



PORN

SEX

PLEASURE  
Vs PROFIT

# **PORNIFICATION**

**INFORMATION PACK  
FOR PARENTS AND PROFESSIONALS**

# PORNIFICATION

## WHAT IS PORNIFICATION?

“Pornification is the way in which the aesthetics and explicitness of pornography infiltrate mainstream culture.”

‘Everyday Pornography’ by Karen Boyle, Routledge UK July 2010

“Pornification, sometimes referred to as pornographication or 'raunch culture' is the increasing distribution and acceptance of pornography as well as the fragmenting and blurring of pornography and pornographic imagery into popular culture. Pornography and pornographic imagery are infiltrating popular music videos, outdoor advertising, fashion and art to name but a few. While pornographication is sometimes viewed as simply the increasing acceptance of sexual themes in media, it is actually the promotion of a particular model of sex which is harmful to women.”

<http://catwa.org.au/?q=pornography>

“The values of pornography, and its practices, extended outwards from magazines and movies to become the dominating values of fashion and beauty advertising, and the advertising of many other products and services.”

Jeffreys, S. ‘Beauty and Misogyny: Harmful cultural practices in the West.’ New York: Routledge. 2005, p. 67

## WHY IS IT HAPPENING?

“Hollywood makes approximately 400 films a year, while the porn industry now makes from 10,000 to 11,000. Seven hundred million porn videos or DVDs are rented each year. This is a mind-boggling figure. Pornography revenues, which can broadly be construed to include magazines, websites, cable, in-room hotel movies, and sex toys, total between 10 and 14 billion dollars annually. This figure as New York Times critic Frank Rich has noted, is not only bigger than movie revenues, it is bigger than professional football, basketball and baseball put together. With figures like these, Rich argues, pornography is no longer a ‘sideshow’ but ‘the main event’.” Linda Williams. ‘Porn Studies.’ Durham: Duke University Press, 2004. 12

“A multibillion-dollar industry that produces more than 13,000 films a year in the United States alone, the porn business is embedded in a complex value chain, linking not just film producers and distributors, but also bankers, software producers, credit card companies, internet providers, cable companies, and hotel chains.”

Gail Dines – <http://www.guardian.co.uk/commentisfree/2011/jan/04/pornography-big-business-influence-culture>

“The line between pop culture and porn culture is blurring, as the sexual themes, language and production techniques that have made porn a multibillion dollar industry are increasingly, and intentionally, cropping up in mainstream music, movies, TV and video games.”

Kinnick, K. 2007. ‘Pushing the Envelope: The role of the mass media in the mainstreaming of pornography.’ In A. Hall & M. Bishop (eds). ‘Pop Porn: Pornography in American culture.’ Westport, CT: Praeger. 7-27.

## HOW IS IT HAPPENING?

“Teenagers have always been, and will always be interested in sex. It is a natural curiosity associated with growing up. I am sure all of us have tales of sneaking a peek at an adult movie or magazine, or taking more than a passing interest in a mainstream movie sex scene when we were growing up. However somewhere along the line highly sexualised images and concepts ceased being confined to brown paper bags, mail order videos, or adult theatres, and broke out into mainstream culture.”

<http://understandingteenagers.com.au/blog/2010/09/the-pornification-of-generation-z/>

“Any time there's a new communication or entertainment technology that comes out, we want to be the very first, if possible, to make our content available.”

Quentin Boyer, a spokesman for adult entertainment company Pink Visual.

<http://www.technewsdaily.com/technology-pornography-online-sex-1422/>



## WHAT ARE THE IMPACTS?

“Through the 'mainstreaming of pornography' or 'pornification,' pornographic imagery and even pornography itself are gaining legitimacy and a degree of glamour and cultural chic. As pornography continues to become more prominent and pornographic imagery becomes more 'mainstreamed' we become accustomed to living in a pornified world in which it is acceptable that women and girls can be bought and sold.”

<http://catwa.org.au/?q=pornography>

“In invading the sex lives of an entire generation, in shaping sexual tastes, norms and desires, porn has the power to allow the agenda of consumer culture into the essence of what makes us human. Sex, previously the very crucible of human connection, is contaminated by the atomised perspective of the consumer. Thus its importance as a means of exchange, or of communication, is trumped by the importance of conforming, in bed, to physical and behavioural convention.”

<http://www.iol.co.za/scitech/technology/internet/xxx-visions-of-our-online-future-1.1051636>

“Porn stars have become celebrities and young girls in particular are encouraged to think that there is something wrong with them if they do not engage in sexual activity. Likewise, boys are given the impression that girls exist for their satisfaction.”

Family Court Chief Justice Alistair Nicholson. ‘Freedom of speech has limits when it's about exploiting children.’ The Age. 4th August. 2009, p. 9.



## HOW CAN WE HELP?

It can seem overwhelming to tackle this on your own but small steps can make a huge difference. If we all changed one thing this could amount to a big movement. Here are just a few ideas to get you started:

### ASK YOUR LOCAL DVD STORE –

to move the 'adult only' section away from the children's, family and comedy sections. Surprisingly, this is not an uncommon arrangement.

### ASK YOUR SUPERMARKET –

to stop displaying sexualised magazines such as Nuts, Zoo and FHM where children are easily exposed. There are guidelines in place for shops and retailers on how they should display such soft porn but they are rarely enforced. Use your power to remind them of what they should do. Also, ask your newsagent to stop displaying advertising for these magazines in their windows.

