



The Quick Start Guide for Proactive Parents



Prepare Your Child to Reject Pornography: The Quick Start Guide for Proactive Parents

Introduction

Parents, we commend you for your commitment to protect your kids from the destructive impacts of pornography. As you face this head on, your kids will no longer have to face it alone. To help you get started porn-proofing your kids, we've created this convenient guide composed of some of the most popular and helpful posts from our blog.

Learn the Basics

- Find out why good kids get pulled into porn
- See what pediatricians are saying about the impacts of pornography
- Discover why pornography exposure is being called a public health crisis

Prepare Yourself

- Plan a good time to talk.
- Learn why you should be the first one to warn your child about pornography.
- Find out how to avoid parent FREAK-OUT if you discover a child viewing porn.

Teach Your Kids

- Define the word pornography.
- Keep your kids safe from sexual abuse by teaching them correct names for body parts.
- Teach kids the power of their thinking brain.

Children are safer when parents are proactive!

Learn the Basics

Sex Addiction Expert Explains Why Good Kids Get Pulled Into Porn

Mark Bell, LMFT, CSAT and Claudine Gallacher, MA
Originally posted September 10, 2015 on PornProofKids.org

Most parents understand that pornography is prevalent and easily accessible, but they convince themselves that their own good children would never be ensnared by it.

Sadly, this is an all too common mistake.

Many good, healthy, and normal children get pulled into porn. Here are three reasons why this is a natural result of biological programming.

Why Good Kids Are Pulled Into Porn

1. *Children are naturally curious.*

Curiosity has an especially powerful role in childhood. Curiosity drives learning. Parents discover that curious children want to see, smell, touch, taste, and listen to new things. Humans crave and are hard-wired for novelty of all kinds, but most especially physical novelty (including sexual) experiences. **It's normal for kids to be curious about looking at both male and female naked bodies.**

2. *All people, including children, are biologically designed to be drawn to sexualized images.*

When children are exposed to sexual images or media they are naturally intrigued and can become excited, even aroused. This does not mean there is something wrong with them. In fact, it indicates that their bodies and brains are responding in a manner consistent with their human design.

Pornography elicits within children a premature stimulation of sexual feelings. In other words, though sexual feelings typically awaken during puberty, pornography exposure often causes this aspect of human development to activate too early. Young kids, lacking sufficient life experience and brain maturity, don't understand these newly awakened and intense sexual feelings and have difficulty coping with them.

The end result is that a child will feel drawn to pornography and not know why. The child may or may not like seeing porn initially; nevertheless, the child will often feel an inner pull towards it.

It's important to understand that this pull is as *biologically driven as the human preference for sweet foods*. Virtually all of us like something sweet. Similarly, there is an aspect in all of us (yes, even children!) that innately responds to sexual images of some kind.

3. *Pornography produces powerful chemicals that reinforce a child's innate attraction to it.*

Besides activating the sexual template too early, porn can activate it too much. This is because pornography is a [supernormal stimulus](#). What does this mean?

Humans are hard-wired to be interested in male and female bodies, but under normal circumstances we aren't exposed to *endless numbers of people willing to undress and perform sex acts in front of us the moment we first meet!*

This "unnatural" sexual stimulus causes the brain to release an "unnatural" (unusually high) dose of a chemical called dopamine, often called the *molecule of motivation*. Author and behavioral scientist, [Dr. Susan Weinschenk](#) explains:

"The latest research shows that dopamine causes *seeking* behavior. Dopamine causes us to want, desire, seek out, and search. It increases our general level of arousal and our goal-directed behavior."

When a child sees porn, that child's brain will begin to release large amounts of dopamine, creating a *drive for more*, even in a child who did not like seeing pornography in the first place.

Unfortunately, with repeated exposure, porn can become strongly woven into the tapestry of a young person's developing sexual template. Eventually, porn might convince the brain that masturbation in front of a screen is more rewarding and even more normal than sexual experiences within a real, committed relationship.

It's Normal to Be Enticed by Porn

Hopefully, you can see why good, healthy, and normal children are vulnerable to porn. When children become victims of pornography, they are merely *responding naturally* to an *unnatural or supernormal stimulus*. In fact, asking children to reject porn is asking them to have a *biologically unnatural* response to this supernormal stimulus.

