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PORN POP-UP



























ALTHOUGH SEX EDUCATION IN SCHOOLS IS IMPORTANT - IT IS OUTDATED AND IS NOT A CONDUCIVE ENVIRONMENT FOR ENABLING OPEN CONVERSATION.

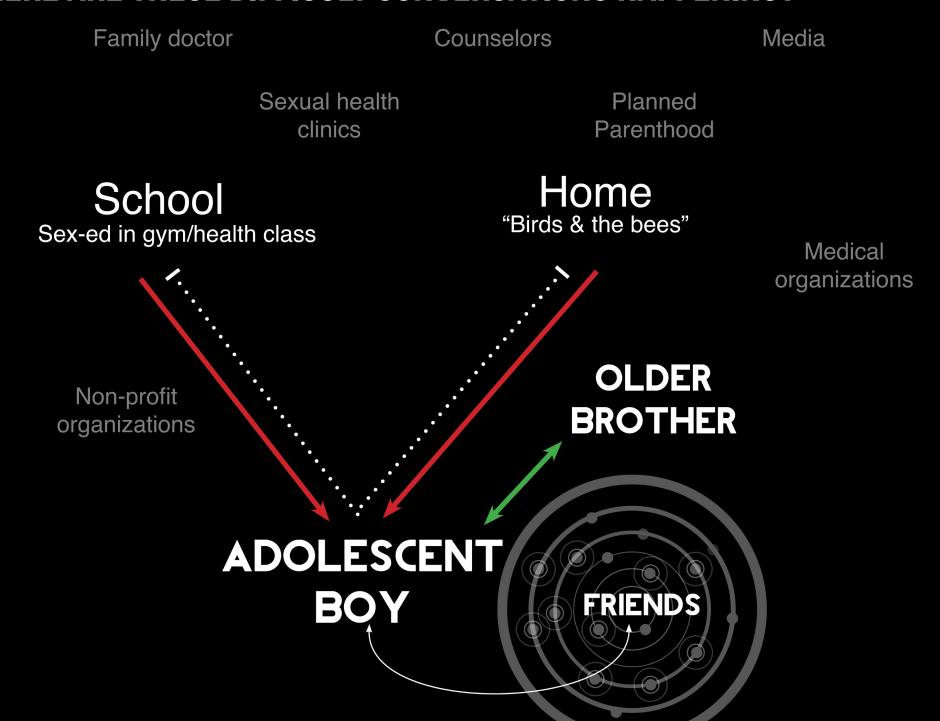
"KEY QUESTION FOR PORN EDUCATION IS WHETHER YOUNG PEOPLE HAVE ACCESS TO OTHER FORMS OF EDUCATION THAT PROMOTE SKILLS TO HELP THEM NAVIGATE THEIR SEXUAL LEARNING PROCESSES ETHICALLY AND SAFELY." - K. ALBURY

WITH THE INTERNET, PERSONAL DEVICES— COMPUTERS, TABLETS AND SMART PHONES - YOUNG PEOPLE HAVE MORE ACCESS TO INFORMATION; BE IT POSITIVE OR NEGATIVE — LEAVING THEM MISINFORMED, OVERWHELMED AND MISGUIDED.



"EVERYONE KNOWS [ABOUT THE IMPACT OF PORN ON REAL LIFE SEX], BUT NOBODY WANTS TO TALK ABOUT" - CINDY GALLOP

WHERE ARE THESE DIFFICULT CONVERSATIONS HAPPENING?



"WHEN YOU'RE TRYING TO DEVELOP A RELATIONSHIP OR FIND SOMEONE WHO CAN GUIDE YOU ALONG THE WAY; IS IT KEY THAT THE PERSON SPEAKS AND RELATES TO YOU - AND NOT SOMEONE WHO'S A GURU AND JUST DISPENSE ADVICE... BUT TO ALSO SPEAK TO YOU IN A WAY THAT YOU UNDERSTAND." - MARIE-ROKER JONES, SENIOR EDITOR OF THE GOOD MEN PROJECT

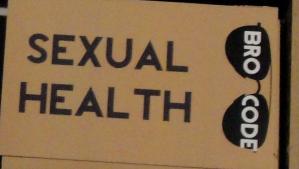
THE BRO CODE







PERSONAL PROMPTS OF





THIS RELATIONSHIP OFFERS THE MOST **COMFORTABLE ENVIRONMENT FOR THIS** CONVERSATION. AND SINCE THIS CONVERSATION IS ALREADY HAPPENING, A TOOLKIT — THE BRO **CODE — WOULD OFFER MORE STRUCTURE AND** FACILITATION TO ENSURE THAT THE CORRECT INFORMATION IS SHARED.