



How Alcohol Advertising Affects our Youth

ALCOHOL ADVERTISING IS DANGEROUS FOR OUR YOUTH

The association between youth exposure to alcohol advertisements and underage drinking has been well documented in a number of studies. Researchers have concluded that the more alcohol ads youth see, the more likely they are to drink.^{1,2}

Parents: Youth's exposure to alcohol ads can affect their choices. Here's why:

- Alcohol is heavily marketed in the United States; alcohol companies spend at least \$4 billion a year on marketing and promotion.³
- Alcohol advertising has been found to influence youth alcohol use and encourage earlier and heavier consumption.³
 - One study found that, "African-American youth were exposed to 32% more alcohol advertising in magazines than youth in general."³
 - Another study found that youth in schools with at least 20% Hispanic students were surrounded by 6.5 times more alcohol advertising than others.⁴
 - One researcher found that for an additional hour of exposure to alcohol use in movies, there was a "15% increase in the likelihood of having tried alcohol in the next 13 to 26 months."⁵

Coalitions: Limiting Alcohol Ads Can Help Decrease the Use of Alcohol

- One study showed that decreasing the amount of alcohol advertising in public reduces the amount of alcohol that is consumed in that particular area. The author reported that "one more ban on all alcohol advertising in one type of media would reduce use by about 8%."⁶
- Some major cities have banned alcohol ads on public transportation.⁷
- As adults, we can help prevent early alcohol use and keep youth healthy.

The Massachusetts Substance Abuse Information and Education Helpline offers free and confidential information and referrals for alcohol and other drug abuse problems for all ages. The line is staffed 7 days a week. Help is available in over 140 languages.

**Toll-free: 1-800-327-5050 | TTY: Use MassRelay at 711 or 1-800-720-3480
www.helpline-online.com**



References

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