

Bye Buy Childhood petition



To the Prime Minister and Deputy Prime Minister,

Childhood has become a marketing opportunity worth £99 billion in the UK and £350 million is spent in the UK each year persuading children to consume. Manipulative techniques exploit children's natural credulity and use them as a conduit to the household purse. The materialism this encourages (the basing of happiness and a sense of success in the material) has negative effects on children's physical, mental and emotional wellbeing, on their values, educational development and relationships with families and peers. The use of sexualised content to sell to children and the imposition of sexuality on children to market goods is particularly abhorrent.

We, the below, call on the UK Government to:

- i. Fulfill its promise to tackle the commercialisation and sexualisation of childhood; and
- ii. Take steps to fully prohibit sexualised media, marketing and products aimed at or easily accessible to children under 16.

Signed:

Name	Address	Email	Signature

