

AMERICAN SEXUAL HEALTH ASSOCIATION ANNUAL REPORT FY15

OUR 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.

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MESSAGE FROM THE PRESIDENT

Sex is central to who we are. This was the message from the more than 3,000 adults who took part in a national survey conducted by ASHA, HealthyWomen and Men's Health Network. But even though nearly two-thirds of the respondents said they believe that their sex life influences their overall satisfaction with their lives, only 38% are satisfied with their sex lives. On top of that, nearly as many find it too embarrassing to talk about with their partner.



We know sexual health is an important part of overall physical and mental wellbeing—too important to let embarrassment get in the way. So we're working to change the culture.

ASHA supports a **comprehensive sexual health framework** that focuses on health and wellness rather than just diseases. As our colleagues expressed in a viewpoint in the *Journal of the American Medical Association*, that since sexually transmitted infections are “highly stigmatized conditions, use of a broader, sex-positive, health-focused framework has the potential to reduce the stigma, fear, and discrimination associated with these conditions.”

We're excited to see this shift in attitudes and an emphasis on wellness, and plan to continue to be a part of this positive change.

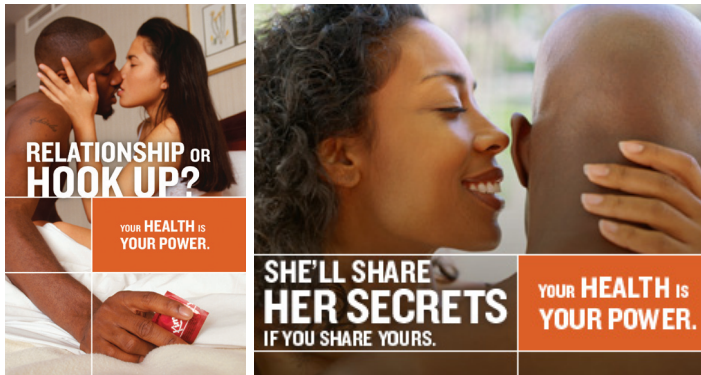
—Lynn Barclay, President and CEO

EDUCATE

ASHA serves a primary source of scientifically-based, easily understood information to **normalize and destigmatize** sexual health for people around the world who have difficulty accessing clear, **non-biased information on sexual and reproductive health**. Through our websites, our work to educate healthcare providers, participation in national and international conferences, and media outreach efforts, we reach millions with positive sexual health messages.



Projects in this area included **SexualHealthTV.org**, a new website devoted to showcasing ASHA-produced video content on a variety of sexual health topics, and **Your Health is Your Power**, a campaign to promote positive sexual health behaviors among young African American men that included posters, postcards, social media content, and other web content for partner organizations.



The **National Cervical Cancer Coalition (NCCC)** is a program designed to help women and caregivers in need of information on cervical cancer, HPV, support services and advocacy. **Chapters around the country** host and participate in events in their communities to raise awareness about HPV and cervical cancer prevention.



NCCC chapters reached more than **7,700** people at more than **100** chapter events and outreach activities

I wanted to say thank you for your website. I appreciated the concise and reassuring way information was presented and the amount of realistic perspective used that I desperately needed. I feel a lot less hopeless and instead more hopeful.

ADVOCATE

Sexual health is, in our view, not a privilege but a right. We believe BOTH men and women as well as their healthcare providers should have choices in addressing sexual dysfunction.

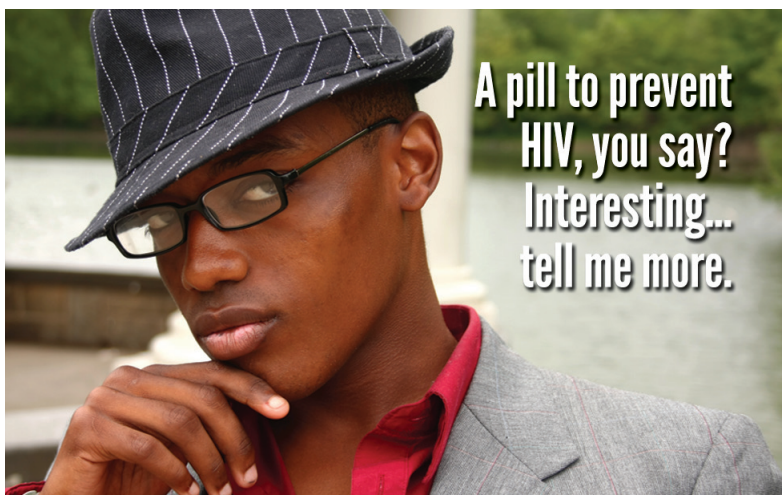
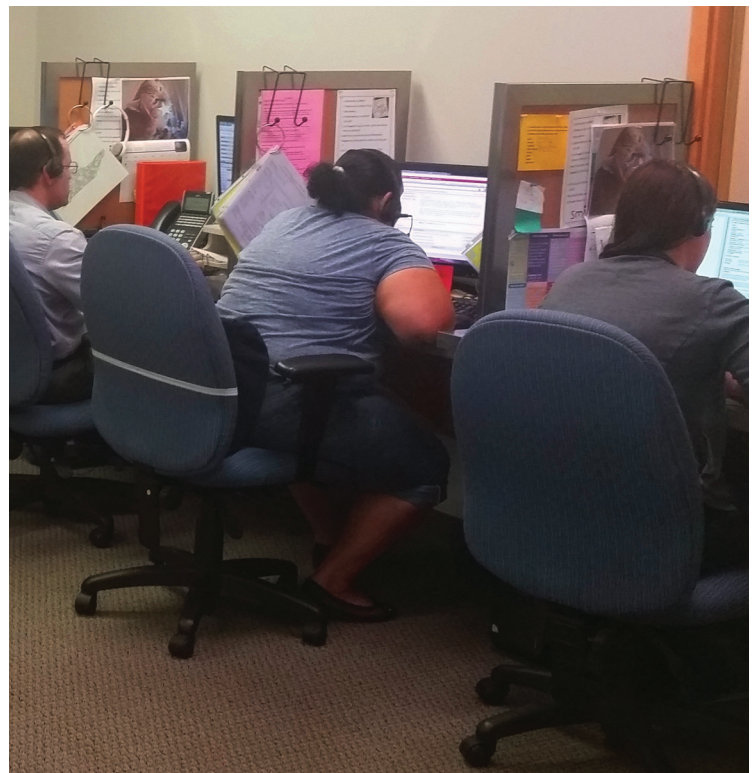
COLLABORATE

