

COMPLAINT NUMBER	22/077
ADVERTISER	Counties Manukau District Health Board
ADVERTISEMENT	Counties Manukau District Health Board Flyer
DATE OF MEETING	11 May 2022
OUTCOME	Settled

Advertisement: The Counties Manukau DHB flyer is titled "Tamariki Time: COVID-19 Immunisation Programme". The flyer contains information about vaccinating kids aged 5 to 11 years old. It includes information about COVID-19 and the risk to children, the benefits of vaccination, how the vaccine works and possible side effects. The flyer encourages the reader to "continue the koorero" by speaking to a "doctor, trusted health worker... [or] the official COVID-19 Healthline on 0800 28 29 26".

The Chair ruled the Complaint was Settled.

Complaint: A primary school, Ararimu School has been sending home these brochures from a Counties Manukau DHB "vaccination" event this past weekend over 12th to 13th Mar 2022. These brochures (photos attached), have no name and address on your brochure. Therefore your advertising does NOT meet the code of conduct for medical advertising. ASA - Advertising Standards Authority

Your advertising does NOT meet the code of conduct for children's advertising either ASA - Advertising Standards Authority . Children require parental consent for a taking medicine in NZ. Kindly withdraw these advertisements and contact the schools with whom you have shared them to do so as well. This email also serves as lodging a complaint with the ASA

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(e); Code for Advertising to Children - Principle 1; Therapeutic and Health Advertising Code - Principle 1, Rule 1(a)

The Chair noted the Complainant was concerned the advertisement had not been clear in who the advertiser was.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached.

As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser amended the advertisement to include Counties Manukau DHB logo and contact details. Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending 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**

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.