diverse communities around the world.

Inaugural CoP Webinar Series: Lubricating Change

On December 4, we launched the CoP Webinar Series with an impactful session on “The Transformative Role of Lubricant in Sexual Health and Pleasure.”

- Featured experts from PSI, WHO, and our CoP community.
- Addressed evidence-based benefits of lubricant and integration into public health initiatives.
- Debunked myths surrounding lubricant use in sex education.

The session was widely appreciated for its practical insights and actionable recommendations, attracting a diverse, global audience.

Quarterly Convenings: Fostering Collaboration

We hosted four engaging sessions this year, featuring contributions from key organizations such as Fòs Feminista and Center for Intimacy Justice, as well as insights from our dedicated Pleasure Fellows.

These convenings:

- Enabled members to share experiences and brainstorm solutions.
- Strengthened professional connections across sectors.
- Drove innovation in promoting pleasure-centered approaches.

Looking Ahead

The CoP remains committed to growing, learning, and advancing the mission of embedding pleasure at the core of sexual health advocacy. Together, we will continue to innovate, support one another, and champion the power of pleasure globally.

How can you implement transformational and liberatory changes to the way you work?

How can you make movement and institution building sustainable?

You need a community of experts around you.



Introducing
our New Advisory
Committee

This year, we were **humbled and energized** by the overwhelming interest from individuals eager to join our **Advisory Committee**. After a rigorous and thoughtful selection process, we are delighted to welcome **seven extraordinary leaders** to work alongside us over the next two years.

The Advisory Committee will play a pivotal role in:

- Providing insights and strategic **guidance**.
- Helping us deliver on our current **strategic plan**.
- Shaping the organization's **future** direction during a period of exciting growth.

Why an Advisory Committee Matters

As The Pleasure Project continues to grow, it's critical that we **stay rooted in our values and mission**. The Advisory Committee brings together diverse expertise, perspectives, and enthusiasm to ensure we build an empowered, collaborative, and innovative community.

Their leadership comes at a crucial moment as we work to:

- Strengthen our strategic **priorities**.
- **Expand our impact** within the pleasure-inclusive sexual health movement.
- Foster a **values-driven, inclusive** environment.

"We're incredibly grateful for the opportunity to connect with so many inspiring people during this process and look forward to the invaluable contributions of our new Advisory Committee. This marks an exciting step forward as we continue building a committed, values-driven organization."

// Francesca Barolo, Operations Lead

Meet Our Advisory Committee

We are honored to have these dynamic individuals guide us:

Ashlee Burnett	Feminist transformational activism, education policy
Lucy Wilson	Strategic planning, monitoring and evaluation and learning approaches
Mariam Diefallah	Advocacy, communications, and feminist activism
Marie Morice	Clinical sexology with a climate and gender focus
Patricia Cervantes	Sex and wellness entrepreneurship and product strategy
Vandita Morarka	Human rights, research, and community organizing
Steph Niaupari	Gender equity, LGBTQIA+ global partnerships, and public policy

Looking Ahead

With their guidance, we are better positioned to tackle challenges, seize opportunities, and continue to center pleasure, inclusion, and innovation at the heart of our work. This marks an exciting step forward as we build a stronger, more sustainable organization.

The Training Toolkit Now in Spanish

Translation as a Tool for Empowerment

[DOWNLOAD THE TOOLKIT >](#)

Empowerment

Translation is more than converting words — it's about shifting power and expanding access to critical knowledge. By making the toolkit available in Spanish, we hope to:

- Democratize Sexual Rights by ensuring inclusivity.
- Provide context-specific tools for Latin America.
- Break down barriers of shame and judgment around pleasure and sexuality.

UNFPA Latin America Rollout

We are thrilled that UNFPA's country offices across the region embraced our Spanish Training Toolkit, incorporating it into their programs to promote pleasure-inclusive sexual health education.

Collaboration with Kimia Pedagogias Criticas

This innovative space for experimental education, and a valued member of our Community of Practice, has integrated The Toolkit into its training initiatives, extending its impact to grassroots educators.

Pleasuring-Up Wikipedia

Our Wikithon Impact

What We Aimed to Achieve

In February 2024, we hosted our first-ever Wikithon, a groundbreaking event bringing together content creators, Community of Practice (CoP) members, and passionate advocates to revolutionize Wikipedia's resources on pleasure-based sexual health.

Our Goals Were:

1. Disrupt content by enhancing global resources on pleasure-based SRHR (sexual and reproductive health and rights).
2. Improve information accessibility by editing and enriching Wikipedia articles with accurate, inclusive content.
3. Strengthen CoP expertise by building capacity and confidence among members to contribute to Wikipedia.
4. Challenge under-representation by addressing gaps in editor demographics and underexplored topics.

Participant Demographics

women 47%
trans/non-binary 41%
not disclosed 12%
from the global south 60%
from the global north 40%

Pleasuring-Up Wikipedia

Our Wikithon Impact

Who Participated?

