

From: [Alex Todd](#)
To: [Health and Community Services Committee](#)
Subject: Outdoor Advertising Inquiry
Date: Wednesday, 29 May 2013 3:27:19 PM

Dear Qld Govt representatives,

As parents and educators we are so looking forward to being free to drive on Queensland roads and walk in public spaces, without having to divert our children's attention from or discuss inappropriate advertising and signage.

Images and words both need to be included in the guidelines, as both can be equally inappropriate, try explaining an orgasmic coffee (?) to an 8,10 and 12 year old... or why a billboard has a lady (only her bottom and legs) dripping with what appears to be honey with the word 'sweetest' in bright yellow (kids colour! kids food!).

Our children are learning to love and respect people for genuine reasons, true beauty is internal, and it is exhausting to explain each time a new billboard appears that some people do not respect other people and their bodies, or the intimacy of a sexual relationship.

Please do organise strict guidelines for all outdoor (and other public space) advertising to preserve the sanity of parents and more importantly the innocence of our children, so they can develop their understanding of adult concepts as their brains are ready for them. Please encourage parents to take the responsibility of parenting children all the way from the day they are born until they are balanced, responsible and independent members of the community.

With thanks for your time and energy,
Mr David & Mrs Alex Todd

Sent from my mobile device.