



P*SSY



POWER



**THE
INTERSECTION
OF FEMALE
HEALTH AND
PLEASURE**

Caroline Cappabianca - Human Rights,
Grassroots Activism and Organizing

Anna Lasek - Arts and Literature



RUTGERS-NEW BRUNSWICK

Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership through action.

To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.

The Problem

Stigma

Lack of education

Orgasm Gap

Lack of Knowledge of
Resources



Our Goals

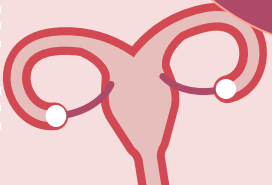
Communication

Destigmatization

Resources

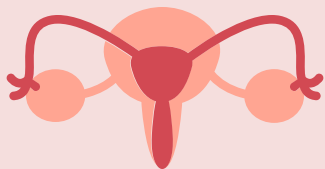
Pleasure

Self Love &
Bodily
Autonomy





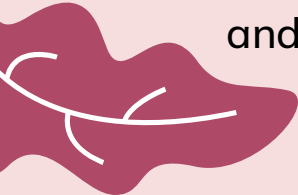
Intellectual Foundations



10%



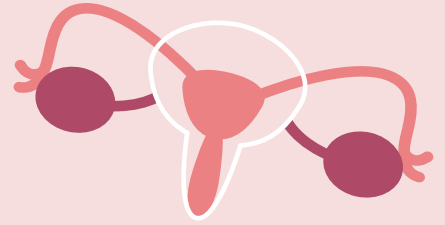
People believe **men are more entitled to orgasm during sex than women**, and that male entitlement is a main cause for the lack of equality in orgasm and satisfaction during sex (Klein and Conley).



“The majority of women are not able to reliably experience orgasm during sexual activity with a partner, and around **10% are never able to experience orgasm in any situation**” (Salisbury).

“**Only 30 states require sex ed of any kind, and only 22 require it to be medically, factually or technically accurate**” (National Conference of State Legislature, University Wire).

Mission Statement



- Destigmatize the discussion around female health and pleasure.
- Empower women through sexual wellness, pleasure, and communication.
- Connect students to resources.



Plan of Action



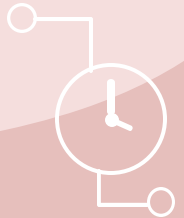
Event
Planning

Community
Outreach

Execution

Fundraising

Partnership



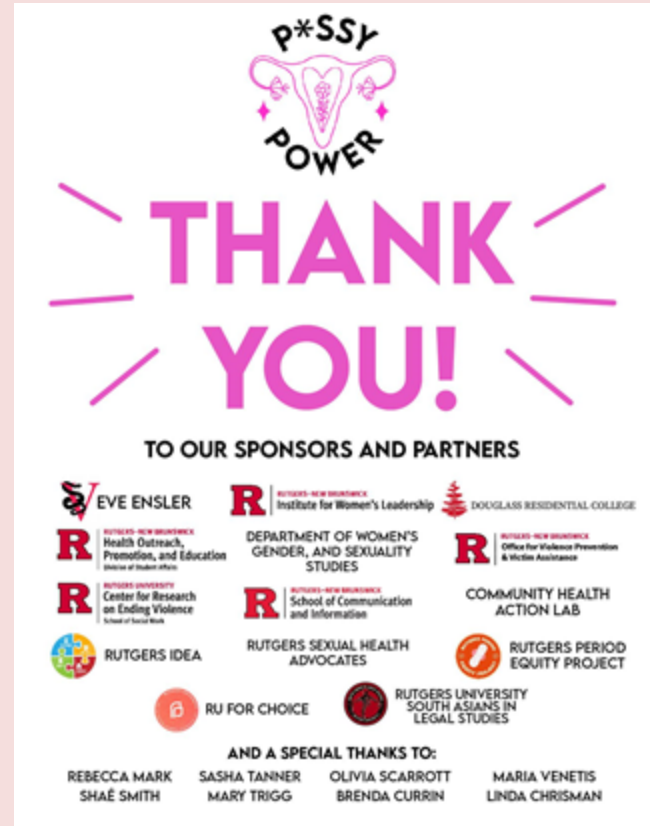


\$10,000

For V-Day, a non-profit that works to end violence against women globally.

Our Sponsors

- The Institute for Women's Leadership
- Douglass Residential College
- Center for Research on Ending Violence
- Department of Women's, Gender, and Sexuality Studies
- CommUnity Lab
- School of Communication and Information
- Linda Chrisman and Brenda Currin

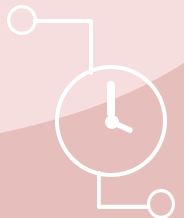


Our Partners

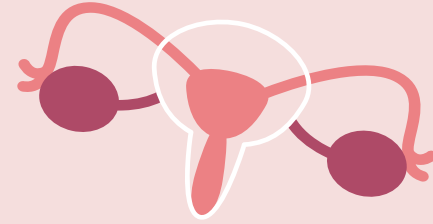
We R. Here
Support Services for Victims of Violence



R | **RUTGERS-NEW BRUNSWICK**
**Health Outreach,
Promotion, and Education**
Division of Student Affairs



Timeline



Began collaboration
and event structure
logistics

**February-
April**

Established a date for
the event, honorarium
budget, and other
partners.

August

Secured event logistics

October



January

Caroline presented
idea in class and Anna
partnered.



May-July

Worked to meet and
secure partnerships
with student
organizations



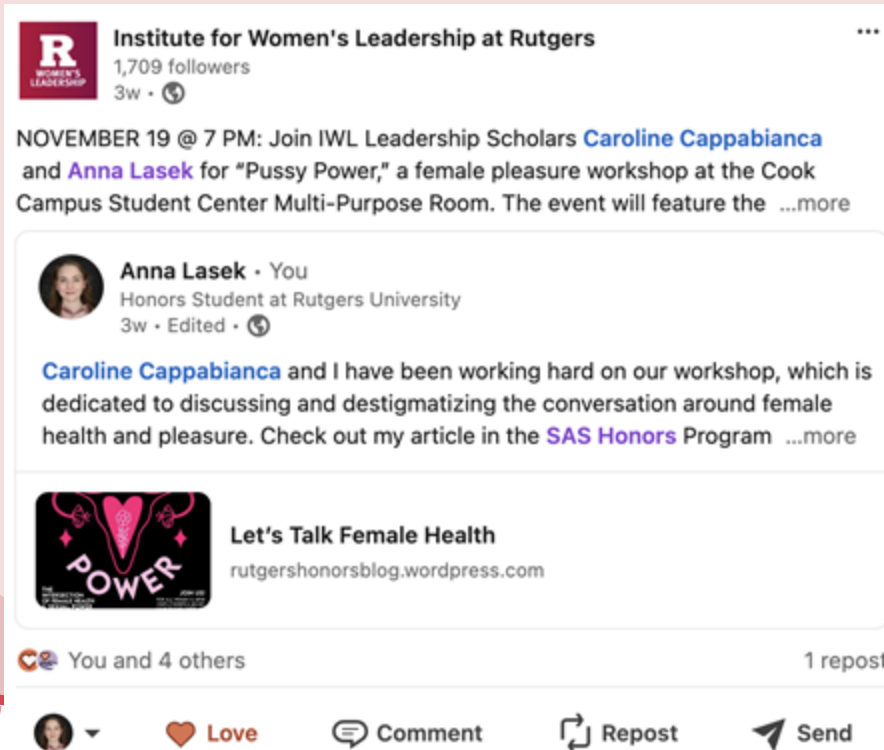
September

Began fundraising
through different
partners and
organizations



Promotion of Event

IWL LinkedIn




Institute for Women's Leadership at Rutgers 1,709 followers
3w · 🌐

NOVEMBER 19 @ 7 PM: Join IWL Leadership Scholars [Caroline Cappabianca](#) and [Anna Lasek](#) for "Pussy Power," a female pleasure workshop at the Cook Campus Student Center Multi-Purpose Room. The event will feature the ...more

Anna Lasek · You
Honors Student at Rutgers University
3w · Edited · 🌐

[Caroline Cappabianca](#) and I have been working hard on our workshop, which is dedicated to discussing and destigmatizing the conversation around female health and pleasure. Check out my article in the [SAS Honors Program](#) ...more

