

G-Regs™

## Belgium – CSA Advice Note on Children



Full title of law or regulation	The CSA's Advice Note No. 01/2007 on audiovisual advertising to children ( <i>Collège d'avis Avis n° 01/2007 Règlement / Code d'éthique de la publicité audiovisuelle à destination des enfants</i> )  <a href="http://www.csa.be/system/documents_files/558/original/CAV_20070116_AVIS_CODEETHI_QUEPUBENFANT.pdf?1299596366">http://www.csa.be/system/documents_files/558/original/CAV_20070116_AVIS_CODEETHI_QUEPUBENFANT.pdf?1299596366</a>
Context	This Advice Note details provisions for television and radio advertising to children. We have shown most but not all clauses as some relate to other (than food and drink) product categories. Accordingly, some article numbers are missing. Most of these clauses are general, i.e. they apply to all product categories, though there is a single clause specific to confectionery, which requires a "health warning". See final entry.
Title of relevant section	Extracted from all
Chapter	OBJECTIVITY
Clauses	1. The advertising communication may not minimise the degree of skill or age generally required to use or enjoy the product or service. 2. The advertising communication may not mislead about the size, value, nature, duration of use and the actual performance of the product or service and, in the case of promotions or contests, the value of prizes and the chances of winning one.  3. In television, if accessories including e.g. batteries or paint are required to produce the result shown or described, this must be clearly stated. 4. In television, a product or service that is part of a series should be clearly reported as such. The means to acquire all the other elements must also be clearly stated. 5. Advertising communication that is based on accomplishments including a child's drawings, constructions, or evaluations may present only what can usually be realized or enjoyed by a child in the age group for which the product was designed.
Chapter	PRICE
Clauses	6. Price communication should not be such as to cause the child to minimise the actual value of the product or service. No advertising aimed at children should imply that the product or service is within the reach of any family budget.
Chapter	GAMES AND COMPETITIONS
Clauses	7. The advertising communication for games and competitions aimed specifically at children must comply with the guidelines and regulations of 8 March 2005 adopted by the CSA .The same provisions apply to electronic commercial messages as referenced by

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	the recommendation of the Counsel of July 2, 2003 on the dissemination of electronic messages in all forms.
Chapter	PROTECTION, HEALTH AND SAFETY
Clauses	8. The advertising communication may not contain statements or presentation, visual or audio, or even show children in a situation that might cause them moral or physical harm, or even have the effect of encouraging them towards situations or activities seriously threatening their health or safety. 9. The publisher may not broadcast advertising communication for toys imitating firearms, or those likely to induce violent, racist or xenophobic behaviour. 10. No advertising communication may invite children to buy goods or services remotely regardless of the technique used.
Chapter	PSYCHOLOGICAL EFFECTS
Clauses	15. Advertising communication should not suggest that the possession, consumption or use of a product or service will give the child a physical, social, psychological or health advantage over other children his / her age or that not owning the product or service would have the opposite effect.  16. The advertising communication for children must not undermine the authority, responsibility, judgment or tastes of parents and teachers, taking into account generally accepted social values. 17. The advertising communication for children may not portray sexual characteristics and poses of children who clearly do not correspond to the age of minors shown. 18. The advertising communication should be prepared with a due sense of social responsibility. It cannot present offensive behaviour positively or encourage children to behave in such a way. 20. Advertising communication for children must take care not to arouse among them a sense of anxiety or discomfort, or deploy overly aggressive / urgent injunctions (i.e. no hard sell).
Confectionery	14. The publisher must accompany any advertising communications for confectionery with a visible warning that the impact of such products on health. This warning may take the form of a stylised toothbrush.

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