

PRACTICE BASED TEMPLATE

Submissions must not exceed 300 words (excluding title & authors). The document **must not** be password protected or saved as read only as this may result in your abstract failing to upload successfully. Use Arial 12 point type only. Please structure your submission using the subheadings below. If the abstract does not fit the headings, please put full abstract beneath introduction and we will remove the headings once submitted.

Eroticising evidence: sex, pleasure and desire as portals into queer sexual and reproductive health promotion

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Background/Purpose:

What if health information left you wanting more? For LGBTQ+ women and trans and gender diverse communities, mainstream sexual and reproductive health (SRH) information rarely reflects the diversity of queer SRH needs across the lifespan, leaving communities to fill the gaps themselves. Research shows low trust in healthcare providers among LGBTQ+ communities (Mooney-Somers and Cole, 2026), who instead turn to peer networks and social media for their health information. This abstract evaluates Word on the Sheets (WOTS) as a pleasure-centred digital health promotion strategy to increase SRH engagement, traffic and literacy among LGBTQ+ people.

Approach:

WOTS developed a monthly sex and health column using culturally resonant queer frameworks as strategic entry points into evidence-based SRH information. Each edition maps specific body parts and anatomical connections to explore SRH topics, weaving together embodiment, pleasure and health information. Research shows LGBTQ+ people are significantly more likely to engage with alternative and holistic health frameworks than the general population (Pew Research Center, 2024), making this a creative, evidence-informed strategy for building health literacy through relevant cultural touchpoints. Seduction is the strategy. Knowledge is the outcome.

Outcomes/Impact:

Across five editions (December 2025 to April 2026), the column reached over 8,500 Instagram accounts with a 53% click-through rate, with consistent monthly publishing building returning audiences and new reach. Ranking in WOTS' top five most-visited pages, with SRH guides appearing in the same weekly traffic, demonstrating that pleasure-centred entry points organically bridge into clinical resources. This content has become a trusted and creative way to reach communities historically left out of SRH health promotion.

Innovation and Significance:

WOTS demonstrates that playful, erotic language and health information work together as a proven engagement strategy. This model is replicable across diverse

communities: by finding a cultural touchpoint relevant to your audience, meeting them there, letting the health conversation weave itself in.

Disclosure of Interest Statement:

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