



 **FIGHT THE NEW DRUG**



LETTER FROM EXECUTIVE DIRECTOR

Dear Fight the New Drug Community,

As we reflect on 2024, we are humbled and energized by the progress we have made in advancing our mission to raise awareness about the harms of pornography. Our collective efforts to educate and advocate have created a tangible impact, reaching millions while building momentum in the fight against sexual exploitation on a global scale.

We have seen remarkable growth in both reach and impact in 2024, with more individuals, families, and organizations utilizing our resources. Through an array of online and in-person resources found in our Live Presentation Program, the Consider Before Consuming podcast, and the Harms of Porn Awareness Program, we have empowered individuals worldwide to confront the pervasive issues surrounding pornography.

We are truly grateful for the dedication and collaboration of our partners—including advocates, survivors, mental health professionals, academics, community leaders, and more—who have been pivotal in amplifying this crucial message and expanding the scope of our educational campaigns.

The success of initiatives like No Porn November exemplified our ability to mobilize a wide network of supporters and thought leaders, fostering meaningful dialogue around the harmful effects of pornography and ultimately fueling positive change. Beyond the measurable outcomes, the true measure of our success lies in the stories we hear from those who our work has impacted. From individuals seeking help for pornography addiction, to the parents and educators inspired by our "Brain, Heart, World" documentary, to the youth and young adults taking a stand against porn after a live presentation, and everyone else in between, these personal accounts speak to the profound impact this movement is making in the lives of those we serve.

Looking ahead to 2025, we are committed to refining and enhancing our programs while introducing new innovative tools to further advance our mission and best meet the needs of those we serve.

On behalf of the entire Fight the New Drug team, I extend my deepest gratitude to each of you—our supporters, partners, and advocates. Together, we are creating a future where individuals are empowered to make informed decisions, free from the harmful effects of pornography.

With sincere appreciation,

Natale McAneney

Executive Director, Fight the New Drug



ABOUT US

Fight the New Drug is a non-religious, non-legislative nonprofit that educates and raises awareness on the harmful effects of pornography using science, facts, and personal accounts.

OUR STORY

In 2009, four college students started a grassroots campaign to change the conversation surrounding pornography, which quickly grew into a worldwide movement. Decades of studies from respected institutions have demonstrated significant impacts of porn consumption on individuals, relationships, and society, yet porn has become increasingly normalized. Fight the New Drug provides educational opportunities to decrease the demand for sexual exploitation by sharing research and personal accounts to help individuals worldwide consider the devastating impacts of pornography on mental health, relationships, and society as a whole.

Today, Fight the New Drug continues to reach millions around the world each year while challenging the mainstream narrative about pornography. Through compelling digital content, powerful storytelling, educational presentations, and a wealth of unique and easily accessible resources, we continue to fuel an influential global movement that inspires individuals to escape the harmful realities of pornography and combat sexual exploitation.



Learn more about
Fight the New Drug at
[FIGHTTHENEWDRUG.ORG](https://fightthenewdrug.org).

