

# TO LOVE SOMEBODY

Our Language



# RE-IMAGINING SRHR – Word Cloud

[https://ippfstrategy2028.org/en\\_gb/reimagining-shrh/](https://ippfstrategy2028.org/en_gb/reimagining-shrh/)

# Care



# Love

attachment unconditional beauty  
mutual-understanding  
bonheur freedom  
Honesty Hearts life boyfriend  
caring happiness peace  
Comfort hugs Touch  
husband love fun trust  
health cloud kindness  
partner girlfriend family  
companionship partners  
Individuality companions  
affection relationships CHERISH  
communication

# Intimacy

together  
belonging holding-hands giving  
safety Sacred **bonding** us  
Peace kissing Sharing  
holding love touching of  
be **closeness**  
TRUST myself feeling  
touch intimacy being  
yourself **skin-to-skin**  
friendship humanity

# Pleasure

comfortability  
**HAPPINESS** joy  
rights  
laughing **sex** Lust  
Touch kissing yes  
**pleasure** feeling  
touching  
Peace kiss **desire**  
trust  
**consent** chocolate  
satisfaction excitement

# Sex

dialogue  
pleasure connection  
play Physical  
fun release jouissance  
of youth **sex** passion  
**ENJOYMENT**  
consent Safety unification  
bodies

# Recurrent terms

Trust

Consent

Peace

Safety

Communication and dialogue

Enjoyment, happiness, laughing, play

**For good sex and good  
sexual health services and  
promotion of rights**



# # NEW *sex* SLANG

<https://newsexslang.com/gallery/>



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## CHALLENGE STATS



800+

Submissions



15

Countries



22

Influencers



2 weeks

Run time



4+ Million

Reached on socials\*

\*Across TikTok, Instagram, Twitter and Facebook



## LOVE

The slang entrants loved

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- Sex with humour
- Mutual, selfless sex
- Metaphors
- Local sex slang
- Private and personal



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## REMIX

The slang entrants wanted to change, and how



- Challenge stigma
- Say more with less
- Colourful and vivid
- Words that didn't sound quite right



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## SPLIT

The slang that divided opinion



- “Swear words” – playful or disrespectful?

Time Place People Preference

- Violent language – kink and perpetuation
- Loving language – what’s love got to with it?





## HATE

The slang entrants hated

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- Some violent terms – outside of kink, one-sided
- Words that aren't quite right
- Words that perpetuate shame
- Patriarchal language



## What we learned about new sex slang, from submissions from all over the world:



### **Each to their own**

Couples all around the world had their own terms for sex: for genitals, positions and acts. We saw sex slang that was full of individuality!



### **Sex can be playful**

Around the world, we saw plenty of shortened words and invented terms. Sex can be playful.



### **Sex can be graphic**

Sex can be messy, and active. And for many people we saw words that reflected and embraced this.



### **Privacy without shame**

Many entrants felt too many words were loaded with shame – whether from a patriarchal past or the hidden nature of the act. New Sex Slang loved privacy but hated shame.



### **Time and a place**

The same word might have very different connotations when used in different sexual contexts. All sex slang must be contextualised in its time and place!

# What we have learnt

- Be adaptable – different language for different times, places, people, preferences
- Challenge stigma, shame, patriarchy
- Why so serious?
- Not all sex is love.
- Sex should be enjoyed. Sex positivity.
- Not all sex is enjoyed.