



Case Report

1	Case Number	0215/12
2	Advertiser	Pika Wiya Health Service Inc
3	Product	Professional services
4	Type of Advertisement / media	TV
5	Date of Determination	13/06/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

A voiceover talks about sexually transmitted infections and how everyone aged 16-30 years should have regular checkups. We see various people talking to health professionals and being handed literature and condoms. The voice over concludes with, "At Pika Wiya we offer information about your sexual health and free condoms..."

THE COMPLAINT

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

The timing of the advert when primary school children are watching a highly watched program The Block. I consider it unsuitable for the time of night viewing.

THE ADVERTISER'S RESPONSE

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

*I would appreciate your support in endorsing the advertisement as it does not encourage children to receive condoms. It merely advises teenagers that safety is paramount in your health and that protection is the best cure against STI's.
As a service we are legislated against giving underage children any advice, equipment or health message without parents present. All children under the legal age of consent are always advised that they need their parent present prior to any treatment/consultation.*

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 contains sexual health material which is inappropriate for viewing by children.

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

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted the advertisement encourages people to use condoms when having sex in order to prevent disease and features scenes showing health professionals passing on literature and condoms to patients.

The Board noted that the advertisement is an indigenous community advertisement and considered that the advertisement does not suggest that indigenous people all have STDs and that the focus of the advertisement is to target that community.

The Board noted that the references to sexual activity are discreet and that the language used throughout is very mild. The Board noted that some members of the community may prefer that this issue not be advertised however the Board noted that this issue is allowed to be advertised and considered that it delivers an important health message to the community.

The Board considered that the advertisement handles the issue of safe sex in a manner which is factual and which treats the issue of sex with sensitivity.

The Board noted that the advertisement has been rated PG by CAD and considered that the content is appropriate for the relevant PG audience of this locally produced advertisement.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.4 of the Code.

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

