

# WHAT THE ALCOHOL COMPANIES DON'T WANT YOU TO KNOW:

The Whole Truth About ...  
A L C H O L

## WHO IMPACTS YOUR DECISIONS?

People under the age of 21 are a major target audience for the alcohol industry. Marketers deliver almost twice as many ads to youth ages 12-20 than to adults. Are you a target?

- Distilled spirits: 27% more advertising to youth than adults
- Beer: 45% more advertising to youth than adults
- Low-alcohol refreshments ("malternatives"): 60% more advertising to youth than adults



## Forget the Myth!

**Myth:** Alcohol is less deadly than other drugs.

**Fact:** Underage drinking is our nation's No. 1 youth drug problem. It kills 6.5 times more youth than all illicit drugs combined. Alcohol is implicated in more than 100,000 deaths annually.

## MONEY TALKS

Each year, alcohol companies spend billions of dollars on ads offering their products. Beer & ale companies spend over \$695 million to advertise on television alone. Youth are now more likely to see TV commercials for beer than for fruit drinks, snacks, sneakers, jeans, soft drinks, shampoos & conditioners, gum, or dept. stores. How many times have alcohol marketers offered *you* a drink?

## Brain Drain

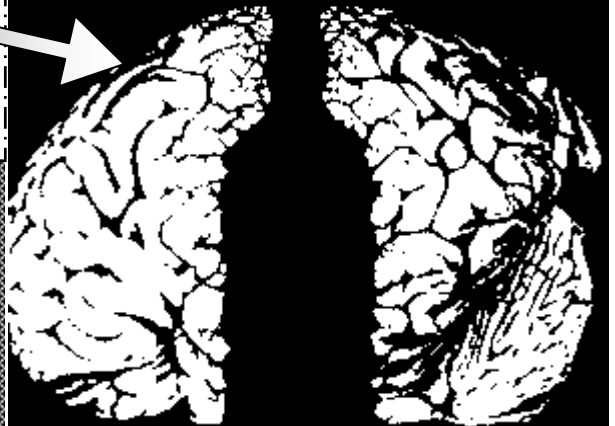
Research indicates that adolescents who use alcohol may remember 10 percent less of what they have learned than those who don't drink.

It's  
The  
Law:

~ Ohio Revised Code 4301.632 ~  
**Persons under 21 cannot purchase, consume, possess, or share the cost of an alcoholic beverage. Violation is a 1<sup>st</sup> degree misdemeanor and a fine and/or jail time.**

## What's Bustin' Your Brain?

The use of alcohol or other drugs has negative short- and long-term effects. Alcohol can impair your judgment, self-control, brain development, memory, reflexes, coordination, and ability to learn new things!

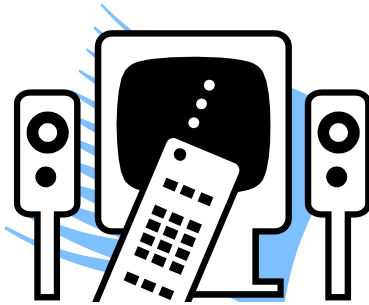


## Don't Buy the lie

The most powerful media messages are the ones that lead us to believe "**everyone is doing it**" - whatever "it" is.

The truth is, often times very few people are!

Don't be persuaded by **fake facts** and **extravagant exaggeration**.



## Movies:

### More Than Meets the Eye

In a study, 98% of the 200 most popular movies ('96-'97) depicted substance use. Illegal drug use was in 22% of these movies, while alcohol & tobacco appeared in over 90%. However, the media is not always accurate or complete in its messages.

Don't let the media make your choices for you!

## NOT Just Beer!

So, you think "*It's just beer -- it can't permanently damage anyone*" ...**WRONG!**

alcohol can do major damage to your brain, liver, stomach, heart and other critical organs!

## DID YOU KNOW...

- A study of students ages 18 - 24 found that over 70,000 students were victims of alcohol-related **sexual assault**.
- Alcohol is involved in about half of all **rapes**.
- In a 1997 survey of state prisoners, 40% of convicted rape and sexual assault offenders said that **they were drinking at the time of the crime**.
- If you are around people who are drinking, you have an **increased risk** of being seriously injured, involved in car crashes, or affected by violence.

## Make the Smart Choice Quiz

- Will this hurt my reputation?
- Does it break the law?
- Can it harm my body?
- Will I disappoint the people who care about me?
- Can it have a negative impact on my education, scholarships, sports eligibility, or other opportunities?

Make  
Wise  
Decisions:



*Think Ahead...are your plans safe?*

*Have alternate plans...in case things get out of control.*

*Do something else...there are always other options.*

*Join a club...get involved with positive, healthy groups and activities or volunteer.*

*Value individuality...be yourself...don't follow the crowd if what they are doing is illegal or harmful.*

*Be media literate...interpret messages from the media.*

*Weigh the consequences...you have the power to say no.*

## Northeast Community Challenge Coalition

A Coalition of 40 organizations within Montgomery, Blue Ash, Symmes Township, and Sycamore Township, working together to improve the health of your community. For more information or resources contact the NECC at:

[www.necchealthycommunity.org](http://www.necchealthycommunity.org) ~ (513) 489-2587 ~ [nec@inci.rr.com](mailto:nec@inci.rr.com)