

IN THE MATTER OF Examination of alcohol marketing practices that reach children

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, independent research indicates that alcohol advertising and marketing have an impact on a child's beliefs and expectations regarding alcohol use, influencing children and their peers, and

WHEREAS, in 1999 the Federal Trade Commission issued a report calling for specific modifications in the existing alcohol advertising guidelines, modifications that have never been adopted, and

WHEREAS, research indicates that alcohol advertising and marketing have a significant impact, and that they influence the attitudes of parents and peers and help create an environment that promotes underage drinking, and

WHEREAS, a report by the Center on Alcohol Marketing and Youth proved that children see more advertising for beer and ale than for jeans, chewing gum, or tennis shoes, and

WHEREAS, in Ohio's five major media markets just over 30% of the time, children were more likely than adults of legal drinking age to see alcohol advertising on T.V., and

WHEREAS, a second study showed that youth between the ages of 12 and 20 years of age saw more magazine advertising for alcohol than adults of the legal drinking age, and

WHEREAS, self-regulation and existing voluntary guidelines do not provide effective deterrence or guidance to alcohol producers to prevent their advertising from reach inappropriately young consumers, **NOW THEREFORE**

BE IT RESOLVED by the Board of County Commissioners, County of Fairfield, State of Ohio:

SECTION 1: that the Board of Commissioners exhorts the Federal Trade Commission and the Congress of the United States of America to take steps, including public hearings, investigations and similar actions, to examine alcohol marketing and advertising practices that reach children.

Motion by Mike Kiger seconded by Judith Shupe that the resolution be adopted was carried by the following vote:

YEAS: Kiger, Shupe and Myers NAYS: NONE

ABSTENTIONS: NONE

cc: Judith K. Shupe

Jon Myers

ADOPTED February 4, 2003

Mike Kiger

Jacqueline D. Long
JACQUELINE D. LONG, CLERK

BOARD OF COUNTY COMMISSIONERS