

95.8PU Standards for Feminine Hygiene Products

Whereas, In 1979 the National Council of Women of Canada submitted a Resolution to the Canadian Radio-Television and Telecommunications Commission, the Canadian Broadcasting Corporation and CTV (with copies to the Advertising Standards Council and the Canadian Association of Broadcasters) asking to have the advertising of feminine hygiene products and undergarments removed; and,
Whereas, Excessive prime time advertising of feminine menstrual products is still shown at family viewing time; and,
Whereas, The advertising has become bolder in both language and visual content, pushing the limits of propriety to cause embarrassment to many women and their male family members; and,
Whereas, Women have a right to privacy of their intimate body functions; and,
Whereas, The language of the advertising constantly refers to women being clean, subliminally suggesting if the product is not used women will be unclean, which supports old attitudes setting women apart and devaluing them, therefore
be it,

RESOLVED, that the National Council of Women of Canada urge the Canadian Radio-Television and Communications Commission to provide standards for the advertising of feminine hygiene products which respect women's right to privacy, and to ensure that those standards are strictly upheld.