



You Need to Know! Alcohol Ads Mislead Youth

The Reality of Alcohol Ads

73% of the public believes that "alcohol advertising is a major contributor to underage drinking."
Source: Century Council: Alcohol Issues Insights

12% of TV ads placed by the alcohol industry **VIOLATE** their own standards by exposing the **ads to** an audience comprised of more than 30% **underage people**. *Source: CAMY, 2005*

Beer **IS** the most heavily imported and advertised alcoholic product on Guam.*
Source: Guam Statistic Yearbook 2004

"The alcohol industry's warnings to our kids not to drink until they are 21 are buried under an avalanche of **alcohol ads that glamorize drinking**"
Source: Dr. David Jernigan, CAMY RD

Alcohol companies spent **27 times more on product ads** than on "responsibility" ads.

9 to 11 year olds were more familiar with **Budweiser's TV frogs** than Kellogg's Tony the Tiger, Mighty Morphin's Power Rangers or Smokey the Bear.
Source: Berkeley: CAA, 1996

Alcohol ads lead to youth drinking:

Teens say ads have a greater **influence** on their desire to **drink** in general than on their desire to buy a particular brand of alcohol.
Source: USA Today 1997

Children who were more **aware of beer advertising** held more favorable views on drinking and expressed an intention to **drink** more often as adults than did children who were less knowledgeable about the ads.
Source: Bethesda, MD: NIAA, 1995

A study published in January 2006 concludes that greater **exposure** to alcohol advertising contributes to an **increase in drinking among underage youth**.

Source: Archives of Pediatrics and Adolescent Medicine 160(2006).

A complete ban on alcohol advertising could reduce monthly levels of youth drinking by 24% and youth binge drinking by 42%.

Source: Cambridge, MA: NBER, 2003

For more information:

Department of Mental Health and Substance Abuse
www.dmhsa.guam.gov
www.healthychoicesguam.org
Drug & Alcohol Branch
475-5438/39
PEACE Office
477-9079-83
www.peaceguam.org

National Council on Alcoholism and Drug Dependence
www.ncadd.org

Center on Alcohol Marketing and Youth
www.camy.org

