

From: John Lennon
To: [Select Committee on Personal Choice and Community Safety](#)
Subject: Public Funded Health Warning Advertising
Date: Tuesday, 2 October 2018 5:23:49 PM

Dear Panel,

It is my opinion and every person I have spoke to that the recent spate of public health warnings are going beyond the regulations for televised viewing and over stepping the code of conduct laws.

1) some show actual human organs with diseases without prior warning that certain images may offend or disturb viewers.

i) meaning they are shown at peak times where people are possibly eating or wish to forget the stress of life in general.

ii) we all lead stressful lives and deserve our relaxation and what little pleasures we can have eg. enjoying a glass or two of wine or beer after a hard without a government health warning to upset us.

iii) these and other actual disturbing images should be given a 10second warning so people have the choice and the time to change the channel.

2) the recent announcement of a woman dying from cancer is unfortunate but the cancer type can belong to people who don't smoke.

i) this is not accurate representation and means that people who are watching or have relatives watching are even more traumatized by the image and sound if this advert.

ii) one can only imaging the bureaucratic process that was embarked on in order to coherse this woman to go to national television with an agenda to shock others in a rehearsed fashion.

I personally have friends who are traumatized by these adverts but are not capable or can protest about them. It's not only the cost of devising and carrying out these expensive adverts it's the human cost of those and their families who have to watch this for the sake of alleged Heath benefit for all. I even had my young grandson just exclaiming yuk what's that, try explaining the heaving intestines of a human on a TV screen to a 4 year old and why they are there.

I ask the panel to investigate the conception and entire process of such adverts and those responsible to enable an accountability for the cost and trauma to those affected by terminal illnesses and if its justified they endure trauma in their palpable period. If they are justified by proven results then the proper television restrictions should be reviewed to encompass these images and sounds of suffering so we can have a warning period.

I can't emphasise enough how shocking and disturbing these adverts are in their entirety when one thinks about the entire process that is required to produce such horrible and I'm sure these costly adverts. Eg. Do they work or do they make people more defiant, one even attacks us eating pies and soft drinks for goodness sake. There are a multitude of different foods that contain these so called harmful sugars fruits and vegetables even can even process sugars or is there a hidden agenda on junk food corporates.

Are these adverts just part of an active bureaucratic wing in government that has an endless budget and targeted market with no boundaries or accountability in the name of saving us from elements they believe will give us all cancers and the likes.

I ask that this aspect of bureaucracy is examined and a survey put to the public that allows for better guided and costed health warnings that do not offend or distress those currently going through a terminal illness.

For reference;

I'm a non smoker as is my family but I like a responsible drink or soft drink with a pie whenever I feel the need to for relaxation and socialization.

My mother was a smoker and died in a respiratory ward with me by her side at 75 I wish she didn't smoke but she knew the dangers and had no regrets and said it was her life choice and pleasure. However that's not what killed her it was a multitude of events but it was put at smoking related disease, no postmortem was conducted.

These adverts disturbed her of course but made her more defiant and angry at the government coming in to her living room telling her what to do and if she didn't stop it would kill her if she didn't.

Please try and consider this disturbing use of public funds or donations and its overall implications and perhaps understand enough is enough with change to advertising and packaging and stop continually spending money bringing fear in to our living rooms.

In other words put the money spent on bureaucrats wages and adverting towards better support services for those affected as eventually people will get the messsge without their donations and this type of government service we pay for.

Regards

John Lennon