

Marketing Alcohol and Tobacco to Underage Youth

WHEREAS, alcohol advertisement is seen in great amounts by youth;¹

WHEREAS, both beer and distilled liquor advertisements appear frequently in magazines with high adolescent readership;⁶

WHEREAS, tobacco products are prominently advertised at point-of-purchase, where they are readily visible to youth;^{8,9}

WHEREAS, tobacco and alcohol advertising appears in print venues with very large youth readership;^{4,5,6,12}

WHEREAS, tobacco and alcohol marketers buy sponsorship of sporting events, rock concerts, and vacation promotions with large numbers of minors as viewers and participants;^{13,14,15,16,17}

WHEREAS, radio advertising for alcoholic beverages often occurs in youth-oriented programming;¹⁸

WHEREAS, placement of alcohol and tobacco products in movies continues unabated;¹⁹

WHEREAS, smoking in movies affects smoking behavior of adolescents;^{20,21,22,23}

WHEREAS, underage youth are drawn to advertisements that incorporate music, animal and people characters, story and humor;²

WHEREAS, clothing, caps, and other products are inappropriately and unethically used to display the brand names and/or logos of alcoholic beverages and tobacco products;^{7,8}

WHEREAS, frequent themes in alcohol advertising are humor, success, relaxation, friendship, physical attractiveness, sex, and romance¹⁰ and common images in cigarette advertising include, but are not limited to, veritable "pictures of health," images of independence, adventure and risk taking, sophistication, glamour, sexual attractiveness¹¹;

WHEREAS, youth-oriented tobacco advertisement increased after the Master Settlement Agreement;^{4,5}

WHEREAS, alcohol advertising shapes attitudes and perceptions among youth aged 15-20 and those perceptions predict young people's positive expectancies and intentions to drink;³

WHEREAS, adolescents who view more television programs containing alcohol commercials are more likely to drink beer, wine/liquor, or to drink three or more drinks on at least one occasion;²⁴

WHEREAS, both alcohol and tobacco can lead to dependence, especially when use is initiated at an early age;^{25,26,27,28}

WHEREAS, advertising is effective at influencing the use of tobacco and alcohol among young people;^{2,29,30,31}

THEREFORE BE IT RESOLVED: that the American School Health Association calls upon:

- 1) the public to become informed concerning practices of marketing alcohol and tobacco;
- 2) school health professionals to educate their colleagues, students, parents, school staff/authorities, and other community members regarding the marketing techniques that target underage youth;
- 3) itself, its member, and other school health professionals to advocate for and support legislation that both restricts the marketing of alcohol and tobacco products and encourages the marketing of positive health messages for children and youth and others; and
- 4) school health professionals to encourage schools to include instruction enabling students to critically analyze media messages relating to alcohol and tobacco.

BE IT FURTHER RESOLVED: that, in recognition of the need to increase awareness of the targeting and media manipulation of our youth and to promote positive messages to our young people, that those responsible for publication and program planning within the American School Health Association seek appropriate avenues of bringing these issues to the forefront in their continuing efforts.

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Year Revised: 2008

Year Adopted: 1997

© 2004

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