



Case Report

1	Case Number	0202/13
2	Advertiser	Dads 4 Kids
3	Product	Community Awareness
4	Type of Advertisement / media	TV
5	Date of Determination	26/06/2013
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features various children playing with their fathers: a boy is shown sitting on his father's back pretending he is riding a horse, a girl is shown being held in the air by her father whilst she pretends to fly. In one scene we see a boy cycling with his father – the boy is wearing a safety helmet but his father isn't. The final text on screen says, "Be a Dad. National Fatherhood Initiative".

THE COMPLAINT

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

Great ad - except for the one scene where dad and son are riding bikes - it reverts from the child's imaginative view to show son riding his bike followed by Dad. My problem is Dad is not wearing a bike helmet. Surely we should be showing responsible pictures and allowing our children to see us wearing helmets. "Monkey see, monkey do!"

THE ADVERTISER'S RESPONSE

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

Thank you for this opportunity to respond to complaint(s) regarding our 'Be a Dad' Campaign.

Firstly, Dads4Kids is a not for profit, tax deductible, Harm Prevention Charity. As such, all our adverts are Community Service Announcements.

This advert has been used with permission for TV audiences only by the National Fatherhood Initiative, Washington DC, USA.

Secondly, as attached, our request to Community Relations/Traffic Managers of TV stations to air the 'Be a Dad' Campaign was requested to be aired from 12 August 2011 to the end of 2012 'as the need arises'. The fact that they have continued to air throughout 2013 has been entirely decided by individual stations.

This Community Service Announcement violates no aspects of the advertising codes.

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 man riding a bicycle without wearing a safety helmet and that this is irresponsible.

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

The Board considered 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 features various scenes of dads engaging in activities with their children and that in one of these scenes we see a dad and his son cycling together in a street setting.

The Board noted that that the boy is shown to be wearing a safety helmet but that his dad is not. The Board noted that the image of the dad riding the bicycle is very fleeting and it is not clear whether he is on a road or a footpath. The Board considered that regardless of the specific location of the bicycle it is within the generally accepted standard of health and safety for bicycle riders to wear approved safety helmets.

The Board noted the advertiser's response that the advertisement is a Community Service Announcement and considered that a depiction of an adult not wearing the appropriate safety gear in an advertisement aimed at educating the community is a depiction which is not appropriate.

The Board noted that community standards are very clear on the issue of health and safety whilst riding a bicycle and considered that a depiction of an adult riding a bicycle without a helmet is a depiction which is in breach of these community standards.

The Board determined that the advertisement does breach of Section 2.6 of the Code.

Finding that the advertisement breached Section 2.6 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

The Advertiser has not responded to the Board's determination.

CAD advised the ASB that the approval for this advertisement has expired and the advertisement will no longer be broadcast on Australian television.