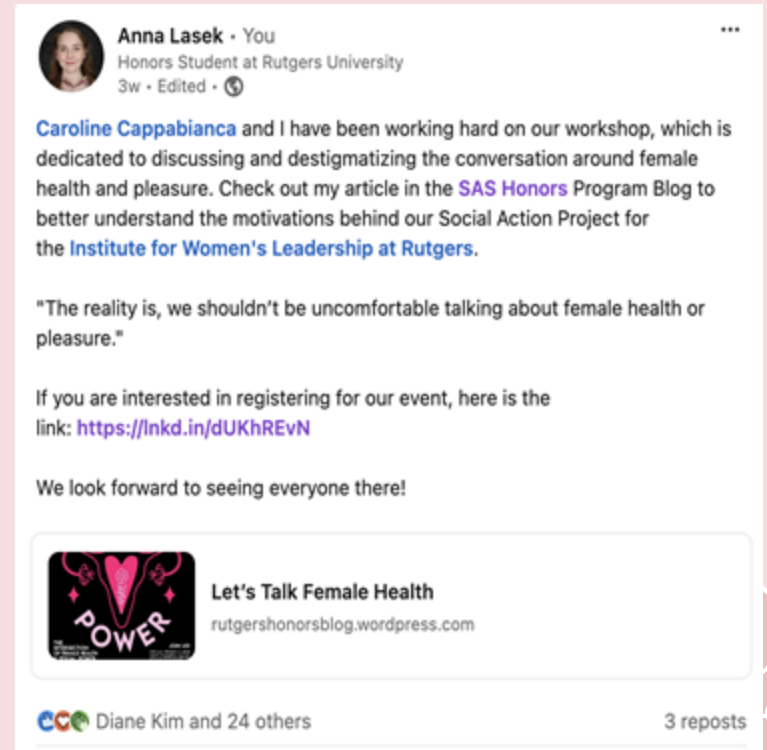


Let's Talk Female Health
rutgershonorsblog.wordpress.com

You and 4 others 1 repost

👤 Love Comment 🔄 Repost 📧 Send

Personal LinkedIn




Anna Lasek · You
Honors Student at Rutgers University
3w · Edited · 🌐

[Caroline Cappabianca](#) and I have been working hard on our workshop, which is dedicated to discussing and destigmatizing the conversation around female health and pleasure. Check out my article in the [SAS Honors Program Blog](#) to better understand the motivations behind our Social Action Project for the [Institute for Women's Leadership at Rutgers](#).

"The reality is, we shouldn't be uncomfortable talking about female health or pleasure."

If you are interested in registering for our event, here is the link: <https://lnkd.in/dUKhREvN>

We look forward to seeing everyone there!



Let's Talk Female Health
rutgershonorsblog.wordpress.com

Diane Kim and 24 others 3 reposts

Promotion of Event

Social Media

Networking

Campus

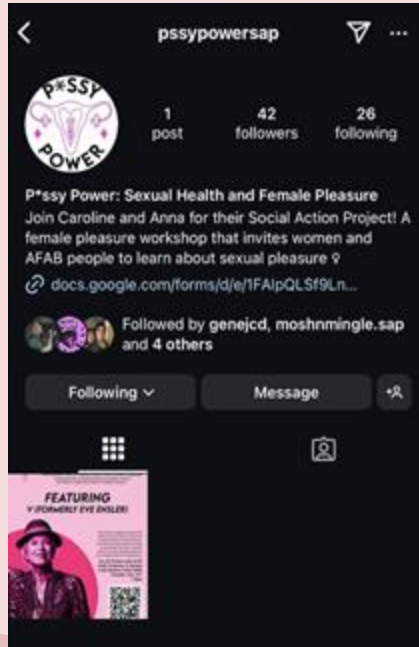


Fig 2. IWL Scholars at SCI's BeComm Event 2024

Fig 1. SASHP Blog Post

Flyers



P*SSY POWER

THE INTERSECTION OF FEMALE HEALTH & SEXUAL POWER

JOIN US FOR AN ENGAGING WORKSHOP THAT DELVES INTO THE CONNECTION BETWEEN FEMALE HEALTH AND SEXUAL PLEASURE. NETWORK WITH CAMPUS PARTNERS, MEDICAL PROFESSIONALS AND OTHER VALUABLE RESOURCES WHILE ENJOYING INTERACTIVE ART, & COMPLIMENTARY SEX TOY GIVEAWAYS.

JOIN US!
FOR ALL WOMEN & AFAB STAFF, STUDENTS & ALUMNI
COOK STUDENT CENTER MPR
TUESDAY, NOV. 19TH 7-9PM



Presented by:
Institute for Women's Leadership, Office for Violence Prevention and Victim Assistance, Center for Health, Outcomes, Policy, and Economics, Rutgers University Period Equity Project, Rutgers University Planned Parenthood, Outreach Reproductive Health, School of Communication and Information, Women, Gender, and Sexuality Studies Department, Center for Research on Ending Violence, Prevention, Design, and Entrepreneurship in Academia.



