

Taking action on the commercialisation and sexualisation of childhood: 5 things you can do in 2012



The Downing Street Summit in October 2011 provided the first stock-take of action to address the commercialisation and sexualisation of childhood following the Bailey Review in June. To help build on the momentum of the Bailey Review there are five things you can do, as an individual or as a Mothers' Union group. Use this form to plan your activities in 2012 – you could carry out a new activity every other month. We would also like to hear back from you about your plans – please do fill in the form overleaf each time you carry out an activity and return to the Faith & Policy Unit at Mary Sumner House.

1. Ensure on-street advertising is not overtly sexual, particularly near schools.

The Advertising Standards Authority has produced a '*statement on sexual imagery in outdoor advertising*', which advises advertisers on what is and is not acceptable imagery on outdoor adverts such as billboards. The guidance is available on the ASA's website www.asa.org.uk

If you see some outdoor advertising that you are unhappy with contact the ASA.

They investigate every single complaint.

Write to: Advertising Standards Authority, Mid City Place, 71 High Holborn, London WC1V 6QT

Phone: 020 7492 2222

Contact via the website: www.asa.org.uk

The ASA also wants to hear whether their guidance reflects the expectations of parents, grandparents, other family members and other carers of children.

2. Keep your family's internet safe.

The Internet Service Providers (ISPs) BT, Sky, TalkTalk and Virgin have signed up to a code of practice to offer all new customers an unavoidable 'active choice' of whether or not to activate parental controls. These will help you decided what content to allow or to block.

Have you or your family set up parental controls on your computer and internet enabled devices, such as mobile phones? Contact your internet service provider about offering 'active choice', whether you are a new or existing customer. If you do not have internet access at home, consider lobbying ISPs who haven't yet signed up to do so.

3. Lobby children's clothing retailers to sign up to the British Retail Consortium's *Childrenswear Guidelines*.

The BRC has produced guidelines offering good practice guidance to BRC members on retailing clothes to under 12s.

Read the guidelines and ask other retailers to sign up! Read the guidelines at www.brc.org.uk

4. Try out the ParentPort website.

The ParentPort is a one stop shop that directs people to the relevant bodies to make complaints about advertising, marketing and retailing to children.

Try out the ParentPort website and use it to make any complaints at www.parentport.org.uk
Tell everyone you know about it!

5. Contact your political representative.

Let your political representative in the UK know about progress on the Bailey Review and any other concerns you have. Contact you representatives in the Rep. Ireland with your concerns.

Taking action on the commercialisation and sexualisation of childhood: Feedback form



Name:

Diocese/ branch (if applicable):

Activity (please tick and fill in details):

Ensure on-street advertising is not overtly sexual, particularly near schools.
Details *eg nature of any complaints.*

Keep your family's internet safe.
Details *eg action you have taken in the home, ISPs you have contacted.*

Lobby children's clothing retailers to sign up to the British Retail Consortium's *Childrenswear Guidelines.*
Details *eg retailers you have contacted.*

Try out the ParentPort website.
Details *eg any complaints you have made, people you have told about the website.*

Contact your political representative.
Details *eg who you contacted, content of contact.*

Please return to the Faith & Policy Unit, Mary Sumner House, 24 Tufton Street, London SW1P 3RB or policy@themothersunion.org