

<b>COMPLAINT NUMBER</b>	17/131
<b>COMPLAINANT</b>	G MacKay
<b>ADVERTISER</b>	Orion Health
<b>ADVERTISEMENT</b>	Orion Health Out of Home
<b>DATE OF MEETING</b>	5 May 2017
<b>OUTCOME</b>	Settled

**Advertisement:** Orion Health Billboard with an image of the inside of a prison cell and the words ‘Can what’s in your cells predict if you’ll end up in one?’ The billboard provided the link to a blog.

**The Chair ruled the complaint was Settled.**

**Complainant, G MacKay, said:** I first saw this billboard on Tuesday 11 April 2017 on my way to work. I think it probably went up between 7 and 10 April. I feel it strongly references eugenic principles to obtain sensationalist publicity, and that this is inappropriate. The blog referenced merely nods to the negative consequences of what is implied by the imagery and question posed, and largely discusses health outcomes due to epigenetic modification, rather than anything where genetic/epigenetic information impact social outcomes. It totally ignores the fact that genetic information can be used to infer ethnicity, and ethnicity/race is correlated with incarceration. Furthermore, the question asks whether what is in your cells can be used to predict whether you end up in prison - and it can - but neither the billboard nor the blog post do anything to address whether it should. I commented on the Orion Health Facebook post about the billboard..

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2, Rule 4, Rule 5.**

**The Chair** noted the Complainant’s concerns that the reference to Eugenic principles in discussing incarceration predictions was inappropriate.

Upon receipt of the complaint, the Advertiser had contacted the Secretariat to confirm the advertisement had been withdrawn.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

**Chair’s Ruling:** Complaint **Settled**