Don't worry! By warning kids of porn's dangers and teaching them how to react, parents CAN help kids prepare their brains to say "no" to pornography. When kids make a conscious choice to look away, the supernormal stimulus loses power.

Pediatricians Speak Out on Impact of Porn

Kristen A. Jenson
Originally posted October 29, 2015 on PornProofKids.org

This month the American College of Pediatricians published a strong position statement: [The Impact of Pornography on Children](#). They're worried about the negative effects of pornography on a generation of kids who have easy access to free internet pornography.

And they're basing their fears on facts.

Age of First Exposure

The paper, authored by L. David Perry, MD, FC, cites several studies from all over the world which ask teens and young adults about their age of first exposure to porn. For example, one third of English students claimed their first exposure to porn was at **10 years of age, or younger**. American and Australian studies show large percentages of men and women report that they were exposed **well before the age of 13**.

How Does Pornography Negatively Affect Children?

These are a few of the effects referenced and cited in the paper:

- Pornography exposure at these young ages often results in... **symptoms of anxiety and depression**.
- Children also report **feelings of disgust, shock, embarrassment, anger, fear**, and **sadness** after viewing pornography.
- Children **under twelve years old** who have viewed pornography **are statistically more likely to sexually assault their peers**.
- Children exposed to pornographic material are **at risk for a broad range of maladaptive behaviors and psychopathology**.
- For young people, viewing sexually explicit web sites **increased the likelihood of having more than one sexual partner** in the last three months and for **using alcohol and drugs** during sexual activity.

To sum it all up, kids suffer negative effects from exposure to and use of pornography in the following ways:

1. Kids are **mentally disturbed** by the violent porn they view and may become **addicted** to it.
2. Many children end up **imitating the sexual violence they see with their peers**.
3. Pornography teaches **false ideas about human sexuality** which impacts a child's future ability to enjoy stable, authentic and intimate relationships.
4. Pornography use **destabilizes and destroys marriages**. The negative effect of divorce on children is well-documented.

We applaud the [American College of Pediatricians](#) for taking a strong stand on pornography's negative impact on children. You can read the entire paper [here](#).

The more we talk about it and take a stand against it, the more we'll empower our children to reject pornography and lead healthy and successful lives.

Why Is Porn a Public Health Crisis and Who Cares?

Kristen A. Jenson, MA
Excerpts from November 19, 2015 post on PornProofKids.org

Pornography is Harmful to Society

Pornography plays a role in a variety of social ills. Check out this list from the [Culture Reframed](#) website:

- Sexual violence
- Unhealthy relationships
- Internet addiction
- Negative self-image
- Sexual dysfunction
- Depression
- Sexually transmitted infections
- Injuries, and other health problems

Not to mention the role pornography plays in:

- **Divorce** and family destabilization ([56% of matrimonial attorneys](#) say porn was significant factor in their divorce cases)
- **Declining marriage rate**
- **Job loss** (just met a cyber security expert who had to fire 13 employees, 6 women and 7 men, for viewing and trading porn at work)
- **Productivity loss** in the U.S [estimated at \\$16.9 billion dollars](#)
- **Increases in child on [child sexual abuse](#)**
- **Increase in [child abuse](#) and [child pornography](#)** (which is really child abuse images)
- **Sex trafficking**

All related to pornography! Can you believe some people still think it's simply harmless entertainment?

Thankfully, people from a wide variety of belief systems and disciplines are speaking out.

People of Faith

People of faith have been fighting and falling prey to porn for a long time. Here's some exciting news from the faith-based battle front.

- The U.S. Congress of Catholic Bishops [issued a 22 page formal statement](#) this week condemning pornography and describing how harmful it is to individuals and families. This is a major milestone in the Catholic fight against pornography!
 - The Church of Jesus Christ of Latter-day Saints recently produced a video for children: "[What Should I Do When I See Pornography](#)" and hosts a website for [OvercomingPornography](#). The LDS church also has an addiction recovery program just for porn and sex addiction.
 - The Southern Baptist Convention [regularly publishes a resolution](#) against pornography.
 - Christian leaders are hosting a [Set Free Summit in 2016](#) to provide church and educational leaders with information and strategies against pornography use.
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Feminists

Dr. Gail Dines is an internationally known scholar, author, speaker and activist. And she's definitely a feminist! [She predicts](#):

"As porn becomes the main form of sex ed in the western world, we are going to see more and more men internalize the values, norms, stories and narratives of porn. And the violence in porn, by virtue of its consistency and repetition, will be played out on an increasing number of women and girls."

