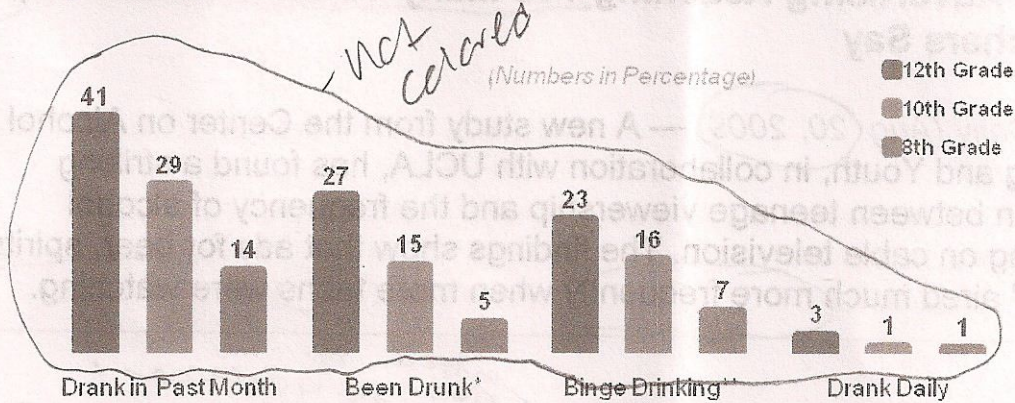


Reported Drinking Patterns Among 8th, 10th and 12th Grade Students: 2010



Source: NIDA, *National Survey Results on Drug Use from the Monitoring The Future Study*, Vol. II Johnston L., et al, U. of Michigan, 12/10
 Note: Author state language on the 93/94 survey changed slightly

* Been drunk in the previous 30 days. ** Five or more drinks in a row in the previous two weeks.

In contrast, wine ads decreased by 8 percent with each 1-percentage-point increase in

adolescent viewership; this finding suggests that alcohol advertisers can, in fact, successfully avoid adolescent audiences.

"This study did not examine whether alcohol advertisers are intentionally overexposing adolescents," said lead study author Dr. Paul J. Chung, assistant professor of pediatrics at Mattel Children's Hospital UCLA and a senior natural scientist at the RAND Corp. "The alcohol industry has consistently denied actively targeting teens, and our study isn't designed to test that claim. However, the ultimate effect of their advertising strategies, intentional or not, appears to be greater exposure than might be expected if adults were the sole targets of ads."

For years, alcohol has been the substance of abuse most commonly used by teens in the United States, and the public health consequences of underage drinking are considerable. Numerous studies and national statistics report that adolescents are involved in a significant proportion of the injuries, violence and crime that stem from binge drinking and other forms of alcohol abuse. Moreover, studies have shown that starting to drink as an adolescent has been linked with much greater risks of lifelong problem drinking.

Multiple studies suggest that alcohol ads can have substantial influence on underage drinking attitudes and behaviors.

not covered

anything before 30 days is fine

is ok? -50 4 or less

overheard Doug say that the article has nothing about video games