

THE AMERICAN SEXUAL HEALTH ASSOCIATION PROMOTES THE SEXUAL HEALTH OF INDIVIDUALS, FAMILIES AND COMMUNITIES BY ADVOCATING SOUND POLICIES AND PRACTICES AND EDUCATING THE PUBLIC, PROFESSIONALS AND POLICY MAKERS, IN ORDER TO FOSTER HEALTHY SEXUAL BEHAVIORS AND RELATIONSHIPS AND PREVENT ADVERSE HEALTH OUTCOMES. THE AMERICAN SEXUAL HEALTH ASSOCIATION PROMOTES THE SEXUAL HEALTH OF INDIVIDUALS, FAMILIES AND COMMUNITIES BY ADVOCATING SOUND POLICIES AND PRACTICES AND EDUCATING THE PUBLIC, PROFESSIONALS AND POLICY MAKERS, IN ORDER TO FOSTER HEALTHY SEXUAL BEHAVIORS AND RELATIONSHIPS AND PREVENT ADVERSE HEALTH OUTCOMES. THE AMERICAN **AMERICAN** SEXUAL HEALTH ASSOCIATION PROMOTES THE SEXUAL HEALTH OF INDIVIDUALS, FAMILIES AND COMMUNITIES BY ADVOCATING SOUND POLICIES AND PRACTICES AND EDUCATING THE PUBLIC, PROFESSIONALS AND POLICY MAKERS, IN ORDER TO FOSTER HEALTHY SEXUAL BEHAVIORS AND RELATIONSHIPS AND PREVENT ADVERSE HEALTH OUTCOMES. THE AMERICAN **SEXUAL** HEALTH ASSOCIATION PROMOTES THE SEXUAL HEALTH OF INDIVIDUALS, FAMILIES AND COMMUNITIES BY ADVOCATING SOUND POLICIES AND PRACTICES AND EDUCATING THE PUBLIC, PROFESSIONALS AND POLICY MAKERS, IN ORDER TO FOSTER HEALTHY SEXUAL BEHAVIORS AND RELATIONSHIPS AND PREVENT ADVERSE HEALTH OUTCOMES. THE AMERICAN **HEALTH** ASSOCIATION PROMOTES THE SEXUAL HEALTH OF INDIVIDUALS, FAMILIES AND COMMUNITIES BY ADVOCATING SOUND POLICIES AND PRACTICES AND EDUCATING THE PUBLIC, PROFESSIONALS AND POLICY MAKERS, IN ORDER TO FOSTER HEALTHY SEXUAL BEHAVIORS AND RELATIONSHIPS AND PREVENT ADVERSE HEALTH OUTCOMES. THE AMERICAN SEXUAL HEALTH **ASSOCIATION** PROMOTES THE SEXUAL HEALTH OF INDIVIDUALS, FAMILIES AND COMMUNITIES BY ADVOCATING SOUND POLICIES AND PRACTICES AND EDUCATING THE PUBLIC, PROFESSIONALS AND POLICY MAKERS, IN ORDER TO

ANNUAL REPORT FY13



# A new name A renewed mission



*The American Sexual Health Association promotes the sexual health of individuals, families and communities by advocating sound policies and practices and educating the public, professionals and policy makers, in order to foster healthy sexual behaviors and relationships and prevent adverse health outcomes.*

In January 2013, the American Social Health Association formally became the American Sexual Health Association. Why? The move reflects an evolution from a focus on disease to a more positive sexual health model. The change is a bold one, as we work to encourage more public conversations about sexual health and its value.

We strongly believe a critical part of our mission is to make discussions around sexual health normal and natural. Our nation's overall health is negatively impacted by our lack of comfort in talking about sex and sexuality. Whether we're talking about the relationship between health professionals and patients, parents and teens, or partners, we will continue to offer resources to reduce stigma and encourage effective, respectful communication.