P*SSY POWER

THE INTERSECTION OF FEMALE HEALTH AND SEXUAL PLEASURE.
A female pleasure workshop hosted by the Rutgers Institute for Women's Leadership Scholars Certificate Program.

FEATURING V (FORMERLY EVE ENSLER)

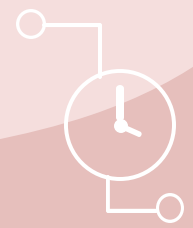


Join us for an engaging workshop that delves into the connection between female health and sexual pleasure. Network with campus partners, medical professionals and other valuable resources while enjoying interactive art, & complimentary sex toy giveaways.

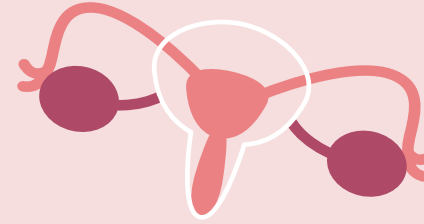
For all Women and AFAB Staff, Students, & Alumni
Cook Student Center MPR
Tuesday, Nov. 19th
7-9pm



Presented by:
Institute for Women's Leadership, Office for Violence Prevention and Victim Assistance, Center for Health, Outcomes, Policy, and Economics, Rutgers University Period Equity Project, Rutgers University Planned Parenthood, Outreach Reproductive Health, School of Communication and Information, Women, Gender, and Sexuality Studies Department, Center for Research on Ending Violence, Prevention, Design, and Entrepreneurship in Academia.



November



Created goodie bags and pamphlets dedicated to the anatomy of the vagina and communication

Middle



Beginning

Purchased supplies for gift bags, while coordinating filming trials of the space, and promotional efforts

