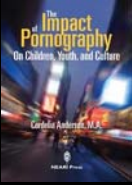


Cordelia Anderson, MA  
 Founder/Director, Sensibilities Prevention  
 Services, Minneapolis, MN  
[www.cordeliaanderson.com](http://www.cordeliaanderson.com)



## Why Pornography is a Public Health Issue

NCOSE Summit, Sept 11, 2015

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### Radio After the Congressional Briefing

- ❖ Andre Traversa – Andre Controversa
- ❖ Libertarian

Caller: Do you mean to tell me.....

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### Individual stories

- Adult male survivor....activist used porn until ED .... Tells his story all the time, but not this part



Chris (**Fired UP**): survivor of multiple abuses in her home.... Being used in pornography the worst....



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### Individual Stories Matter..

- But do not constitute a public health concern
- The rapid change of the ease of access, nature of the content and studies that show negative impact and what many call the largest unregulated social experiment ever – **does.**

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### WHY Focus on Public Health vs Criminal Justice Systems?

- We can't arrest, prosecute, incarcerate, legislate, treat or educate our way out of this. It will take all that and more and the more is **broad based social & environmental change.**
- **We can't make change when we invest too heavily only in a "response after harm" system**

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### Pornography's been defined as PH Issue for over 25 years

- For a problem to be a PH concern *it needs to be a social issue.* Pornography is a **social issue.**
- **Social issues** from PH perspective involve problems that **affect individuals or groups beyond their capacity to correct**
- Once a social issue – responsibility from individuals to holding external social causes or influences accountable

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## WHAT

- Public health is what we, as a society, **do collectively to assure the conditions** in which people can be healthy

Institute of Medicine

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## Examples of 10 great public health achievements

- Immunizations
- Motor vehicle safety (seatbelts, carseats)
- Control of infectious diseases (typhoid)
- Flouride in drinking water
- Tobacco** as a health hazard

<http://www.CDC.gov/about/history/tenpha.htm>;

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## Public Health is...

- Social Justice
- Human Rights

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## Another Definition of Public Health

“The continual redefining of the unacceptable.”

▪ Sir Geoffrey Vickers

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## Limits of “Individual Strategies”

“No mass disorder afflicting mankind is ever brought under control or eliminated by attempts at treating the affected individual”

... Must target the whole population  
George Albee, 1983

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## WHAT

- Primary Prevention – taking action to prevent health and social problems *before* their onset
- *Fostering health supportive community environments*
- Making the healthy choice the easy choice.

Prevention is Primary, 2007

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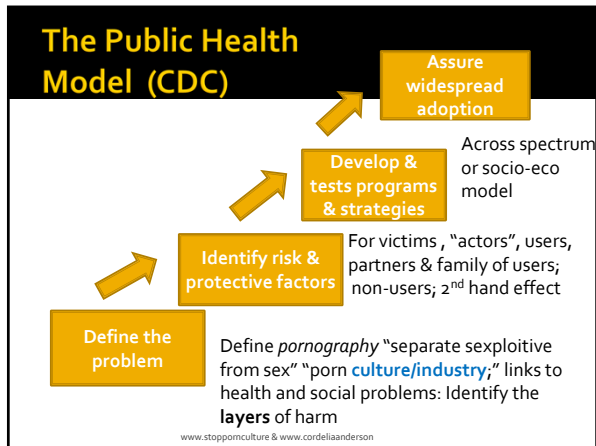
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### Define the Problem

- Language matters
  - Child (Sexual) Abuse Images vs Child Pornography
  - Sexually *Explicit* Materials vs Sexually **Exploitive** Materials (**Sex vs VIOLENCE**)
- Too much focus on identifying harm and reporting, **INSTEAD** of stopping it from **INITIALLY** being perpetrated!

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### Name the harm....