The challenge is great, but so is our passion for sexual health. To that end, our projects of the past year include work in diverse areas such as healthy relationships, unplanned pregnancy, health disparities among racial and sexual minorities, and a slate of resources to promote sexual health across the lifespan.

  
President and CEO

# ADVOCACY EFFORTS

Leading efforts to educate policy makers about the economic, social, and public health benefits of appropriate policy responses to issues around sexual health.

ASHA WORKS IN COALITION WITH PARTNER ORGANIZATIONS TO KEEP SEXUAL HEALTH ISSUES ON THE FOREFRONT OF THE POLICY AGENDA



*Photo credit: Architect of the Capitol*

ASHA plays a leading role in sexual health advocacy efforts through its Office of Health Policy in Washington, DC. We work with members of Congress and partner organizations to educate policy makers about the urgency of sexual health, the need for additional research, and the importance of frontline support for sexual health programs in our communities.

This year ASHA co-sponsored a congressional briefing with the National Coalition of STD Directors (NCSD) and other organizations titled “Untreatable Gonorrhea? What Public Health Needs for an Effective Response.” ASHA joined in urging Congress to adequately fund state and local health departments to allow them to prepare for the public health threat posed by antibiotic-resistant gonorrhea. Additional efforts this year include work with the Guttmacher Institute on efforts to ensure greater access to health care by eliminating sensitive information from insurance company explanations of benefits (EOB). For young people these EOBs have been a barrier to accessing services.

## LENDING SUPPORT TO A RANGE OF ADVOCACY EFFORTS

During the year, ASHA provided organizational support and signed on to community advocacy letters on a broad range of health care issues, such as attacks on reproductive health, and funding for Title X family planning clinics, teen pregnancy prevention initiatives, and HIV:

- Pregnant and Parenting Students Access to Education Act, to help states and local school districts establish and fund policies and practices that are supportive of pregnant and parenting youth.
- Senate letter to Labor HHS Appropriations Subcommittee, urging increases to the President’s Teen Pregnancy Prevention Initiative and the CDC’s Division of Adolescent and School Health.
- Letter to U.S. Department of Health and Human Services (HHS) asking HHS to address the lack of access to emergency contraception (EC) through Indian Health Services (IHS) and prioritize making EC available in all IHS facilities.

# EDUCATION AND AWARENESS

Providing scientifically accurate information for the public and partner organizations.



**CONDOMS ARE YOUR ONLY CONTRACEPTIVE OPTION THAT CAN PREVENT BOTH UNINTENDED PREGNANCIES AND SEXUALLY TRANSMITTED INFECTIONS**

THE CONDOMOLOGY, PROJECT: A COLLECTION OF FACT-BASED INFORMATION ABOUT CONDOMS PRESENTED IN SIMPLE, EASY-TO-UNDERSTAND LANGUAGE

In November 2012, ASHA launched a new resource called *Condomology*, featuring facts on condom use and condom effectiveness. ASHA held a forum in Washington D.C. to introduce the *Condomology* initiative to colleagues in a session titled "Breaking through the Clutter: Launch of a New Resource to Educate Audiences about Condom Facts." Being able to apply the scientific evidence to our programs and the policies we support will help ultimately, to reduce rates of sexually transmitted infections and unintended pregnancies.

