

**A Call for Evidence**

**Launch Date 7 April 2008**

**Respond by 30 June 2008**

**Ref: Department for Children, Schools and Families**

## **Assessing the Impact of the Commercial World on Children's Wellbeing - A Call for Evidence (Children and Young People's version)**

The Secretary of State for Children, Schools and Families and the Culture Secretary have asked Professor David Buckingham to carry out an assessment of the impact of the commercial world on children's wellbeing. We want children and young people to tell us their views about media and entertainment, marketing and promotion, commercial websites, sponsored events, market research, and so on.

**department for  
children, schools and families**

# Assessing the Impact of the Commercial World on Children's Wellbeing - A Call for Evidence (Children and Young People's version)

## A Call for Evidence

**To** Children and Young People

**Issued** 7 April 2008

If your enquiry is related to the policy content of the call for evidence you can contact the DCSF National helpline as follows:

**Enquiries** Telephone: 0870 000 2288

**To** e-mail: [info@dcsf.gsi.gov.uk](mailto:info@dcsf.gsi.gov.uk)

## 1 What is the Assessment about

- 1.1 Many people think that children and young people are now shopping from a very young age and see lots of adverts which might influence what they buy. Some parents tell us they feel pressure to buy things for their children and some feel they need to work longer hours to pay for those things. But parents and children also say they want to spend more time together.

Some people think that more adverts aimed at children may not always be a good thing. But we don't know for certain if this is the case. So we are doing this work to help us understand what is happening.

We are not just interested in advertising and shopping, but in all kinds of ways that young people might come into contact with 'the commercial world' – this means media and entertainment, marketing and promotion, commercial websites, sponsored events, market research, and so on. What effect these things have on how you behave, what you believe, and what kind of person you become.

### **There are 3 things we want to find out:**

1. What is changing for children and parents when it comes to the commercial world
2. What is good and bad about these changes

### 3. What children, young people and parents think about this issue

#### **How are we going to do it?**

We are going to try and answer these questions by talking to people. Some of the people we talk to will be from business, some will be researchers and some will be those who enforce the rules for advertising and shopping.

But what is really important to this work, is to be able to hear from you – the children and young people who see the adverts, buy the things and receive the messages. We really need your help and we need you to tell us what you think.

Once we've spoken to everybody, and understood what is happening we will write a report to the Government.

## 2 Some questions you might have

### 2.1 **What is a Call for Evidence?**

The 'Call for Evidence' is a way for us to ask the public what they think, and what evidence there is that can help us understand the issues. It might include facts and figures, research or reports, but can also involve people just saying what their experience has been, or what their opinions are.

#### **Who can respond to this call for evidence?**

This 'Call for Evidence' is for children and young people to respond to. It's fine if you want to get help answering the questions from parents, carers, teachers or other people. There's also another call for evidence for everyone else, which is on our website: [www.dcsf.gov.uk/consultations](http://www.dcsf.gov.uk/consultations)

#### **Do I have to answer all the questions?**

No, you don't. It would be really helpful if you could just answer as many questions as you feel you are able to. You can leave the other spaces blank.

#### **Why are you doing it?**

Having a 'Call for Evidence' means we can get the best possible information, so we can understand the issues before we write our report. It:

- Provides us with evidence to use, and stops us from repeating studies

that other people or organisations have already done

- Shows us what the issues are - so we know what to focus on
- Gathers opinions from children, young people, parents and those who know about the commercial world.

### **Why do you want to hear from children and young people?**

This is an assessment about you. It is about the commercial messages and adverts you receive, the magazines you read, the entertainment business and how they affect you. This is an opportunity for you to say what you think and make a difference. We need to know what your experiences have been, in terms of what you enjoy and what benefits you get from the commercial world. But we also need to know what you think might be bad about the commercial world.

## **3 How To Respond**

- 3.1 Call for Evidence responses can be completed online at:  
[www.dcsf.gov.uk/consultations](http://www.dcsf.gov.uk/consultations)

or post your contribution to:

Consultation Unit,  
Area 1A  
Castle View House  
East Lane  
Runcorn  
Cheshire  
WA7 2GJ

You can also email your contribution or ask any questions about the call for evidence at: [commercial.world@dcsf.gsi.gov.uk](mailto:commercial.world@dcsf.gsi.gov.uk)

## **4 Plans for making results public**

- 4.1 The results of the 'Call for Evidence' and the Department's response will be published on the DCSF e-consultation website in Autumn 2008.