

Ban Advertizing

Several decades ago Canadians and their government recognized the destructive, costly and deadly effect that alcohol had on Canada's society and skyrocketing expenses to our national health care. Advertizing alcohol was banned in any form.

Several decades ago we recognized that the use of tobacco was equally deadly, that the health costs for treatment of disease and cancer was exorbitant and moved to ban any form of advertizing.

Today a far far more deadly, costly and destructive form of advertizing continues to exist in this country. That is- consumer product advertizing itself. The continued promotion of consumerism and the consumer lifestyle is causing UV cancer rates to soar. It is resulting in the massive over use and depletion of petroleum, coal, forests, water and other resources causing the degradation of lands, water, and air within Canada and on a global scale. Consumer advertizing is directly responsible for a lifestyle that is wiping out the polar bears, our canary in the coal mine.

If Canadian's actually need a product to survive they are quite capable of seeking out which is the best suited to their needs. They do not need to see a seductive, lifestyle choice, car ad every ten minutes of television. It is immoral to continue to allow the advertizing industry to use sophisticated methods and psychology to induce, entice and cause the public to continue the most addictive human behaviour initiated in this century. This is a habit far more deadly than alcohol, tobacco or any other drug. This behaviour is responsible for the "second hand smoke" of our global village.

NB The television industry is constantly changing. They'll just have to find out a way to stay in business and keep the public involved with their product without consumer advertizing dollars.

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