### CONTACT TELEVISION CHANNELS –

if you are unhappy with any adverts or programme content. It doesn't take a huge number of complaints to trigger an investigation so make your voice and concerns heard. If you don't want your children exposed to certain content explain to them why you want them to switch the TV off.

## DON'T BUY!

If there are certain toys or dolls that you don't want your children to receive as presents, tell your friends. Many parents are starting to say no to Bratz dolls, no to makeup parties for young girls, and no to logo T-shirts such as 'I'm too sexy for my t-shirt'.

Some parents are concerned that their children's dance class routines are emulating the sexualised moves of music video clips. Talk to the dance school if this is a problem.

## GET TOGETHER WITH A GROUP OF LIKE-MINDED PEOPLE –

who are concerned, and discuss ways you could make a difference. It only takes one to start.

## SPEAK TO YOUR LOCAL MSP –

to see if these issues are on their agenda. It will help bring about change if elected representatives are made aware of concerns.

## JOIN GROUPS –

that lobby and campaign on these issues - such as [www.object.co.uk](http://www.object.co.uk) or The Scottish Coalition Against Sexual Exploitation –

<https://www.facebook.com/pages/Scottish-Coalition-Against-Sexual-Exploitation/175173580913?sk=info>



# READING, LINKS AND RESOURCES

## SEXUALISATION / PORNIFICATION USEFUL RESOURCES / SITES

### Collective Shout

A new grassroots campaigns movement mobilising and equipping individuals and groups to target corporations, advertisers, marketers and media that objectify women and sexualise girls to sell products and services.

<http://collectiveshout.org>

<http://enlightenededucation.com.au/>

### Kids Free 2B Kids

A group of Australians concerned about the increasing sexualisation of kids in the media, advertising, and clothing industries.

<http://www.kf2bk.com/about.htm>

### Generation Next

Understanding the unique health and wellbeing challenges facing our young people and how they can *be met*.

<http://www.generationnext.com.au/>

### OBJECT

Challenging 'sex object culture' - the increased sexual objectification of women. Object today! Join the campaign at [www.object.org.uk](http://www.object.org.uk)

### Sexy Inc. Our Children Under Influence

This is an excellent 35-minute Canadian documentary analysing the hypersexualization of our culture and its effects on young people. Suitable for adult audience.

[http://www.nfb.ca/film/sexy\\_inc/](http://www.nfb.ca/film/sexy_inc/)





## PORNOGRAPHY SUGGESTED READING

### **Use of Pornography and Self-reported Engagement in Sexual Violence Among Adolescents**

Bonino S, Ciairano S, Rabaglietti E, Cattellino E. 2006

European Journal of Developmental Psychology 3: 265–288. DOI: 10.1080/ 17405620600562359

### **Teenage Training: the effects of pornography on adolescent males**

Check J. 1995

In *The Price We Pay: The Case Against Racist Speech, Hate Propaganda, and Pornography*, Lederer LR, Delgado R (eds). Hill and Wang: New York; 89–91

### **Trends in Youth Reports of Sexual Solicitations, Harassment and Unwanted Exposure to Pornography on the Internet**

Mitchell K, Wolak J, Finkelhor D. 2007b.

Journal of Adolescent Health 40: 116–126. DOI: 10.1016/ j.jadohealth.2006.05.021

### **Harms of Pornography Exposure Among Children and Young People**

Michael Flood

Child Abuse Review Vol. 18: 384–400 (2009).

Published online 2 November 2009 in Wiley InterScience ([www.interscience.wiley.com](http://www.interscience.wiley.com)) DOI: 10.1002/car.1092

### **Pornography**

Malamuth N. 2001

International Encyclopedia of Social and Behavioral Sciences, Smelser N, Baltes P (eds). Elsevier: Amsterdam; 11816–11821

## PORNOGRAPHY FURTHER READING

### **Everyday Pornography**

Boyle K. 2010

Routledge Press

### **Impact of the Media on Adolescent Sexual Attitudes and Behaviours**

Escobar-Chaves S, Tortolero S, Markham C, Low B, Thickett P. 2005

Pediatrics 116: 303–326

### **Exposure to pornography among youth in Australia**

Flood M. 2007

Journal of Sociology 43: 45–60. DOI: 10.1177/1440783307073934

### **Seeing Masculine Men, Sexy Women, and Gender Differences: exposure to pornography and cognitive constructions of gender**

Fable D, Johnson A, Kellman H. 1997

Journal of Personality 65: 311–355. DOI: 10.1111/j.1467-6494. 1997.tb00957.x

### **Youth, Pornography, and the Internet**

Thornburgh D, Lin H (eds). 2002

National Academy Press: Washington, DC.





[www.womenssupportproject.co.uk](http://www.womenssupportproject.co.uk)



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# SEXUAL EXPLOITATION

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# SEXUAL EXPLOITATION

## WHAT IS SEXUAL EXPLOITATION?

The sexual exploitation of children and young people under 18 is a form of child sexual abuse. The term sexual exploitation takes account of the new ways that CYP are groomed and tricked into sex.

