

It's very easy to have your voice heard on this issue. Simply email [hcsc@parliament.qld.gov.au](mailto:hcsc@parliament.qld.gov.au) with 'Outdoor advertising inquiry' in the subject line. You do not have to say very much. Just indicate your support for legislative reform to make outdoor advertising acceptable for general viewing in the same way that TV advertising is rated when children are watching. By its very nature, outdoor advertising is viewed by all of the public and so, of course children should be considered above any economic interest of advertisers. We need to stand together on this issue.

Some general points that you could use in your email would be -

- The current system of self regulation by the Advertising Standards Board is not working. Of around 500 complaints a year, about 50 of these cases (10%) are upheld.
- Repeat offenders receive no penalty and there is no mechanism in place to make them comply. ie the Wicked Campers graffiti-style painted vans have been the subject of 39 advertising complaints since 2008, most of these complaints have been upheld, but all have been ignored.
- As far back as 2008 an Australian Senate committee recommended standards be applied to outdoor advertising.
- As people of faith, we are offended by these images.
- If these images were put up in an adult workplace they would be deemed as sexual harassment
- Significant research has shown that the sexualisation of children may:
  - impede children's development of a healthy body image
  - affect children's self-esteem
  - affect aspects of children's cognitive and emotional development
  - impact upon children's mental and physical health and wellbeing (including by the potential development of eating disorders, depression and 'appearance anxiety')
  - affect how children conceptualise femininity and sexuality, and gender and sexual roles
  - contribute to or provoke sexual harassment (or 'sexualised violence') in schools and workplaces
  - affect girls' educational achievements and lower their aspirations
  - encourage sexism and sexist attitudes