



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Ad Standards Limited  
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## Case Report

<b>1. Case Number :</b>	<b>0168-22</b>
<b>2. Advertiser :</b>	<b>Amity Community Services Inc</b>
<b>3. Product :</b>	<b>Community Awareness</b>
<b>4. Type of Advertisement/Media :</b>	<b>TV - Free to Air</b>
<b>5. Date of Determination</b>	<b>10-Aug-2022</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

### DESCRIPTION OF ADVERTISEMENT

This television ad features someone playing video games in the dark. He receives a text message saying, "WYD?". He reaches for a water pipe (bong) and uses a lighter. Smoke is then seen around him. A voice-over gives information about drug counselling.

### THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

*While watching the ad of a gamer ignoring a 1am SMS message from someone, they light a lighter and grab a bong to smoke drugs. My 10 year old daughter asked what was going on in the ad and why. These are hardly appropriate actions to be watching on television, explicitly showing how to use illicit substances.*

### THE ADVERTISER'S RESPONSE

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

*I have reviewed S2.6 of the code of ethics - "Advertising shall not depict material contrary to Prevailing Community Standards on health and safety."*



*Upon reviewing the ad, I note that there is not explicit demonstration of how to use drugs, or even specific reference drugs. Rather, this ad eludes to social disengagement that young people experience as a result of marijuana use. The message in this ad is very clear in that it provides contact and support details for people experiencing alcohol and other drugs (AOD) issues. Hence, it is not contradict prevailing community standards on health and safety. In fact, the overall message advocates for community standards on health and safety, and encourages viewers to take action against AOD use.*

*I look forward to hearing feedback from the Community Panel.*

## **THE DETERMINATION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concerns that the advertisement depicts how to use illicit substances.

The Panel viewed the advertisement and noted the advertiser's response.

### **Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.**

The Panel noted the Practice Note to Section 2.6 which states:

*"Images of unsafe driving, bike riding without helmets or not wearing a seatbelt while driving a motor vehicle are likely to be contrary to prevailing community standards relating to health and safety irrespective of whether such depictions are for the product/service being advertised or are incidental to the product."*

*This rule is not intended to prevent advertisers from depicting unsafe behaviour as a means to demonstrate potential negative effects, such as an advertisement for road safety depicting someone driving in a car after drinking alcohol."*

The Panel noted that while drug use is visible in the advertisement it does not show how the water pipe works, or detail what substance is being used. The Panel considered that unless a viewer already knew what the water pipe was they wouldn't understand the advertisement to be depicting drug taking.

The Panel considered that the depiction was clearly in the context of encouraging people who may find the situation relatable to seek help. The Panel considered that most members of the community would understand that the depiction of drug use was relevant to the message of the advertisement, and that this would not be seen to encourage or glorify drug taking.

### **Section 2.6 conclusion**



The Panel considered that the advertisement did not contain material contrary to prevailing community standards on health and safety and determined that it did not breach Section 2.6 of the Code.

**Conclusion**

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaint.