

R.R. 155560

Circular 38/91

Department of Education
To the Management Authorities and Principals
of National Schools

Promotion and marketing of commercial products through schools.

The Minister for Education is concerned at the pressure on schools from time to time to become involved in the marketing and promotion of commercial products. This matter was previously referred to in Circulars 23/84 and 7/87.

The Minister wishes school authorities to consider carefully the implications of allowing any situation to develop which would result in parents being put under undue pressure to purchase a particular commercial product. The Minister is confident that school authorities will respond and take whatever steps may be necessary to eliminate any such undesirable practice, where it may occur.

In this regard the Minister requests school authorities, following consultation with staff, to formulate agreed school policies in relation to commercial promotions.

Noel Lindsay,
Secretary.

October, 1991.