

I'm glad this is being looked into. I have 5yr old daughter, 3 yr old son and a 1yr old daughter and would love to see more limit put on such things as billboards, music videos in child viewing time slots, advertising in magazines marketed to children.

After driving into the city on the weekend and having a Jeans add right next to my car as I stopped and watching my daughter look at it I wondered how appropriate it is for her to be looking at this billboard of a women pulling down her jeans to reveal the top of her bottom. I found this extremely offensive to have no way of shielding my 5 yr old who has just started school and is just starting to understand that you don't show certain parts of your body off to everyone. This is something she has just started telling me (I guess friends at school have suggested it or perhaps the teacher). I don't want my daughter to be afraid of her body or of others nudity but how do I help her to understand what is and is not appropriate when out in the public arena she sees such a billboard.

I am a mother who deliberately doesn't buy 'Barbie' to have in our home because I believe there will be enough pressure to have "the perfect" body shape from media and outside influences without having to make it part of their play at home. When we have grown people who feel good about being a women or a man not because of how they look but because of who they are I believe we have a better society - how are we going to help this positive self-understanding to occur in our kids and our teens so they take these feelings into their adulthood???

Hope my feelings and concerns are taken into account, and I hope they are clear.

Rachel Oliver-Peel.