

COMMITTEE: Social & Cultural

QUESTION OF: Establishing clear guidelines regarding advertising towards children.

SUBMITTED BY: Finland

CO-SUBMITTED BY: Hungary

SIGNATORIES: Mozambique, Sweden, UAE, Italy, Brazil

The General Assembly:

Aware that children are now seeing more advertisements, up to 40,000 a year,

Acknowledging that more than \$12b was spent by advertisers targeting the youth market,

Taking into account that children influence family decisions worth 165 billion dollars a year,

Deeply concerned about the amount of children in grade school who smoke regularly (25.3% of high school students, 7.4% of middle school students),

Disappointed by the lack of regulations and laws implemented to prevent children from viewing dangerous imagery,

Understanding that young children are cognitively and psychologically more prone to advertising,

1. Calls for marketing targeting children to be banned from using clauses inviting the child to buy the item such as “buy now” or “try it”. Instead the parents would be the ones targeted to buy the product, service, etc;
2. Emphasizes the need for restrictions to be placed on alcohol, tobacco, sexual content, gory images, HFSS food products, and gambling imagery in advertisements which are aimed towards children or in advertisements preceding children’s programs.
 - a. This includes children’s cartoon shows, online content for children (YouTube), or at children’s movies at cinemas
 - b. This further includes billboards and advertising boards near legally marked school zones.
 - c. Restrictions would also be applied on toys
 - d. This would be achieved by each Member State’s local Advertisement Committees.
 - e. We encourage alcohol, tobacco, and gambling companies to come to an agreement with local Advertising Committees;
3. Recommends that all mass marketing surrounding age restricted items such as alcohol is only active after 9pm locally till 5 am;
4. Further proclaims that children may not be used as actors to advertise these products;

5. Strongly support creating a filtering system to be implemented worldwide to prevent any of the above from happening:
 - a. Adding to Clause n.4, a new helpline would be implemented in every nation to report any of the stated above incidents
 - b. The system and helpline would be funded by directly taxing the firms who advertise towards children. This would be 0.65% of the firm's profits;

6. Recommends that every advertisement posted on social media must be clearly disclosed that a commission has been paid.