ASHA works to build alliances with other organizations in the field to ensure sexual health is a priority. This year, we worked with Healthy Women and Men's Health Network on a **national survey on the impact of sexual function problems** and barriers to addressing sexual health issues, and presented the results at a meeting of the International Society for Sexual Medicine.

ASHA also brought together leaders from the nonprofit and public sectors in women's health and cervical cancer prevention, including the National Family Planning & Reproductive Health Association, the Society of Gynecologic Oncology, and the National Women's Health Network, to **discuss the most effective ways to collaborate to promote awareness of cervical cancer prevention options.**

ASHA works to **create support for policies that enhance access to sexual health prevention, research, treatment, diagnostics, products and technologies.** This year we signed on to letters urging the President, Congress and federal agencies to take action on a variety of issues: opposing abortion funding restrictions; encouraging proposed expansion of Medicare coverage for HIV screening; and supporting legislation to ensure education and training to prevent teen and adolescent dating and relationship violence and harassment.

ASHA also organized a sign on letter urging the Centers for Medicare and Medicaid Services to provide coverage of Pap/HPV co-testing for cervical cancer prevention and **offered comment at a meeting of the Food and Drug Administration (FDA)** urging the FDA to provide more options for women suffering from sexual dysfunction.



SAY *yes* TO PrEP

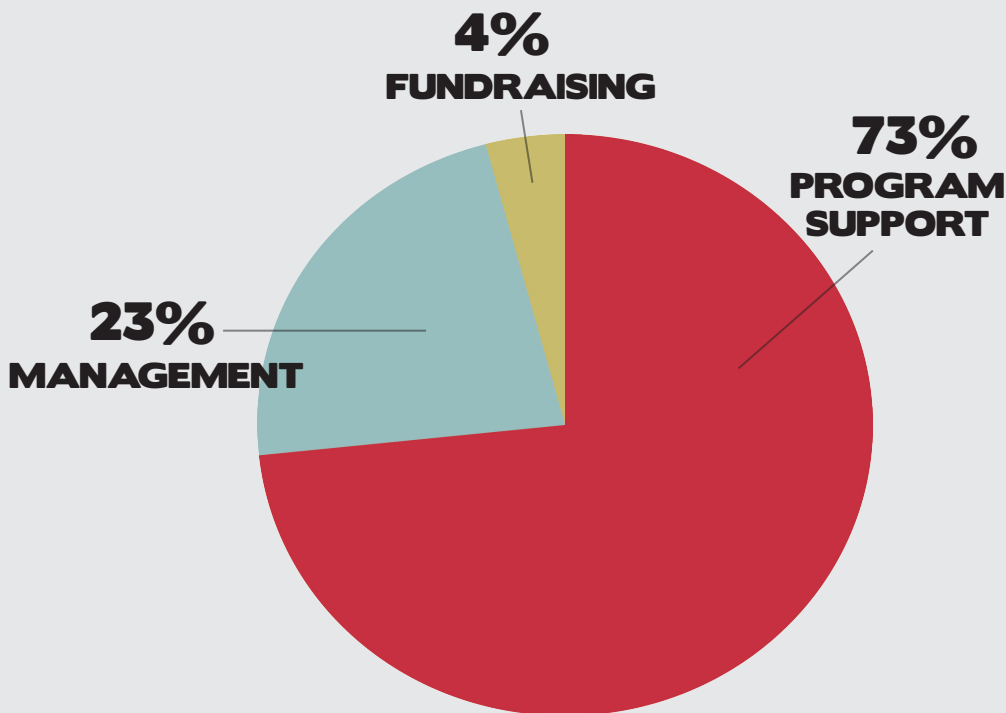
This collaboration with the Mississippi State Department of Health (MSDOH) is designed to **raise awareness about pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP) for HIV** among residents of Mississippi and direct interested individuals to available services. ASHA established and maintains a toll-free hotline to screen callers for eligibility and connect with them with healthcare providers who can provide services.

American Sexual Health Association
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www.ashasexualhealth.org
www.iwannaknow.org
www.quierosaber.org
www.nccc-online.org
www.sexualhealthtv.org

FY15 EXPENSES



ASHA's expenses fall into three major categories: programs, general management and administration, and fundraising.

Approximately 92% of ASHA's income comes from individual donations, foundations, and corporate and government grants. Additional income is provided by sales of ASHA publications, investment income, and management fees.

Detailed information on ASHA's finances is available on our website at www.ashasexualhealth.org, including audited financial statements and a copy of ASHA's IRS Form 990 for FY15.