Pornography is creating a public health crisis and therefore its harms are beyond the capability of the individual to address alone. Rather, efforts to prevent pornography exposure and addiction, to educate individuals and families concerning its harms, and to develop recovery programs must be addressed systemically in ways that hold broader influences accountable in order to counter the sexually toxic environment it perpetuates.

Pornography is contributing to the hyper-sexualization of teens,[1] and even prepubescent children,[2] in our society. Due to the advances in technology and the universal availability of the Internet, young children are exposed to what used to be referred to as hard core (now mainstream) pornography at an alarming rate, with 27% of young adults (age 25-30) reporting that they first viewed pornography before puberty.[3] This is leading to low self-esteem and eating disorders,[4] an increase in problematic sexual activity at younger ages,[5] and an increased desire to engage in risky sexual behavior as young adolescents.[6]

Additionally, children and youth are exposed to pornography that often times serves as their sex education and shapes their sexual templates.[7] Because pornography treats women as objects,[8] and commodities for the viewer’s use, it teaches girls they are to be used and boys to be users[9].

Pornography normalizes violence and abuse of women and children.[10] Pornography treats women and children as objects[11] and often depicts rape and abuse as if it were harmless.[12] Moreover, pornography equates violence towards women and children with sex[13] and pain with pleasure[14] which increases the demand for sex trafficking, prostitution, and child sexual abuse images/child pornography.[15]

Pornography has potential detrimental effects on the user such as: emotional, mental[16] and medical illnesses,[17] shaping deviant sexual arousal,[18] difficulty forming or maintaining intimate relationships,[19] brain development and functioning,[20] and problematic or harmful sexual behaviors,[21] and addiction.[22]

Furthermore, recent research indicates that pornography is potentially biologically addictive which means the user requires more novelty, which is often more shocking material, in order to be satisfied.[23] This has led to increasing themes of risky sexual behaviors, extreme degradation, violence, and child sexual abuse images/child pornography.[24]

Pornography use has a detrimental effect on the family as it is linked to lessening desire in young men to marry,[25] dissatisfaction in marriage,[26] and infidelity.[27]

In recognizing the public health crisis created by pornography Fight the New Drug has taken the role of providing individuals the opportunity to make an informed decision regarding pornography by raising awareness on its harmful effects using science, facts, and personal accounts.