The New View Campaign: A Case Study of Scholarship and Resistance to "Female Sexual Dysfunction" Disease Mongering

The New View Campaign was convened in reaction to the medicalization of women’s sexual problems that followed the blockbuster success of Viagra in 1998. We proposed an anti-essentialist alternative based on human rights. Twelve years later our understanding of the situation has expanded greatly although our platform remains the same. Our view of medicalization has enlarged to include a wider picture of relations among political, corporate, educational and professional interests in an era of globalization. We have examined how the special and semiotic features of contemporary sexuality make it a unique market. The activities of the Campaign have placed the stories of "sexual medicine" and "female sexual dysfunction" in the largest explanatory context. In the process, the Campaign has become an exemplar of resistance to disease-mongering and of contemporary anti-corporate feminist activism that is cited by scholars, journalists and pharmaceutical industry critics worldwide.

Biography
Leonore Tiefer, PhD, Clinical Associate Professor of Psychiatry at the NYU School of Medicine, also has a Manhattan private practice in psychotherapy and sex therapy.

Her curriculum vitae includes hundreds of empirical and theoretical articles, and she has lectured in every continent except South America.

Dr. Tiefer’s books include Sex is Not a Natural Act (2004), and A New View of Women’s Sexual Problems (edited with Ellyn Kaschak, 2001). In 2000 she convened the New View Campaign to challenge the medicalization of women’s sexuality (newviewcampaign dot org) which has successfully challenged the approval of unsafe sexuality medications before the Food and Drug Administration.