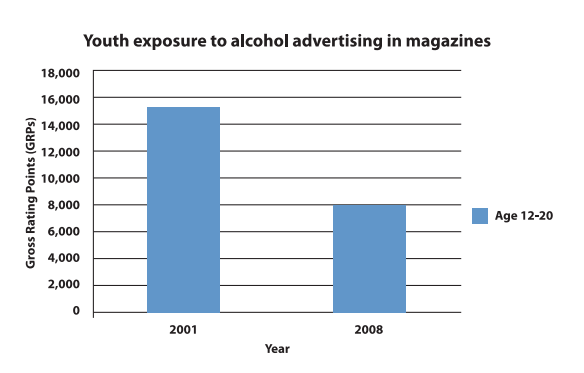


CAMY Documents Youth Exposure to Alcohol Ads

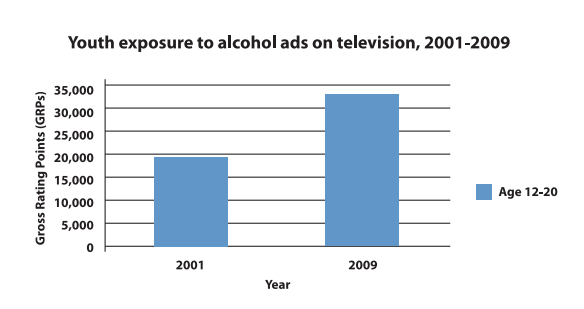
- Using standard advertising industry databases and methods, the Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health has issued more than 25 reports since 2001 documenting widespread exposure of underage youth to alcohol marketing on TV, radio, the Web, and in magazines.



- The industry has reduced youth exposure to its advertising in magazines and cut its spending on radio. However, youth exposure on television grew 71% between 2001 and 2009. Driving this increase was the rise of distilled spirits advertising on cable television—youth exposure to distilled spirits advertising on television was 30 times greater in 2009 than in 2001.

- This increase in youth exposure to alcohol advertising on U.S. television occurred despite efforts by alcohol companies to strengthen their self-regulatory standards. The average number of alcohol ads seen by youth watching television increased from 217 in 2001 to 366 in 2009, or one alcohol ad per day.

- From 2004, the first full calendar year after the industry implemented its 30 percent maximum for underage audiences, to 2009, youth exposure to distilled spirits ads on cable television doubled. In that same period, youth exposure to alcohol advertising on television overall grew at a faster rate than the exposure of adults ages 21 and above or young adults ages 21 to 34.



“Youth exposure to alcohol advertising has grown since 2004 at a rate faster than that of adults or young adults, and given the continued and unacceptably high rates of underage drinking we urge the Commission to move to a standard of limiting advertising to media where no more than 15% of the audience is between the ages of 12 and 20.”

— Letter from 24 State Attorneys General to the Federal Trade Commission, April 26, 2011

References for the information provided in this brochure are available at www.camy.org/digital_brochure.

The Center on Alcohol Marketing and Youth monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. The Center was founded in 2002 at Georgetown University with funding from The Pew Charitable Trusts and the Robert Wood Johnson Foundation. The Center moved to the Johns Hopkins Bloomberg School of Public Health in 2008 and is currently funded by the federal Centers for Disease Control and Prevention. This brochure was supported by the Cooperative Agreement 5U58DP002072-03. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC. For more information, visit www.camy.org.

