



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0055/12</b>
<b>2</b>	<b>Advertiser</b>	<b>Queensland Health</b>
<b>3</b>	<b>Product</b>	<b>Community Awareness</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Billboard</b>
<b>5</b>	<b>Date of Determination</b>	<b>22/02/2012</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

The poster advertisement shows images of two men displaying poor sun safety behaviour – one of a young man with extreme sunburn and one of a young man jogging in direct sunlight wearing a singlet, shorts and running shoes. The word “FAIL” is superimposed over the top of both images, and an accompanying heading states: “You don’t have to get sunburnt to get skin cancer in Queensland. UV rays can add up whenever you’re outside. Skin cancer. Anyone. Anytime. Anywhere.”

### THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*This advertisement depicts imagery contrary to prevailing standards about health and safety. Skin cancer kills almost 2000 people in Australia annually but obesity related issues kill 15000.*

*While sun safety awareness is important this posters wrongly portrays outdoor exercise as harmful to one's health. This is especially so because the image used to portray 'unsafe' behaviour consists of a healthy person running and has no indicators of sun exposure such as red skin.*

*Australia is facing a growing epidemic of obesity and the image in this campaign does more harm than good. I would like QLD health to remove all posters that falsely depict healthy*

*activity as wrong and make a public statement that regular cardiovascular activity (including running outdoors) is beneficial to one's health.*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*The cause of skin cancer is both known and preventable. Skin damage (including skin cancer) is usually the result of cumulative exposure to ultraviolet radiation (UVR) generated through natural environment and artificial sources. Queenslanders have the highest rate of malignant melanoma and non-melanocytic skin cancer in Australia, and Australians are among the highest internationally. Many Queenslanders don't take simple precautions and put themselves at risk, even though skin cancer is largely preventable.*

*The Queensland Government has invested in advertising activity aiming to address poor sun safety behaviour and encourage the five recommended best practice sun safety behaviours (shade, hat, protective clothing, wrap-around sunglasses, SPF30+ sunscreen) as a matter of course in daily life. This has comprised a whole of population campaign and a youth-targeted campaign, "Sunburn Fail", which is the focus on this complaint.*

*Queensland Health's research shows a strong difference in sun safety behaviour amongst youth between planned (going to the beach) and unplanned (being out and about) activities. The desired message takeout of the "Sunburn Fail" campaign is that skin cancer can happen to anyone, anytime, anywhere.*

*To support this messaging strategy, creative layouts show an extreme version of skin damage displayed next to an alternative, more everyday scenario where unsafe behaviour is also being exhibited – the three executions show a tradesperson at work, a girl sitting at a café, and a young man out jogging. In the jogging execution, the image clearly shows that the young man is not wearing a hat or sunglasses, and is exposing his skin to direct sunlight with his face, arms and legs exposed.*

*These executions were concept tested with a youth audience and the jogging execution resonated particularly well. It was seen as a strong hook because the audience could relate to the image, and left people wanting to know more about why such a situation was considered a fail. The concept testing also showed that the goal of the campaign was clear and that everyday situations can be just as harmful.*

*It is important to note that the execution is focussed on sun safe behaviour and not obesity prevention. The campaign website and main call to action in the execution is [www.sunburnfail.qld.gov.au](http://www.sunburnfail.qld.gov.au) and the heading on the advertisement is "You don't have to get sunburnt to get skin cancer in Queensland".*

*It is also important to point out that there is a specific reason for not showing indicators of sun exposure such as red skin on the everyday images. Ultra violet rays are cumulative and add up over time, so you don't have to get sunburnt to get skin cancer. This message was further supported by Queensland Health's research which shows that youth are unlikely to think it necessary to protect themselves against the sun in these situations because they think they are less likely to get burnt.*

*Finally, Queensland Health promotes physical activity and a number of other preventative health messages as part of the Healthier Queensland campaign. The physical activity*

*campaign is due to run again in February across a range of media including TV, radio and online executions. The campaign signposts people to the Healthier Queensland website (www.healthier.qld.gov.au) where they can get tips and advice about how to find 30 minutes of exercise in their day.*

*Therefore the advertisement compiles with Section 2 of the Advertiser Code of Practice in its entirety.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement suggests outdoor exercise is unhealthy and this is against prevailing community standards.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement depicts two images of men with word ‘fail’ next to them. One image shows a heavily sunburnt man, the other shows a man jogging.

The Board noted the complainant’s concern that the advertisement suggests outdoor exercise is not a good thing and noted the advertiser’s intended message is that it is the not covering up and wearing a hat and sunglasses when outside that is a fail, and not the exercise itself.

The Board considered that the complainant’s interpretation of the advertisement is an unlikely one and that the accompanying text which reads, “You don’t have to get sunburnt to get skin cancer in Queensland. UV rays can add up whenever you’re outside...” would convey to most people that it is important to be sun safe even when undertaking healthy activity.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

