

**From:** [stephanie bloomfield](#)  
**To:** [Health and Community Services Committee](#)  
**Subject:** Outdoor advertising  
**Date:** Wednesday, 19 June 2013 2:17:05 PM

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Dear Friend,

I am writing to add my voice to the current outdoor advertising discussion.

I feel strongly that the advertisements on bus shelters, billboards and other outdoor areas are far too sexually explicit for our children to view.

Children are already bombarded with sexualised images from the media and fashion industries on television and in magazines and the effect of this is clearly seen in the clothes that young girls are wearing and the early ages of first time sexual encounters.

While some parents choose to let their children watch and read inappropriate shows and magazines - nothing can be done about that - there are those parents who diligently monitor their children's viewing and want to protect them from things beyond their understanding.

It is our responsibility as parents to ensure that our children have the childhood they deserve, that they are not corrupted and that they are not led to believe that sexualising a product for monetary gain is right, when it is not.

Kindest Regards,

Stephanie Bloomfield