

BACKGROUND

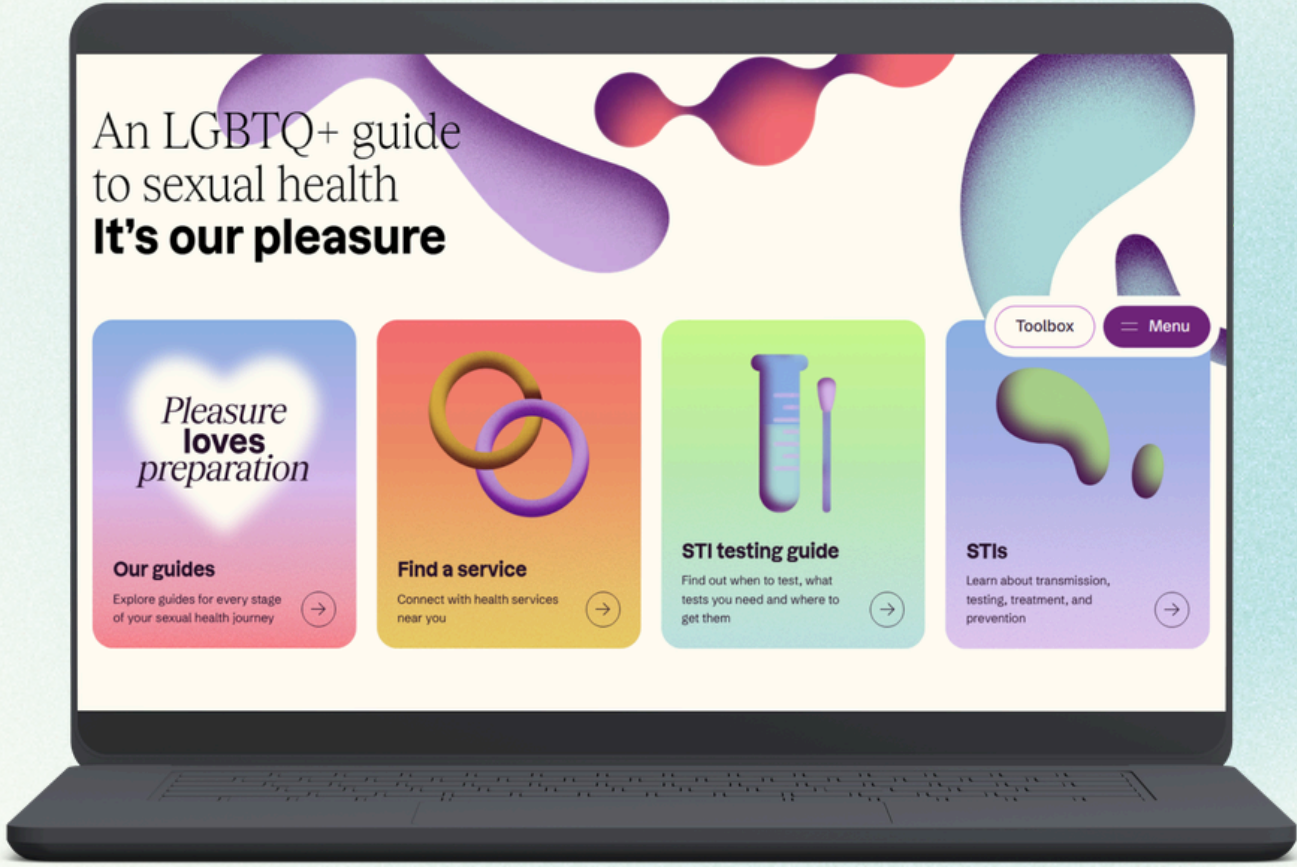
What if health information left you wanting more?

Research shows LGBTQ+ women actively seek sexual and reproduction health (SRH) information online (Mooney-Somers and Cole, 2026) but often dismiss resources that do not reflect their identities, bodies and experiences.

Word on the Sheets (WOTS) was developed to address this gap through culturally resonant, pleasure-centred content.