Dr. Dines is also a mother...of a son. When I've heard her speak, she talks about how having a son changed her life. She feels that women like her who are fighting pornography are really **pro-men**. They believe that men can be so much better than the sexually exploitative consumers groomed and exploited so effectively by the porn industry. I agree!

Scientists

Yes, the scientific evidence is growing that pornography can become a real and **dangerous addiction** and one that has a **physical effect** (shrinkage) on the brain. Science teacher and TedX presenter Gary Wilson has a website and book by the same title, [YourBrainOnPorn.com](#), which explains the brain science behind porn use.

Some exciting studies reveal the truth about the effects of viewing porn:

- **High porn use correlates with brain shrinkage.** A groundbreaking study published in the journal JAMA Psychiatry by S. Kuhn and J. Gallinat in 2014 show a correlation between high porn use and decreased grey matter and activity in the regions of the brain linked to rewards and motivation.
- **Porn affects the brain like other drugs.** [Another study by Dr. Valerie Voon](#) out of Cambridge University shows that pornography addiction leads to the same brain activity as alcoholism or drug abuse.

Now if we could just get Hollywood to agree that porn is sexual exploitation and not cool!

Prepare Yourself

Prioritizing that First Porn Talk

Nicole Carpenter (of MOMentity.com)
Originally posted April 16, 2015 on PornProofKids.org

We make time for the things in life that are important to us.

We all have an equal 24 hours each day. And we get to control how we spend that time. C.S. Lewis states it best,

"The future is something which everyone reaches at the rate of sixty minutes an hour, whatever he does, whoever he is."

But even if we spent every waking hour being completely productive, we are not super parents and we can't do everything. So what gets left undone?

For me, it's the hard things or inconvenient things that go undone. What are the things on your to-do list that don't get crossed off for several days? You know what they are.

- It's the inconvenient trip to the post office or grocery shopping with all your kids in tow.
- It's calling the credit card company to dispute that extra charge or telling your sister you just can't babysit her kids anymore.

Before long, these undone tasks begin to haunt your free thoughts.

At [MOMentity](http://MOMentity.com) we talk a lot about effective ways to handle a to-do list. But this isn't about to-do lists or not enough hours in the day. **The real issue is putting off the things that are difficult or uncomfortable.**

How to Eat a Big Frog

Mark Twain is attributed to saying:

"If it's your job to eat a frog, it's best to do it first thing in the morning. And if it's your job to eat two frogs, it's best to eat the biggest one first."

Talking with our kids about pornography is one of those big, slimy frogs that we just need to eat, and we need to do it now.

Sometimes I believe I'd rather eat a real frog than have "that" conversation with my kids! How about you? But the facts tell us it's important to [talk with our kids often and early](#).

I have four kids, three of them are boys, and I'm actually really scared about the threat pornography is on their future. I'd do anything to keep them safe. And I know how important open lines of communication are with my kids—especially with the hard topics.

Make It Happen

Because you're reading this, I know talking to your kids about pornography is important to you. The best way to find time to talk to your kids is to actually **plan it into your schedule**. This seems easy enough, but at the end of the day the frog gets away from us. So, decide how and when you'll talk with your kids and actually schedule it into your calendar. Then hold yourself accountable.

Here are some ideas for planned activities you could do to spark a conversation about pornography with your kids:

- Bring it up during a family night meeting
- Read [Good Pictures Bad Pictures](#) with your children after school one day
- Take your family on a picnic and plan to talk about it there
- Discuss it during a Sunday drive when you have an attentive audience

Embrace an Opportunity

Last night my 10-year-old asked me if she could have her own Instagram account. She has an Android tablet and several of her friends have their own accounts. We just happened to be sitting down to dinner with the entire family around the table.

