

CULTURE REFRAMED



Culture Reframed

is the first health promotion NGO to recognize and address pornography as the public health crisis of the digital age.

Our multidisciplinary expert team builds and supports the public's capacity to deal with pornography through education and resources that promote health.

Resources include:

- Video-based lessons & model conversations
- Online mental health & community support center
- Research library & toolkits

PROJECTED IMPACT

- Growth of cultural norms that support healthy sexuality as a basic human right
- Increased assessment, reporting, and treatment of health problems and injuries related to pornography
- Increased multilevel advocacy for policies that address the harms of pornography
- Increased youth resilience to porn culture
- Prevention of problems related to pornography among youth

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WHY IS PORNOGRAPHY THE PUBLIC HEALTH CRISIS OF THE DIGITAL AGE?

- Children first view pornography at the average age of 11 years old.
- Increased availability through the internet has driven the demand for extreme content, resulting in free, mainstream pornography that is hardcore, degrading, and cruel.
- Nearly 90% of best-selling and most-rented porn films contain physical violence - overwhelmingly against women.
- Children and adolescents exposed to sexualized TV and pornography have been found more likely to engage in risky sexual behaviors, view women as sex objects, perpetuate sexual harassment, and sexually offend.
- Exposure puts some youth at risk of psychological trauma and pornography addiction, and health consequences such as sexual dysfunction, low self-esteem, depression, eating disorders, and substance abuse.

"I've had GPs tell me about the injuries they are seeing in young girls when they have been forced or coerced to do what is in porn videos...The girls in the video all appear to like it, so girls just think that's how sex is."

- Susan McLean,
Australian Cyber-safety Advisor,
www.news.com.au

PARENTS' PROGRAM

Parents feel increasingly overwhelmed by their children's consumption of hypersexualized and pornographic media, including violent and sexual video games, music videos, and social media.

Parents often do not know that when their children access online pornography, they are exposed to brutal sexual violence.

Our program will provide parents with tools to talk effectively with their families about hypersexualized media, pornography, and healthy sexuality, and to seek help if needed.

Age appropriate, culturally competent education on:

- Hypersexualized media, pornography, & harmful effects
- Individual and family-based harm prevention & response
- Healthy relationships & adolescent sexual health
- Community mobilization strategies toward systemic pornography harm prevention & response

HEALTH PROFESSIONALS' PROGRAM

Healthcare certification programs have not yet approached pornography as a public health concern, leaving health professionals unprepared to deal with how pornography harms their clients or patients.

Our student and continuing education (CEU) programs will be the first to provide cutting-edge research, practical knowledge, and a standards-based skill set, enabling students and practitioners to develop comprehensive knowledge of:

- Pornography and its harmful effects
- Assessment for pornography in clinical disorders and forms of victimization
- Tailored treatment approaches for children, adolescents, individual adults, couples, and sexual offenders and batterers

