



Sex for *your* pleasure or *their* profit?

Sexual fulfillment can't be found in a new pill, patch, cream, spray, or genital surgery. New sexual diagnoses and treatments may do more harm than good, but the medical and drugs industries will continue to pursue big profits in sexuality. What do women need for good sex lives?

- Accurate information
- Good sex partners
- Sexual safety
- Freedom from media pressure
- Health and energy
- Informed and unbiased healthcare
- Sexual and reproductive rights

What You Can Do

- Get your sex information from non-commercial sources.
- Don't believe ads.
- Support public sexuality education for children, teens, and adults.
- Don't substitute pills for sexual comfort and knowledge.
- Be skeptical about new drugs or genital procedures for sexual problems.
- Know about the side effects and drug interactions of any drug you use.
- Encourage consumer health activism through nonprofit groups.
- Advocate reforms for affordable healthcare.
- Realize that too much sexual medicine is about selling products rather than promoting science and health, and be a smart consumer.

For more information, visit
newviewcampaign.org

Campaign materials archived at the
Kinsey Institute, Indiana University

NEW VIEW CAMPAIGN



newviewcampaign.org

An educational and activist
campaign about the harms
of medicalizing sex

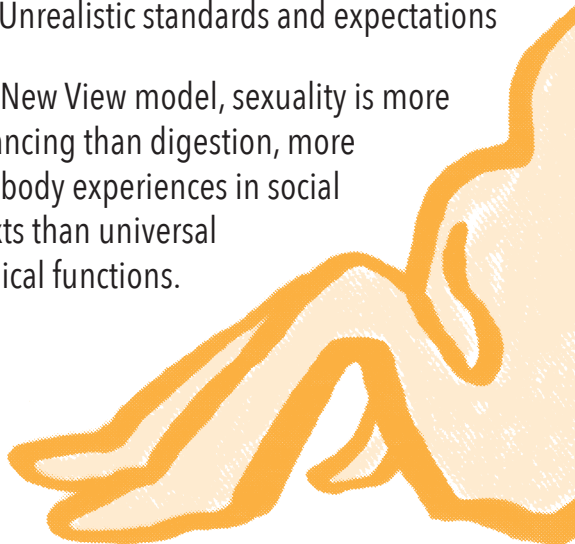
2000-2016

A New View of Women's Sexual Problems

There is no single definition of sexual satisfaction or what is "normal." Sex is interpersonal and changes over time. Sexual dissatisfaction results from:

- Past or current harassment or abuse
- Fatigue or stress because of work, family, money, or health problems
- Worries about pregnancy, pain, STDs, or loss of reputation
- An unsatisfactory relationship, lack of sexual knowledge, insecure feelings (about self or partner), or social pressure
- Unrealistic standards and expectations

In the New View model, sexuality is more like dancing than digestion, more about body experiences in social contexts than universal biological functions.



The Medical Model distorts women's sexual problems

In the medical model, all women are expected to have "normal" amounts of sex, desire, and orgasms or else they are diagnosed with "female sexual dysfunction" (FSD), "hypoactive sexual desire disorder" (HSDD), "orgasmic dysfunction", or some other pseudo-medical condition.

This mistaken medical model:

- Reduces satisfaction to "proper" genital function
- Minimizes the impacts of relationships (past and present) on sex
- Leads to unnecessary medical tests
- Results in prescribing hormones and drugs of questionable safety
- Ignores sexual individuality and cultural variations
- Neglects a social context that both exaggerates and pathologizes sexuality
- Is promoted by Big Pharma overtly and covertly

PROJECTS

- Resources
 - New View Manifesto
 - Books, videos, training manual
 - Special issues of journals (*Sexualities*; *Feminism & Psychology*; *Journal of Sex Research*)
 - Continuing education courses
 - Extensive website and listserv
 - Press coverage and publications
 - TV and film documentaries such as *Orgasm, Inc.*
- New View Conferences: 2002, 2005, 2010, 2011, 2016
- "Selling Sickness: People Before Profits" 2013 Conference, Blog and Call for Action sellingsickness.com
- Female Genital Cosmetic Surgery Activities
 - 2008 NYC Street Protest
 - 2009 Vulvagraphics exhibit
 - 2010 Framing the Vulva conference
 - 2011 Vulvanomics Events, including "Dr. Vajayjay's Privatize those Privates" on YouTube
- FDA testimony (2004, 2010, 2014, 2015)
- Coalitions with health activist groups, sex ed & feminist groups, public health conflict of interest groups
- Capstone Conference, October 6-8, 2016 Bloomington, IN
indiana.edu/~iucweb/newviewcapstone/