I realized opportunities like this are the most **natural way to teach our kids**. I explained that her dad and I would have to think about it. We started a family discussion that started with images on the Internet are there forever and ended with Internet safety, good images versus bad images and what the kids should think or do when they see bad images.

We still haven't decided on that Instagram account.

The problem with this wait-until-it-feels-right approach: we leave the important conversation up to chance. My advice would be to **purposefully schedule time to have this discussion with your kids** right away. And then, when spontaneous conversations like this arise, you can refer back to that initial discussion.

Actions Items You Can Do! (Really!)

Here are your action items to create time to talk to your kids about pornography.

1. **Decide how** you want to teach your kids basics about pornography. (More tips on this below.)
2. **Decide when** you want to have this conversation.
3. Actually **write it into your calendar** or add it to your to-do list.
4. **Hold yourself accountable.**
5. **Embrace future spontaneous moments** to talk about pornography and add to your basic conversation.

5 Reasons You Should Initiate Your Kid's Curiosity about Porn (Before Someone Else Does!)

Kristen A. Jenson, MA
Originally Posted May 28, 2015 on PornProofKids.org

I get this question all the time: "Won't I make my child more curious about pornography if I start talking about it too early?"

Let's think about that.

Isn't it safer for kids to have their questions answered about pornography **with a parent by their side** than for them to be curious when they're alone on the Internet or with a friend?

In fact, **you want to make them curious so you can answer their questions—proactively, on your own terms.**

Five Benefits to Being the First

Here are **five benefits** to being the first one to introduce and warn your kids about pornography:

1. **You can set yourself up as the best source of information** and invite your kids to come and tell you if they ever see it. You can **explain your attitudes and feelings** about pornography, as well as all the reasons to avoid it. (Highly [addictive](#), [objectifying](#), [hurts relationships](#), [linked to human trafficking](#), etc.)
2. **You can create an environment of safety** around this topic and assure your child that you will answer all of their questions.
3. **You can assure them that their curiosity is normal**, but warn them that following their curiosity about pornography is dangerous

and can lead to addiction. Let them know that **they won't get into trouble** when they come and tell you they've been exposed to it. This is one of the best ways they can prevent themselves from developing an addiction!

4. **You can lessen the shame and shock** associated with pornography exposure by defining what pornography is so kids recognize it when they are first exposed. (For many people, shame and shock fuel the addictive nature of pornography by increasing the amount of dopamine released in the brain.)
5. **You can increase the trust in your relationship** when you help them to know what to do in an often frightening situation. By giving them a PLAN for dealing with it they will feel that you are helping to protect them. (For a FREE copy of the CAN DO Plan™ poster, subscribe by clicking [here](#).)

SUCCESS STORY: "I knew exactly what to do."

One mom shared her experience with teaching her 9-year-old son the CAN DO Plan from the book *Good Pictures Bad Pictures*. Three days later he came home from school and told her that another student had shown him pornography at school. He said, "I knew exactly what to do. I was scared but I knew what to do."

Instead of facing this troubling exposure **alone**, this young boy knew his parents were there to help him. He recognized what he saw and already knew several good reasons why he should not look at it. He had no fear of talking to his mom about it because **she had talked with him first.**

So take the time to do the following:

1. **Establish or review your family rules about Internet use.** (Don't have them yet? Look [here](#) for help.)
2. **Explain why the rules are in place.** (Pornography is highly addictive, hurts families, and is linked to human trafficking. Our family wants to protect our brains, our relationships and we don't want to add to society's problems.)
3. **Review your filtering options, [making sure all devices are protected](#)** and that kids understand why your family uses them. (Click [here](#) for a review of filters and [here](#) for a post written by a mom who uses two levels of filters.)

Talk Early, Talk Often

It's inevitable: the media (and often friends) will arouse your kids' curious about sexualized images. But if these outside influences introduce your child to the XXX world, you may never find out until it's too late. Instead of prevention, now you're talking about recovery. (Believe me, I've heard countless stories to back this up, and recovery may take years and thousands of dollars spent on counseling.)

