

COMPLAINT NUMBER	19/042
COMPLAINANT	A Gray
ADVERTISER	Health Promotion Agency
ADVERTISEMENT	Health Promotion Agency Television
DATE OF MEETING	4 February 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Health Promotion Agency's "Immunisation – Their best protection" campaign included a voiceover which said: "...If you make sure your children are immunised against serious disease you'll have less to worry about when it comes to their future health."

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, A Gray, said: TV2 Deepwater Horizon @ 8.50pm was the movie and in between the TV adds that were on during the movie, one was by the NZ Government on health, it was advertising to go and get your immunization, come and be immunized this season. I found it was falsely informing the public and that was alarming to me. Yes it is peoples choice to be vaccinated or not, but to falsely use words that just aren't true is disgusting. They should be saying "come and get your vaccination to be vaccinated for the season". To say you will be immunized is just plain lying to the public, and I fail to see why the government has allowed this to go to air by making false claims that are scare tactics. They should know better, YOU CAN'T BECOME IMMUNE TO SOME THING UNTIL YOU GET IT, THEN YOU BECOME IMMUNE TO IT. NO VACCINE IS A IMMUNITY AGAINST ANYTHING. It was also on Choice TV when I was watching Pompeii at 8pm to 9pm. I recently was at my doctors and was reading their news letter and they had done the same thing but had used the word immunized/immunization 15 times. I alerted the practice manager and said the doctors should know better than to pull the wool over the eyes of their patients, she totally agreed with me and couldn't believe it herself how often the doctor had misused the word immunized as it is only a vaccine and not a immunization and apologized to me, I said not to apologize to me, but to the their patients, be real and honest to them, as they are the ones that are allowing their doctors to be God and believe and trust everything their doctors tell them, so instead just say and tell it what it is, which is a vaccine, not a immunization, that is just a lie. I hope that this is taken off the air until it is corrected and publicly said so on TV. Or because it is the government, nothing will be done??? I dearly hope not, SURELY WE ARE NOT ALL SHEEP!!!

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(e).

The Chair noted the Complainant's concerns it was misleading to call a vaccine an "immunisation" because "you can't become immune to something until you get it".

The Chair noted the difference between the terms "vaccination" and "immunisation", and agreed there may be confusion in the general public about these terms, at times.

The Chair said “vaccination” occurs when a vaccine is administered (usually by injection). “Immunisation” is what happens in the body afterwards. The vaccine stimulates the body’s immune system so it can recognise the disease and protect the body from future infection.

The Chair said the advertisement is encouraging people to get their children “immunised”. The immunisation being recommended is achieved through the vaccination process.

The Chair said the advertisement was advocating immunisation, through vaccination, and she did not believe it was misleading.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.