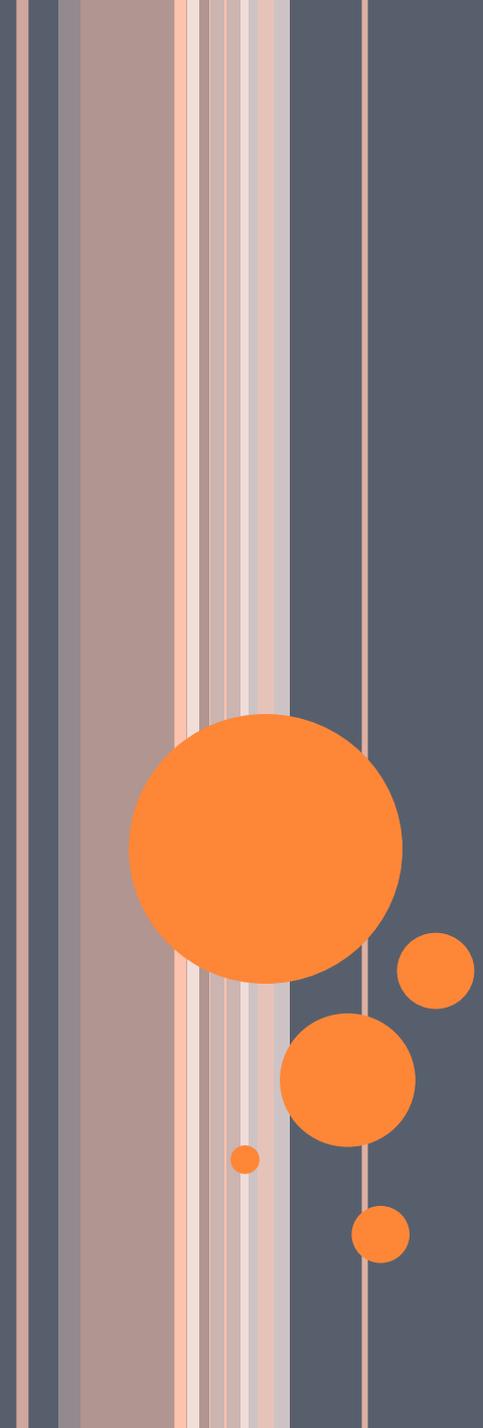


MARKETING ALCOHOL TO YOUTH: HOW IT WORKS & WHAT YOU CAN DO

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ATOD and Communications Manager

Revere CARES Coalition



THE PROBLEM: UNDERAGE DRINKING

In Revere and the Nation



VIDEO

- Watch “This Place” by FACE



UNDERAGE DRINKING HARMS OUR YOUTH



- Alcohol is the **most** commonly used drug among America's youth.
- Nationally¹:
 - 68% of 12th graders
 - 52% of 10th graders
 - 28% of 8th graders

Source: National Institute of Drug Abuse, Monitoring the Future Survey

<http://www.drugabuse.gov/drugs-abuse/alcohol>

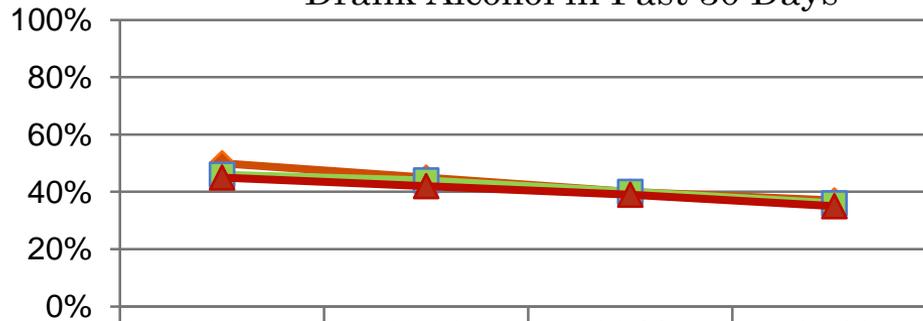
Photo: <http://metro.co.uk/2014/03/06/teenager-suffers-three-heart-attacks-after-drinking-ten-jagerbombs-in-two-hours-4449369/>