That's why I believe that it's ***much safer if parent start this conversation earlier rather than later.***

In fact, I agree with therapist Jeffrey Ford: kids need to be given a simple warning as soon as they have any access to the internet. Even a three-year-old can be told to come and tell mom or dad if they see someone without any clothes on while they are on the internet.

Kids are curious!

Kids' brains are hard-wired to be curious and that's exactly ***why*** parents need to talk to their kids about pornography ***earlier*** rather than later. I join many experts who believe that the days are long gone when parents could avoid the subject of pornography in the hope of not fostering curiosity.

Recommended Actions:

- **Hold a [family meeting](#)** to review your family's media standards, Internet access rules and reasons for using filters. (Don't forget to serve some yummy treats!)
- **Read (or re-read!) *Good Pictures Bad Pictures*** to your kids to explain the simple science behind addiction and teach them the CAN DO Plan to keep their brains safe.
- **Model appropriate ways to respond to pornography.** Tell your kids what you do when you're exposed to it. Let them hear how you use the CAN DO Plan.

5 Tips to Help Parents Get More Comfortable Talking to Kids About Pornography

Kristen A. Jenson, MA

Excerpts from article originally posted February 7, 2015 on PornProofKids.org

1. *Remind yourself that the more you do something the easier it becomes*

Think about all of your firsts: Your first day at a new school. That first week on the job. Your first time attending an exercise class (pretty scary for me!). **All of these firsts get easier as you repeat them.** I was sweating bullets when I did my first radio interview! But now that I've done a few, it's easier. I'm not nearly as freaked out. (Just a little freaked out...)

It may take a big dose of courage the first time you talk to your kids about pornography. You might be nervous, but I promise you—**it will get easier.**

2. *Try a role-play rehearsal*

Sounds a little weird, but it works! If you're uncomfortable talking with your kids, practice role-playing with your spouse, a close friend or family member. I do this before interviews and it really helps! **The more you hear yourself say the words out loud, the more comfortable you become using them.**

If you decide to purchase [Good Pictures Bad Pictures](#), read it out loud to yourself or with your spouse/friend/family member. Rehearsing really works! Just ask any Broadway actor!

3. *Focus on the why*

Why do you want to warn them about pornography? Review these [21+ reasons to warn your kids about porn](#). Think about how pornography could impact

your child's future ability to form intimate relationships and [enjoy a happy marriage](#).

(Did you know that a poll of family law attorneys revealed that 56% of all divorces in this country name a **spouse's porn addiction as a major factor** in the break-up of the marriage? That is a mind-blowing number and no one is talking about it!)

4. *Recruit your friends*

Ask them! They may have some great ideas. And if they haven't yet broached the subject with their own kids, you might give each other courage to get started!

I remember the time when my walking partner **encouraged me to finally have a difficult conversation that I'd been putting off.** (She was probably tired of hearing me obsess about it!)

She gave me a pep talk and then challenged me to do it within that week. It worked! And she was right; afterwards I felt a lot better! (So there's another idea—give yourself a week to do it and tell someone about your goal.)

Parents tell me how **relieved** they were to finally get this dark topic out into the light—**like a burden had been lifted from their shoulders.** I believe you'll feel the same way!

5. *Name it when you see it*

Our cultural environment is littered with overtly sexualized and pornographic images, lyrics and words. So use them as natural conversation-starters! When you see or hear something, point it out and ask your kids what they think: "Why do you think advertisers use scantily dressed women in their ads? What kind of a reaction are they trying to get from you?"

Teach Your Kids

How Do You Define Pornography for a Child?

Kristen A. Jenson, MA
Originally Posted April 30, 2012 on PornProofKids.org

Defining pornography for your younger child is a difficult proposition at best! You've got to give just enough information so they can recognize it and reject it, but you probably don't want to do more than that.

The hardest part of writing *Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids* was coming up with a basic definition of pornography that would be appropriate for a seven-year old. I talked with several parents and people who have struggled with pornography addiction. I wrote and re-wrote dozens and dozens of versions before finally feeling successful.

Definition for Older Child or Adult

Let's start with a "grown-up" definition by Dr. Jill C. Manning (*What's the Big Deal about Pornography*, p. 2):

"Pornography is material specifically designed to arouse sexual feelings in people by depicting nudity, sexual behavior, or any type of sexual information. This can refer to pictures, stories, sounds, symbols, actions, or words that depict bodies and/or sexual behavior."