- When first age of exposure under 11, more *sexual sensation seeking* behaviors there was more *sexual risk taking* for boys & girls (Sinkovic, 2014)
- Significant link between sexting and pornography use (Liebert, 2014)

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### Name the harm

- Of 14-21 year olds studied, **9%** reported some type of sexually abusive behaviors & of those significantly higher exposure to and use of violent sexual materials. (Ybarra, 2013)

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### Name the Harm: FORTIFY PROGRAM

- 16,185 youth applicants & 5,000 plus adults (between 2/14 to 7/15)
  - Average age: 11.9
  - Of the applicants to the program:
    - 9% have viewed pornography by age 8,
    - 24% by age 10
    - 77% by age 13.
  - 85% are males, 15% are females
- \*\*\* Clay Olsen

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### Second Hand Pornography: World Vision Study Cambodian Children, 2006

- In-depth interviews with children demonstrated that not only does pornography have a strong impact on the behaviors of children who view it, but on other children as well - due to the increased levels of physical and verbal sexual harassment of girls, and the general increase in sexualized discourse among children <http://www.worldvision.org.kh/reportdet.aspx?id=3>

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## Blurring of Lines

- Between adult, *legal* pornography & illegal *child pornography* / child sexual abuse images & “commercialization”
  - “Teen” Porn (# 1 or # 2)
  - Between mainstream media/popular culture images & pornography

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## Environment Matters in Public Health

- When a public health problem is a social issue, it becomes **imperative that social leaders and public health advocates** become involved to **help create a protective environment**.

Perrin, P et al, Sage Publications, 2008

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- **Personal choices are always made in the context of a larger environment....**
- *Many health and social problems are related to conditions outside the immediate individuals control.*
  - *(sexual obesity – MA Layden)*
- **A focus limited to personal behavior change ultimately fails us as a society because it narrows the possible solutions.**

Frameworks, L. Dorfman  
Prevention is Primary

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- It's often easier to blame individuals for their choices rather than holding accountable those causing and/or profiting from the harm

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Gender socialization  
SV frequency  
Hyper-sexualized media  
Lack of sexual health messages

We live in a sexually toxic/pornified society.

"Talking About It", Cordelia Anderson, 2001

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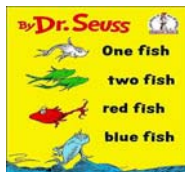
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Gone from Dr. Seuss to Porn; Need to go back to HEALTH: Impact on Children and Youth



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**Toxic decisions seem rational in toxic environments**

Dr. John Briere

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**Links between porn, sex trafficking and sexual coercion**

- Journal of Interpersonal Violence, published online 8/31/15 M. Farley, N. Malamuth
- Men who buy sex (compared to those who don't):
  - Less empathy for women
  - More likely to commit rape or other acts of sexual coercion
  - Hostile masculine self-identification
- e.g. – not just “nice guys” helping a woman who needs \$\$

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**Is Exposure without a Context/Counter - Sexual Neglect?**

- Sexual Abuse (showing, grooming)
- **“Compliant”** Victimization (*supply/demand*)
  - Groomed to be “supply”; groomed to be demand - groomed not only by an individual but by larger society/social norms
- **Sexual neglect:** exposure and access of children

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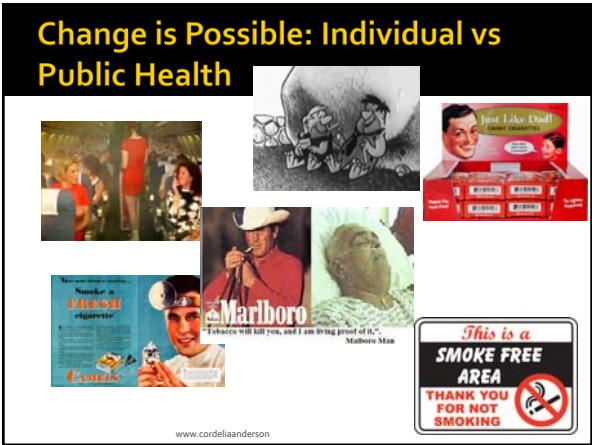
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### What Can Be Done

- Invest in more research but also
  - Build on what is known
  - Add "expected sexual development"
  - Add what is best to counter demand for children/women as sexual commodities
  - Risk & protective factors across groups

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## What Can Be Done

- **Name the Harm & Ignite Champions for Change: Collective Impact**
  - Government & Business leaders
  - Movement of new & long term leaders, NGO's, those with direct lived experiences
  - Men
  - Youth
  - Parents (not individual options alone)

