



CASE REPORT

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| 1. Complaint reference number | 186/01 |
| 2. Advertiser | Foundation for Human Development |
| 3. Product | Community Awareness |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement comprises the following text: ‘Abortion could cause at least a 30% increased risk in breast cancer. You have choices. GIVE IT SOME THOUGHT BEFORE YOU ABORT. www.abortionbreastcancer.com.’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘Underhanded and insidious vitriol disguised as concern for women is abhorrent and should be stopped in it’s (sic) tracks. This sort of advertising incites violence and discrimination and serves to further alienate and persecute women.’

‘As a registered nurse I have witnessed many women who struggle with making the “right” decision & let me assure you that in my experience the decision is never taken lightly.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

After lengthy discussion the Board determined that the material within the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

Although finding insufficient grounds under the Code to uphold the complaint, the Board deplored the advertisement, particularly the lack of identification of the advertiser and the fact that the message could be misinterpreted as a government health warning.