So that's for you, but how do you adapt it for your child?

Let me just say that I think the gender of the child may shape your approach. Both boys and girls are curious and both can become addicted to pornography, but boys are more visually stimulated. According to one male friend of mine, a picture of a scantily-clad woman, whether she's in the underwear section of the J.C. Penney catalog, in a *National Geographic* magazine, or on a porn site may all be equally arousing to him.

With a girl, depending on her maturity, you may be able to make further distinctions between a nude statue at a museum and the overtly sexual images of internet pornography—but this is tricky to a young brain that is fairly black and white and has not yet learned to understand shades of intention.

Definition for Young Kids

So, as Maria says in *The Sound of Music*, let's start at the very beginning!

- Pornography is pictures of people without any clothes on.
 - Pornography may make you feel uncomfortable, embarrassed, or sick to your stomach. (Children who are exposed to pornography often describe it with words such as "gross" or "weird.")
 - Pornography may also feel exciting—which can be confusing to experience two feelings at the same time! (For more explanation, see this blog post: [Porn is Tricky! SMART Parents Assist Kids to Understand Feelings](#))
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- Pornography should never be kept secret. ([Encourage your child to come and tell you](#) if they ever see something they believe is pornography.)

Every parent will want to adapt a basic definition for their own family.

The most important outcome of your conversation is that you are making it okay to talk about pornography. You are taking it out of the dark and bringing it into the light where it can be **defined, discussed and rejected**.

Which Simple Words Keep Kids Safer?

By Kristen A. Jenson, MA
Originally posted November 12, 2015 on [PornProofKids.org](#)

Simple words can empower kids. Think about it. If your young child were being sexually abused, could he or she describe what was happening? Can they name their body parts using the right terms? Can knowing a few simple words keep kids safer from a sexual predator?

Yes!

Two Good Reasons

I often teach parents to use correct terminology for body parts as a way of **reducing the shame** often associated with sex and its counterfeit, pornography. Why? Because increased shame can make kids more likely to keep silent about pornography exposure.

But there's another reason for calling a spade a spade, a penis a penis and a vagina a vagina. Your child's ability to **communicate sexual abuse**.

You may be thinking, "Oh, sexual abuse would never happen to my kids!" I hope not, but the statistics are alarming. Child on child sexual abuse has skyrocketed with [fully one third of the sexual abuse](#) of America's children committed by other minors.

And many believe this increase is due to **easy access and exposure** to pornography. Kids are hardwired to imitate what they see adults (and other kids) do.

Two Real Life CPS Stories

A Child Protective Services specialist shared the following stories with me recently:

"His Stick"

A 3-year-old girl gets upset when she's left with a teenage boy babysitter who's a close family friend. She cries, "He's always poking me with his stick!" She doesn't know the word penis. Her mom thinks she's being silly and simply tells her to ask him to stop poking her. The abuse continues for months before the girl's parents learn what his "stick" really means.

This mom had done a great job at teaching her daughter about the female body parts, but didn't think she needed to know, at that young age, the names of the male body parts. Sadly she did.

"Cookies"

A grandfather sexually abuses his young granddaughter when she's in his care and calls her vagina her "cookies." When she talks about what she and grandpa do, she tells her mom, "Grandpa likes to eat my cookies." Mom thinks her daughter is talking about an imaginary tea party. Eventually her parents find out about the abuse when the daughter identifies the genital area on her doll as "cookies."

Knowledge. Is. Power.

When kids are empowered with correct words, they can communicate accurately what is happening to them. And parents can more effectively teach kids to protect themselves. So from a young age, **teach children the correct names for private body parts of both genders.**

Ginger Kadlec, child advocate and blogger at [Be A Kid's Hero](#), explains, "Knowing proper body part terminology is Step #1 in sexual abuse prevention training with kids."

We also advise parents to **define the word pornography for their children**. [Just say the word!](#) We give it power when we are too embarrassed to say it. When kids know what it is, they can more easily tell us when they see it.