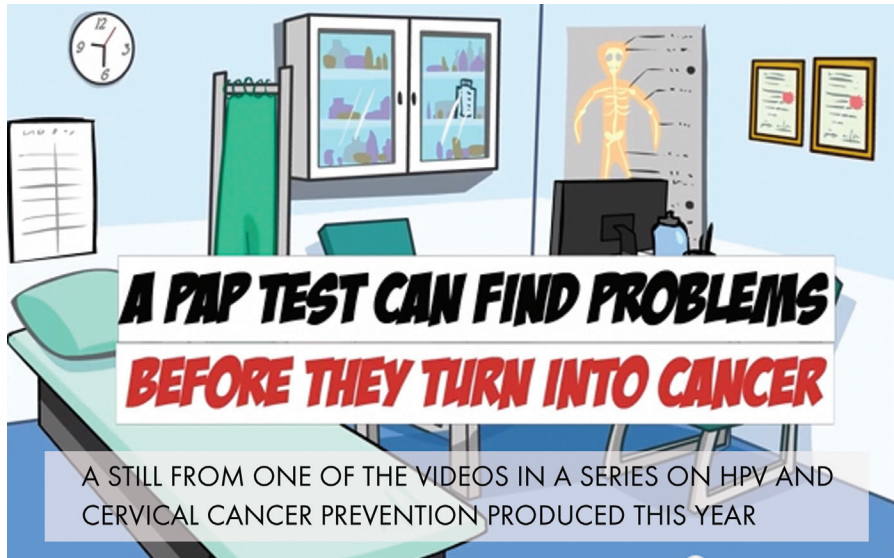
The materials—including videos on the history and manufacture of condoms, facts sheets, and an infographic—were developed with support of an educational grant from Church & Dwight, the makers of TROJAN® brand condoms. See more at [www.factsaboutcondoms.com](http://www.factsaboutcondoms.com).

## INTERNATIONAL CONFERENCE

In October 2012, ASHA sponsored a session on new developments in the diagnosis of trichomoniasis and HPV at the 13th International Union on Sexually Transmitted Infections World Congress in Melbourne, Australia, a conference that attracted nearly 900 delegates from across the globe. Speakers on the ASHA session included Charlotte Gaydos (Johns Hopkins University) and Jennifer Smith (UNC-Chapel Hill).

## RAISING AWARENESS AMONG COLLEAGUE ORGANIZATIONS

- In recognition of Cervical Health Awareness Month in January, ASHA conducted a presentation on cervical cancer prevention at a meeting of the National Council of Women's Organizations for representatives from 30 national organizations.
- During STD Awareness Month in April, ASHA conducted an event focused on a broad range of issues in STD prevention and sexual health to the Women's Research and Education Institute Congressional fellows.
- In March, ASHA made a presentation to the Healthy Teen Network, a group of national leaders involved in promoting teen pregnancy prevention.



In early 2013, ASHA launched an updated version of its Spanish language website [querosaber.org](http://querosaber.org), with a fresh design and a wealth of new information on sexual health. The website serves as a resource for Spanish speakers across the globe and gets visitors from dozens of countries. The addition of updated sexual health information, from healthy relationships to sexual pleasure, reflects ASHA's broadened focus and offers Spanish speakers a range of sexual health topics.



Videos are an increasingly important tool ASHA uses to reach a wider audience. This year, ASHA produced two animated videos—in English and Spanish—on HPV and cervical cancer prevention.

### CELEBRATING SEXUAL HEALTH MONTH

As the United States partner of the World Association for Sexual Health (WAS), ASHA promotes Sexual Health Month in September with a range of activities designed to promote the subject to the media, the general public, and health professionals. This year in September, ASHA activities included:

- An interview with M. Joycelyn Elders, M.D., former U.S. Surgeon General, that profiled her career, including the remarks on masturbation that led to her removal as Surgeon General. Elders is a strong, clear voice in the areas of sexual and reproductive health and her comments touched on the importance of sex education and recognition of the role sexuality plays in our lives.
- A series of blogs published throughout September on both ASHA's website and other popular sites including RH Reality Check and STD Prevention Online, a site geared toward health professionals. Topics include sexual health as a human right, healthy relationships, challenges faced by sexual minorities, and the value of pleasure and featured contributions by ASHA Board members Bob Fullilove and Dennis Fortenberry, among others.
- An online sexual health survey, designed to gather thoughts and opinions on sexual health topics. The survey featured a different sexual health question each week throughout the month of September.
- A new fact sheet modeled after ASHA's popular "Ten Things" series. The fact sheet, "Ten Things to Know about Sexual Health," covered topics including sexual health across the lifespan, pleasure, selecting a healthcare provider, and building quality intimate-partner relationships.

