



## **CASE REPORT**

1. Complaint reference number	294/01
2. Advertiser	Victorian Smoking and Health Program (Quit)
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television community awareness advertisement opens on a scene of a young mother and her two small children visiting a hospital where their father is being treated for lung cancer. The man's daughter is excitedly relating an incident from the previous weekend and says: "It was so funny, Dad. You should have been there," causing an awkward silence. A superimposed caption reads: "How will your smoking affect your children?" As the young girl intertwines her fingers into those of her father, a full-screen graphic carrying VicHealth and State Government Victoria logos provides contact details for Quitline.

## **THE COMPLAINT**

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

*"The ads are very cleverly and specifically designed for "extreme" conscious and subconscious impact and I feel have the ability to actually cause genuine mental harm in addition to the obvious delivery of the message. My ten year old daughter was extremely upset...and had severe nightmares of me dying. (I gave up smoking at her behest 6yrs ago, yet she now believes I will be the father in that picture)."*

## **THE DETERMINATION**

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

The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.

In reaching its determination, the Board while acknowledging that some people may be confronted by the advertisement, was of the view that the health message involved was paramount.