



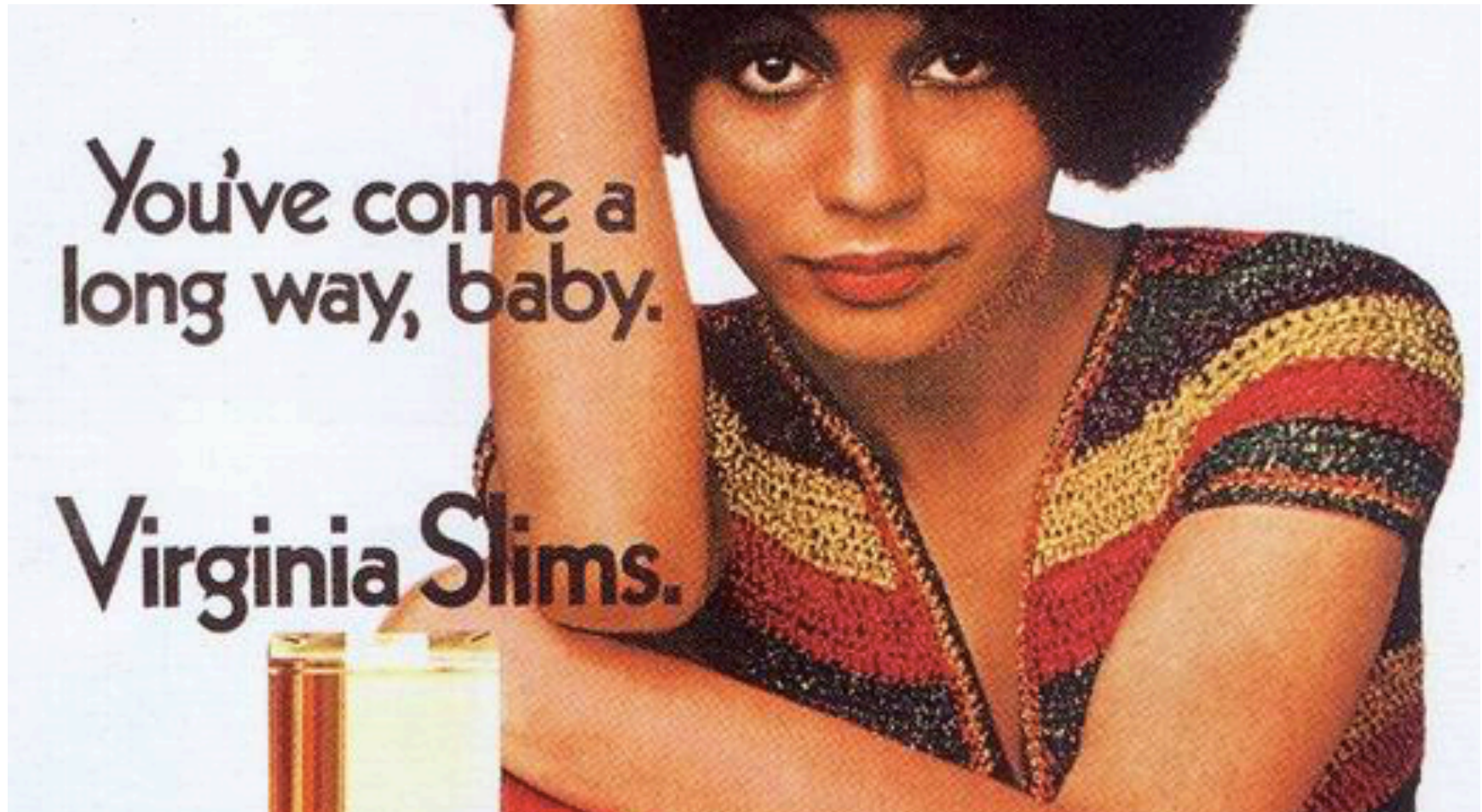
Grassroots & Astroturf at the FDA

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Using the Language of Social Movements



Flibanserin on Trial

- 2010- Approval denied
- 2014- Patient Focused Drug Development Meeting
- 2015- Drug approved

Even the Score as Astroturf



EVEN THE SCORE
WOMEN'S SEXUAL HEALTH EQUITY

THE ISSUE

ABOUT US

GET THE FACTS

TAKE ACTION

THE BUZZ

TAKE ACTION

- > CONTACT CONGRESS
- > SIGN PETITION
- > SHARE YOUR STORY
- > JOIN THE MOVEMENT

New View Campaign and Allies



Grassroots Organizing

- Limited budget and infrastructure but free of conflict of interest
 - Self-organized and funded
 - Endorsed by independent professionals
 - Drawing on independent research
 - Not willing to fund ‘patients’
 - Using media channels

Conflict of Interest



Conflict of Interest

“BUT AS I STARTED
TO GET BETTER,
I STARTED
TO GET ANGRY.”

- Michelle King Robson

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Endorsing the Drug



Even The Score added a new photo.

Community · 6,394 Likes · October 29, 2014 ·



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Challenging the Drug



Grassroots Feminism

- **Structural**, social, economic, and political shape our sexual experiences
 - History of medical violence against women
 - Social, economic, and political factors that could weaken women's enjoyment of sex
 - The social construction of sexuality
 - How gender intersects with race, class, sexuality, ability

Astroturf Feminism

- **Individual** bodies lack desire for medical reasons and require treatment
 - Equal access to drugs the real feminist issue??
 - There are no problems in my relationship but I engage in regular duty/obligatory sex

Challenges

- Grassroots organizations have enough to contend with, now:
- Competing with Astroturf budgets, PR sophistication, recruiting ability
- Countering misinformation about sex, drugs, and feminism
- Challenging faux feminism without dismissing the 'patient' point of view outright
- Flibanserin (Addyi) now approved

Triumphs

- Addyi a total flop!
- We played a role in its demise
 - Education
 - FDA testimony
 - Media engagement
 - Changing the public conversation

Conclusions

- With rise of Astroturf, new challenges for grassroots
- But with creativity, perseverance and coalition building, there is hope