PROGRAMS

Live Presentation Program



Harms of Porn Awareness Program



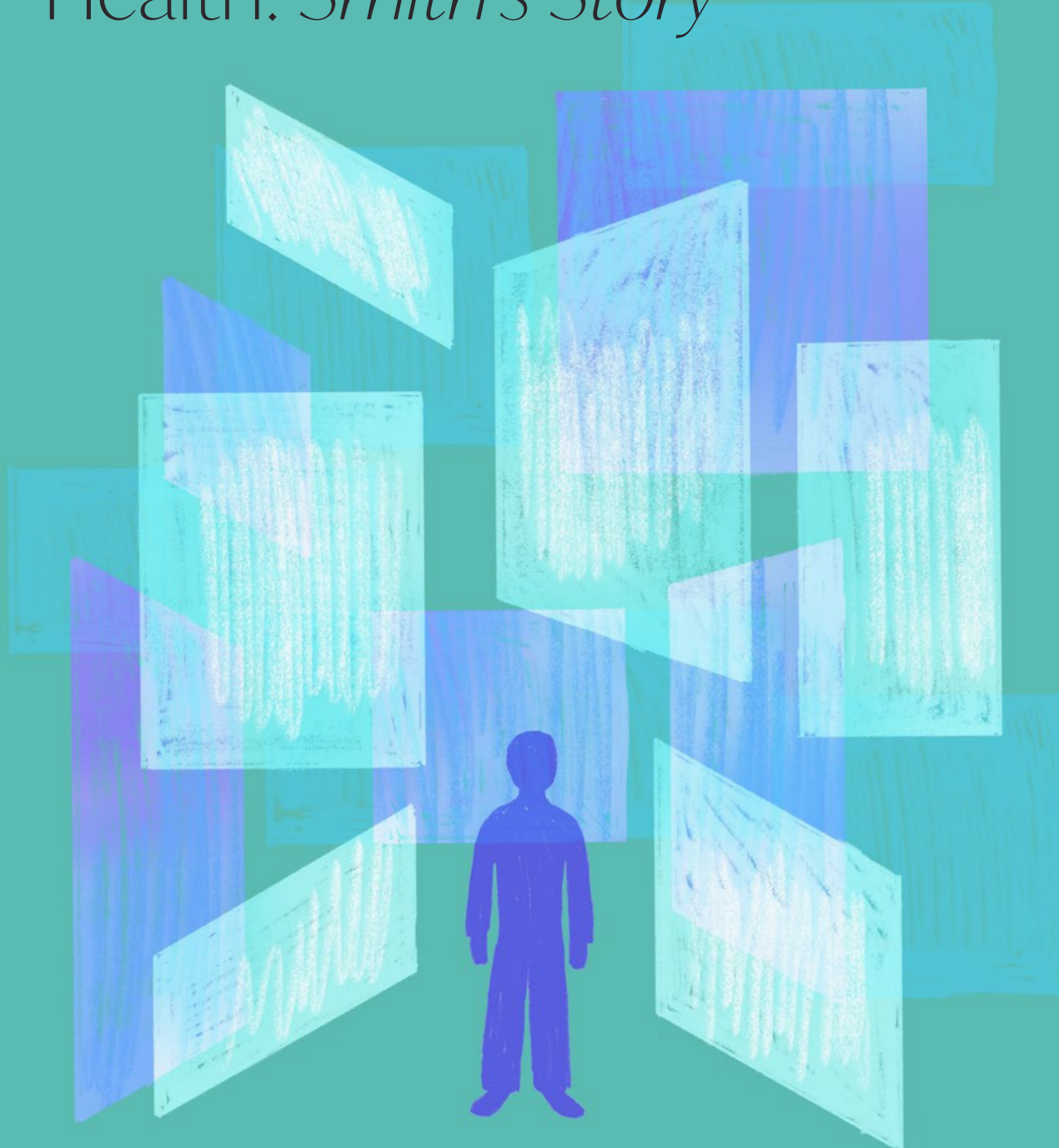
CONSIDER BEFORE CONSUMING



PODCAST



Porn Tanked My Mental Health: *Smith's Story*



“I found Fight the New Drug, and I remember being this little kid and reading this research ... and I realized, I’m not a bad person, for the first time, I realized I’m a good kid who is enslaved by this content that is a drug.”

—SMITH

Smith was just nine years old when he was first exposed to pornography. Porn quickly became a coping mechanism for him to deal with his early struggles with stuttering and his negative self-image. By the time he was 11, he was consuming porn 5-7 times a day.

“It was a drug for me, it was a way I dealt with all those things that I was feeling, and it led to the most vicious loathing self-hatred cycle I’ve ever been in,” Smith said.

Smith continued to use pornography as a way to cope. Instead of helping him with his mental health, it just made it worse. His compulsion to view porn became so overwhelming, and the shame spiral he felt was so intense, it all pushed him to make plans to end his life.

“It ripped me apart. It just exposed all of my insecurities, everything that was inside got worse because of porn, it took a kid who didn’t think he deserved love to a kid who didn’t think there was love ... Eventually, the pain got to the point where pornography was a need in my life, it was something I had to have to live, when I got to that point it was like what’s the point of living.”

After getting in trouble with the law, all of his insecurities and compulsions came to light. He sought the support of his family and friends and started to seek the help he needed. When he discovered Fight the New Drug, things started to change.

He began to utilize Fight’s resources and connected with others facing similar struggles.

Driven by his determination, Smith began to find hope and experience life free from pornography. Today, he encourages open conversations about pornography in his community and runs a business called Protecht that teaches parents how to monitor their children’s technology.

Smith says, “I felt so good after recovery, after bettering my mental health, and I didn’t want to keep that to myself ... I want people to know they can turn their life around, that you can become the person you want to be.”