REVERE YOUTH ALCOHOL USE

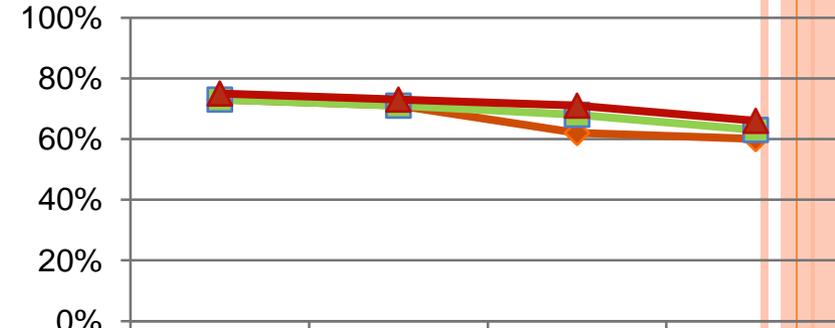
HIGH SCHOOL: 2007-2013²

Drank Alcohol in Past 30 Days



	2007	2009	2011	2013
Revere	50%	45%	40%	37%
Mass.	46%	44%	40%	36%
Nation	45%	42%	39%	35%

Ever Drank Alcohol



	2007	2009	2011	2013
Revere	73%	71%	62%	60%
Mass.	73%	71%	68%	63%
Nation	75%	73%	71%	66%