# SUPPORT AND INFORMATION

Serving as a source of information and support for individuals.



SURVIVORS, FAMILY MEMBERS AND ADVOCATES GATHER FOR THE 2013 NATIONAL CERVICAL CANCER COALITION CONFERENCE IN ATLANTA

The National Cervical Cancer Coalition (NCCC) is an ASHA program that helps women, family members and caregivers battle the personal issues related to cervical cancer and HPV and to advocate for cervical health in all women by promoting prevention through education about early vaccination, Pap testing and HPV testing when recommended. NCCC offers materials that educate about HPV and cervical health, including cervical cancer and does extensive outreach during Cervical Health Awareness Month in January. Much of this outreach is done by a national network of grassroots chapters whose mission is to educate their community about HPV and cervical health issues.

In January 2013, ASHA organized and held a conference in Atlanta, GA, that brought together cervical cancer survivors, family members and caregivers, health professionals, researchers, and advocates from across the U.S. to share information, personal stories, and strategize ways to improve local and national advocacy efforts on cervical cancer prevention. Speakers included MDs, cervical cancer survivors, and patient advocates, offering information on cervical cancer prevention and treatment, patient support and cervical cancer advocacy.

Through NCCC's online support community, to local chapter events, and other NCCC services such as the Phone and Email Pals program, NCCC provides support to tens of thousands of individuals each year.

## SEXUAL HEALTH RESOURCE CENTER

For more than 30 years, ASHA's resource centers have played a central role in our public outreach efforts. While much of our work focuses on large-scale public awareness and education efforts, we also provide individualized assistance to those that reach out to us.

We continue to offer personalized counseling over the phone and via email, to people who contact us with concerns about personal health issues, from talking to a partner about STIs to questions about the HPV vaccine.

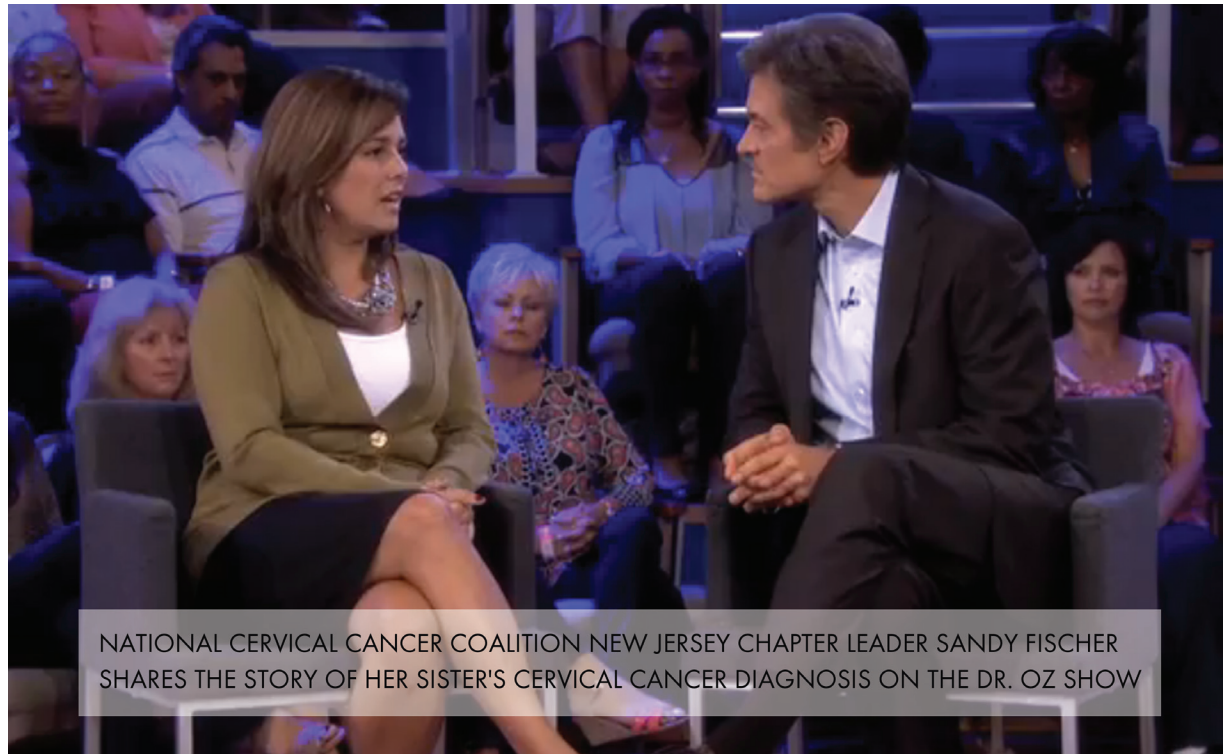
ASHA's panel of experts—physicians, nurse practitioners, and other professionals—also offered tailored responses to individual questions through our "Ask the Experts" web feature.