Our Wikithon brought together a diverse group of advocates and experts.

- **Community of Practice Members:** Global practitioners passionate about improving SRHR and challenging norms.
- **Pleasure Fellows:** Experts in disability and pleasure, feminist anthropology, sex work, and more.

Topics Covered

- Pleasure
- Sexual fantasy and foreplay
- Safe sex, sex education, and anorgasmia
- Influential figures like Le SRHR eza Mangaldas and Aditi Mangaldas

Join the movement!

Want to join us? Become an endorsing organization!

www.thepleasureproject.org/the-pleasure-principles/endorse

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What's Cooking at the Pleasure Edit-a-thon?

Get ready for a thrill! Picture this: a vibrant virtual space buzzing with energy. Training with professionals, collaborative brainstorming, sizzling discussions, and hands-on editing — all in a fun 2 to 3-hour event. It's a playful, inclusive vibe where pleasure meets purpose. Ready to join the fun?

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Collaborate & Liberate: Let's Write Pleasure into History!

Knowledge is always collectively created, and your diverse perspectives will sizzle up the resources on pleasure-based sexual health.

Time to make pleasure waves!

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Pleasureful Progress



A Peak at Our Pleasure Edit-a-thon's Impact!

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Wikipedia's Global Influence and Gender Disparity

Wikipedia, a global hub with 208+ monthly views and 320 languages and counting, lacks diverse voices. Did you know 80% of editors are white cis men from North America? It's time to diversify and make a change!

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Get Sexy with Knowledge: CoP Exclusive Pleasure Edit-a-thon!

Calling all CoP members! We're thrilled to pioneer the first joint action of our CoP to enhance the world's resources on pleasure-based sexual health.

We're Pleasuring-Up Wikipedia, baby!

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Pleasuring-Up Wikipedia

Our Wikithon Impact

By the Numbers: Event Achievements

48	Total edits made
15	New articles created
61	Reference added
5,060	Words added
64%	Participants editing for the first time

Driving Global Impact

Through this event, we expanded awareness of pleasure-based sexual health:

- **Improved Representation:** Addressed gaps in pleasure-related topics and diverse editor demographics on Wikipedia.
- **Social Media Reach:** Posts about the event reached over 3,000 users, with record engagement on LinkedIn.

I have to step away, but thank you all soooooo much this was so incredible and I will definitely be working on this more! Thank you for this training and opportunity! I appreciate you all :)
One step closer to changing the world

Thank you for this, although I wasn't sure my edit's were good enough, but at least now I feel I've done something (I tried updating the depathologised criteria of BDSM in Arabic) and it feels great!

Looking Ahead

This Wikithon was just the spark. We're igniting a movement to transform how pleasure-based sexual health is understood and represented worldwide. With this incredible momentum, we're planning future takeovers—creating spaces where knowledge, collaboration, and bold ideas collide to rewrite the narrative on sexual pleasure and rights. Stay tuned, because this is just the beginning.

The Highlights of our Speaking Engagements

HIVR4P 2024, the 5th HIV Research for Prevention Conference

"I was stunned to be invited to speak on the subject of 'Putting Pleasure in Prevention' at the opening plenary panel of the HIV prevention science conference HIVR4P. This was so radically different to the early days of the pleasure wave when I would be fighting to get any mention of pleasure, and indeed shocked reactions.

Pleasure had indeed made it from the margins to the main stage. I was intimidated and overjoyed to share the stage with the 'big names' of HIV prevention, but so pleased to have such a positive reaction to my hopefully fun introduction to why pleasure is critical to HIV prevention, with a 'sex toy' demo, quizzes on how much pleasure is actually mentioned in precious AIDS conference and the evidence that shows pleasure saves lives."

