

To The Research Director,

I would like to thank you for the opportunity to write this letter voicing my support for the inquiry into outdoor advertising. I believe that this inquiry is long overdue. It is important that the children of Queensland have an opportunity to mature and develop into Queensland's generation of the future without unnecessary and inappropriate sexual pressures from the media. Exposing children to sexualised media content, including various forms of outdoor advertising media, impedes upon their normal healthy development.

There have been various studies on the sexualisation of children and there is ample evidence that indicates it causes negative effects on the child's cognitive functioning, physical and mental health, sexuality, and attitudes. It has been found that girls that are exposed to sexualizing and objectifying media are more likely to experience body dissatisfaction and appearance anxiety, depression, and lower self-esteem. (Zurbriggen, et al. 2010)

It is concerning that the current framework for the regulation of outdoor advertising is inadequate in preventing children from being exposed to sexually explicit images and slogans. The regulation of outdoor advertising must be done in a more appropriate manner to prevent billboards containing sexual references from being viewed by children.

Regards,

Jonathan Murray

References:

Zurbriggen, Eileen L., et al. "Report of the APA Task Force on the Sexualization of Girls." *American Psychological Association*. 2010. <http://www.apa.org/pi/women/programs/girls/report-full.pdf> (accessed June 2013).