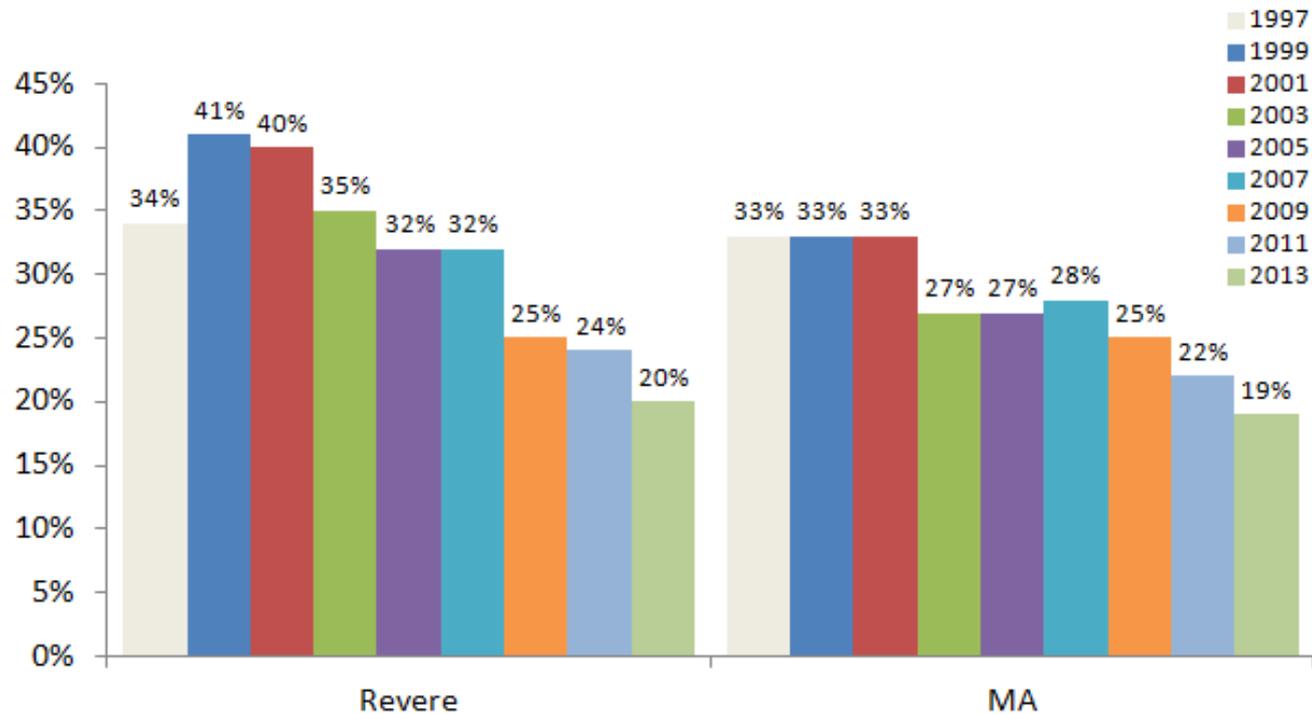


REVERE YOUTH BINGE DRINKING

HIGH SCHOOL: 2007-2013²

Past 30 Day Binge Drinking

High School 1997-2013 YRBS

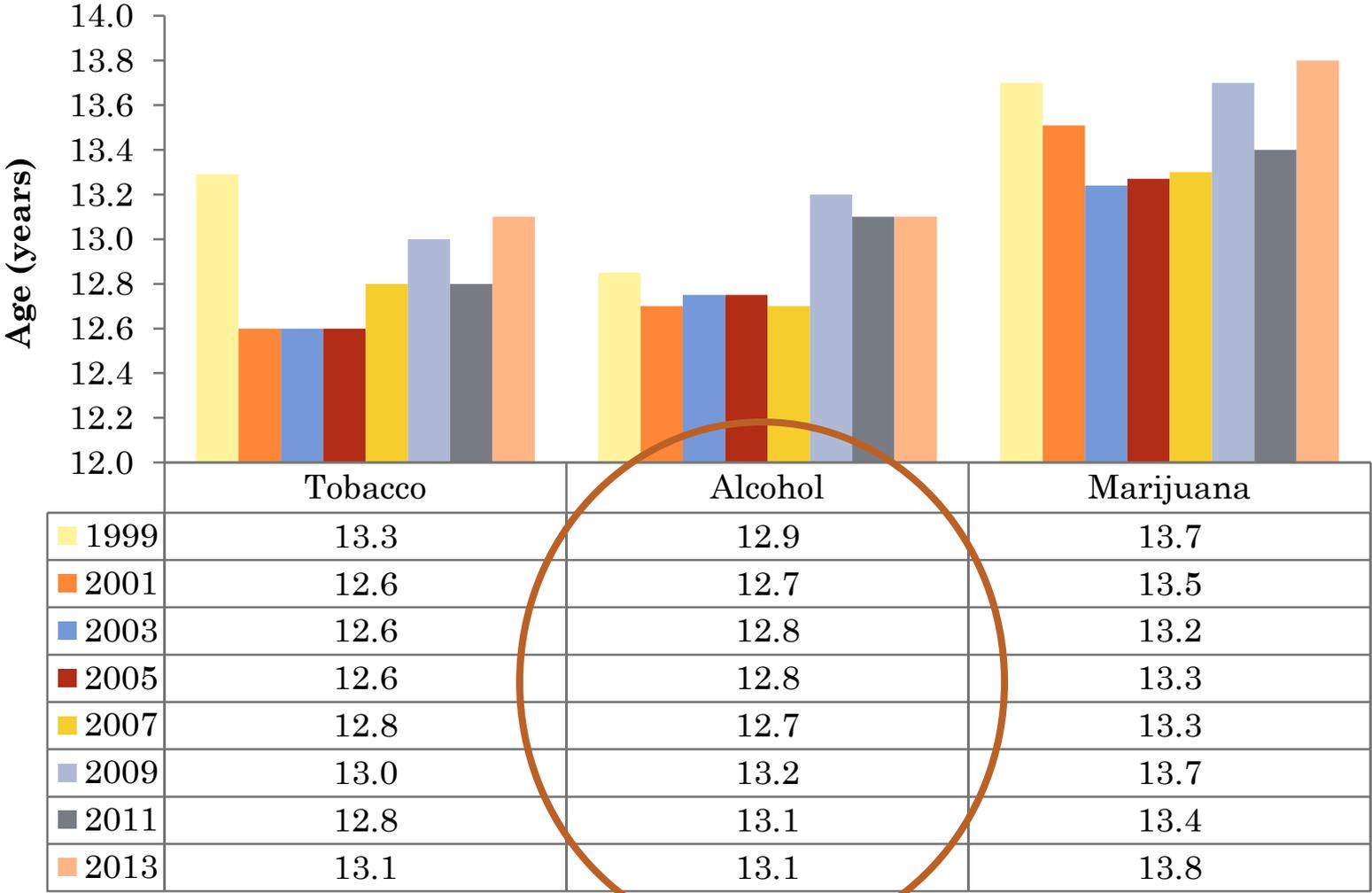


Source: 1997-2013 Revere High School YRBS
Binge Drinking: 5+ drinks in past 30 days



WHEN STUDENTS START USING

High School: 1999-2013²



Source: 1999-2013 Revere High School YRBS

THE HARMS: SAFETY AND HEALTH

