

## Zorgniotti Fund 2023 – Summary proposed project ISSWSH

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### **Public Awareness Campaign for Women's Sexual Health information**

Prosayla.com is a website supported by ISSWSH and developed by clinicians, educators, researchers, and patient advocates as a reliable resource for the public. It is devoted to advancing the field of female sexual health by providing accurate, evidence-based, up-to-date information about sexuality and sexual health for people with vulvas. The information published on Prosayla features cutting edge research by top professionals in the field of female sexual medicine and articles that are written and reviewed by ISSWSH members who are leaders in the field to provide trusted knowledge and guidance for patients written in language non-healthcare professionals can understand. Prosayla is an excellent resource for patients who have sexual health concerns, as well as for providers who do not specialize in female sexual health but wish to know more about specific conditions.

Our aim is to raise awareness about Prosayla.com through several paid marketing efforts. There is so much misinformation online, some of which can be detrimental to health, that it is imperative that we promote Prosayla in order to have it more visible to and accessible for the public. While adding content to the site is an ongoing process, at this time there is a substantial body of information available to begin more advanced efforts to drive traffic to this website.