

Bailey Review on the Commercialisation and Sexualisation of Childhood (Industry and Wider Stakeholder Version)

Consultation Response Form

The closing date for this consultation is: 18 March
2011

Your comments must reach us by that date.

THIS FORM IS NOT INTERACTIVE. If you wish to respond electronically please use the online response facility available on the Department for Education e-consultation website (<http://www.education.gov.uk/consultations>).

Information provided in response to this consultation, including personal information, may be subject to publication or disclosure in accordance with the access to information regimes, primarily the Freedom of Information Act 2000 and the Data Protection Act 1998.

If you want all, or any part, of your response to be treated as confidential, please explain why you consider it to be confidential.

If a request for disclosure of the information you have provided is received, your explanation about why you consider it to be confidential will be taken into account, but no assurance can be given that confidentiality can be maintained. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on the Department.

The Department will process your personal data (name and address and any other identifying material) in accordance with the Data Protection Act 1998, and in the majority of circumstances, this will mean that your personal data will not be disclosed to third parties.

Please tick if you want us to keep your response confidential.

Reason for confidentiality:

Name **Sue Steel (ABA National Manager)**

Organisation (if applicable) **Anti-bullying Alliance**

Address: **NCB, 8 Wakley Street, London, EC1V7QE**

If your enquiry is related to the policy content of the call for evidence you can telephone: 0370 000 2288 or e-mail: bailey.review@education.gsi.gov.uk

If you have a query relating to the consultation process you can contact the Consultation Unit by telephone: 0370 000 2288 or e-mail: consultation.unit@education.gsi.gov.uk

Please select ONE box that best describes you as a respondent:

PLEASE NOTE, IF YOU ARE RESPONDING AS A PARENT, THERE IS A SEPARATE CALL FOR EVIDENCE. YOU CAN ACCESS THIS FROM THE DEPARTMENT'S e-CONSULTATION WEBSITE:

<http://www.education.gov.uk/consultations/>

<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Retailer	<input type="checkbox"/> Broadcaster
<input type="checkbox"/> Internet/Telecoms Provider	<input type="checkbox"/> Advertising/Marketing Company	<input type="checkbox"/> Industry Regulator/Body
<input type="checkbox"/> Professional/Trade Association	<input type="checkbox"/> Parenting Organisation	<input checked="" type="checkbox"/> Children and Young People's Organisation
<input type="checkbox"/> Education Sector	<input type="checkbox"/> Government Sector	<input type="checkbox"/> Other (please specify)

Please Specify:

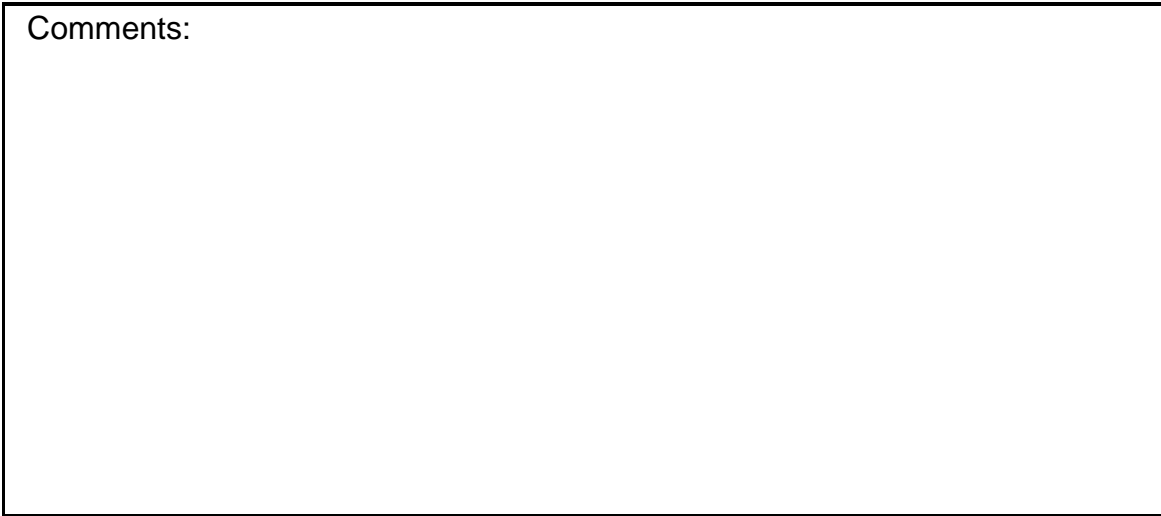
The Anti-bullying Alliance (ABA) was founded by the National Children's Bureau and the NSPCC in 2002. This unique alliance of over 90 members, brings together a wide range of organisations with the aim of reducing bullying and creating safer environments in which children and young people can live, grow, play and learn. ABA has taken the lead in developing a consensus around effective anti-bullying practice and has wide experience of the needs of local authority, school staff and other youth practitioners working to prevent and tackle bullying in a variety of strategic and operational settings.

SECTION 1: FOR INDUSTRY STAKEHOLDERS ONLY

Questions about your business or industry

1 To what extent do you think parents are concerned about how your business, and your industry more widely, impacts on children and young people?