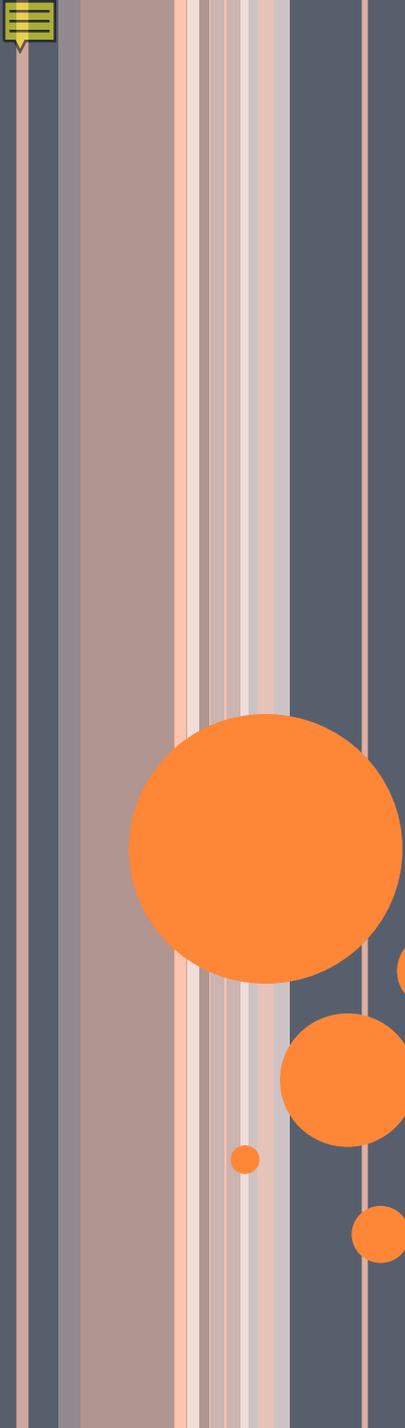
- **Safety concerns:**
 - **5,000** underage youth die from excessive alcohol use each year³.
 - **26%** of Revere youth reported riding with a drunk driver².
- **Health concerns:**
 - Youth who drink faced **2x** the likelihood of a **sexually transmitted disease** during the past year³ AND...
 - **5x** the risk of problem drinking later in life³.