As parents arm their kids with knowledge and use the correct names for their body parts, they empower their children to communicate more effectively. The result? Parents are better able to protect their kids from both pornography and sexual abuse, as well as discuss healthy sexuality as children grow and mature.



Teach Your Kids They “Have Two Brains!”

Kristen A. Jenson, MA
Originally posted April 16, 2012 on PornProofKids.org

It's true. You have TWO brains! And if you want to help inoculate your children against pornography, it's very helpful to understand how they work together.

The Feeling Brain

The feeling brain (or instinctive brain), called the limbic system, resides near the center of your brain. It's where emotions like fear, anger, excitement, sadness and pleasure come from. The feeling brain is also responsible for your basic drives such as hunger, thirst and sexual desire which help to ensure your survival and the survival of the entire human family.

The feeling brain has three main objectives:

- To survive physically
- To avoid pain
- To pursue pleasure

The feeling brain is sometimes called the primitive brain because we share the structures of this part of our brain with all mammals. It's automatic and responds to stimuli extremely fast. Just imagine that you're hiking through the woods and come upon a large bear. Before you can even think the word “bear”, your feeling brain has already started pouring out adrenaline to help you run away or even fight the bear!

Your feeling brain automatically handles a bazillion tasks like warming your body up when you go sledding on a cold day or cooling your body down when you play soccer on a hot day. Your feeling brain

regulates your breathing and your heart rate so you don't ever forget to do them. Being on autopilot for some things is very crucial to our survival.

The Thinking Brain

Our second brain is our thinking brain, or the prefrontal cortex. This part of our brain is much slower. In our pre-frontal cortex we plan, weigh consequences, learn right from wrong and develop brakes for our basic emotions and drives.

Think about a two-year old that runs after a ball into the street, not thinking to look for cars. His feeling brain wants the ball (which represents pleasure). The two-year-old's thinking brain is not yet developed enough to put the brakes on his desires. But an older child can be taught to stop at the curb and look for cars before entering the street because an older child has a more developed pre-frontal cortex.

The thinking brain needs to be in charge in order to control our basic drives. And, in fact, until we grow up we depend on the adults in our lives to be our pre-frontal cortex. Eat your vegetables before dessert. Put your helmet on when you ride your bicycle. Wear a jacket—it's supposed to rain today.

I'll be you can hear your mom right now!

I'll talk more about this in future posts, but to put it simply, pornography activates the sexual part of the feeling brain before a child's thinking brain even knows what sex is. That can set up a very confusing and compelling curiosity which may drive the young child to seek out more and more pornography.

Simply put, the **feeling brain, infected with the nasty virus of internet pornography, hijacks or takes over the underdeveloped thinking brain.**

In fact, because our brains consider sex a matter of survival, pornography viewing can become a powerful and enslaving addiction.

Teach your children about their two brains and encourage them to put their thinking brain in charge!

Give your Kids a Plan

Along with this guide, we are sending you a PDF of the CAN DO Plan poster from the best-selling children's read-aloud book [*Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids*](#).

Conclusion:

This guide has helped you to:

Learn the Basics:

- Find out why good kids get pulled into porn
- See what pediatricians are saying about the impacts of pornography
- Discover why pornography exposure is being called a public health crisis

Prepare Yourself

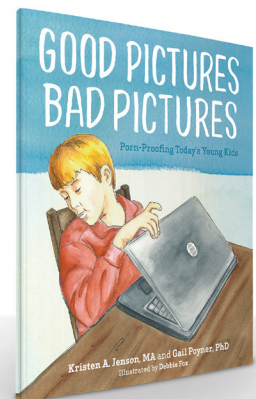
- Plan a good time to talk.
- Learn why you should be the first one to warn your child about pornography.
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Teach Your Kids

- Define the word pornography.
- Keep your kids safe from sexual abuse by teaching them correct names for body parts.
- Teach kids the power of their thinking brain.

You're now ready to confidently start talking with your kids and empowering them against the porn industry.

NOTE: For those of you want a little more support, check out the parent-proven, scripted dialog in *Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids*. Tens of thousands of parents have relied on *Good Pictures Bad Pictures* to help their child develop an INTERNAL filter. Learn more at GoodPicturesBadPictures.com.



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