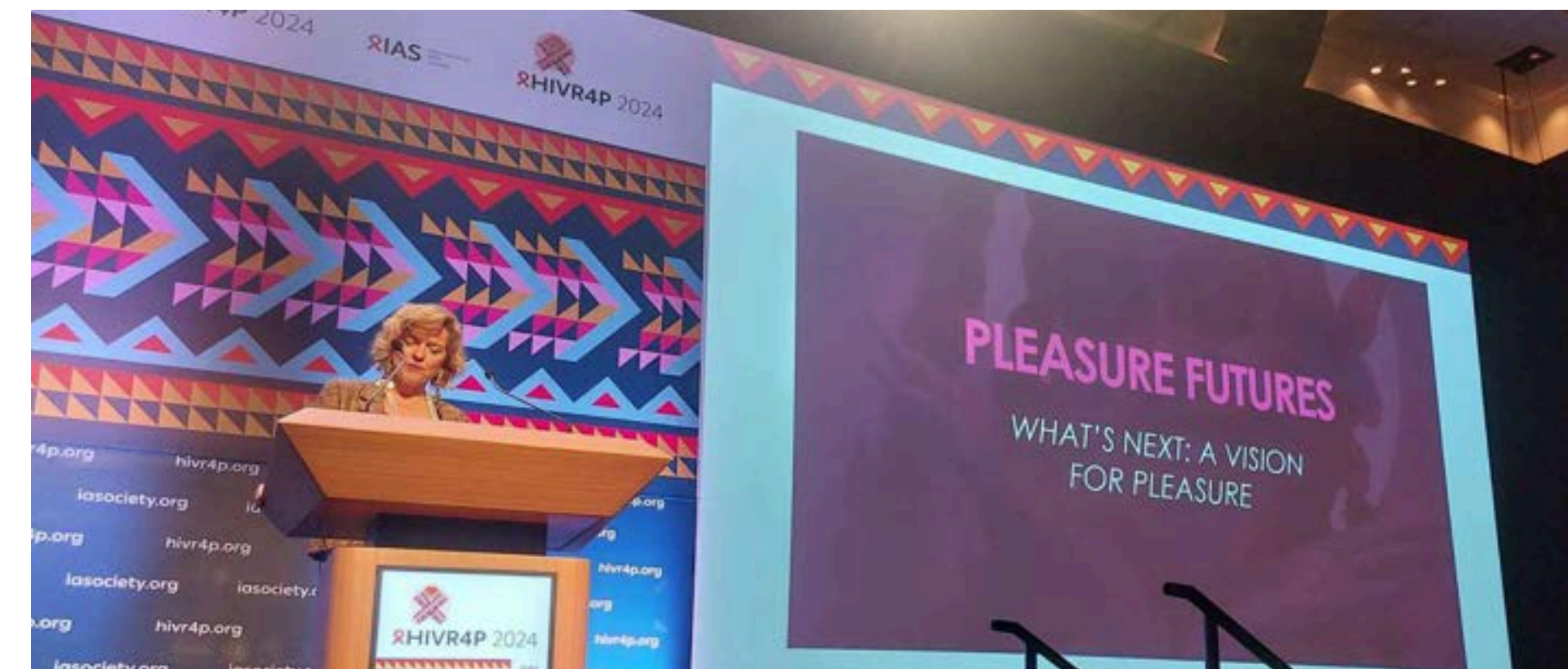
// Anne Philpott

HRP Meeting 2024 Geneva

"As a Pleasure Fellow and a proud pleasure champion I was thrilled to be asked to attend the 2024 HRP meeting at WHO headquarters in Geneva, on behalf of the Pleasure Project. HRP, or the Special Programme of Research, Development and Research Training in Human Reproduction, is a WHO research group that explores ways to improve sexual and reproductive health."

// Rhiana Mills

We have recommended that agencies responsible for sexual and reproductive health consider integrating an understanding of sexual pleasure within their programming, as part of the movement towards highlighting the sex in sexual and reproductive health and rights.



We cannot forget that pleasure will always remain an important part of the human sexual experience, even in complex scenarios. Another frontier for reproductive and sexual health and wellbeing is continually and meaningfully integrating, and taking seriously, pleasure as a key factor for working towards holistic and comprehensive sexual and reproductive health and wellbeing.

[LEARN MORE ABOUT THE RESEARCH](#) >

Looking Ahead

Building the Investment Case for Pleasure Based Sexual Health

Why Pleasure is Worth the Investment

In the coming year, we will create a groundbreaking investment case to demonstrate the cost-effectiveness and health benefits of pleasure-based sexual health interventions.

This research will serve as a critical advocacy tool, answering key questions:

- What level of investment is needed for impactful programs?
- How do pleasure-based approaches improve health outcomes and offer value for money?

By quantifying the benefits and costs, we aim to **convince funders and policymakers of the global potential of pleasure-based approaches**, driving future funding and support for this transformative work.

Strengthening Our Foundations A Clear Vision, A Feminist Approach

To sustain our growth and maximize our impact, we are committed to strengthening our internal structure and refreshing our theory of change.

This theory of change will ensure we and the community we create, move towards **measurable, meaningful change** in the lives of individual and communities around the world.

Internally we are focusing on building systems to move us from an activist collective to an **adaptable global network** – that is aligned with our values as we expand.

We want to build foundations but also be able to “**be like water**”, fluid and adaptable.

As we close this chapter, our sincere thanks for being a vital part of the Pleasure movement.

Your passions have fueled our mission, creating a community where diverse voices champion pleasure as a principle for systemic change.

**Let's continue the journey to
pleasure-positive sexual health**

The pleasure journey doesn't stop here—it evolves with your engagement. Share your experiences, connect with us, and let's continue making pleasure a powerful force for positive transformation.

Your voice is the heartbeat of this movement, and we're excited to keep the pleasure wave rolling together!

the
pleasure
project.

Thank you
for being part of the
pleasure wave

Keep championing pleasure!