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## Policy

LARRY COHEN & JULIET SIMS

*If there's one thing we've learned about catalyzing changes that prevent illness in the first place, it's that **passage of a single policy can be like lighting a match—illuminating the way towards strategies with greater impact and igniting the energy of leaders.***

- Gulliver Strategy



GAIL DINES, SOPHIE ANDER  
CULTURE REFRAMED

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## Time to Revisit Dworkin-MacKinnon

- 1983 Minneapolis plus
- Porn as a violation of civil rights – allow women harmed to seek civil damages
- Didn't pass – 1<sup>st</sup> Amendment argument (whose rights at what cost & intentions of protected speech)

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## Policy

- UK Opt in – NOT Opt Out:
- 4 major ISP's "voluntarily" filter (default filters)
- Leadership of Prime Minister Cameron
- Expected Push Back

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## Opt In Policy (8/5/15)

- Hide potentially offensive parts to those who don't want to see them
- In addition to past quarantines, limited bans, sites

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## New Delhi, India (8/5/15)

**GOV ORDERED ISP'S TO BAN 850 ADULT SITES**

- Protect social decency

### COUNTER

- This is 'moral policing'
- Ban men oogling, leerying... humiliating, abusing, raping.
- Ban non-consent, **not sex.**
- Porn ban is anti-freedom

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## Deterrence of blocking (Steele, '14)

- Blocking efforts by Google & Microsoft led to 67% drop over a year in web based searches for CSEM
- Yandex (US Search engine) who didn't use blocking, showed no decrease in searches.
- NOTE: searches for SEM held steady

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## Poland Policy

- an amendment to the Polish Penal Code.
- The new article, effective as of 25th May 2014, prohibits public advertisements and promotion of the porn content distributed without proper and effective protection against unauthorized usage by children under age of 15.

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## Possible Actions

- Agreed on best practice of **NOT recommending** pornography use in therapy
  - Scotland Sex Therapists
- Do No Harm



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## More Approaches

- Iceland Gender Equity basis



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## Dangerous Promises Campaign

- (See BMSG, 1996)

### WINE vs BEER Ads

- Ads don't cause, but reinforce and shape dangerous beliefs and practices

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## K-12 Educational Approaches

- Pros/Cons of School Based Education
  - Competition of "Issue Specific"
  - A curriculum, an "it," it's easier than major social change & ed is important part of spectrum of prevention
  - Need "EDUCATIONAL STANDARD"
- Sexual & Relational Health Education including media literacy

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**Take Back Our  
Sexuality**  
Do not allow "sex sells"  
as a sellout

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Identify or create  
positive images  
to counter the  
"norm" and to  
provide an  
alternative

**Power of LOVE &  
INTIMACY**

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**Power of Imagination**

- One of the negative impacts of pornography is on our imagination

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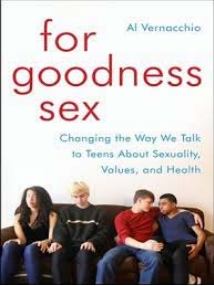
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*Sexual Footprint*

*Food Instead of Sports*

*Practice for What You Ultimately Want*

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## For Adults Only

- Wouldn't it be nice if talking about sex were as easy as talking about food? In fact have you ever noticed how much talking about food sounds like talking about sex?

Illusion Theater, Cordelia Anderson, Bonnie Morris, Michael Robins

**Need to make talking about sex as easy as talking about food!**

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## We Can Build Momentum and Movement based on Solutions & Successes

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## Just Beginnings Collaborative

- 7 Year Effort – Child Sexual Abuse P & I
- **Movement Building:** how will your efforts advance a movement for changing social norms?

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## Thank YOU NCOSE

- Helping us all make the healthy choice the easier choice
- To take action
- To re-claim the unacceptable
- **ACTION: Commit to 10 Conversations**

[www.stoppornculture.com](http://www.stoppornculture.com) & [www.cordellaanderson.com](http://www.cordellaanderson.com)

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## NEED? A Revolution with Heart (not of SHAME) for a Collective Change of Heart

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**Contact info:**

- [www.cordeliaanderson.com](http://www.cordeliaanderson.com);

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