Sexual exploitation can take many forms from the seemingly 'consensual' relationship where sex is exchanged for attention, affection, accommodation or gifts, to serious organised crime and child trafficking. What marks out exploitation is an imbalance of power within the relationship. The predator always holds some kind of power over the victim, increasing the dependence of the victim as the exploitative relationship develops

Sexual exploitation is often linked to other issues in the life of a child or young person, or in the wider community context. It should not be regarded as an isolated issue. Sexual exploitation has links to other types of crime such as:

- child trafficking (into, out of and within the UK)
- domestic abuse
- sexual violence in intimate relationships
- grooming (both online and offline)
- abusive images of children and their distribution
- organised sexual abuse of children
- drugs-related offences (dealing, consuming and cultivating)
- gang-related activity
- immigration-related offences
- domestic servitude.

‘Working Together to Safeguard Children’ says "Sexual abuse involves forcing or enticing a child or young person to take part in sexual activities, including prostitution, whether or not the child is aware of what is happening. The activities may involve physical contact, including penetrative (e.g. rape, buggery or oral sex) or non-penetrative acts. They may include non-contact activities, such as involving children in looking at, or in the production of, sexual online images, watching sexual activities or encouraging children to behave in sexually inappropriate ways."

<http://www.workingtogetheronline.co.uk/>



## WHAT IS VULNERABILITY?

Any child or young person may be at risk of sexual exploitation, regardless of their family background or other circumstances. This includes boys and young men but it happens much more often with girls and young women. Some groups are particularly vulnerable and these include CYP:

- who have a history of running away or going missing
- with special needs
- in and leaving residential and foster care
- migrant children
- unaccompanied asylum seeking children
- who have disengaged from education
- who have experienced previous forms of abuse
- who are abusing drugs and alcohol
- those involved in gangs.

It also links to other factors likely to affect CYP including:

- drug and alcohol misuse
- early or precocious puberty
- sexual health
- sexually risky behaviour
- bullying
- domestic servitude, neglect and violence
- teenage pregnancy
- long-term sexual, physical and psychological harm
- forced marriage
- self-harm and suicide.

It can be related to other factors in the lives of children and young people:

- mental health issues
- non-attendance at school and school phobia
- learning disabilities
- being in residential and foster care
- forced isolation from community and family
- immigration status.

## HOW IS IT HAPPENING?

Sexual exploitation of children and young people can be difficult to identify, but as we gain more understanding of grooming and other methods of sexual exploitation, we are better able to identify the risk and pull factors. We need to take a proactive and coordinated approach to this type of abuse.

Sexual exploitation involves varying degrees of coercion, intimidation or enticement, including unwanted pressure from their peers to have sex, sexual bullying (including cyber bullying), and grooming for sexual activity. Technology can also play a part in sexual abuse, for example, through its use to record abuse and share it with other like-minded individuals or as a medium to access children and young people in order to groom them. A common factor in all cases is the lack of free economic or moral choice.

Predators use sophisticated tactics and will target areas where CYP are without much adult supervision, such as shopping centres, cafes, takeaways, pubs, sports centres, cinemas, bus or train stations, local parks, playgrounds and taxi ranks, or websites with lots of CYP. The process of grooming may also be visible in venues such as pubs and clubs. In some cases predators will use CYP to groom others, usually younger, into exploitation and abuse.

Sexual exploitation is not a new phenomenon and has been identified throughout the UK, in both rural and urban areas, and in all parts of the world. There is no reason to think that it would not be happening in Scotland and we know that all police forces have dealt with cases in their area but data collected by individual forces has not been centrally collated to date.



## WHAT ARE THE IMPACTS?

Sexual exploitation can have a serious impact on the life of children and young people and can result in children and young people suffering harm and significant damage to their physical and mental health.

It can lead to difficulties in forming relationships with others, a lack of confidence or self-esteem and can affect their mental and physical health. Sexual exploitation can create feelings of worthlessness within children and young people, which can lead to acts of self-harm, including cutting themselves, overdosing and eating disorders. It can put the young person at increased risk of sexually transmitted infections including HIV, unwanted pregnancy and abortion, as well as long-term sexual and reproductive health problems.

Many adults involved in prostitution report difficult childhood histories that include domestic abuse, familial child abuse, neglect, emotional abuse, time spent in care, disrupted schooling and low educational attainment. Many were also coerced into sexual exploitation as CYP.

Other long lasting impacts can be made worse if abusive images have been posted on or shared online. Very often, there is little hope of getting them removed. Survivors of abuse and exploitation talk of feeling no control over who can access them and this leads to further distress and trauma.

Sexual exploitation can have damaging consequences for parents and carers, siblings and extended family members. It can impact on their health, work life, family relationships, finances and social life. Parents and families can be distraught, traumatised and under severe stress. They feel helpless and guilty for not being able to protect their children from sexual predators and can be the victim of serious threats of violence, intimidation and assault from predators.

The stress of dealing with such difficult situations can lead to despair with parents / carers time and energy taken up with dealing with the exploited CYP, limiting their availability to support other children in the family. One child within a family being sexually exploited can make other children vulnerable to exploitation as well. Siblings can feel isolated and face bullying, with their self-esteem, confidence and schoolwork affected.



# READING, LINKS AND RESOURCES

## SEXUAL EXPLOITATION USEFUL READING

### **Stop! She's My Daughter**

Mothers of abuse victims share stories of grooming and child sexual exploitation in the UK. CROP (2007).

### **Girls Like Us**

Rachel Lloyd 2011

A survivor of the sex industry shares her own and other young women's experiences along with highlighting the importance of tackling the demand side.