THE HARMS: SOCIAL

- **Economic cost is over \$62billion/year³:**
 - Medical care
 - Lost productivity
 - Pain and suffering
- **Personal development also suffers^{1,4}:**
 - Education
 - Social development
 - Brain development





THE PROBLEM: MARKETING ALCOHOL TO OUR YOUTH

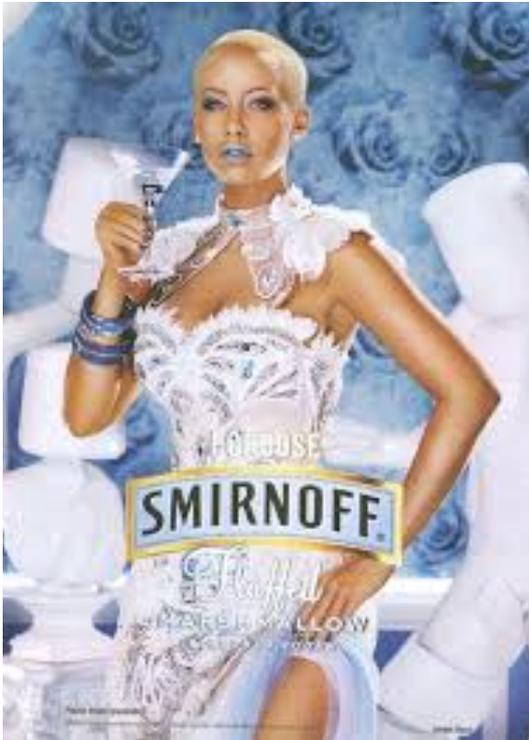
How Advertising Targets the Next Generation

ALCOHOL ADS REACH OUR YOUTH

- In 2005, alcohol advertisers spent **\$2 billion** on alcohol advertising.^{3,5}
- Between 2001 and 2005, youth exposure to alcohol advertising on television in the U.S. **increased by 41%**⁶.
 - Distilled spirits advertising on television rose from 1,973 ads in 2001 to 46,854 ads in 2005⁶.



ADS INFLUENCE YOUTH BEHAVIOR



- Studies have shown that:
 - Above average exposure to ads is associated with increased underage drinking⁷.
 - Money spent on ads are associated with increased underage drinking.
 - Ads lead to positive expectancies of alcohol's effects^{8,9}.
- Why?
 - Ads feed on the state of their brain development w.r.t risk, gratification, and social status¹⁰.

ADS INFLUENCE YOUTH BEHAVIOR

- Underage youth are drawn to *music, animal and people characters, story and humor in alcohol advertising.*



- Example: Bud Light Beer - Aired on television programs in 2012, including Superbowl XLVI.:
<http://www.youtube.com/watch?v=T5GbB4X-wZA>

