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| COMPLAINT NUMBER | 19/092 |
| COMPLAINANT | M Harris |
| ADVERTISER | Health Promotion Agency |
| ADVERTISEMENT | Health Promotion Agency Television |
| DATE OF MEETING | 25 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, M Harris, said: Australia is well known to advertise vaccines as the funding is from Murdock, Pharmaceutical companies and Two Prime Ministers, all obviously profiting from this corrupt business.. And now the deaths and effects are effects from the vaccines are hard to hide. Now we starting to see similar propaganda in New Zealand. It’s disheartening and embarrassing especially as it’s the educated and affluent families that come to New Zealand to escape this nonsense. New Zealand was a country of freedom and informed choices. Please don’t let the people lose TV2 due to false advertising.

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

The Chair noted the Complainant’s concerns the advertisement promoting immunisation was a form of “propaganda” that people had moved from Australia to escape.

The Chair said the Health Promotion Agency is a Crown entity funded through Vote: Health and its website states “We are an evidence-based health promotion organisation, influencing all sectors that contribute to health and wellbeing”.

The Chair said the advertisement was advocating immunisation, through vaccination, and she did not believe it was misleading. It met the requirements of the Rule 2(e) for an advocacy advertisement including the identification of the Advertiser and a website address for additional information.

The Chair ruled there was no apparent breach of the Advertising Standards Code and 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.