November 19th

Held the workshop alongside V and campus partners/student organizations





The Event



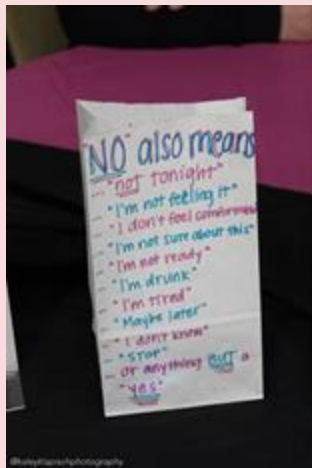


The Event





The Event





The Event



The Event: Statistics



145 Official
RSVPS

35 Additional
Guests

250+
Turnout



Feminist Leadership

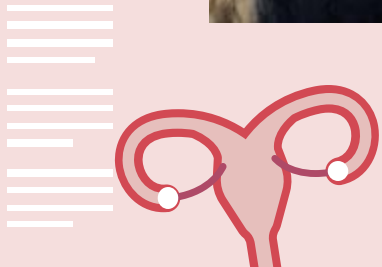
Voice



Community

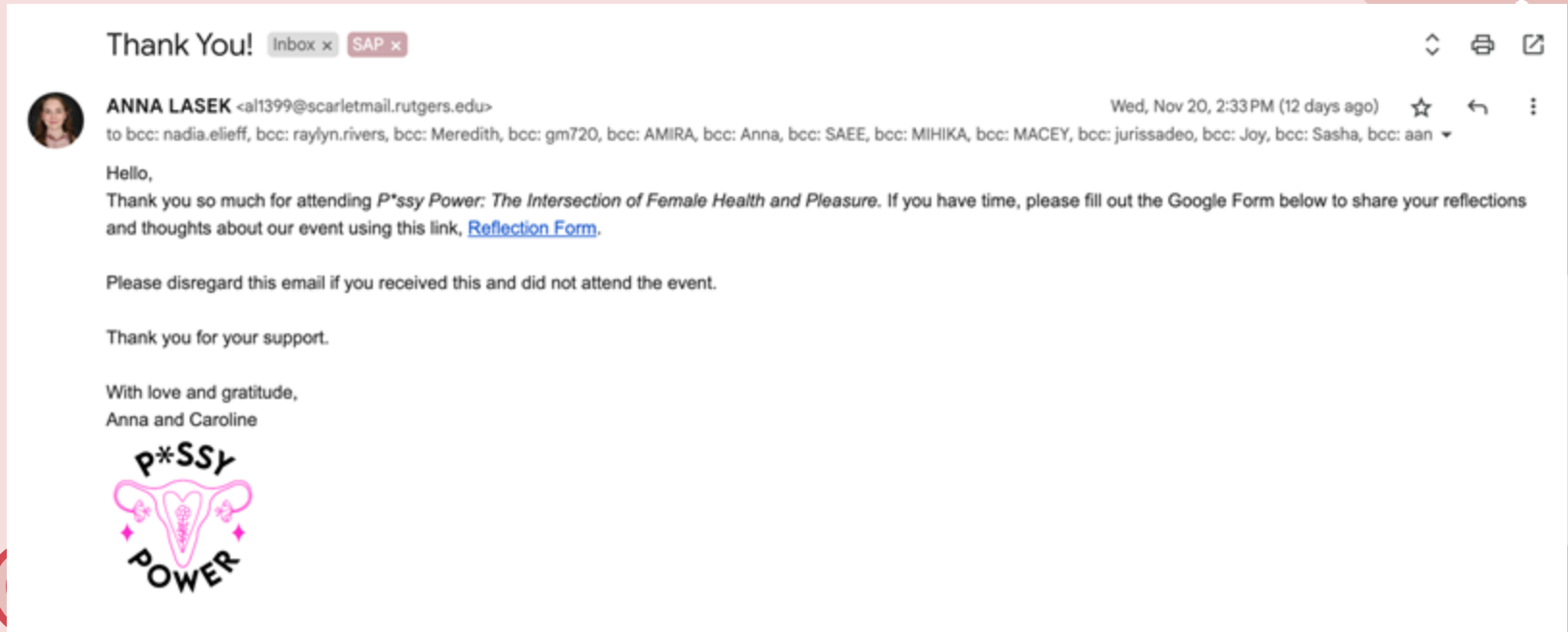


Outreach

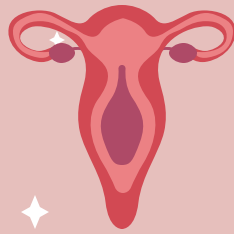


Impact and Evaluation

- Conducted an anonymous survey for attendees.
- Received a total of 20 responses through email blasts.



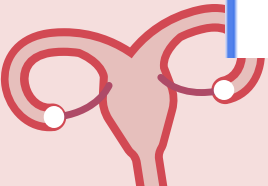
Impact and Evaluation



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The screenshot shows a survey form with the following elements:

- Title:** Reflections
- Text:** Thank you for registering and attending our event, P*ssy Power: The Intersection of Female Health and Pleasure. Please share any reflections and thoughts you had about this event. They are anonymous!
- Form Field:** A text input field with the placeholder text "Reflections".
- Format:** A dropdown menu set to "Paragraph".
- Text:** Long answer text
- Footer:** Includes a "Required" toggle switch (turned on) and a menu icon.



I loved hearing V's vagina monologue. I didn't think her speech would hit me hard but it did especially in the light of what's going on in the world. It's so important to have your own autonomy and know what you like. Cause a small spark creates a big explosion.



Hi! I had an amazing time at the event last night! I thought V did a great job at talking in such an empowering manner and I feel like this conversation was so necessary for the status of women around the country post the election, it overall just made me feel so empowered to be a women! Pussy power for the win!!



P*ssy Power was an amazing event! I am a first-year scholar in the IWL so it was inspiring to see what the two of you put together! I had a great time at the event. It also forced me to reevaluate the relationship I have with my vagina. I am now really excited to do my social action project next year!





Lessons Learned

- Event planning
- Expenses
- Facilitation
- Inclusivity
- Community

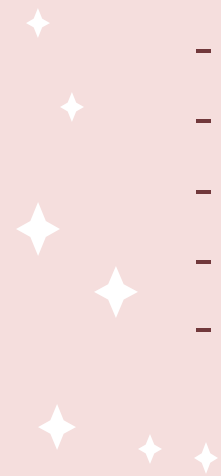


Acknowledgements

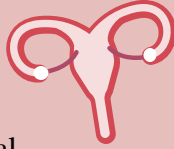


A special thanks to...

- Professor Rebecca Mark, Sasha Taner, Emily Haran, Nishi Shah, Sam Agtarap, and all of the IWL
- Our advisor, Maria Venetis
- V Ensler
- Kaley Klapisch
- Neal Bennett and Team
- Our Leadership Cohort
- Our Partners and Sponsors



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