



TENNESSEE PUBLIC HEALTH ASSOCIATION

P. O. Box 210147 • Nashville, Tennessee 37221

Phone (615) 646-3805 • Fax (615) 646-1039

Email dgspain@comcast.net

RESOLUTION OF THE TENNESSEE PUBLIC HEALTH ASSOCIATION FOR TARGETING OF TEENS BY ALCOHOL ADVERTISING

WHEREAS, advertising is a powerful force in American culture; and

WHEREAS, nearly one quarter of all alcohol advertising on television in 2001 was more likely to be seen by youth than adults; and

WHEREAS, more than half of the money spent on alcohol magazine advertising was in 24 magazines with disproportionately large youth audiences; and

WHEREAS, alcohol use plays a substantial role in all three leading causes of death among youth; and

WHEREAS, children who begin drinking before the age of 15 are four times more likely to develop alcohol dependence than those who wait until the age of 21; and

WHEREAS, approximately 10 million American youth under the age of 21, drink to excess, consuming five or more drinks in a row, one or more times in a two-week period; and

WHEREAS, awareness of the level and type of advertising that reaches young people is the key to change; and

WHEREAS, there is a need for more rigorous monitoring of the youth exposure to advertising practices of the alcohol industry; and

WHEREAS, states and local communities can play a role in protecting our kids from alcohol industry marketing efforts but leadership is also needed at the federal level in order to protect our youth; and

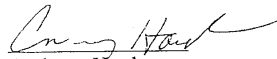
WHEREAS, a survey of more than a thousand Tennessee high school students (CDC, 2001) found that 32.3% of these students reported that, in the 30 days prior to the study, they had ridden with a driver who had been drinking; and

WHEREAS, the CDD reported that 21.8% of sexually active teenagers in Tennessee reported engaging in sexual intercourse after using alcohol or drugs; and

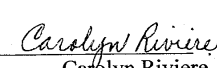
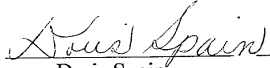
NOW, THEREFORE BE IT RESOLVED, that the Tennessee Public Health Association strongly urges Senator Lamar Alexander to hold a subcommittee hearing to review the alcohol industry's advertising and marketing practices to youth audiences; and

BE IT FURTHER RESOLVED, that the Tennessee Public Health Association urges Senator William Frist to ask the Federal Trade Commission to review policies on advertising alcoholic beverages in print and electronic media that reach underage audiences; and

BE IT FURTHER RESOLVED, that a copy of this resolution be furnished to Senator Lamar Alexander and Senator William Frist and that a copy be spread upon the minutes of the association.



Anthony Harden,
President
Tennessee Public Health
Association



Doris Spain
Executive Director
Tennessee Public Health
Association

Carolyn Riviere, Chair
Resolutions Subcommittee
Tennessee Public Health
Association

TPHA 2003-02