



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

|          |                                      |                            |
|----------|--------------------------------------|----------------------------|
| <b>1</b> | <b>Case Number</b>                   | <b>0137/14</b>             |
| <b>2</b> | <b>Advertiser</b>                    | <b>Quit Victoria</b>       |
| <b>3</b> | <b>Product</b>                       | <b>Community Awareness</b> |
| <b>4</b> | <b>Type of Advertisement / media</b> | <b>TV</b>                  |
| <b>5</b> | <b>Date of Determination</b>         | <b>23/04/2014</b>          |
| <b>6</b> | <b>DETERMINATION</b>                 | <b>Dismissed</b>           |

### ISSUES RAISED

- 2.3 - Violence Causes alarm and distress
- 2.3 - Violence Community Awareness
- 2.6 - Health and Safety Within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

The campaign 'Bronchoscopy' aims to encourage smokers to quit by focusing on a well-established health consequence of smoking - lung cancer. It delivers new information to smokers by showing what lung cancer sounds and looks like. It links the whistling sound to breathing difficulties many smokers can relate to, and alerts smokers that 'No smoker can breathe easily.'

### THE COMPLAINT

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

*This type of procedure is not performed without Anaesthetic and showing it in this fashion will only frighten people and deter them from seeking medical advice on any symptoms they may have. Seeing a procedure of this type being performed in such a manner is distressing and an untrue account of what really does happen in such a situation.*

### THE ADVERTISER'S RESPONSE

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

*Thank you for your letter regarding the advertising campaign, 'Bronchoscopy', recently aired by Quit Victoria.*

*Quit Victoria and its campaign partners devise campaigns that are wholly centered in evidence so that nothing portrayed or suggested is exaggerated or misleading. The aim of all campaigns is to responsibly inform the public of the dangers of smoking and provide smokers with the help and support they need when trying to make a quit attempt.*

*'Bronchoscopy' was developed by the Cancer Institute NSW and has aired in Victoria four times - twice in 2008, April-May 2013 and most recently in March-April 2014. The response to the campaign by Victorian smokers and recent quitters to date has been very promising, rating highly under many of Quit's campaign key performance indicators including relevance, believability and motivation to quit. In 2013 the advertisement achieved 69%, 91% and 63% in these categories respectively, all of which exceeded the measures of success outlined in Quit Victoria's strategic plan.*

*The campaign 'Bronchoscopy' aims to encourage smokers to quit by focusing on a well-established health consequence of smoking - lung cancer. It delivers new information to smokers by showing what lung cancer sounds and looks like. It links the whistling sound to breathing difficulties many*

*smokers can relate to, and alerts smokers that 'No smoker can breathe easily.' The campaign creative was researched with smokers in NSW during the development stage prior to its implementation.*

*In reference to the specific complaint received by the Advertising Standards Bureau, the filming of the bronchoscopy procedure in the advertisement was supervised by a doctor to ensure credibility, and informed by oncologist Professor Jim Bishop, Chief Cancer Officer at the time and now the CEO of the Victorian Comprehensive Cancer Centre.*

*I appreciate the advertisement may be distressing to watch for some people, however, ongoing consultations with medical specialists throughout the development of the campaign has ensured the bronchoscopy depicted in the ad, including the physical reaction shown by the patient, is a realistic portrayal of the procedure.*

*A key component of the campaign is the use of realistic graphic images to help raise awareness among smokers in the broader community of the seriousness of the harm caused by smoking, and to motivate and encourage smokers to quit smoking.*

*As you will appreciate, trying to change behaviours where addiction is involved is an enormous challenge. Our research confirms that in order to elicit cognitive and behavioural change amongst smokers and prevent others from starting to smoke, it is important to demonstrate that: smoking is a direct cause of diseases such as lung cancer; damage to health is cumulative; and the time to quit is now rather than sometime in the future. Taking these elements into account, we have confidently chosen to air 'Bronchoscopy' in Victoria on four separate occasions.*

*I trust the Advertising Standards Bureau will appreciate that this campaign is effectively helping to educate smokers and the general public on the dangers of smoking and the risk of lung cancer. By quitting now smokers can significantly decrease their chances of having to go through the same scenes depicted in the advertisement.*

## **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 a medical procedure being performed in a manner which is likely to cause distress and fear in viewers.

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 that the advertisement depicts a bronchoscopy being performed as a voiceover describes the breathing difficulties smokers can face if they develop lung cancer.

The Board noted that it had previously dismissed complaints about this advertisement in 2008 when it was released by the Cancer Institute of NSW (62/08). In that instance:

“The Board agreed that the advertisement was graphic and likely to be offensive to some people. The Board noted its previous decisions relating to public health and safety campaigns, where it accepted that a higher level of violence can be shown where it is considered to be justifiable in the context of the important health message being conveyed to the public.

The Board considered that the messages in the advertisement, which also appear as text on the screen, while explicit, are part of an important public health message designed to raise awareness of smoking and to encourage quitting smoking. The Board determined that the explicit images and messages are not inappropriately violent or upsetting...”

The Board noted that the current advertisement had been rated ‘PG’ by CAD.

Consistent with its previous determination the Board acknowledged that some members of the community would find the advertisement to be upsetting however in the Board’s view the advertisement handles this important community awareness issue in a manner which is not inappropriate for the relevant PG audience.

The Board noted the complainant’s concerns that the medical procedure carried out in the advertisement is performed incorrectly. The Board noted the advertiser’s response that the medical procedure was based on fact and was overseen by a medical Doctor as well as a Professor of Oncology and considered that whilst it is not the Board’s role to judge the medical accuracy of the content of the advertisement in the Board’s view the advertisement presents a medical procedure in a manner which is justifiable in the context of the overall message.

Based on the above the Board 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 complaint.

