

Media Statement
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Center on Alcohol Marketing and Youth Statement Regarding NAS/IOM Report, "Reducing Underage Drinking: A Collective Responsibility"

Statement attributable to Jim O'Hara, Executive Director, Center on Alcohol Marketing and Youth

Washington, DC - Millions of our children are risking their lives and futures by drinking alcohol. The National Academy of Sciences/Institute of Medicine (NAS/IOM) report, "Reducing Underage Drinking: A Collective Responsibility," rightly calls on all of us to hold ourselves accountable and take responsibility for our children. We need to limit the availability of alcohol to teens, strictly enforce underage drinking laws, and give local communities the resources they need to reduce and prevent underage drinking. The alcohol industry needs to show responsibility and limit underage youth exposure to its advertising. The public should have access to information about the industry's advertising practices and underage youth so they can hold the industry accountable. The public should have an annual report card from our public health agencies on how well we are really doing and where we need to do better to protect our children. The IOM has reviewed the scientific literature and told us what works. Now, it's up to all of us