



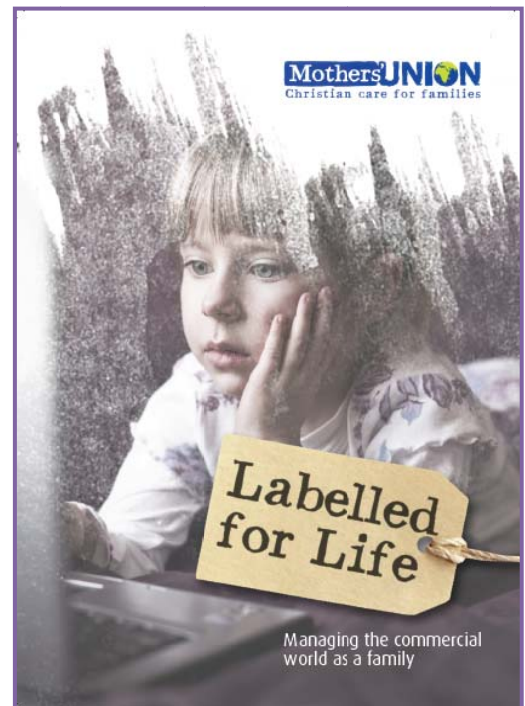
# Labelled for Life

## Campaigning

*Labelled for Life* has been produced as part of Mothers' Union's *Bye Buy Childhood* campaign, to support and empower families in managing the influence of marketing and the media on their children.

You can use this A5 booklet:

- To learn about modern marketing methods
- For practical ideas on how to navigate the commercial world with children
- To find out about current advertising regulations and who to take complaints to
- For ideas on taking further action with the *Bye Buy Childhood* campaign.



As well as reading it at home, you could use it in parents' group. Available for £2 per copy (or discount on bulk) from Central Services at Mothers' Union on 020 7222 5533 or [www.themothersunion.org](http://www.themothersunion.org)