### **Strategic Overview 2009–10**

CEOP (2010)

### **Online Child Grooming: a literature review on the misuse of social networking sites for grooming children for sexual offences**

Kim-Kwang Raymond Choo© Australian Institute of Criminology 2009

ISSN 1836-2060 (Print) 1836-2079 (Online)

ISBN 978 1 921185 86 1 (Print) 978 1 921532 33 7 (Online)

<http://www.aic.gov.au>

### **Safeguarding Children and Young People from Sexual Exploitation**

London Safeguarding Children Board (2006)

Safeguarding Children Abused through Sexual Exploitation

## SEXUAL EXPLOITATION FURTHER READING

### **Participation and Young People Involved in Prostitution**

Brown, K (2006)

Child Abuse Review Volume 15, no. 5, 294-312

### **Commercial and Sexual Exploitation of Children and Young People in the UK: A Review**

Chase, E and Statham, J (2005)

Child Abuse Review, Volume 14, 4-25

### **Young Women, Local Authority Care and Selling Sex: findings from research**

Coy, M (2007)

British Journal of Social Work Advanced Access

Oxford University Press on behalf of the British Association of Social Workers

### **A Guide to Parent Support Work**

CROP (2008)

A worker's guide to supporting parents affected by the sexual exploitation of their children

### **Online Victimization of Youth: Five Years Later**

David Finkelhor, Kimberly J. Mitchell, and Janis Wolak

Alexandria, Virginia: National Center for Missing & Exploited Children, 2006, pages 7-8, 33

### **Meeting the Needs of Sexually Exploited Young People in London**

Harper, Z and Scott, S (2005)

### **Working Together to Safeguard Children: a guide to inter-agency working to safeguard and promote the welfare of children**

HM Government (2006)

The Stationery Office, HM Government (2007)

### **UK Action Plan on Tackling Human Trafficking**

The Stationery Office HM Government (2008)

### **Safeguarding Children Who May Have Been Trafficked**

Department for Children, Schools and Families

### **Children and Families: Safer from Sexual Crime**

Home Office leaflet

<http://www.homeoffice.gov.uk/documents/children-safer-fr-sex-crime>

### **Risks and Safety on the Internet**

Livingstone S, Haddon, L, Görzig, A et al. (2010)

[http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/Initial\\_findings\\_report.pdf](http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/Initial_findings_report.pdf)

### **Safeguarding Children and Young People from Sexual Exploitation**

London Safeguarding Children Board

### **Young People and Sexual Exploitation**

Lowe K and Pearce JJ (2006)

Special edition – Child Abuse Review, Vol 15.

### **It's Someone Taking a Part of You: a study of young women and sexual exploitation**

Pearce, JJ and Williams, M and Galvin, C (2002)

London: The National Children's Bureau. ISBN 1-900990-83-0.

### **Safeguarding Children Involved in Prostitution: Guidance Review**

Swann, S and Balding V (2002)

## SEXUAL EXPLOITATION USEFUL RESOURCES & SITES

### **Barnardo's**

Nae Danger, Bwise2 sexual exploitation, Protecting Self and Keeping Safe, Respecting Self – Consensual Relationships, No Son of Mine!

[www.barnardos.org.uk](http://www.barnardos.org.uk)

<http://www.barnardos.org.uk/search.htm?Go=Search&qt=sexual+exploitation&ql=&charset=iso-8859-1&col=mainsite>

### **The Coalition Against Trafficking in Women-International**

(CATW) promotes women's human rights by working internationally to combat sexual exploitation in all its forms and was the first international charity to focus on human trafficking, especially sex trafficking of women and girls.

<http://www.catwinternational.org/>

### **Child Exploitation and Online Protection Centre (CEOP)**

<http://www.ceop.police.uk/>

### **Childwise**

A collection of articles and writing on the commercial sexual exploitation of children.

<http://www.childwise.net/>

### **The Coalition for the Removal of Pimping (CROP)**

Advice and information for parents and workers on the sexual exploitation of children and young people.

<http://www.cropuk.org.uk>

### **End Child Pornography, Prostitution and Trafficking (ECPAT)**

<http://www.ecpat.net>

### **Family Planning Association (FPA)**

Is this Love?

[www.fpa.org.uk](http://www.fpa.org.uk)

### **Girls Educational & Mentoring Services (GEMS)**

Supports girls and young women who have experienced commercial sexual exploitation and domestic trafficking.

<http://www.gems-girls.org/>

### **NSPCC**

[http://www.nspcc.org.uk/Inform/research/reading\\_lists/commercial\\_exploitation\\_of\\_children\\_wd\\_a54798.html](http://www.nspcc.org.uk/Inform/research/reading_lists/commercial_exploitation_of_children_wd_a54798.html)

### **The Polaris Project**

A leading American organization challenging all forms of human trafficking.

<http://www.polarisproject.org/>

### **Sheffield Sexual Exploitation Service**

Friend or Foe – Who can you trust? The Children's Society. My Life 4 Schools.





[www.womenssupportproject.co.uk](http://www.womenssupportproject.co.uk)



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# SEXUALISATION

## WHAT IS SEXUALISATION?

In 2007 the American Psychological Association (APA) carried out an extensive review of the impact of sexualisation on young girls. The APA's taskforce provides the following definition of sexualisation as occurring when:

- a person's value comes only from his or her sexual appeal or behaviour, to the exclusion of other characteristics
- a person is held to a standard that equates physical attractiveness with being sexy
- a person is sexually objectified and made into a thing for others' sexual use rather than seen as a person with the capacity for independent action and decision making
- sexuality is inappropriately imposed upon a person.

