

Dear,

I am very keen to know what you and your colleague MPs think about, and more importantly are planning to do, about this highly disturbing NHS COVID vaccine advertising campaign (attached below) aimed directly at children aged 5 to 11.

Indeed this NHS initiative seems to be breaking the law on several counts:

1) It does not comply with the laws and ethical codes for informed consent, according to which *“all medical decisions require a full disclosure of risks, benefits and alternatives to treatment, and an individualised risk-benefit analysis, in a sober discussion between a qualified healthcare professional and the patient, or parent/guardian of a child under 16”* (The link included at the bottom of the posters which directs to the potential risks and benefits is very unlikely to be noticed, followed, or understood by children aged 5 to 11)

ref: <https://www.ukmedfreedom.org/open-letters/covid-19-vaccine-informed-consent-legal-summary>

2) It breaches well established Advertising Standards Agency (ASA) rules relating to advertising to children:

- *“5.2 Marketing communications addressed to, targeted directly at or featuring children must not exploit their credulity, loyalty, vulnerability or lack of experience.”*

In the posters, the use of cartoon action figures, the graphics and the typeface/language chosen are clearly aimed directly at children and not their parents.

- *“5.2.1 Children must not be made to feel inferior or unpopular for not buying the advertised product.”*
“5.2.2 Children must not be made to feel that they are lacking in courage, duty or loyalty if they do not buy or do not encourage others to buy a product.”

The use of cartoon action figures and the reference to “Superheroes” is divisive and may lead to children who don’t get the vaccine feeling inferior or unpopular and to believe that they are lacking in courage, duty and loyalty. It may create peer group pressure on an individual child to accept a medical intervention and may lead to stigmatisation and bullying of unvaccinated children by vaccinated children.

The headline “Calling All Superheroes”, with cartoon images of children dressed as superheroes, implies that children who don’t get the vaccine are not superheroes. This messaging is manipulative, exploiting children’s credulity, as they may not have the life-experience and maturity to understand this as a marketing technique and not to be taken literally.

Ref: https://www.asa.org.uk/type/non_broadcast/code_section/05.html

3) It breaches the **Government’s own guidance** around advertising medicines, which states *“290. A person may not publish an advertisement relating to a medicinal product that contains any material that is directed principally at children.”*

Ref: <https://www.gov.uk/guidance/advertise-your-medicines>

Thank you for letting me know your thoughts and potential actions related to this matter.

Kind regards,



CALLING ALL SUPERHERO KIDS
COVID-19 VACCINATIONS FOR CHILDREN (5-11)
(APPOINTMENTS ALSO AVAILABLE FOR THOSE AGED 12 AND OVER)

POP-UP CLINIC

Gorrington Park Primary School
Saturday 18 June
10am - 4pm

[Click here to book an appointment for 5-11 yrs](#)

[Click here to book an appointment for 12 yrs+](#)

[Sandy Lane, Figges Marsh, Mitcham, CR4 2YA](#)

If your child has tested positive for Covid-19 since **26 March** they will need to wait 12 weeks before having a Covid-19 vaccination.

[Click here to find out more about the vaccine](#)

Email: hrch.schoolcovid19vaccine@nhs.net | Tel: 020 8614 5306



CALLING ALL SUPERHERO KIDS
COVID-19 VACCINATIONS FOR CHILDREN (5-11)
(APPOINTMENTS ALSO AVAILABLE FOR THOSE AGED 12 AND OVER)

POP-UP CLINIC

Ellingham Primary School
Sunday 19 June
10am - 4pm

[Click here to book an appointment for 5-11 yrs](#)

[Click here to book an appointment for 12 yrs+](#)

[Ellingham Primary School, Chessington, KT9 2HR](#)
IMPORTANT: Main school entrance and public parking accessed from Leatherhead Road (A243) into Harrow Close.

If your child has tested positive for Covid-19 since **26 March** they will need to wait 12 weeks before having a Covid-19 vaccination.

[Click here to find out more about the vaccine](#)

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