

**WHY
FIGHTING
P*RN MUST
INCLUDE
FIGHTING
SHAME**

A GLOBAL MOVEMENT OF FIGHTERS
©FIGHT THE NEW DRUG

**WE OFTEN HEAR THE
ARGUMENT THAT
SHAME IS A GOOD
THING WHEN IT COMES
TO QUITTING
PORN-THAT SHAME
ACTUALLY HELPS
MOTIVATE CONSUMERS
TO QUIT PORN
FOR GOOD.**

**RESEARCH, HOWEVER,
SHOWS THE OPPOSITE.**

QUITTING



**ACCORDING TO A 2011
STUDY OF PORN
CONSUMERS TRYING
TO QUIT PORN,
RESEARCHERS FOUND
THAT SHAME TENDED
TO DRIVE PORN
CONSUMERS FURTHER
INTO A CYCLE OF
UNHEALTHY PORN
CONSUMPTION RATHER
THAN HELPING
THEM CHANGE.**

UNWANTED

**PARTICIPANTS WHO
FELT SOME **GUILT** OVER
THEIR UNWANTED PORN
HABIT, HOWEVER,
TENDED TO
MOVE PEOPLE
TOWARD **HEALTHY,**
LASTING CHANGE.**

Gilliland, South, Carpenter, & Hardy, 2011

HEALTHY

SO WHAT'S THE DIFFERENCE BETWEEN GUILT & SHAME?

GUILT

(Can be healthy)

LABELS BEHAVIORS AS UNHEALTHY OR "BAD"

MOTIVATES LASTING CHANGE

"WHAT I DID WASN'T GREAT, I WANT TO DO BETTER IN THE FUTURE."

SHAME

(Always unhealthy)

LABELS THE PERSON AS "BAD"

OFTEN FUELS A CYCLE OF UNHEALTHY BEHAVIORS

"WHAT I DID WAS BAD, I AM A BAD PERSON."

**SHAME DOES NOT
HELP PEOPLE QUIT
PORN OR LET GO OF
UNHEALTHY HABITS.**

**IF YOU'RE STRUGGLING
TO QUIT PORN OR IF
YOU HAVE A LOVED ONE
WITH A PORN HABIT,
KNOW THAT SHAME
IS NOT A HEALTHY
WAY TO MOTIVATE
MEANINGFUL CHANGE.**

**HOW CAN YOU
PRACTICE BREAKING
THE CYCLE OF SHAME
IF YOU STRUGGLE?**

TALK TO SOMEONE

**REMEMBER THAT YOU
ARE NOT A BAD
PERSON**

BE KIND TO YOURSELF

**BE PATIENT WITH
YOUR PROGRESS**

AS ONE FIGHTER SHARED WITH US

"LATELY I HAVEN'T VIEWED OR HONESTLY EVEN WANTED TO LOOK AT PORN. LONG STORY SHORT, I REMEMBERED WHO I TRULY AM—A DUDE WITH A GOOD HEART WHO MADE SOME POOR DECISIONS AND GOT SUCKED INTO AN ADDICTIVE CYCLE... THEN THROUGH AN AMAZING WOMAN AND SOME VULNERABLE CONVERSATIONS... IT SHOWED ME I'M STILL LOVABLE. IT BROKE THE POWER SHAME HAD ON ME."

**EVEN IF YOU'VE HAD A
PORN HABIT FOR MOST OF
YOUR LIFE, IT DOESN'T
HAVE TO BE PART OF WHO
YOU ARE AS A PERSON.**

**YOU CAN CHANGE AND LIVE
A HEALTHIER LIFE, FREE OF
PORN AND FREE OF SHAME.**

**GIVE YOURSELF
PERMISSION TO
CHANGE.**

YOU GOT THIS.





FOLLOW



TURN ON
NOTIFICATIONS

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