'Report of the APA Task Force on the Sexualisation of Girls.' American Psychological Association. Zurbriggen et al. (2007)

<http://www.apa.org/pi/wpo/sexualization.html>

## WHY IS IT HAPPENING?

"We know from our research that commercial pressures towards premature sexualisation and unprincipled advertising are damaging children's well-being. The evidence shows that adults feel children are more materialistic than in past generations, while children themselves feel under pressure to keep up with the latest trends."

Penny Nicholls, director of children and young people at The Children's Society.

<http://news.bbc.co.uk/1/hi/uk/8619329.stm>

"Though it may not be right, again it wouldn't be the first time a retailer saw a marketing opportunity and jumped... seizing an opportunity. Parents hold the buying power in their wallets."

By Lydia Dishman – <http://www.bnet.com/blog/publishing-style/abercrombies-padded-bikinis-for-tweens-prove-theres-nothing-new-under-the-retail-sun/1609>



## HOW IS IT HAPPENING?

“How have sex, sexiness and sexualisation gained such favour in recent years as to be the measure by which women's and girls' worth is judged? While it is not a new phenomenon by any means, there is something different about the way it occurs today and how it impacts on younger and younger girls.”

McLellan, ‘Sexualised and Trivialized – Making Equality Impossible’. Quoted in ‘Getting Real’, Tankard Reist (2010)

Researchers looked at 15 websites of popular clothing stores, ranging from bargain to high-end sectors of the junior US market. Clothing was rated according to whether it had only child-like characteristics, revealed or emphasised an intimate body part, or had characteristics that were associated with sexiness.

- 69% of the clothing assessed in the study had only child-like characteristics
- 4% had only sexualising characteristics, while
- 25% had both sexualising and child-like characteristics
- 1% had neither sexualised nor child-like characteristics.

Goodin S et al (2011). ‘Putting On Sexiness: a content analysis of the presence of sexualizing characteristics in girls' clothing.’ Sex Roles; DOI:10.1007/s11199-011-9966-8 (c) 2011 AFP

“Boys don't have to look hard for examples of the tough guy in popular culture – he is seen all over the television dial, in advertising, and in the books based on popular TV series. He is held up as a sort of ideal (in sharp contrast to "wimpy" smart guy characters) and he teaches boys that success comes from being aggressive. Increasingly, the influence of this character can be seen in boys' clothing. As the examples below demonstrate, scary imagery, with its undertones of aggression, appears on clothing marketed to boys aged one and up.”

<http://www.achilleseffect.com/2011/01/boys-clothing-valuing-toughness-and-aggression/>

“Fashions like these dovetail perfectly with the messages delivered by film, television, books, and toy advertising, telling boys on the one hand that aggression and toughness are cool and, on the other, that rowdiness and bad behaviour are funny and even expected from boys.”

<http://www.achilleseffect.com/2011/01/boys%E2%80%99-clothing-part-2%E2%80%94the-brat/>

## WHAT ARE THE IMPACTS?

“It is important to analyse cultural representations of gender roles, sexuality and relationships and ask what specific values are being promoted and if these are having a negative impact on child development. Key questions include the impact on children... of stereotyped images of passivity and sexual objectification... the long term impacts of early exposure to adult sexual themes and the ways in which cultural exposure impacts on parents' roles in protecting and educating children around sexuality in a developmentally appropriate way.”

Newman, ‘The Psychological and Developmental Impact of Sexualisation on Children’. Quoted in ‘Getting Real’ Tankard Reist (2010)

“When girls are dressed to resemble adult women ... adults may project adult motives as well as an adult level of responsibility and agency on girls. Images of precocious sexuality in girls may serve to normalize abusive practices such as child abuse, child prostitution, and the sexual trafficking of children... the sexualisation of girls may also contribute to a market for sex with children through the cultivation of new desires and experiences.”

American Psychological Association Taskforce on the Sexualisation of Girls reported in 2007:p 35

“When we allow our young girls' childhood to be about being sexy, we take their attention away from developing their true sense of self and how they can affect the world and we put it on what others want them to be and what the world demands of them.”

<http://www.drrobbynsilverman.com/body-image/tarty-toys-for-tots-a-pound-of-flesh-too-much-or-much-ado-about-nothing/>

“It can be tempting to think that girls are taking the brunt, that boys have it easier. But in some ways the messages we are sending out to boys are just as limiting and restrictive: be macho, be strong, don't show your emotions. Hyper-sexualisation of femininity cannot exist without hypermasculinisation of males. They feed off and reinforce each other.”

Dr Linda Papadopoulos, Sexualisation Review 2010

## WHAT CAN WE DO TO HELP?

Parents/ carers have an important role to play with CYP. We have to be proactive in building their resilience to these messages by talking openly and building strong, open and trusting relationships with CYP, where they know we value and support them.

### TALK TO YOUR KIDS.

Help CYP to understand that adverts and messages that link happiness and love with beauty are telling them a lie to sell products. Advertisers feed off insecurities and our need for acceptance by our peers to make us feel worse about ourselves so we will buy whatever products they tell us will make us happy and successful.

### BE REAL.

Help CYP build strengths that will allow them to achieve their goals and develop into healthy adults. Remind your children that everyone is unique and that it's unhelpful to judge people solely by their gender, clothing and appearance.