Comments:



2 If you think that parents are concerned, what do you think their key concerns are in respect of your business and industry?

Comments:



3 How does your business and/or industry seek to understand further parents' concerns? Please give specific examples of work you have done, or are doing, in this area.

Comments:

4 Currently, how does your business and/or industry respond to the concerns of parents, children and young people? Please provide specific examples where possible.

Comments:

5 Is there more that either your business or your industry more widely could do to respond to the concerns of parents, children and young people in relation to your industry?

Comments:

6 Is there more that anyone else (Government, other industry groups, regulators, educators, parents etc) could do to respond to parental concerns in relation to your industry?

Comments:

7 Do you have any examples of good practice in terms of how your business and/or industry is responding to the concerns of parents and children? Please give details.

Comments:

SECTION 2: FOR ALL STAKEHOLDERS

General

8 a) The following factors are sometimes said to put pressure on children to grow up too quickly. Which factors do you think have the most influence on children, if any? (tick all that apply)

<input type="checkbox"/> Sexual images (e.g. TV, films and advertising)	<input type="checkbox"/> Advertising and marketing aimed at children	<input type="checkbox"/> Peer pressure
<input type="checkbox"/> Seeing inappropriate things on the internet	<input type="checkbox"/> The things that celebrities like pop stars and actors do	Other X (please specify)
<input type="checkbox"/> None of these		

Comments:

The ABA suggests there are a range of influences on the behaviour of children and young people. In the context of this consultation, we have significant concerns about sexual and gendered bullying between children and young people, and suggest there are a range of influences on this behaviour. These include:

- Societal and cultural attitudes towards gender and sexuality (e.g. roles and relationships between men and women, attitudes towards homosexuality and transgenderism). These attitudes are often reinforced through the media, the internet, advertising, etc.
- Peer influence and regulation on sexualised behaviour (e.g. normalising certain sexualised behaviour)
- Adult regulation of sexualised behaviour (e.g. regulation of dress and conduct, praise and punishment, normalising of certain behaviours)
- Family experiences (e.g. domestic violence, abuse, praise and punishment)
- The negative use of advancing technology as a tool to ridicule, expose, bully and harass (e.g. social networking sites, instant messaging, gaming sites)

Gender

8 b) Do you think these pressures...

<input checked="" type="checkbox"/> Affect boys and girls equally?	<input type="checkbox"/> Affect girls more?	<input type="checkbox"/> Affect boys more?
<input type="checkbox"/> None of these		

Comments:

There are disproportionate levels of negative affect between boys and girls (e.g. girls are more likely to suffer long term affects from sexual violence in their intimate relationships, NSPCC (2009)), however these pressures have profound affects on the behaviour and attitudes of both boys and girls.

Corporate Social Responsibility

9 In general, do you think that businesses (e.g. retailers, manufacturers, broadcasters, advertisers, internet providers etc.) are responsive to and responsible with regard to the concerns of parents and children? Please give examples.

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Not Sure
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Comments:

The ABA has received anecdotal information from anti-bullying practitioners across England that internet providers do not always react quickly enough to complaints from teachers, parents and children about inappropriate and sexualised content uploaded by young people and adults on websites and social networking sites. For example, a number of concerns have been raised with the time it takes to have inappropriate and harassing content removed from Facebook and Youtube and websites such as littlegossip.com.

Public Space - Physical Environment

10 Thinking about the public space (streets, public transport, shopping and leisure areas), do you think that children are exposed inappropriately to things of a too commercial or sexual nature? If you answered yes, please explain why giving specific examples where possible.

Yes

No

Not Sure

Comments:

N/A

Public Space - Virtual Environment

11 Thinking about broadcasting and the internet, do you think that current measures to protect children from exposure to inappropriately commercialised or sexualised content and advertising are effective and sufficient? If no, please give specific examples of where you think there are weaknesses.

Yes

X No

Not Sure

Comments:

A recent EU report into risks and safety on the internet Livingstone, S., Haddon, L., Gorzig, A., and Olafsson, K. (2011). *Risks and safety on the internet: The perspective of European children. Full Findings*. LSE, London: EU Kids Online reports that 23% of children have seen sexual or pornographic content in the past 12 months – with the internet now as common a source of pornography as television, film and video. Older teenagers are four times more likely than the youngest children to have seen pornography online or offline and the sexual images they have seen online are more explicit. But, younger children are more bothered or upset by sexual images online than teenagers. This suggests that pornographic content both on and offline is too easy for children and young people to access and that it can cause distress.

Clothing and Products

12 Thinking about the retail sector, do you think clothing and products for children are sufficiently age-appropriate and gender-appropriate (including non-gendered)? If not, please provide specific examples.

Yes

No

Not Sure

Comments:

N/A

Children as Consumers

13 Parents and children sometimes report that they feel under pressure to buy things they would prefer not to. Who do you think should be responsible for helping parents and children deal with such pressures? (tick as many as apply)

Manufacturers

Retailers

Government

Regulators

Advertisers

Marketing Companies

Broadcasters

Internet Providers

Educators

Consumer Organisations

Parents

Other (please specify)

Comments:

N/A

14 Companies use a range of marketing and advertising techniques when promoting products towards children. Are there any you think are inappropriate for children? If yes, please provide details.