LGBTQ+ women, trans and gender-diverse people often carry the burden of locating, interpreting and adapting fragmented, heteronormative SRH information for their own lives. And where many LGBTQ+ people seek information, social media algorithms can reduce the visibility of relevant SRH content, particularly when it relates to women and trans people's bodies and sexual practices.

Reaching them require methods they already trust: familiar, engaging through both evidence-based and experiential knowledge.



METHOD

GUIDED BY THE PLEASURE PRINCIPLES Pleasure-led framework endorsed by the International Planned Parenthood Federation (The Pleasure Project, 2022).

Love yourself

Embrace learning

Talk sexy

Be flexible

Think universal

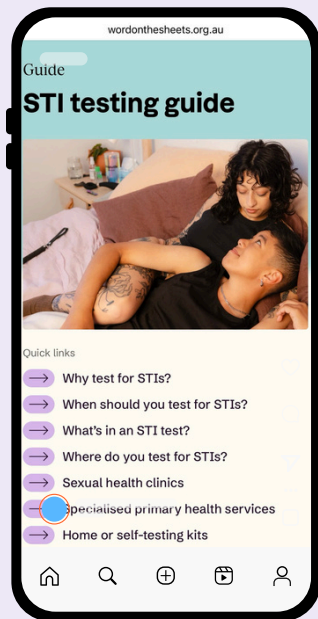
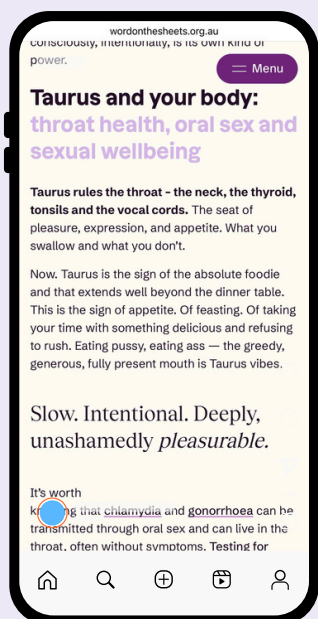
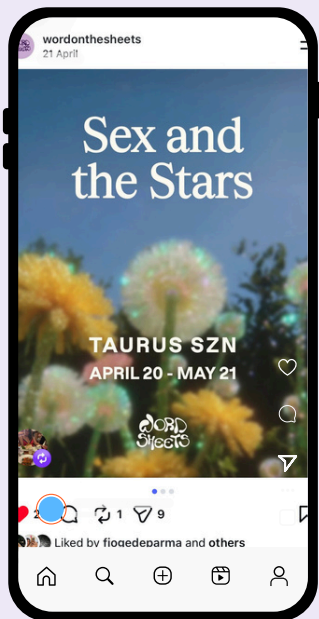
Rights first

Be positive

Sex and the Stars, a monthly column, was designed to connect people from a social hook through evidence-based SRH content and via trusted external links.

Folding evidence into the language of desire, each edition maps a zodiac sign to a body part to explore SRH topics.

Astrology grounds this holistic approach, meeting queer communities through a cultural touchpoint they already resonant and engage with at higher rates than the general population (Pew Research Center, 2025).



THE PATHWAY

Social media exposure

Cultural hook

Intentional information seeking

Evidence-rich engagement

IMPACT

Reach is not the whole story. Attention is.

21,654
REACH

Instagram views across eight monthly editions

Top 5
RESONANCE

Most-visited pages come from social traffic

8
CONSISTENCY

Editions published monthly since December 2025

Each edition of *Sex and the Stars* draws new readers alongside returning ones. For a sexual and reproductive health site less than a year old this pattern suggests culturally resonant, pleasure-led framing can help move queer audiences into SRH information they may not otherwise seek out.

The column continues monthly, building a growing body of queer SRH content.

Seduction is the strategy. Knowledge is the outcome.

As demonstrated through this project WOTS uses pleasure, desire and queer cultural relevance as pathways into SRH information. By combining social media discoverability, experiential storytelling and health education, it translates evidence-based recommendations for LGBTQ+ SRH communication into an innovative digital health promotion model.



Explore
the
column