### KEEP TELLING YOUR KIDS FROM A YOUNG AGE THAT THEY ARE LOVED FOR WHO THEY ARE AND NOT HOW THEY LOOK.

Teach girls to value themselves for who they are, rather than how they look. Teach boys to value girls as friends, sisters, and girlfriends, rather than as sexual objects. Encourage both genders to develop, follow interests and get involved in a sport or other activity that emphasise talents, skills, and abilities over physical appearance.

### SEX AND RELATIONSHIPS EDUCATION.

Many parents are not that comfortable talking about sex and sexuality but it's important. It should be started when they are very young. Always tell them that you are pleased they ask questions but take time to find the answers if you need to. Tell them that you think sex is OK as part of a healthy, intimate, mature relationship and that the media, peers, and our culture has a big part to play in our sexual behaviors and decisions, how to make safe choices, and what makes healthy relationships.



## **TUNE IN.**

Minimise their exposure to commercial media and be aware of the content of all they watch, including computer games. Watch TV and movies with your children. Read their magazines. Look at their web sites. Ask questions. "Why do you think there is so much pressure on girls to look a certain way?" "What do you like most about the girls you want to spend time with?" "Do these qualities matter more than how they look?" "What do you think of the different roles that are usually given to boys and girls?" "Do you think women and men are portrayed fairly?" Really listen to what your kids tell you.

## **SPEAK UP.**

If you don't like a TV show, CD, a music video, pair of jeans, or doll, say why. A conversation and explanation with children about the issue will be more effective than simply saying, "No, you can't buy it or watch it."

## **TRY TO SEE IT THEIR WAY.**

Remember that young people can be under a lot of pressure to conform and fit in with their peers. They can have less space to make individual choices and find alternatives. Keep in mind that clothes are an important social code for young people and their group identity. You need to work alongside them to find compromises and reassure them that looks are not everything.

## **QUESTION CHOICES.**

Girls who are focused on their appearance can find it difficult to concentrate on anything else. If your daughter wants to wear something you consider too sexy, ask what she likes about the outfit. Ask if there's anything she doesn't like about it. Find out why she wants to look a certain way. Rather than making judgments yourself, ask her to think about the way clothes can sexualise a person. Remember that looking different and reacting against adults may all be part of her growing up but you need to draw boundaries and talk these over with her.



## ROLE MODELS.

Fathers are important in the development of their daughter's self image, and their son's attitudes towards women. The way men treat and talk about women in the family and women in general is a powerful model for their children. You need to consider this and how it may impact on your kids. Talk about whom you admire and hold in high regard, not just because they are rich, thin or appear as a celebrity in magazines. This helps your child understand how people demonstrate real worth in the world.

## SPENDING POWER.

Parents should not buy products that promote sexualisation. Think about the clothes you buy for your kids. Avoid anything that is "mini-adult" such as skimpy underwear or bras for pre teens.

## GET INVOLVED.

However, even if you make a stand against this, there could still be pester power because "everyone else has one." If we all stand up and boycott the shops that continue to sell sexualised clothing for children, things could change. You could join lobbying and influence the government to stop the sale of such products in the UK. Support campaigns, companies, and products that promote positive images of girls. Complain to manufacturers, advertisers, television and movie producers, and retail stores when products sexualise girls



# READING, LINKS AND RESOURCES

## SEXUALISATION / PORNIFICATION SUGGESTED READING

### **Getting Real: Challenging the Sexualisation of Girls**

Melinda Tankard Reist (ed.)

<http://www.spinifexpress.com.au/Bookstore/author/id=36/>

### **Some Body to Love: A Guide to Loving the Body You Have**

Chicago: Newman, Leslea. Third Side Press, 1991.

### **The Commercialisation of Childhood: The Debate about Advertising and Marketing to Children**

Juliet B. Schor for the Yale Law School Legal Theory Workshop, March 21, 2005

### **2010 UK Home Office Report on the Sexualisation of Young People**

Dr Linda Papadoplous

<http://webarchive.nationalarchives.gov.uk/20100418065544/homeoffice.gov.uk/documents/sexualisation-young-people.html>

### **Research on sexualised goods aimed at children**

Report for the Equal Opportunities Committee 2010

<http://www.scottish.parliament.uk/s3/committees/equal/reports-10/eor10-02.htm>

### **The Impact of the Commercial World on Children's Wellbeing: Assessment 2009**

<https://www.education.gov.uk/publications/standard/publicationDetail/Page1/DCSF-00669-2009>

### **Female Chauvinist Pigs: Women and the Rise of Raunch Culture**

Ariel Levy 2007

### **Spice Briefing: Sexualised Imagery and Children**

Equal Opportunities Committee, 30th September 2008

### **Teen Mags to Lads Mags: What They Show Girls, What They Show Boys**

Object: Women Not Sex Objects – 2005

[www.object.co.uk](http://www.object.co.uk)

### **Living Dolls: The Return of Sexism**

Natasha Walter



## SEXUALISATION / PORNIFICATION FURTHER READING

**The American Psychological Association (APA) report on the sexualisation of girls 2007**

<http://www.apa.org/pi/wpo/sexualization.html>

### **Sexualised Goods Aimed at Children**

Prof. David Buckingham, Dr. Rebekah Willett; Dr. Sara Bragg; Dr. Rachel Russell (Glasgow Caledonian University)

