

AD PROOF YOUR KIDS

... and that goes for 'baby' too!

Shari Graydon is the author of *Made You Look: How Advertising Works and Why You Should Know*. First published in 2003 and updated in 2013, the book is written for school-aged readers. It is designed to help them understand the advertising they are consuming (like it or not!).

Graydon says, "The lessons and values being sent out by pop culture are typically not the kind most needed by young children." Graydon describes one very disturbing modern trend: how advertisements are now targeting our youngest and most vulnerable children, children still in diapers or "tinies" as the marketers call them. Ads are being aimed directly at our babies, claims Graydon, in the hope they will "nag" us, just like their older siblings, into buying the shiny, exciting things they see.



In the past, ads for very young children's products were always aimed at parents.*

What can a parent do?

- ★ Always know which programs your children are watching;
- ★ Choose programs with no advertising, if possible;
- ★ Be aware of hidden advertising: many so-called *educational* shows contain *embedded* advertising for product-lines featuring those popular movie and television characters that children find irresistible. Some children's programs are merely 30-minute advertisements;
- ★ Turn off the TV whenever you can and play with your children. Young children learn language best in the company of other children or a caring adult with hands-on activities.

Made You Look: How Advertising Works and Why You Should Know by Shari Graydon.
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* Graydon's comments are taken from a keynote speech delivered at the QFHSA 2004 Fall Conference.