Yes

No

Not Sure

Comments:

N/A

Consumer Voice

15 Do you think that complaints processes for parents to raise concerns about inappropriately commercialised or sexualised products/images/material are sufficiently accessible? If no, please give details of what could be improved and by whom.

Yes

No

Not Sure

Comments:

N/A

General Comments

16 Is there anything else you want to say about the commercialisation and sexualisation of childhood?

Comments:

The ABA is concerned with levels of sexual and gendered bullying between children and young people. Recent research from the NSPCC (C.Barter et al, *Partner exploitation and violence in teenage intimate relationships*, NSPCC, September, 2009) found that one in three girls and 16% of boys reported some form of sexual partner violence in their intimate relationships, with 70% of girls and 13% of boys stating that sexual violence had negatively impacted on their welfare.

We know that sexual bullying and violence **also takes place within our schools and colleges**. Recent research from the End Violence Against Women coalition ((EVAW) poll, October 2010) found that:

- 37% young people hear sexual name calling at school on a daily basis
- 21% of young people have had someone at school touch them sexually when they did not want it

Exclusion statistics from schools for sexual misconduct for 2008/2009 show that there were 110 permanent and 3080 fixed term exclusions for sexual misconduct from secondary schools, 120 fixed term exclusions from special schools and 10 permanent exclusions and 240 fixed term exclusions from **primary schools**.

The ABA would like to see policy makers – particularly those at the Department for Education take a strong lead in combating sexual bullying and harassment that takes place within our schools and FE colleges.

The EVAW poll reported that 24% of young people said their teachers had never told them that unwanted sexual touching, sharing of sexual pictures and sexual name calling is unacceptable and that 40% of young people have never or don't know if they have received lessons on sexual consent in school.

The ABA believes it is vital that senior leaders and teachers in schools and FE colleges are supported to combat sexual bullying and harassment.

The ABA agrees with the Sex Education Forum (SEF briefing, 2010) that good quality SRE is vital for preventing sexualisation and harmful sexual behaviour between children and young people. SRE provides an important opportunity to discuss healthy and positive relationships between children and young people and adults and to discuss issues relating to sexual consent. We are delighted that the Call to End Violence Against Women and Girls: Action Plan (HM Government, March 2011) has made a commitment to encouraging the teaching of sexual consent within the curriculum and to reducing sexual and sexist bullying in schools.

The ABA supports recommendations made in research from the Institute of Education (C.Maxwell and P.Aggleton, *Young women and their relationships – power and pleasure*, Institute of Education, London, September 2009) for policy makers across government to **show leadership and consistency** in promoting the message that sexual bullying, coercion and violence are unacceptable and must be challenged, to ensure **there is adequate investment in teacher training** so that teachers are competent to address gender, power and relationships in their work, and **to build the competence of the wider youth work-force** such as youth workers, learning mentors and school nurses so they can effectively address gender, power, sex and relationships with young people.

17 Finally, please let us have your views on responding to this call for evidence (e.g. the number and type of questions, was it easy to find, understand, complete etc.)

Comments:

N/A

Thank you for taking the time to let us have your views. We do not intend to acknowledge individual responses unless you place an 'X' in the box below.

Please acknowledge this reply

Here at the Department for Education we carry out our research on many different topics and consultations. As your views are valuable to us, would it be alright if we were to contact you again from time to time either for research or to send through consultation documents?

X Yes

No

All DfE public consultations are required to conform to the following criteria within the Government Code of Practice on Consultation:

Criterion 1: Formal consultation should take place at a stage when there is scope to influence the policy outcome.

Criterion 2: Consultations should normally last for at least 12 weeks with consideration given to longer timescales where feasible and sensible.

Criterion 3: Consultation documents should be clear about the consultation process, what is being proposed, the scope to influence and the expected costs and benefits of the proposals.

Criterion 4: Consultation exercises should be designed to be accessible to, and clearly targeted at, those people the exercise is intended to reach.

Criterion 5: Keeping the burden of consultation to a minimum is essential if consultations are to be effective and if consultees' buy-in to the process is to be obtained.

Criterion 6: Consultation responses should be analysed carefully and clear feedback should be provided to participants following the consultation.

Criterion 7: Officials running consultations should seek guidance in how to run an effective consultation exercise and share what they have learned from the experience.

If you have any comments on how DfE consultations are conducted, please contact Donna Harrison, DfE Consultation Co-ordinator, tel: 01928 738212 / email: donna.harrison@education.gsi.gov.uk

Thank you for taking time to respond to this consultation.

Completed questionnaires and other responses should be sent to the address shown below by 18 March 2011

Send by post to: Reg Bailey, Review of Commercialisation and Sexualisation of Childhood, Department for Education, Ground Floor, Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT

Send by e-mail to: bailey.review@education.gsi.gov.uk