Research conducted for the Scottish Parliament 2009

### **What's Happening to Our Girls?**

Maggie Hamilton

### **Research on Sex in the Media: what do we know about effects on children and adolescents?**

Malamuth N, Impett E. 2001

In 'Handbook of Children and the Media', Singer D, Singer J (eds). Sage: Thousand Oaks, CA; 269–287

### **Corporate Paedophilia: sexualisation of children in Australia, The Australia Institute: ACT**

Rush, Emma & La Nauze, Andrea (2006)

(TAI Discussion Paper 90, October 2006)

<http://www.tai.org.au/>

### **Letting Children be Children: stopping the sexualisation of children in Australia**

Rush, Emma & La Nauze, Andrea (2006)

The Australia Institute: ACT (TAI Discussion Paper 93, December 2006)

### **Understanding the Role of Entertainment Media in the Sexual Socialization of American Youth: a review of empirical research**

Ward L. 2003

Developmental Review 23: 347–388. DOI: 10.1016/S0273-2297(03) 00013-3



## SEXUALISATION / PORNIFICATION USEFUL RESOURCES / SITES

### Collective Shout

A new grassroots campaigns movement mobilising and equipping individuals and groups to target corporations, advertisers, marketers and media that objectify women and sexualise girls to sell products and services.

<http://collectiveshout.org>

<http://enlightenededucation.com.au/>

### Kids Free 2B Kids

A group of Australians concerned about the increasing sexualisation of kids in the media, advertising, and clothing industries.

<http://www.kf2bk.com/about.htm>

### Generation Next

Understanding the unique health and wellbeing challenges facing our young people and how they can *be met*.

<http://www.generationnext.com.au/>

### OBJECT

Challenging 'sex object culture' - the increased sexual objectification of women. Object today! Join the campaign at [www.object.org.uk](http://www.object.org.uk)

### Sexy Inc. Our Children Under Influence

This is an excellent 35-minute Canadian documentary analysing the hypersexualization of our culture and its effects on young people. Suitable for adult audience.

[http://www.nfb.ca/film/sexy\\_inc/](http://www.nfb.ca/film/sexy_inc/)





[www.womenssupportproject.co.uk](http://www.womenssupportproject.co.uk)





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PLEASURE  
Vs PROFIT

**GROOMING**  
INFORMATION PACK  
FOR PARENTS AND PROFESSIONALS

# GROOMING

## WHAT IS GROOMING?

'Grooming' is the behaviours used by predators to target and prepare CYP for sexual abuse and sexual exploitation. One of the problems for professionals and parents is that the signs that a person is grooming a child may be subtle and difficult to recognise. Initially a CYP may not recognise they are being groomed and may see these relationships as positive.

The Home Office has defined grooming as: 'A course of conduct enacted by a suspected predator which would give a reasonable person cause for concern that any meeting with a child arising from the conduct would be for unlawful purposes.'

Grooming is a process adopted by a predator that is normally very subtle, drawn out, calculated, controlling and premeditated. In online grooming however the process can be much more rapid. It is the subtlety of the grooming process that enables abuse to go undetected. What is vital to the predator is access to children and the opportunity to build relationships with them in real life or online so as to isolate and abuse them.

Predators use sophisticated tactics and will target areas where CYP are without much adult supervision, such as shopping centres, cafes, takeaways, pubs, sports centres, cinemas, bus or train stations, local parks, playgrounds and taxi ranks, or websites. There is also grooming in adult venues such as pubs and clubs. In some cases predators will use CYP they have exploited to get access to their friends, siblings and family.

## HOW IS IT HAPPENING?

Grooming can happen in a number of different ways and with growing access to the Internet these new opportunities to act with complete anonymity or under a false identity are used by predators to make contact with CYP for sexual purposes. The Internet Crime Forum estimates that at least 20% of 16-25 year olds have been approached by someone trying to get them to talk about sex, send pictures or do something they were uncomfortable with via web-cams.

Young men can be groomed by predators who bring them to cafes / bars / arcades, etc. BYM are vulnerable to getting involved in petty crime as well such as shop lifting or car theft and are likely to be drinking, smoking and taking drugs.

## WHAT ARE THE IMPACTS?

CYP who have been groomed become so identified with the predator that they can find it hard to think of them in a negative way. The very process of being groomed breaks down boundaries and CYP become confused by the relationship. They may not even recognise or admit that they have been harmed or exploited. Even though their choices were limited and they were under huge amounts of pressure, they can believe that they did this voluntarily without seeing that they were being used. It can take a long time for CYP to see these relationships in their true light.

## WHAT CAN BE DONE?

We need to make sure that CYP and families who have been exploited receive the right kind of support. They are victims and any young person under the age of 18 should be referred for specialist support and interventions.

We need to ensure that anyone who is involved in child sexual exploitation is held responsible for his or her actions.

We need preventative work not only to inform CYP about healthy relationships, respect and justice but also talk to them about how not to be involved in the exploitation of others, now and in the future.





[www.womenssupportproject.co.uk](http://www.womenssupportproject.co.uk)



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**SEXTING**  
INFORMATION PACK  
FOR PARENTS AND PROFESSIONALS



# SEXTING

## WHAT IS SEXTING?

Sexting is sending sexually explicit messages via mobile phone, email, web chat, social networking sites, Bluetooth or instant messenger. To put it simply Sexting = sex + texting.

Sexually explicit would include naked images, pictures of genitals, masturbation, and ejaculation. Images most commonly being shared include BYM exposing or flashing their genitals as well as masturbating or ejaculating. GYW share images of themselves undressing or naked, exposing or flashing their genitals as well as masturbating. All of these types of acts could be considered pornographic.