Sadly, Smith’s experience with pornography is not unique. Fight the New Drug receives countless messages from individuals all over the world with similar experiences. That’s why we develop resources to raise awareness on the impacts of pornography so that others can live a life free from pornography.





PROGRAM IMPACT

Live Presentation Program

PREVENTION

Fight the New Drug's Live Presentation Program provides age-appropriate, interactive presentations equipped with relevant research, humor, and engaging multimedia elements to captivate and educate audiences on the harmful effects of pornography. Separate presentations address middle school, high school, and college students, as well as parents, educators, and community leaders, providing transformative educational opportunities that empower audiences to make informed choices.

Since 2011, Fight the New Drug has reached over one million individuals through live presentations within 42 U.S. states and in 10 additional countries. We are proud to share that post-event survey data shows that after attending a live presentation over 94% of students agree that pornography can be harmful, 93% agree pornography can negatively impact mental health, and 97% agree pornography can harm relationships.

94% of students agree that pornography can be harmful

93% agree pornography can negatively impact mental health

"The information shared at Kimray made a statement to everyone in the organization, even if they didn't attend, because of our announcements, invitations, and event follow-up. I received very positive feedback from community members who attended. They felt better equipped to talk about the impacts of pornography with their families, students, and local ministries."

—KIMRAY INC.

"I still remember the day you guys came to my school, and really, what was said, and the info given, has had a continual impact on my life to this day. I am still working through my own addiction, but either way it is always nice to know that I am not alone. No one is. I really love what you stand for, and what you stand against."

—STUDENT

"I thought it was going to be just another lecture, but it was so much more than that. It was inspiring and empowering. I left feeling motivated to make a difference."

—STUDENT

97% agree pornography can harm relationships

*Post-live event student survey data.

2024 IMPACT SUMMARY

In 2024, Fight the New Drug's recently updated presentations impacted over 21,000 individuals across the U.S. from Washington to Florida, and in Canada, while also welcoming a newly certified in-house presenter. Thanks to the Oklahoma City-based company Kimray Inc., local employees, secondary school and college students, and community members received essential education on porn's harms in a standout booking filled with a series of events for the whole community.

We are also grateful for the unique opportunity to deliver powerful messages to audiences at the Kitsap Naval Base and through a dynamic Canadian tour across Ontario.

2024 IMPACT

77 live events

21,700+ people reached

OVERALL IMPACT

1,800+ live events total

1,097,090 individuals reached total



PROGRAM IMPACT

Harms of Porn Awareness

PREVENTION

Each year, the Harms of Porn Awareness program informs millions of individuals online about the proven harmful effects of pornography on individuals, relationships, and society—including its inseparable link to all forms of sexual exploitation. Through a comprehensive suite of online educational resources, Fight the New Drug offers a dynamic and engaging approach to addressing the topic of pornography, featuring an ever-growing library of videos, articles, and other shareable awareness-raising content and a robust online hub for education, advocacy, and healing.

At the core of the program are carefully crafted digital campaigns that leverage the grassroots power of social media platforms to share reputable research, factual insights, and powerful personal accounts demonstrating the impacts of pornography. Key resources include: “Brain, Heart, World,” a three-part documentary series available for private streaming or public screening events; “Let’s Talk About Porn,” an interactive Conversation Blueprint; An extensive article and video library including translated content available in Spanish, French, Portuguese, and German; An influential partnership program with ambassadors; conversation-starting apparel; and more. Through these resources and a multi-faceted marketing and communications strategy, Fight the New Drug delivers hundreds of educational posts each year, reaching millions worldwide and sparking vital conversations about the realities of pornography’s effects on individuals, relationships, and society.



NO PORN NOVEMBER

The largest scale annual campaign by FTND, No Porn November exists to change the conversation surrounding pornography and challenges individuals to go 30 days without consuming porn.

In 2024, we reached a record 12 million+ individuals and partnered on 116 influencer collaborations.



BRAIN, HEART, WORLD

FTND’s three-part documentary series explores the scientific research behind pornograph’s harm on the brain, relationships, and its connection to the global issue of sexual exploitation.

In 2024, over 10,000 private viewing accounts were created, and 59 public screenings were hosted.

“I just want to express my gratitude towards this account. I am recovering from porn trauma in past relationships. My relationship now is anti-porn and we do proactive things about it e.g. discussing your account. My healing journey has been easier since following you. Thank you for your work.”

