

BYE BUY



Childhood is now a marketing opportunity worth £99 billion in the UK.

But we believe that children should be valued as children, not consumers.

How can we challenge the commercialisation of childhood?

Mothers' Union has launched a campaign to address this issue.

Here is how you can help!

Contact your local Mothers' Union at:

To do list:

✓ Check my consumer habits—both children and adults

Bye Buy Test

Use this test when shopping to help you think about what or who is influencing your choices:

- ? Why do I want to buy it?
- 0 How often will I use it?
- £ Can I afford it?
- X What will happen if I don't buy it?

✓ Speak or write to manufacturers, retailers and marketers asking them not to market goods of a sexualised nature to children.

✓ Speak or write to my political representative asking them to keep the issue on the agenda, promote awareness, and take further action to protect children from the "sex sells" approach.

Join us at www.byebuychildhood.org



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