# MEDIA OUTREACH

Serving as a trusted source of information and commentary on news and trends in popular culture related to sexual health.

Among the services of National Cervical Cancer Coalition (NCCC), a program of ASHA (see page 6 for more) are a network of local chapters. In the fall of 2012, producers from the Dr. Oz show reached out to ASHA to contribute to an episode on HPV and cervical cancer, and two NCCC chapter leaders were recruited to appear on the show to share their personal stories and raise awareness about cervical cancer prevention.

NCCC New Jersey Chapter Leader Sandy Fischer discussed her sister's devastating diagnosis with stage 4 cervical cancer at the age of 36 and spoke about the importance of regular screening for early diagnosis of cervical cancer. NCCC New York Chapter Leader Michele Appel Prigo talked about her experience being diagnosed with high-risk HPV through a routine HPV test. Prior to the test, Michele had never had an abnormal Pap test result in all her years of regular screening.



NATIONAL CERVICAL CANCER COALITION NEW JERSEY CHAPTER LEADER SANDY FISCHER SHARES THE STORY OF HER SISTER'S CERVICAL CANCER DIAGNOSIS ON THE DR. OZ SHOW

## NATIONAL SURVEY ON TRICHOMONIASIS

In January 2013, ASHA conducted a national poll to assess young women's knowledge about trichomoniasis (trich), the most common curable sexually transmitted infection. Interviews were conducted among a national sample of 1,000 women between the ages of 18 and 50 and revealed that most were unfamiliar with trich. Coverage of the survey findings in magazines such as *Glamour*, *Women's Health* and *SHAPE* as well as the Huffington Post reached more than 19 million people.

## A VOICE IN THE NATIONAL MEDIA

Journalists from a variety of media outlets turn to ASHA to address a wide range of sexual health topics, including senior sexuality and STIs in an aging population, female condoms, and sexual diversity. In the past year, ASHA has contributed to pieces in the *Los Angeles Times*, Huffington Post, *Esquire*, *Women's Health*, *Glamour*, and *Shape*.

# FINANCIAL RESPONSIBILITY

Managing funds in a fiscally responsible manner and ensuring transparency for our donors and supporters.

The accounting firm Romeo, Wiggins & Company, LLP, conducted an audit of the financial statements of the American Sexual Health Association and its subsidiary, Empatha, Inc., in accordance with accounting principles generally accepted in the United States of America. A complete copy of ASHA's audited financial statement's and supplementary information, as well as a copy of ASHA's IRS Form 990 for FY13, are available on our organization's website at [www.ashasexualhealth.org](http://www.ashasexualhealth.org).

## ABOUT ASHA'S SUBSIDIARY: EMPATHA, INC.

Empatha, Inc., was incorporated on March 16, 2005 in North Carolina and is a wholly-owned subsidiary of the American Sexual Health Association. Empatha has supported organizations in the public, private, academic, and non-governmental sectors with a variety of services, including contact center service, research support, and technical assistance.

