

'Over18' Initiative:

Did you know...

'Safety' was one of the key outcomes from the Social Framework. In a 2007 University of Alberta study of students ages 13 and 14, it was discovered that 90% of boys and 70% of girls reported accessing sexually explicit media on at least one occasion. 35% of boys said they had viewed pornographic videos "too many times to count." With the ease of access to online pornography, and increasingly shocking content, children in this Community are being exposed to images which can be very damaging—giving them unrealistic perceptions about sex, and forming unhealthy habits.

What if...

The Community came together to take a stand against this threat to its children? What if people had a more thorough understanding of the changing culture around pornography and online access, a deeper appreciation of the harmful effects of pornography on minors, and the ability to do something about it?

Well guess what...

Those are the very goals of the 'Over18' Initiative. By educating parents about what their children are being exposed to online, and encouraging healthy conversations, this initiative aims to improve the Community's understanding of and response to the pornography crisis. Beyond education, the initiative is seeking new legislation that would require mandatory and meaningful age-verification systems on websites hosting such content.

'Over18' Initiative	
Social Framework Outcomes Reflected:	
Affordability:	Youth exposure to pornography has caused pornography addiction, sexual confusion, and other side-effects. By taking a proactive and education-based approach to combatting this threat, the Community can significantly reduce such occurrences.
Access to Programs and Services:	'Over18' is designed to be an accessible, educational experience, open to anyone who wishes to improve their knowledge. Any active changes made—such as introducing legitimate age-verification processes, would be done on a policy-wide scale, and never limited to issues of affordability or access.
Connectedness and Inclusion:	The root of any addictive behaviour is found in a lack of social connection. By increasing the sense of belonging and inclusion in the Community, this initiative will help address addiction to pornography.
Safety:	By providing accurate, helpful information about the world of online pornography and striving for healthier options for youth, the Community can ensure a safer environment for all people.
Social Framework Shifts Reflected:	
Programmatic to Systemic Thinking:	Rather than focussing separate programs to educate, treat, and legislate, the 'Over18' Initiative is tackling the risk of online pornography in a systemic approach by focussing on the root causes and working up from there.
Do For to Do With People:	Instead of relying on legislation or penalties alone, the 'Over18' Initiative aims to educate people about what risks youth are being exposed to, and empower them to take positive actions for themselves and their Community.
Organizational to Community-Wide Outcomes:	This initiative is open to anyone who wishes to learn more. It is not about a single organization, but rather about improving the total knowledge-base of the Community.
Silos to Collective Ownership:	This is a Community-driven, education-based initiative open to anyone. It's not about any one organization, school, or faith, but the collective well-being of the Community.
Symptoms to Root Causes:	By providing education about the risks and realities of online pornography and working towards legitimate solutions, this initiative tackles the risks of pornography at their root causes.