

**CITY OF OMAHA**

LEGISLATIVE CHAMBER

Omaha, Nebraska

RESOLVED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

WHEREAS, children who consume alcohol before age 15 are four times more likely to develop addiction at some point in their lives when compared to abstaining children; and,

WHEREAS, the Centers for Disease Control and Prevention (CDC) surveyed over 1,800 Nebraska high school students and found that in 2001, 53% of the students reported using alcohol in the preceding month; and,

WHEREAS, more than 30.9% of alcohol advertising on television in 2001 in the Omaha media market was more likely to be seen by youth ages 12-20 than by adults of legal drinking age; and,

WHEREAS, reports by the Center on Alcohol Marketing and Youth show that underage youth are exposed to more alcohol advertising than adults on television, radio and in magazines; and,

WHEREAS, the Journal of the American Medical Association published in its May 14, 2003, edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased; and,

WHEREAS, the current voluntary guidelines of the Beer Institute and the Distilled Spirits Council of the U.S. allow alcohol advertising to reach a great number of youth.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF OMAHA:

THAT, the City Council asks Nebraska's federal, state and local government leaders as well as other relevant public and private entities to support the findings of the National Academy of Sciences report titled *Reducing Underage Drinking: A Collective Responsibility*, and in particular to take steps to protect youth from the harmful effects of overexposure to advertising and promotions for alcoholic beverages.

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APPROVED AS TO FORM:

*Michelle Peters* 2/9/04  
CITY ATTORNEY DATE

By.....  
Councilmember

Adopted.....

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City Clerk

Approved.....  
Mayor

Corrected AGENDA DOC. NO. 5