What is concerning about the activity is its rapidly increasing popularity and it not merely an extension of 'I'll show you mine if you show me yours' behaviour. Explicit images are also often taken when the victim was not in a position to make a good decision, such as at a party where large amounts of alcohol have been consumed or when consent was not given to the sex being filmed and shared.

## WHY IS IT HAPPENING?

Technology has advanced and mobile phones now have the capability to record and send photos and video. With the ease of this, sending suggestive and explicit messages and pictures has increased, especially among teens. (Pew Research Center's Internet & American Life Project 2009 – <http://pewresearch.org/pubs/1093/generations-online>) The availability of the means to do this has been accompanied by the pressure and expectations that CYP should adopt adult behaviours and they are using these images as part of self-promotion and branding online.

There are also expectations on YM to have images of girlfriends and partners and they are asking for these to be provided. This entitlement needs to be challenged and YM need to know that it is not acceptable to use these images in any way to blackmail, humiliate or embarrass. In addition possession and distribution of the images may constitute an offence even if the YW has 'willingly' provided them.



## HOW IS IT HAPPENING?

It is becoming increasingly common for young people to take and share sexually explicit images. It is difficult to give exact numbers but different surveys suggest around one third of young people are doing this. 70% of 11-18 year olds surveyed were found to have known the sender of the sexually explicit message personally. 23% of messages were found to have come from a current partner, 45% from friends and 2% from adults. (MTV / AP Study 'Thin Line' – <http://www.athinline.org/about#research>)

## WHAT ARE THE IMPACTS?

CYP are often unaware of the actual and potential consequences of their actions. Once in cyberspace these images can never be erased and can be transmitted around the world in a very short space of time. Again possession and distribution may constitute an offence, depending on the nature of the images.

## WHAT CAN BE DONE?

Parents must be prepared to discuss this issue with their children prior to secondary school as these behaviours are regularly seen at S1 and S2 level. It is imperative that protective adults embrace technology for the valuable tool that it is and engage with children in cyberspace as well as in the real world. CYP need the opportunity to gain knowledge and skills to safely navigate cyberspace, to identify risks and take appropriate steps to keep themselves safe.

Key messages to get across to young people:

- Don't assume anything you send or post is going to remain private.
- There is no changing your mind in cyberspace – anything you send or post will never truly go away.
- Don't give in to the pressure to do something that makes you uncomfortable, even in cyberspace.
- Consider the recipient's reaction.
- Nothing is truly anonymous.

## **WARN YOUR CHILDREN ABOUT THE CONSEQUENCES OF SEXTING.**

It is important to remind your children of the dangers of sexting, including the legal implications and the dangers of sexual predators.

## **REMIND CHILDREN TO THINK BEFORE THEY ACT.**

Often children do not consider the full implications of sexting. Make sure to fully educate them so they know exactly what the dangers are. Hopefully they will then be less likely to do something they will later regret.

## **TELL CHILDREN THAT SENDING OR POSSESSING CHILD PORNOGRAPHY IS ILLEGAL.**

Tell your child that it is illegal to possess or distribute naked photos of anyone who is under-age, and that the penalties for breaking these laws are severe.

## **WARN THEM ABOUT SEXUAL PREDATORS.**

Remind your children how easy it is for photos to fall in to the wrong hands, and warn them that once a photo is online they will be unable to track it and it might be there forever.

## **WARN THEM NEVER TO ASK ANOTHER PERSON FOR AN IMAGE.**

You need to talk with your CYP about the potential consequences for them and others of taking, sending or distributing sexual images. They should not put any pressure, emotional blackmail or threats on another person to send images and they should not be any part of a chain where this is happening. They need to be aware that this is illegal if anyone involved is under the age of 18.

## **TALK ABOUT WHY PEOPLE HUMILIATE, BLACKMAIL OR BULLY OTHERS THROUGH IMAGES.**

It seems that the potential of new technology has added another way in which young people can achieve status with their peers. The sharing of images has been linked to young people, usually young men, vying for power within their peer group and using others, usually young women's images as the means to do that. We need to talk with our CYP as to why it is unacceptable to be part of any humiliation, bullying or blackmailing.

## **PARENTS SHOULD LEARN HOW TO USE AND MONITOR THEIR CHILDREN'S MOBILE PHONES.**

Familiarise yourself with your child's mobile phone and keep an eye on its usage and content, and get to know what it is and is not capable of doing.

## **PARENTS SHOULD CHECK PHOTO GALLERIES ON THEIR CHILDREN'S FACEBOOK AND MYSPACE ACCOUNTS.**

Shoulder-surf when your children are online, and take a look around their social networking pages. Take the plunge and make your own account, get to know the sites, and make sure to keep up with your children's activities when online. Make sure to keep an eye on their page to ensure they don't willingly or otherwise post up information or photos that they may regret.

## **GIVE YOUR CHILDREN CLEAR RULES ON WHAT THEY CAN AND CAN'T DO WITH THEIR MOBILE PHONE.**

Establish a firm set of rules of what your child can and cannot do with their mobile phones including consequences if they break the rules.

This was abbreviated from a full fact sheet at: [www.community.nsw.gov.au](http://www.community.nsw.gov.au).







[www.womenssupportproject.co.uk](http://www.womenssupportproject.co.uk)