



Messaging Memo for Leaders: Pornography as a Public Health Crisis

| Speak from a position of strength. | Refrain from weak statements. |
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| <p data-bbox="250 617 620 651">Strong Statements Include:</p> <ul data-bbox="298 693 852 1705" style="list-style-type: none"><li data-bbox="298 693 852 766">• This is based on peer-reviewed research.<li data-bbox="298 766 852 955">• Once people hear the research, they realize pornography is contributing to neurological, psychological, and sociological harms on a massive scale.<li data-bbox="298 955 852 1060">• Porn decreases brain matter in areas of decision-making and motivation, it is hardly harmless.<li data-bbox="298 1060 852 1291">• Tobacco used to be considered harmless, but the research eventually revealed quite the opposite, and we are seeing the same narrative beginning with pornography.<li data-bbox="298 1291 852 1554">• Research shows that pornography is significantly linked to increases in sexual violence and aggression. It is therefore incompatible with a society that strives to embrace equality and respect between the sexes.<li data-bbox="298 1554 852 1705">• Thanks to the Internet, pornography is so pervasive that it is shaping the sexual templates of many children even before they reach puberty. <p data-bbox="250 1747 852 1852">Focus always on the positive, what we do know, and how it is reliably based on science and peer-reviewed research.</p> | <p data-bbox="875 617 1235 651">Weak Statements Include:</p> <ul data-bbox="924 693 1469 924" style="list-style-type: none"><li data-bbox="924 693 1469 726">• We are not prudes/anti-sex.<li data-bbox="924 726 1469 760">• This is not based on religious views.<li data-bbox="924 760 1469 793">• Pornography is “evil.”<li data-bbox="924 793 1469 827">• We’re not crazy/extreme.<li data-bbox="924 827 1469 861">• We’re not anti-free speech.<li data-bbox="924 861 1469 894">• We’re not pro-censorship. <p data-bbox="875 957 1469 1188">Never state what we are NOT, but rather focus on asserting the positive. What we do know, and how it is reliable. Statements like “I am not guilty” are easily quoted, and can often give the opposite of the desired effect.</p> <p data-bbox="875 1222 1469 1369">Often questions may be posted in a manner that begs you to give a weak answer, but use transition sentences to get your messaging back on track.</p> <p data-bbox="875 1411 1284 1444">Transition Sentences Include:</p> <ul data-bbox="924 1453 1485 1864" style="list-style-type: none"><li data-bbox="924 1453 1485 1526">• That is a common misperception, the truth is that...<li data-bbox="924 1526 1485 1747">• Actually, obscenity (or hardcore pornography) is not protected under the 1st Amendment. This demonstrates the wisdom of our courts, because the harms of pornography are...<li data-bbox="924 1747 1485 1864">• Individuals of all backgrounds can recognize the detrimental effects pornography is having... |