



## Call to Action: how can the church address the commercialisation of childhood?

Our research has shown that there are still significant levels of unease amongst British parents about the impact of marketing and the media on family life, with four in five parents voicing concern about the commercialisation of childhood. This is regardless of positive action by industry, government and civil society over the past five years.

Only half of parents feel equipped to manage the influence of advertising and the commercial world on their family. Four in five British adults also say that being exposed to the media, such as advertising, films, television and the internet, encourages their child to ask them to purchase things - leading to 'pester power'.<sup>1</sup> All of this can have an impact on the wellbeing of children and their relationships with family and friends.<sup>2</sup>

### How can the Church of England respond to these concerns?

#### ***If you are... in the House of Lords:***

Engage with the Bye Buy Childhood campaign and help Mothers' Union promote the report's recommendations in Parliament.

#### ***If you are... a Bishop:***

Identify how the church, at diocesan level, can: address the commercialisation of childhood; ensure that children know their value comes from God; and support families in managing the impact of the commercial world.

#### ***If you are... clergy:***

Engage with local Mothers' Union members to help raise awareness of the Buy By Childhood campaign and support families in your parishes.

#### ***If you are... a church member:***

Help bring about meaningful change to families through sharing ideas and resources; and spread the message to parents, through the church and other community avenues, that there are materials and support available, such as Mothers' Union's *Labelled for Life* booklet and the ParentPort website for making complaints.

#### ***If you are... any of the above:***

Pray for children and families in dealing with the commercialisation and sexualisation of childhood. Pray also for decisions being made on these issues by industry, their regulators and the Government.

For further details of Mothers' Union's Bye Buy Childhood campaign go to [www.byebuychildhood.org](http://www.byebuychildhood.org)

<sup>1</sup> *Bye Buy Childhood: A report into the commercialisation and sexualisation of childhood 2015*. Mothers' Union, March 2015.

<sup>2</sup> *Bye Buy Childhood: A report into the commercialisation and sexualisation of childhood 2010*. Mothers' Union, September 2010.