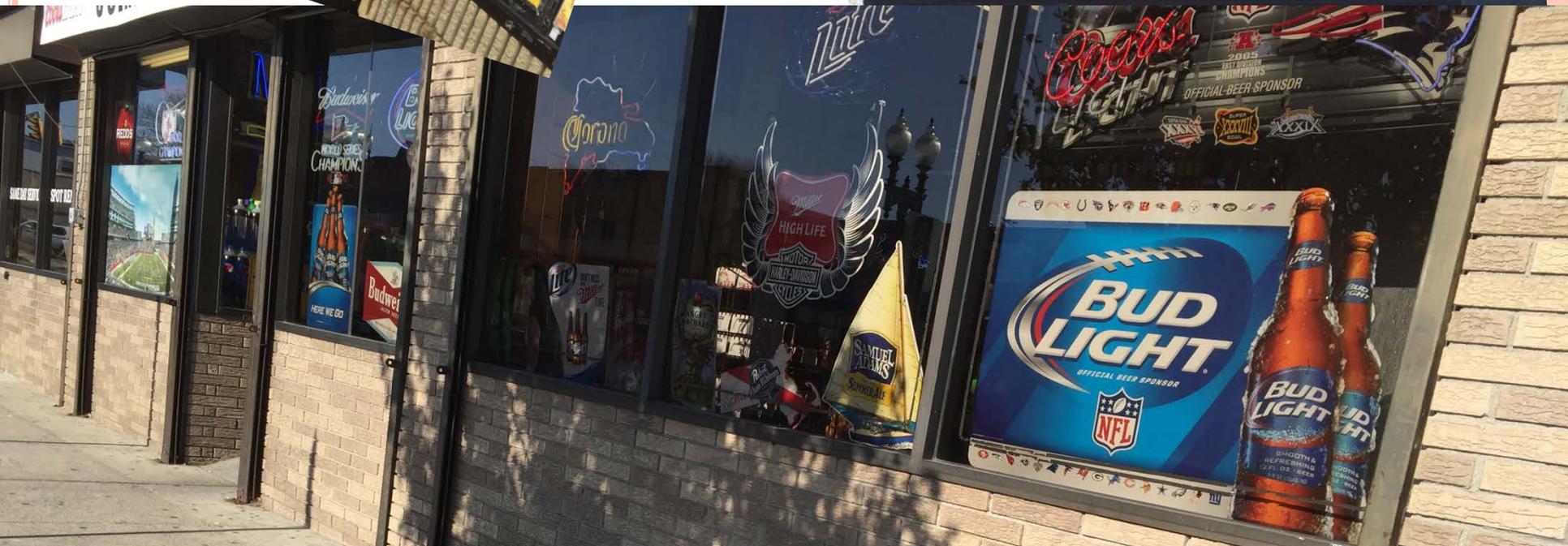
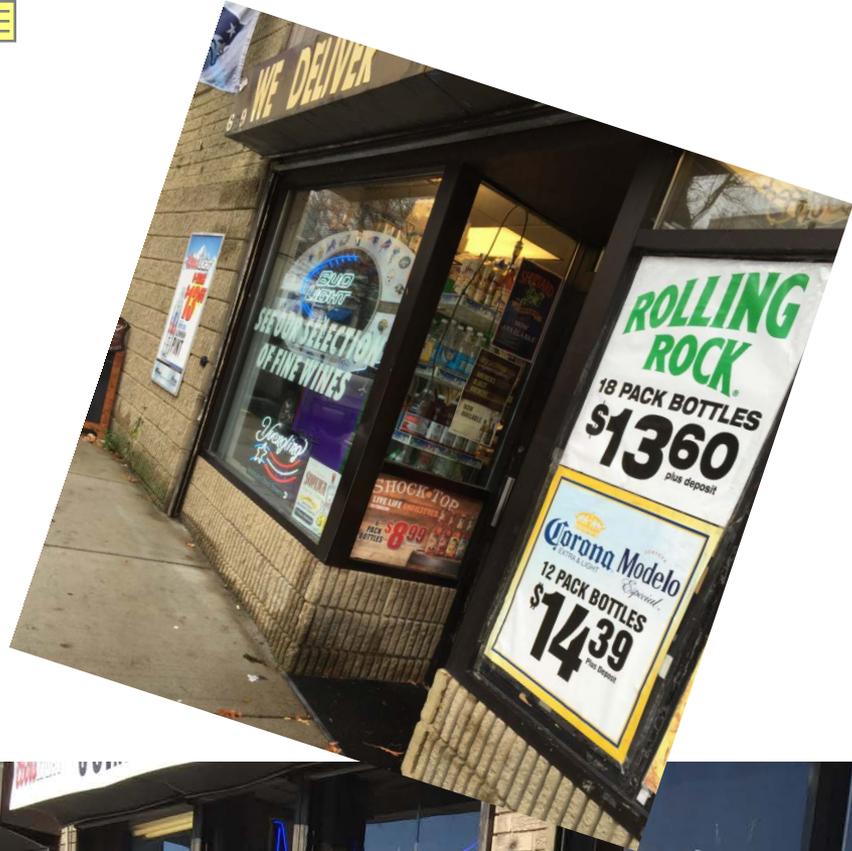