Empatha's largest current client is the United Way of North Carolina. Empatha provides contact center services for the United Way's 2-1-1 Information and Referral line, a 24-hour service for citizens of North Carolina needing health, human services, social services, and other types of emergency support or referrals in their local area. Empatha contact center staff provide compassionate, one-to-one services to thousands of individuals every month.

CONSOLIDATED STATEMENT OF FINANCIAL POSITION: AMERICAN SEXUAL HEALTH ASSOCIATION AND SUBSIDIARY JUNE 30, 2013 (WITH COMPARATIVE TOTALS AS OF JUNE 30, 2012)		
ASSETS	2013	2012
Cash and cash equivalents	\$ 65,077	\$ 279,906
Cash held in agency	856	41,730
Investment		
General Fund	268,909	391,457
Endowment Fund	98,659	97,897
	367,568	489,354
Accounts receivable—contracts and grants	259,583	68,559
Accounts receivable—other	7,121	4,465
Inventory	40,038	39,020
Prepaid expenses	5,004	7,475
Property and equipment, net	34,796	48,340
<b>TOTAL ASSETS</b>	<b>780,043</b>	<b>978,849</b>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities:		
Accounts payable and accrued expenses	\$ 21,730	\$ 55,188
Cash held in agency	856	41,730
Accrued payroll and related liabilities	30,670	30,658
Accrued vacation	35,121	33,824
Capital lease obligation	15,582	38,331
Total Liabilities	103,959	199,731
Net Assets:		
Unrestricted	550,414	567,387
Temporarily restricted	25,670	111,731
Permanently restricted	100,000	100,000
Total Net Assets	676,084	779,118
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 780,043</b>	<b>\$ 978,849</b>



**CONSOLIDATED STATEMENT OF ACTIVITIES: AMERICAN SEXUAL HEALTH ASSOCIATION AND SUBSIDIARY  
YEAR ENDED JUNE 30, 2013 (WITH COMPARATIVE TOTALS AS OF JUNE 30, 2012)**

	2013				2012
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
<b>SUPPORT AND REVENUE</b>					
Contracts and grants	\$ 870,869	\$ 381,354	\$	\$ 1,252,223	\$ 1,070,207
Individual and business contributions	140,158	28,256		168,414	151,896
Sales of literature and educational materials	100,130			100,130	93,693
Interest and dividends, net of fees	1,440	289		1,729	3,018
Net realized gain on sales of investments	33,212	8,243		41,455	7,580
Net unrealized gain (or loss) on investments	4,492	(532)		3,960	40,856
Other income	12,781			12,781	15,365
	1,163,082	417,610	0	1,580,692	1,382,615
Net assets released from restrictions	503,671	(503,671)	0	0	0
<b>TOTAL SUPPORT AND REVENUE</b>	<b>1,666,753</b>	<b>(86,061)</b>	<b>0</b>	<b>1,580,692</b>	<b>1,382,615</b>
<b>EXPENSES</b>					
Program services:					
Health policy	338,584			338,584	357,559
Consumer communication	1,029,595			1,029,595	884,182
Total program services	1,368,179			1,368,179	1,241,741
Support services:					
General and administrative	265,433			265,433	247,523
Development	50,114			50,114	46,260
Total support services	315,547			315,547	293,783
<b>TOTAL EXPENSES</b>	<b>1,683,726</b>	<b>0</b>	<b>0</b>	<b>1,683,726</b>	<b>1,535,524</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ (16,973)</b>	<b>\$ (86,061)</b>	<b>\$ 0</b>	<b>\$ (103,034)</b>	<b>\$ (152,909)</b>
Net assets, beginning of year	\$ 567,387	\$ 111,731	\$ 100,000	\$ 779,118	\$ 905,456
Increase in net assets upon merger of NCCC				0	26,571
Changes in net assets	(16,973)	(86,061)	0	(103,034)	(152,909)
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 550,414</b>	<b>\$ 25,670</b>	<b>\$ 100,000</b>	<b>\$ 676,084</b>	<b>\$ 779,118</b>

