

ALCOHOL BEVERAGE ADVERTISING THAT TARGETS YOUTH

Adopted by Convention Delegates May 1992

Reviewed by Board of Managers April 2015

- WHEREAS, 10.6 million of 20.7 million 7th through 12th grade students nationwide consume alcohol, with 8 million young people drinking weekly, and 5.4 million teens stating that they have binged (5 or more drinks in a row on one occasion) at least once, while 454,000 binge at least once a week; and
- WHEREAS, Junior and senior high school students drink 35% of all wine coolers sold in the USA and 1.1 billion cans of beer each year; and
- WHEREAS, The media and mass communication contribute significantly to the formation of public attitude and social norms, and the alcohol beverage industry spends between one and two billion dollars annually to market alcohol, more than half of which goes to television for beer and wine commercials; and
- WHEREAS, A survey observed the relationship between childhood exposure to televised beer commercials and expectation to drink, and another study of prime-time television programming indicated viewers saw 8.1 alcohol drinking acts per hour; and
- WHEREAS, Surgeon General Antonia Novella, the National Commission for Drug-Free Schools, the Department of Health and Human Services' Healthy People Year 2000 objectives call for immediate measures to reduce youth alcohol use; now therefore be it
- RESOLVED,** That the California State PTA recommend that the National PTA seek and support legislation that bans alcohol beverage advertising on television and radio; and be it further
- RESOLVED,** That the California State PTA recommend that the National PTA make every effort to persuade the television industry to discontinue the glamorization of alcohol consumption in television programs and to refrain from showing alcohol consumption as glamorous in television programs shown during family prime-time viewing hours; and be it further
- RESOLVED,** That the California State PTA urge its units, councils and districts to inform and educate parents concerning the prevalence of teen drinking and the significant role of advertising in glamorizing and encouraging alcohol consumption, and how to exercise their rights as parents and consumers by contacting media sources and outlets about the use of such ads; and be it further

Continued on next page

RESOLVED, That the California State PTA urge its units, councils and districts to encourage their communities to provide family oriented events, fiestas, celebrations, etc., which do not include alcohol/alcohol beverage companies in any way.

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BACKGROUND SUMMARY

The most recent comprehensive and definitive survey of youths' views and practices concerning alcohol use was released by the Office of Inspector General, Department of Health and Human Services (HHS). This study was commissioned by Surgeon General Antonia Novello who is particularly concerned about the drinking habits of youth, the nation's 20.7 million 7th through 12th graders. These concerns are echoed by HHS Secretary Louis Sullivan's goals which are to reduce the prevalence of alcohol problems among children and youth. The findings include the following information:

- Fifty-one percent of junior and senior high students had at least one drink within the past year and 8 million students drink weekly.
- Junior and senior high school students drink 35 percent of all wine coolers in the United States and 1.1 billion cans of beer each year.
- More than 5 million students have binged at least once (3 million between May and June 1991) and 454,000 binge at least once a week.
- Students lack essential knowledge about alcohol and its effects.
- Alcohol beverage advertisements, friends and parents influence students' attitudes about alcohol.

In surveying students' perceptions about alcohol, 39% of all students named something they liked about advertisements for alcoholic beverages. The most common response was that advertisements spotlight attractive people and make drinking look like fun. Virtually all the students had seen advertisements for alcoholic beverages.

As high school students themselves readily admit, alcohol is our nation's number one drug problem. In an effort to counter-act the barrage of risk-free, pro-drinking messages from the alcohol industry, many national entities have combined to attack the national crisis of youth drinking. These entities are the Surgeon General, Department of Health and Human Services, the National Commission for Drug-Free School, Office of Drug Control Policy, the Youth Committee of National Coalition to Prevent Impaired Driving and the Office of Substance Abuse Prevention. As each of these entities considered prevention strategies the following recommendations emerged:

Continued on next page

Alcohol Beverage Advertising That Targets Youth - continued

- Eliminate alcohol advertising, promotion and sponsorship of public events where a majority of the audience is under legal drinking age.
- Eliminate alcohol advertising and promotion that portray activities that can be dangerous when combined with alcohol use.
- Eliminate the use of celebrities who have strong appeal to youth in alcohol advertising and promotion.
- Eliminate alcohol advertising and promotion on college campuses where a high proportion of the targeted audience is under the legal drinking age.

This resolution supports these prevention recommendations and particularly addresses the issue of alcohol advertising that targets youth.