—HANA

“Thank you for opening my eyes to this world and providing tools and resources to get educated and change my life.”

—ANONYMOUS

“In all this digital world of useless information, your content is truly constructive I appreciate every single post you share. People should raise awareness and talk openly about this problem that has a profound impact in the life of individuals and the foundation of societies.”

—JAIRO

2024 IMPACT SUMMARY

In 2024, Fight the New Drug released hundreds of educational posts and online educational resources, reaching millions worldwide. We introduced Reporting on Reporting—a dynamic video series delivering concise, engaging content that breaks down the latest research and trends on pornography and sexual exploitation in a way that resonates with global audiences.

Our two largest campaigns, No Porn November and Stop the Demand, achieved record-breaking reach, demonstrating the movement’s growing momentum. Through over 400 collaborations—including partnerships with actress Marisol Nichols, Spanish actor Álvaro Rico, and social advocates Paryss and Lewis—we extended our impact to an additional 37 million individuals, further amplifying awareness and driving change.

2024 IMPACT

- 59 million+ people reached via social media and influencer collaborations
- 1.4 million+ website visits
- 21 million+ video views
- 25,000+ new social media followers across all platforms
- 404 influencer partnerships created
- 236 countries and territories reached

OVERALL IMPACT

- 79.5 million+ website sessions
- 48 million+ YouTube views
- 6.3 million+ social media followers
- 140K "Brain, Heart, World" private viewing accounts created
- 192 of 193 countries reached



PROGRAM IMPACT

Consider Before Consuming

PREVENTION

Fight the New Drug's Consider Before Consuming podcast engages listeners and viewers worldwide to take part in open, honest conversations about pornography featuring acclaimed researchers, academics, clinical professionals, survivors, advocates, and leaders in the fight against exploitation. These regularly released episodes shed light on how pornography impacts the brain, relationships, and society and encourage listeners to consider pornography's harmful effects and its link to sexual exploitation. Since the first episode was released in June 2019, Fight the New Drug's Consider Before Consuming podcast has reached millions of listeners, encouraging them to consider pornography's harmful effects.



"One of the things that we owe this podcast and the whole organization Fight the New Drug a lot of credit for is just raising awareness of the harmful effects of pornography...And the really cool thing is, we know that pornography causes all this damage, but similarly, if you can really have a roots-based approach and actually systemically change things, you can also experience healing and growth in all of these areas."

—SATHIYA, PODCAST GUEST

"This video impacted me more than you can imagine ... Thank you FTND. You inspire me daily to use my voice and I'm getting closer to being ready to do that."

—RACHEL, PODCAST LISTENER

"I have been porn free for more than three years after struggling to quit for many more. Videos like yours remind me why I quit and why I stay away."

—PODCAST LISTENER

2024 EPISODE HIGHLIGHTS



Episode 106

My Journey to Recovery From Porn Addiction Through Healthy Habits

"What I've realized is that pornography, at the heart of it, teaches us... to objectify people. So instead of seeing people as human beings and people whom we should respect and who have dreams and aspirations of their own... we start to see everyone as a potential object that we can act upon just on a daily basis."

—PAUL



Episode 110

Supporting Youth in the Age of Internet Pornography

"We would hope that people would have satisfying lives, but pornography use among adolescents actually diminishes their life satisfaction."

—DR. JOHN FOUBERT



Episode 111

How the Normalization of Pornography Impacted My Life

"I became the victim of his addiction . . . and then that, in turn, gave me not only the same addiction, but then really warped and perverted my sense of not just sex and love, but also my self-worth."

—BAILEY

2024 IMPACT SUMMARY

We kicked off the year with impactful guests including Bailey and Shelby, whose experiences highlight how pornography normalizes violence and abuse in relationships and is incredibly impactful to youth.

We also hosted a courageous panel of men discussing their recovery journeys and spoke with former OnlyFans recruiter Victoria, who revealed the coercive and damaging realities faced by performers. Additionally, we interviewed activist Laila Mickelwait, whose relentless efforts have pushed for accountability from Pornhub for the exploitation of children on its platform. Through these conversations and more, the Consider Before Consuming podcast continues to challenge perspectives and encourage individuals worldwide to think critically about pornography's impact.

2024 IMPACT

2.5 million+ new listens

26 new episodes

OVERALL IMPACT

10.2 million+ total listens

154 total episodes