

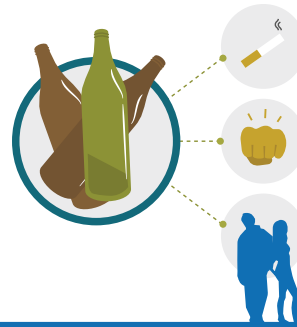
REDUCING YOUTH EXPOSURE TO ALCOHOL ADVERTISING ON CABLE TV

BACKGROUND



4,300 people under age 21 die every year as a result of alcohol use.

Underage alcohol use is associated with many health risks including...



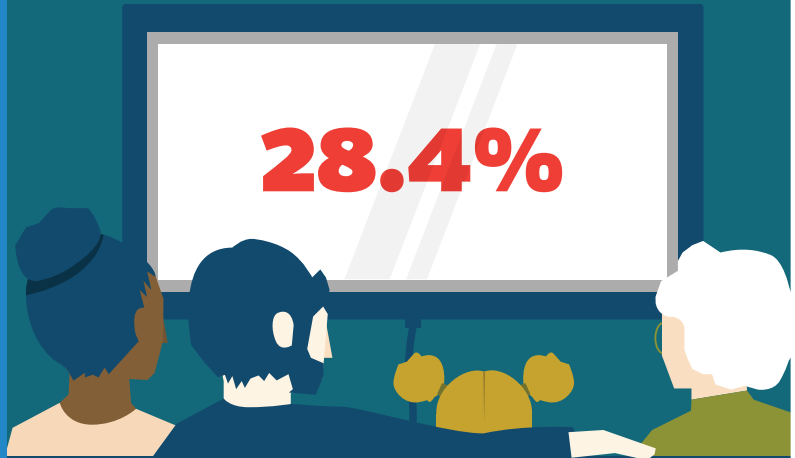
SMOKING,

PHYSICAL FIGHTING,

AND HIGH-RISK SEXUAL ACTIVITY.



Studies have shown that the more young people are **exposed to alcohol marketing**, the more likely they are to start drinking or if already drinking, to **drink more**.



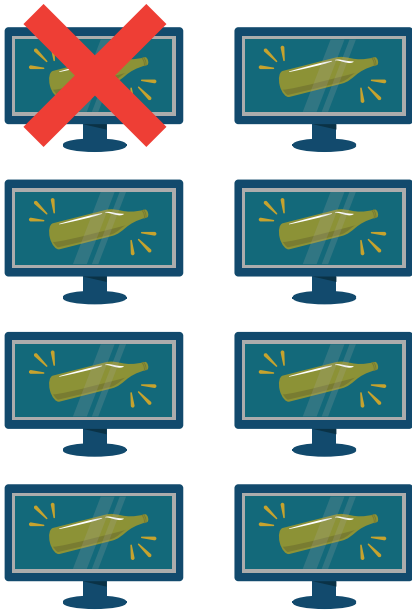
Alcohol industry guidelines advise against advertising on programs where more than 28.4% of the audience is underage.

THE PROBLEM

3.8 BILLION

Underage viewers saw an alcohol advertisement on a cable TV program that violated alcohol industry guidelines **3.8 billion times** from October 2013-September 2015.





Nearly 1 in 8 alcohol ads on cable TV violated industry guidelines during this time period.

ABOUT 99%
of these 3.8 billion non-compliant exposures could be eliminated because:

73.8% were on programs that were non-compliant in the past

18.4% were on cable network/ time-of-day combinations that were non-compliant in the past

6.7% were on low-rated programs

THE SOLUTION: THREE NO-BUY LIST CRITERIA

To reduce non-compliant alcohol advertising on cable TV, alcohol advertisers could use three no-buy list criteria:

 **NO BUY**

1

Avoid placing ads on cable TV programs that violated industry guidelines in the past;

2

Avoid placing ads on cable networks at times of day that violated industry guidelines in the past; and

3

Avoid placing ads on cable TV programs with a small number of adult viewers (i.e., less than 1 million).

Learn more at [camy.org/resources/reports](https://www.camy.org/resources/reports)

