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ANOTHER WEEK, ANOTHER TODDLER ON A ROAD

Road safety campaigner Peter Olsen has renewed calls for the banning of the NRMA Motorserve television commercial featuring babies crawling along roads, in light of yet another incident of a toddler being found on a road.

"At 8.30am yesterday morning a two-year-old girl was found wandering along Park Ave at Kingswood. It was the third such incident since the start of the NRMA's current Motorserve ad campaign.

"The NRMA has stuck its head firmly in the sand on the issue and refuses to accept that its commercials could influence impressionable young children.

"The toothless Advertising Standards Bureau cannot see anything wrong with the commercials either. That is hardly surprising given its ongoing refusal to enforce the ban that exists on motor vehicle commercials that feature speed and illegal driving.

"If the NRMA will not withdraw the ads then the Government should step in and ban them. It should also enact legislation that would prevent any similar ads being screened in the future.

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