



For the attention of the Independent Reviewer of ASA Adjudications.

19<sup>th</sup> October, 2014

Dear Sir,

I am the Director for the UK EM Radiation Research Trust (RRT) charity and co-founder and board member for the International EMF Alliance and I am also a member European Commission DG SANCO expert Stakeholder Dialogue Group on EMF.

I am calling for a review of advertising targeting or using children to promote mobile phones, ipads, wifi and microwave baby monitors. These products are putting our children's health and us all at risk and should be heavily regulated. The new iphone advert even goes as far to say that the phone is healthy for you.

I also wish to lodge a complaint regarding a reckless comment made by one of the presenters representing Cancer Research UK on Chanel 4's Stand up to Cancer show on Friday 17<sup>th</sup> October, 2014. The show conducted a survey asking the audience if they thought mobile phones cause cancer and 65% of the audience said yes. The presenter representing cancer research then announced that mobile phones do not cause cancer therefore leading the audience and viewers into a dangerous and false sense of security in the belief that mobile phones are safe. This comment cannot be substantiated and is not acceptable and needs to be addressed and as a matter of urgency.

The British public offered generous donations towards for cancer research UK following channel 4s show and therefore deserve to receive honest advice with regards to cancer prevention. I therefore call for an investigation under the freedom of information act calling for cancer research to disclose major investments received from the mobile phone/wireless industry and for this to be made public before offering dangerous advice and misleading the public.

I would like to draw your attention to the work of the BioInitiative Working Group: <http://www.bioinitiative.org>. This group of researchers have reviewed 1000's of peer reviewed scientific papers and highlights the fact that Bioeffects are clearly established to occur with very low exposure levels of (non-thermal levels) to electromagnetic fields and radiofrequency radiation exposures. The report calls for the precautionary approach and urgent action due to chronic EMF-related diseases that are a potential risk for everyone. These diseases include adverse effects on the central nervous system, cancer initiating and promoting effects, impairments of certain brain functions, loss of memory and cognitive function and infertility and immune dysfunction.

Advice from the UK Department of health says:

"we need more research to look at the situation, particularly in the long term.

The body and nervous system are still developing into the teenage years. Therefore, as a precaution, the UK Chief Medical Officers advise that children and young people under 16 should be encouraged to use mobile phones for essential purposes only, and to keep calls

short. If you are concerned, you can take steps to reduce your exposure such as using hands free kits or texting.”

Download here:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/215711/dh\\_124899.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/215711/dh_124899.pdf)

The World Health Organisation’s public health advice states “IARC has classified radiofrequency electromagnetic fields as possibly carcinogenic to humans (Group 2B), a category used when a causal association is considered credible.” The IARC -- the World Health Organization’s cancer committee scientists almost unanimously voted for the 2B “possible carcinogen to humans” this classification is for the entire RF - EMF Spectrum and therefore firmly falls into the proper application of the Precautionary Principle as defined in various European Commission documents. It is therefore not ethical or acceptable to promote or offer claims of safety for risky technology to the public.

The Hardell Group of researchers have since published five ground breaking studies in 2013. The Hardell studies are the first to correlate mobile phone usage with incidences of brain tumours over a 20+year period of time, longer than any other epidemiological studies. They found a clear correlation between cell phone usage and two types of brain tumours, acoustic neuromas and the deadliest of all brain cancers, gliomas.

In addition the Italian court considered Hardell’s studies more reliable and independent than the Interphone study which had been part funded by the mobile phone industry. The Italian Supreme Court judge has awarded compensation towards a plaintiff who developed a neuroma brain tumour caused by his heavy mobile phone use.

Hardell himself is calling for RF to be classified a Group 1 carcinogen. The Hardell group used the Bradford Hill framework for evaluation on brain tumour risk from RF/EMF. Based on Hill’s viewpoints and his discussion on how these issues should be used, glioma and acoustic neuroma are caused by RF-EMF emissions from wireless phones. According to the IARC Preamble (54), the classification should be group 1, i.e., “**the agent is carcinogenic to humans**”, and urgent revision of current guidelines for exposure is needed.”

The public and policy makers deserve to know the truth. Marian Harkin MEP expressed the need for a review from up to date evidence and the need for accountability when speaking at a major stakeholder event in Athens earlier this year. She stressed that 500 million European citizens are relying on scientific advisors.

I would like to add that 500 million European citizens and people throughout the world are also relying on the media to offer transparency and honest investigations to report the truth and offer a platform of fairness. We have a duty of care and not just for the 500 million European citizens that are at risk today, but future generations due to the epigenetic properties this agent carries. The Radiation Research Trust is therefore calling on the media to demonstrate independence and call for truth, transparency and a fair hearing within this very important debate.

Recently, the insurance industry sounded the warning bells as specialists from the Emerging Risks team at the global insurance company Swiss Re Sonar highlighted the implications for human health, in its 2013 Emerging Risks report. The report clearly state potential impacts are rated as high and likely to hit the casualty area of insurance business over the next decade. In particular with regard to the use of mobile phones, power lines or antennas for broadcasting.

Furthermore, in accordance with provisions of the Securities Exchange Act of 1934, there was a very telling revelation by a telecommunications company dated December 21, 2011, and you will find this to be true among similar reports in the telecom world. The report includes the following statement from VERIZON:

*"Our wireless business also faces personal injury and consumer class action lawsuits relating to alleged health effects of wireless phones or radio frequency transmitters, and class action lawsuits that challenge marketing practices and disclosures relating to alleged adverse health effects of handheld wireless phones. We may incur significant expenses in defending these lawsuits. In addition, we may be required to pay significant awards or settlements."*

Download more details here:

[http://www.radiationresearch.org/images/rrt\\_articles/Business.pdf](http://www.radiationresearch.org/images/rrt_articles/Business.pdf)

**This is a global issue with unparalleled amounts of money and power from industry. The US President's Cancer Panel reported that "the true burden of environmentally induced cancers has been grossly underestimated" and strongly urged action to reduce people's widespread exposure to carcinogens.**

The president's Cancer Panel 2008 – 2009 Report offers policy, research and program recommendations to responsible agencies, stakeholders, and other entities following the review from all stakeholders. The Report states: "methods for long-term monitoring and quantification of electromagnetic energy exposures related to cell phones and wireless technologies are urgently needed given the escalating use of these devices by larger and younger segments of the population and the higher radiofrequencies newer devices produce."

We need to learn from mistakes made with smoking and do not wish to be haunted in the future by programmes and adverts that have claimed that this technology is safe or even healthy for you when no one can offer guarantees of 100% safety, especially for children and long term exposure.

The clock has now started ticking on liability and we call on the media to take the lead in reporting and investigating the truth.

Yours faithfully,

Eileen O'Connor

Director

EM Radiation Research Trust

[www.radiationresearch.org](http://www.radiationresearch.org)

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Co-Founder and Board member for International EMF Alliance

<http://international-emf-alliance.org>



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