

Why CALM's campaign on body positivity feels less positive than it could've.

May 4, 2021 | 61 upvotes | by [DistrictAccurate](#)

As some may not yet know...

CALM is currently running a campaign on male body issues.

<https://www.thecalmzone.net/bodytalks/>

Some of you may, however, remember that they have majorly fucked up on that one in the past.

CALM have cooperated with Lily Allen.

<https://www.nme.com/news/music/lily-allen-80-1242964>

<https://www.thecalmzone.net/2014/02/tarkacordell/?highlight=lily>

<https://www.thecalmzone.net/2014/02/calmzine13/?highlight=lily>

<https://www.thecalmzone.net/2014/03/evandando/?highlight=lily>

That Lily Allen, who at that time already wrote "Not Fair" to shame men who suffer from a neurobiological disorder called premature ejaculation, outright denying all research on it and claiming those suffering from it to be to blame.

That Lily Allen, who at that time already couldn't accept being broken up with by a man and instead went on an abusive tirade of body shaming her ex and every man with whatever she believed to be a small dick. Be it interviews, her dedicated song "Not Big" or the experience of standing in a crowd of thousands of people who laugh and cheer as in every single of her live introductions to "Not Big" the celebrity on stage tells them things like that she hopes nobody in her crowd has a small dick and how men with small dicks are the worst type of men, to then go on and have thousands party to a song made for no purpose other than to demean, degrade, humiliate, objectify and hurt these men over their genes. If you do not yet know about the severity and seriousness of this topic, see this post:

https://np.reddit.com/r/MensRights/comments/j81aw1/nsfwhigh_effort_man_denied_lifesaving/. And the crowds not just accept, but love it - cheering and singing along extra loud because funny (as is the case with all songs like that). Imagine someone going there, not knowing about it and seeing their partner take part in this as most appear incapable of understanding how messed up this is.

Anyway, she is the opposite of anything that CALM should support and I believe a public acknowledgement of that to still be needed. It is one thing to accept donations but another to not issue a statement on that decision, speak positively about her on your website and even start a giveaway with her (page 27) whilst featuring an article on sexual anxiety (page 20-22) just 5 pages earlier in the exact same iteration of your magazine.

<https://issuu.com/reset-magazine/docs/allmaglowres>

More acceptance of disorders and anatomical anomalies in men is needed - unfortunately, this campaign on body positivity feels less positive than it could have if they had used it to finally address past mistakes and clearly position themselves on the topic at hand.

Archived from theredarchive.com

Comments

AutoModerator[M] [score hidden] 4 May, 2021 09:01 PM stickied comment

Reminder everyone - Don't brigade the crossposted sub. It's against reddit rules.

To document instances of misandry, consider these options

- 1) take screenshots and upload them to Imgur
- 2) archive the page using a site like <https://archive.vn/>
- 3) crosspost the link to a dedicated subreddit like /r/everydaymisandry

You can also report misandry directly to the admins here.

I am a bot, and this action was performed automatically. Please contact the moderators of this subreddit if you have any questions or concerns.

Quix_Nix • 20 points • 5 May, 2021 04:40 AM

bUt FeMiNiSm Is HoW yOu FiX mEnS iSsUeS

HiderBehinder • 8 points • 5 May, 2021 07:16 AM

Feminism "helps" men in the most ineffective ways possible.

MeasurementRealistic • 7 points • 5 May, 2021 01:22 PM

If we just solve all of womens issues the equality will trickle down to the men /s

HiderBehinder • 4 points • 6 May, 2021 07:50 AM

"Trickle-down gender equality" is my new favorite term.

SamaeLET • 5 points • 5 May, 2021 12:38 PM*

You can send them a mail using this link. Be polite and respectful.

I never donated to them because they do a "half assed" job. They are not a charity for male. The only male specific things they do is their articles or blaming masculinity. Every other ressources they have is open to women.

There was an hospital for children is UK who refused donation from a male only charity party because there was groping toward waitresses (we don't know if it was consensual or not).

Here a "male charity" about male mental health accept donation from a woman shaming men for their body and sexual performance by writing songs.

Edit : On a side note : "Ladies charity nights" are much more common. These events are also much more likely to have male strippers and topless/nude waiters. And these male entertainers are much much more likely to be groped and harassed by women than their female counterparts.

Itchy-Breadfruit1315 • 3 points • 5 May, 2021 02:02 PM

She always seemed unhinged to me

I was so lost back then

But with a little help from my friends

I found the light in the tunnel at the end

Now you're calling me up on the phone
So you can have a little whine and a moan
And it's only because you are feeling alone
At first when I see you cry
It makes me smile
Yeah it makes me smile

From Smile, a song written by her in 2006. This song talks about how she got this guy beaten up, gave him laxatives and ruined his DJ gig because she got cheated on. Catchy and fun song, but quite deranged.

Ytteryer • 3 points • 6 May, 2021 01:42 PM

I thought the entire point of Lily Allen's songs were that it was a parody of singers. "Smile" I thought was supposed to highlight awful behavior on the females end, and "LND" was supposed to show awful London is, but now, seeing her in interviews, none of her songs are sarcastic, at least from what I've read.