

Media Statement
For Immediate Release
July 21, 2004

Contact:
Nicole King
202.687.0884

STOP Underage Drinking Act: Important First Step

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

Washington, DC – “The "STOP Underage Drinking Act" is an important initiative in preventing and reducing underage drinking. Introduced by a bi-partisan group of U.S. senators and representatives, this legislation marks a much-needed recognition of the scope and devastating consequences of underage drinking, which tragically results in the death of more than nine young people every day in this country.

The STOP Underage Drinking Act employs many of the well-tested, common-sense policies and programs recommended in the Institute of Medicine's September 2003 report to Congress. It calls for measures to reduce alcohol's availability to teens, better enforce drinking laws, and provide more resources for local community efforts. It also begins the process of developing an adult-oriented media campaign to educate parents about this issue.

Finally, the bill provides for public health monitoring of the amount of alcohol advertising reaching our youth. This critical information will allow policymakers and parents to hold the alcohol industry accountable and responsible.

Senators DeWine and Dodd and Representatives DeLauro, Osborne, Roybal-Allard, Wamp and Wolf are to be congratulated for their leadership in protecting our children and families and for showing how, by working together, critical public health needs can be addressed.”