


ABOUT THE CAMPAIGN



Fuck? Smash? Pussy? Come on. So much of the lingo and slang we have for sex, and all terms relating to it, in any language, were hardly written by today's generation. And words matter – sex is far more than just fucking. The words we use say a lot about our culture and our approach to one another as individuals. As the generation that cares most about defining their own identity, why should Gen Z be bound by terms that don't define them?

So the IPPF is building a new sex dictionary fit for today. Let's give ownership of sex back to the people actually having it... and create #NewSexSlang together.

We want to find out the words that ACTUALLY describe sex, love, dating as a new generation person sees them. Words for everything from sex to dating, for body parts, for romantic encounters, for passion, love, intimacy and everything else relating to sexual health and identity.


We'll be asking: what words have GOT to go? Which MUST stay? And what needs to be ADDED? Inviting young people to bring their experience and creativity to a challenge that we hope will help influence and reshape culture.

THE CHALLENGE

We will be inviting people to contribute their words via a webpage, and through social media, using the hashtag #NewSexSlang. With the submissions, we want to lead the way in coming up with modern, creative, and ultimately, respectful ways to talk about all things sex and sexual health.

Submissions from contributors can be made either as a comment on social posts post, or via our separate website where anonymity can be secured via our system.

We will share their inputs and upload the new sex dictionary to the webpage, sharing them across social media. There will also be prizes up for grabs: merch playing on the new words created throughout the challenge.





WORKING TOGETHER

We would love to discuss further how we would love to invite you to take part in submission with the words you think should be in existence today. You might have a slang word that you think is a translation of a word that is just anatomical, or a new word that *should* be in existence. Whatever it is, and whoever YOU are, there's a better word waiting to be written!

We know that the matter of respect, identity and sexuality are close to your heart and so if you were interested, we would also love to work together in spreading this message to empower young people and help them reclaim their language.

We see this potentially looking like:

- Helping us kick off the challenge, delivering a post on your social channels outlining the competition, suggesting your own words and driving engagement from your audience to submit their entry. (*We are creating social posts and editable collateral as part of the campaign that we can share*)
- Then, near the end of the challenge, we would love for you to post again, highlighting some of your favourite entries and sharing your thoughts on what you've discovered through the words submitted #NewSexSlang.



SHARE YOUR IDEAS

We are aiming to launch the campaign the week of the 22nd November and are still in the stages of developing all the content and phasing, but we would love to work with you on integrating any thoughts you have too, so please do get in touch! We can be very flexible on how we potentially collaborate together.

ABOUT IPPF

For a bit more information on who we are... IPPF (the International Planned Parenthood Federation) is a global charity dedicated to delivering sexual and reproductive healthcare around the world and fighting for sexual & reproductive rights. We believe passionately in each individual's rights over their body. Your body is yours. And when it comes to sex, we want to help promote pleasurable, equitable and reciprocal sex and intimacy around the world.

The submissions to the challenge themselves will be used by IPPF as we design our new Sexual and Reproductive Health strategy for 2030, around how to reach more people with support around sexual health, and in our fight to protect sexual and reproductive rights.

We would suggest amending this page with your ask of the MA groups, as currently it is tailored to the Influencers