

You're Being Targeted...

The Media: They're after you...

- In 2001, \$695,000,000 was spent to advertise beer and ale on TV.
- You see more advertisements for beer than for items you can actually use such as jeans, sneaker, or gum.
- Be aware of the different forms of the media. The media influences you through TV, radio, recorded music, computers, and magazines.



And They're Aiming Mixed Messages about Alcohol.

The media says it's okay, but here are ...

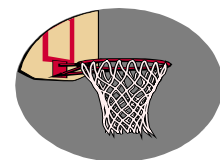


The Real Facts About Alcohol

- It damages your brain development. It is a depressant and will leave you feeling sad and worthless.
- Ohio has a law that says people under age 21 are not allowed to drink alcohol.
- Illegal and irresponsible use of alcohol can hurt more people than just you. Drunk drivers killed about 17,000 people last year and another 500,000 were injured. Do not ride with anyone who has been drinking.

Here's How to Stay Away from Alcohol:

- **Get Involved.** Join groups that are against the illegal use of alcohol, such as sports teams and leadership activities.
- **Be Aware.** Think about the deceptive messages the media sends about alcohol.
- **Be a Leader.** Take a stand to support your own beliefs and make your own choices. Don't let the media or your friends negatively influence your decisions.



For more information & resources contact:
Northeast Community Challenge Coalition
www.necchealthycommunity.org 513-489-2587