

We are very concerned by sexualised advertisements to which children are unavoidably exposed eg. on TV and billboards. In addition advertising for some toys, clothing , including toys themselves eg. "Bratz" dolls promote sexualised attitudes that are absorbed and are inappropriate for children.

This sexualisation of children does occur and does have very negative consequences, eg. cogitative function, physical and mental health, as explained in the American Psychological Association's Task Force Report on the Sexualisation of Girls (<http://www.apa.org/pi/wpo/sexualisation.html>).

Clearly the self-regulated media and advertising industry codes of practice are not working. It is high time the government intervened for the health and well-being of our future generations.

Yours Faithfully
Paul & Brenda Hoffman