The Center on
Alcohol Marketing and Youth

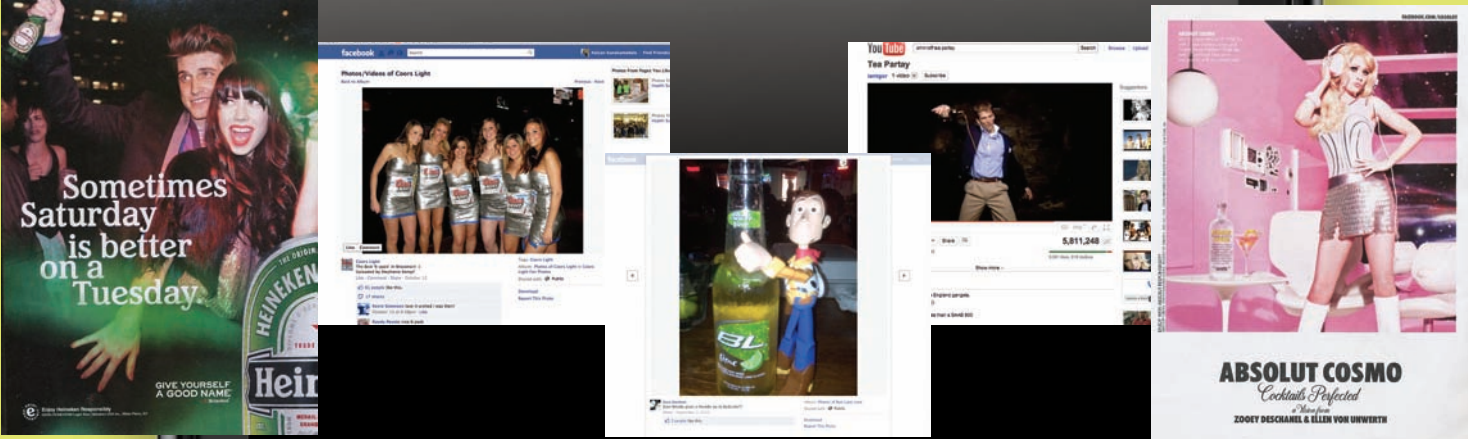


A Call for Reforms to Protect Our Kids

- In 2007, the Surgeon General issued the first-ever Call to Action to Prevent and Reduce Underage Drinking asking alcohol companies to end advertising placements that disproportionately expose youth.
- Because youth ages 12 to 20 are only 12.6% of the population in US television households, the alcohol industry's current threshold of not placing ads where underage youth are more than 28.4% of the audience allows alcohol advertising on programs where youth are more than twice as likely to see it as the rest of the viewing population.
- The National Research Council and Institute of Medicine, as well as 24 state attorneys general, have suggested that a 15% standard, roughly proportionate to the percentage of the population between the ages of 12 and 20, would be more appropriate than the current 28.4% standard.
- CAMY estimates that, had the industry had this standard in place in 2004, youth exposure would have fallen by 20%, and the industry could have saved 8% of its advertising costs with virtually no impact on its ability to reach adults ages 21 to 24 or 21 to 34.

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Plugged In 24/7: Alcohol Advertising & Youth in the Digital Age



“Exposure to alcohol marketing may increase the likelihood that young people will start drinking or drink more; therefore, reducing youth exposure to alcohol marketing can change attitudes toward drinking.”

— The Surgeon General's National Prevention Strategy, 2011

“Studies have found that the more young people are exposed to alcohol advertising and marketing, the more likely they are to drink, or if already drinking, drink more.”

— Letter from 24 State Attorneys General to the Federal Trade Commission, April 26, 2011

The Center on
Alcohol Marketing and Youth

Alcohol

Our Kids' Drug of Choice

- More young people drink alcohol than smoke tobacco or use marijuana.
- Youth who have been drunk in the last 30 days:
 - 8th graders – 4.4%
 - 10 graders – 13.7%
 - 12th graders – 25.0%
- Youth who consumed 5 or more drinks in a row on one or more occasions in the last 2 weeks:
 - 8th graders – 6.4%
 - 10th graders – 14.7%
 - 12th graders – 21.6%

Underage Drinking Harms and Kills Our Children

- Each year, an estimated 4,700 underage youth die from excessive alcohol use.
- Total yearly deaths from alcohol-related causes:
 - Ages 12-20: 4,272
 - Motor vehicle crashes: 2,022
 - Homicides: 1,227
 - Suicides: 480
 - Drownings: 125
- In 2009, there were approximately 199,000 emergency room visits by persons under age 21 who had been using alcohol.
- Young people who start drinking before the age of 15 are five times more likely to have alcohol problems later in life than those who begin drinking at age 21 or older.
- In 2003, 1 in 12 (8.2%) current high school drinkers, and 1 in 8 (13.7%) high school binge* drinkers reported being physically forced to have sexual intercourse. Binge drinkers were more than three times more likely to report this than non-drinkers.
- Young adult heavy** drinkers are twice as likely as non-drinkers to have had a sexually transmitted disease during the past year. Heavy drinking females are nearly three and a half times as likely as non-drinking females to have had a sexually transmitted disease.
- There is growing evidence to suggest that alcohol use prior to age 21 impairs crucial aspects of youthful brain development. In one recent study, heavy-drinking adolescents who had been sober for three weeks still scored 10 percent lower than non-drinking peers on tests requiring verbal and nonverbal recall and skills needed for map reading, geometry, and science.

Binge Drinking: Girls Catching Up to Boys



*Binge drinking is defined as consuming five or more drinks on one occasion in the past 30 days.

**Heavy drinking is defined as consuming five or more drinks on one occasion on each of five or more days in the past 30 days.

Digital and Social Media Saturates Youth In Alcohol Ads

- According to Consumer Reports, more than a third of minors on Facebook inflated their ages to sign up, because Facebook does not permit users below age 13.
- Youth are overrepresented on Facebook in the US. While 13-20 year olds make up only 13.6% of the 13 and older population, as of October 2011 they made up almost 22% of Facebook users.
- Ten leading alcohol brands have almost 6.7 million people “liking” their Facebook pages.
- As of November 2011, ten alcohol brands chosen for their youth appeal had uploaded 35,725 photos and 377 videos to their Facebook pages. Fans of these brands have uploaded 15,416 photos and 98 videos to the brand Facebook pages.
- At least 14 longitudinal scientific studies provide strong evidence that the amount of exposure to alcohol advertising influences whether young people start drinking or, if they already drink, how much they drink.

“The alcohol industry's digital and social media marketing tactics are blurring the boundaries between advertising and content with unprecedented sophistication...”

— Jeff Chester, executive director, Center for Digital Democracy

