

**From:** [Jemina da Silva Macedo](#)  
**To:** [Health and Community Services Committee](#)  
**Subject:** OUTDOOR ADVERTISING ENQUIRY  
**Date:** Monday, 24 June 2013 10:58:59 AM

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TO WHOM THIS MAY CONCERN

My name is Jemina da Silva Macedo and I am a mother who is concerned and appealing to you to ban sexualised advertising within our community of young families. Due to media, our children are already exposed to explicit material on the TV and internet. This as parents we can control, however, what is exposed within our communities is in your hands and we cannot directly control. If we can ban cigarette advertising due to health concerns, surely we can also ban sexualised advertising which is known to cause depression in young girls and stimulated the part of a man's brain where he begins to view the woman as purely an object.

Please take this issue seriously.

Jemina da Silva Macedo