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CHILDREN'S EXPOSURE TO INTERNET PORNOGRAPHY CONTINUES TO ACCELERATE DURING AND AFTER THE PANDEMIC.

THE THIRD TALK™ EXPANDS SOLUTIONS RESOURCES TO INCLUDE HEALTH AND HUMAN SERVICES TRAINING PROGRAM.

RALEIGH, NC, June 8, 2022 – There has been much talk in the news lately about the myriad problems that exposure to Internet pornography is having upon our nation's young people. The Third Talk™ founder, John Van Arnam, has been following the trends and expanding the impact of his solutions-based programs accordingly.

In addition to the downloadable Parent's Guide, online resources and direct consulting with school districts, churches and families, The Third Talk™ officially launched a training program that was piloted with the Wake County Government Human Services/Child Welfare department in Raleigh NC. This half day intensive program is designed to provide real-world solutions to healthcare workers and ensure a positive impact in the lives of children and families experiencing the challenges of youth exposure to Internet pornography.

The training was held virtually in late May with over 20 child welfare workers from Wake County. One of the key outcomes of this training program is that 100% of attendees have more confidence in talking about the solutions to Internet pornography exposure among young children. Every attendee said they would "Definitely" recommend this program to others.

No Slowdown in Internet Pornography Exposure.

The increase in Internet pornography usage in teens and tweens we have seen over the past several years appears to be holding steady even as we emerge from the more serious phases of the pandemic. The negative impacts manifest in many ways including mental, emotional, and physical, and in an increase in nationwide Human Trafficking. According to the North Carolina State Bureau of Investigation, The National Center for Missing and Exploited Children (NCMEC) received a record number of CyberTips in 2021 even though many students have returned to the classroom, away from the anonymity of their home computers.

- CyberTips (NC) 2019 – 4,930
- CyberTips (NC) 2020 – 9,308
- CyberTips (NC) 2021 – 12,760

One of the world's largest pornography websites, reported visitation increases ranging from 38% to 61% in 2020 and 2021-- well above its astonishing 2019 average of 115 million unique visits per day (42 billion annually).

"The United States watches 40% of the worlds pornography" said Van Arnam, "railing against pornography itself has proven ineffective for over 20 years. We need to protect our children from the harm exposure will have on them through education with emphasis on prevention."

The most successful solution for helping parents, educators, and public health officials in the fight against children's exposure to Internet pornography is to have The Third Talk™. The Third Talk™ is a pornography prevention solution, and a process based on real conversations that encourage young people and their parents to communicate, better understand, and then work through the problems in advance of exposure. The Third Talk works because:

1. The program does not treat pornography exposure as a moral problem but as a health problem. The friction of guilt that gets in the way of the conversation is then reduced. Positioning pornography consumption as a health concern for children is the most effective path to helping kids. Conveying shame on young people has failed for years.
2. The messages and trainings are delivered by an assertive male voice, which has greater resonance with young males and fathers. Men watch more pornography than women. Boys watch more pornography than girls. This is primarily a male problem, and it must include a male solution without punishment, shame, blame or colorful language.
3. The solution is built upon a greater knowledge of the history and growth of the existing pornography "solution attempts" that have been previously offered. Restrictions, regulations, filters, and blame have failed our young children for decades.

About The Third Talk

The Third Talk™ is a fact based, statistically accurate, and easily implemented strategy to initiate pornography-prevention conversations with your young people. Founder, John Van Arnam is a child advocate. He is a partner in prevention with many local, state, and national organizations. John is a subject matter expert on the prevention of exposure of internet pornography to young people, a speaker and trainer.

Learn more at <https://www.thethirdtalk.org>

High resolution photos and video available at <https://www.thethirdtalk.org/press-kit/>