



LIFEGUARD YOUTH DEVELOPMENT®



GUARD YOUR HEART

GUARD YOUR MIND

GUARD YOUR BODY

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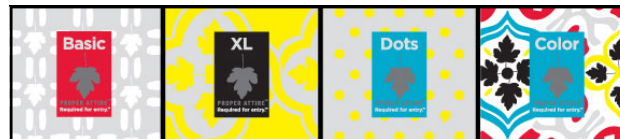
KNOW WHAT IS BEING MARKETED TO YOUR TEEN

The Latest Accessory

Teenage trends come and go. What's new and cool this week will be dated and forgotten the next. However, parents and educators need to be aware of the latest teenage trend being pushed to our youth. Take a guess at what it is – Cool t-shirts? Trendy sunglasses? The latest handbag? No, no and no. ***It's a new condom line.***

Planned Parenthood has released its new line of condoms named, "Proper Attire: Required for Entry." They claim that their new line makes a "fashion statement" and is "chic." They go even further on their website, www.properattirecondoms.com, saying that "condoms are the 'must-have' accessory this season."

According to Planned Parenthood, Proper Attire condoms are for sexually active, stylish women. Their goal is that women will feel more comfortable buying a condom with a wrapper that is "chic." Below are their four different varieties.



Patricia McGeown, the President/CEO of the Upper Hudson Planned Parenthood, claimed that through Proper Attire, "women have the opportunity to not only practice safe sex methods but be fashionable as well."

Pornography as Socialization

David Pounder, a successful pornography producer and star, recently touted Planned Parenthood's teen wire website as an excellent source for young people to learn about "the benefits of viewing pornography." He was quoted by *Cybercast News Services* as saying that he "agrees with Planned Parenthood's approach of promoting pornography 'as an alternative to having sex.'" Mr. Pounder was first exposed to pornography at age 13 or 14, and asserts that it's unrealistic to expect that people wait to have sex until they are married.



Planned Parenthood's teen website, www.teenwire.com, claims through various articles that viewing pornography is a 'safer' way to enjoy sex. For example, an article titled "Porn vs. Reality" discusses how "many people enjoy pornography alone or with a partner as part of sex play."

Pornography is not harmless. It can lead to desensitization, escalation of sexual behaviors, and addiction. Dr. Mary Anne Layden of The University of Pennsylvania has treated sexual violence victims for 13 years, and said that she had "not treated a single case of sexual violence that did not involve pornography."

Editor's Note:

Sex is not something that should be taken lightly. Condoms can not guarantee 100% protection from any STD, and pretending that condoms are accessories only serves to trivialize a life-altering decision. Furthermore, pornography is extremely addictive, and is damaging to both girls and boys, creating illusions about what a healthy relationship looks like. If you would like more information about condom effectiveness or the consequences of pornography, please contact the LifeGuard office.

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