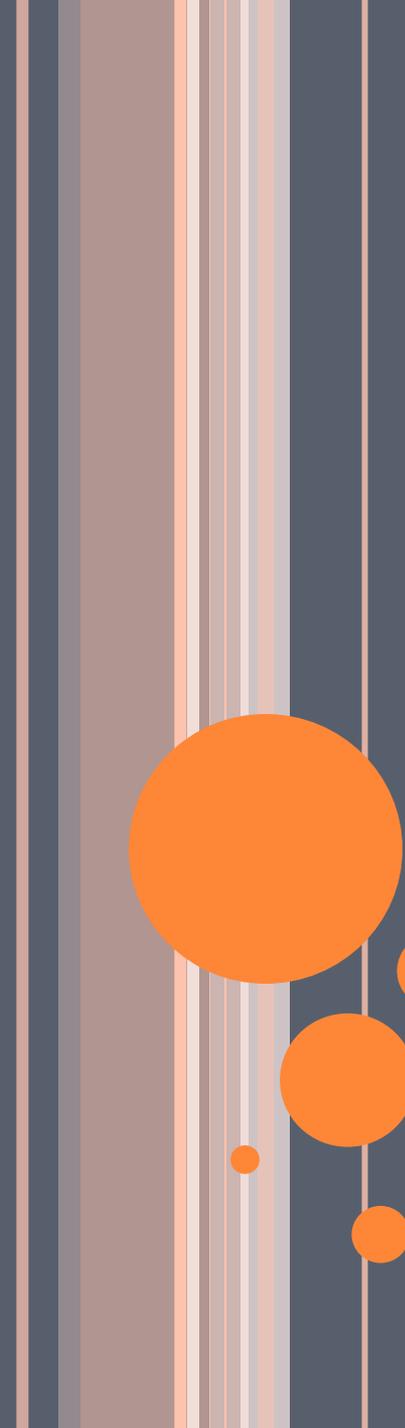
THIS PLACE...

Minute 8:45 9:20 samples of alcohol advertising









**THE SOLUTION:
A COMMUNITY APPROACH**

How WE Can Affect Change for Our Youth



WHY WE SHOULD CARE

- These are our youth, and we can affect change!
- A 28% reduction in alcohol advertising would¹¹:
 - Reduce adolescent monthly alcohol participation from 25% to between 24% and 21%, and
 - Reduce adolescent participation in binge drinking from 12% to between 11% and 8%.





HOW? COMMUNITY APPROACH!

- Process:
 - Enforce existing ordinances
 - Document compliance and changing needs
 - Work towards new ordinances that support change
 - Educate vendors, parents, youth, etc.
- Areas to assess:
 - Current enforcement
 - Ad placement
 - Ad content
 - Ad frequency





TAKE ACTION: EXAMPLES AT WORK

- Oakland, California has been restricting alcohol advertisements since 1998 by³:
 - Prohibiting alcohol ads on billboards in residential areas and near schools.
 - It also bans alcohol advertising within three blocks of recreation centers, churches, and licensed day care facilities.
- Ohio Parents for Drug Free Youth partnered with the community to champion statewide laws that³:
 - Prohibit all alcohol billboards within 500 feet of schools, parks and churches.





TAKE ACTION: POSSIBILITIES¹²

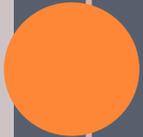
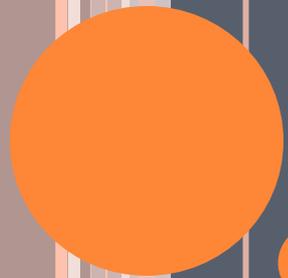
- Work with sponsors of community or ethnic holiday events to ensure that such events do not promote a culture in which underage drinking is acceptable.
 - Urge the alcohol industry to voluntarily reduce outdoor alcohol advertising.
 - Work towards city ordinances that restrict ad placement and/or blocking misleading messages from appearing where youth can access them.
 - Conduct ongoing surveillance of quantity and frequency of advertising in public space.
- 



THIS PLACE VIDEO

- Minute 9:58 12:45 or 13:18





THANK YOU!

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