



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0083/14</b>
<b>2</b>	<b>Advertiser</b>	<b>National Stroke Foundation</b>
<b>3</b>	<b>Product</b>	<b>Community Awareness</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Internet</b>
<b>5</b>	<b>Date of Determination</b>	<b>26/03/2014</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

- 2.3 - Violence Community Awareness
- 2.3 - Violence Graphic Depictions

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a woman looking up toward the camera as a hole starts to burn in her forehead. The voiceover describes the importance of thinking F.A.S.T in order to help someone who may be experiencing a stroke. The call to action at the end mentions "at the first sign of stroke...Think F.A.S.T Act Fast. Call 000.

## THE COMPLAINT

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

*Offensive confronting and violent image targeting women that perpetuates domestic violence and violence against women that made me feel sick.*

## THE ADVERTISER'S RESPONSE

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

*The National Stroke Foundation is a not-for-profit organisation that works to stop stroke, save lives and end suffering. A stroke is a medical emergency and it is imperative that everyone can recognise the signs of stroke so immediate action can be taken to save lives and reduce disability. The FAST Campaign is an integral component of our key strategy to raise*

*the awareness of the signs of stroke.*

*FAST stands for:*

- Face – Can the person smile, has their mouth or eyes drooped?*
- Arms – Can the person raise both arms?*
- Speech – Can the person speak clearly and understand what you say?*
- Time – Act FAST call 000 immediately if they can't do any of these things.*

*The 'Fire in the Brain' campaign is an adaptation of a successful UK campaign of the same name. In 2013, a digital campaign was added to the successful television, radio, outdoor and press advertisements that have been run in Victoria in past years. The advertisements aims to educate people with information on how to recognise the signs of stroke while reinforcing what a stroke is via the use of the fire analogy.*

*The FAST message has been repeatedly field tested and established by international studies as an effective tool for increasing population awareness of the signs of stroke. In Victoria, where the FAST campaign has been fully funded by the state government since 2007, independent, representative surveys have shown that the proportion of adults aware of two or more signs of stroke has risen from 57% in 2006 to 74% in 2012. Furthermore, the campaign has been associated with increases in calls to ambulance for stroke during this time – potentially saving lives and reducing disability.*

*The advertisement was shown on The Advertiser website (<http://www.adelaidenow.com.au/>) on 26/02/2014. The advertisement was digital advertising purchased through News Corp Australia on our behalf as part of the current National FAST Awareness Campaign funded by the Australian Government and implemented by National Stroke Foundation.*

## **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 concerns that the advertisement depicts images that are graphic and disturbing and not appropriate for viewing on television.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted the advertisement is to raise awareness of the symptoms of a stroke and that it features images of a woman with a burn hole in her forehead and large text with the emergency ‘000’ number and the words “Think F.A.S.T. Act Fast”.

The Board noted that the images presented in the advertisement were confronting and agreed that the advertisement may be distressing to some viewers particularly those who have been affected by a stroke or have seen the effects of a stroke either personally or through family or friends.

The Board considered that the images of the woman are relevant to the important public health and safety message that the advertisement is attempting to convey.

The Board noted that it had previously dismissed a very similar television advertisement for the National Stroke Foundation (ref: 0469/11) which showed a woman with a hole burning in her forehead and the ongoing sequence of events in the occurrence of a stroke.

In this case the Board determined that “The Board noted the important public health message underlying the images used in the advertisement and that such messages justify impactful advertising.”

Consistent with the view above, the Board considered in the current case, that the broadcast of this advertisement in a internet environment was not inappropriate and was not inappropriately graphic considering the important public health message that the advertiser is endeavouring to communicate.

The Board considered that most members of the community would be in support of the message being advertised in this manner for the benefit of the community as a whole and determined that the advertisement did not breach section 2.3 of the Code.

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