

Children/adolescents said more

"It's difficult to document experimentally," said Chung, who also directs the UCLA-RAND Center for Adolescent Health Promotion. "But there's not too much doubt that advertising and marketing affect the behavior of both children and adults. Common sense tells us that if it didn't work, companies probably wouldn't be spending so much money on it. So, it's a lot harder for parents, teachers and clinicians to successfully encourage kids to delay drinking when so many things they're seeing — on television, on billboards, on movie screens, on the Internet — are telling them otherwise."

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Additional study authors included Craig F. Garfield from the North Shore University Health System, Marc N. Elliott from the RAND Corp., Joshua Ostroff and Craig Ross from Virtual Media Resources, Katherine D. Vestal from UCLA, and senior author Mark A. Schuster from Harvard Medical School, Children's Hospital Boston and RAND.