

## 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 of any drugs you use.
- Encourage women's 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 our website at:  
[www.newviewcampaign.org](http://www.newviewcampaign.org)

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## New View Campaign

[www.newviewcampaign.org](http://www.newviewcampaign.org)

### An educational campaign about the dangers of medicalizing sex



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

Sexual fulfillment can't be found in a pill, patch, cream, spray, labia surgery or other genital procedure. Reducing female sexuality to genital functioning is *not* progress. 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

## 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:

- Physical, sexual and/or emotional 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 self-knowledge, insecure feelings (about self or partner) or social pressure
- Unrealistic standards and expectations

## The Medical Model distorts women's sexual problems.

In the medical model women are expected to have the same ("normal") amount of sex, fantasy and desire or else they are diagnosed with "female sexual dysfunction" (FSD).

This mistaken medical model:

- Defines satisfaction as "proper" genital functioning
- Minimizes the impact of relationship quality, feelings and learning on sex
- Leads to unnecessary medical tests
- Results in prescribing hormone drugs of questionable safety
- Ignores sexual individuality and cultural variations
- Is promoted by Big Pharma overtly and covertly

## New View Campaign Projects

(see [www.newviewcampaign.org](http://www.newviewcampaign.org))

- Resources
  - Books
  - Special journal issues
  - Training manuals
  - Continuing ed. courses
  - Ongoing online listserv discussion
- Special Projects
  - Textbook reviews
  - TV and film documentaries
- New View Conferences 2002, 2005
- Female Genital Cosmetic Surgery Activities
  - 2008 NYC Street Protest
  - 2009 Brooklyn *Vulvagraphics* exhibit
- Drug Company monitoring and FDA testimony
- Coalitions with:
  - Health activist groups
  - Sex ed groups
  - Public health conflict of interest groups

## Support our work:

(see [www.newviewcampaign.org](http://www.newviewcampaign.org))

- Endorse the New View Manifesto
- Buy books through our website
- Join our listserv
- Co-sponsor our events
- Send a tax deductible donation for our work:

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