

ALCOHOLIC BEVERAGE ADVERTISEMENTS

WHEREAS, Beer is an alcoholic beverage and alcohol is an addictive and potentially harmful drug; and

WHEREAS, The purchase, possession, and consumption of alcoholic beverages are illegal in every state for persons under the age of 21, yet alcohol is the most widely used drug among Utah adolescents and youth nationwide; and

WHEREAS, Alcohol is a gateway drug, which means its use usually precedes the use of other harmful drugs; and

WHEREAS, Wine coolers and beer are the alcoholic beverages of choice among underage youth, and junior and senior high school students drink 35 percent of all wine coolers sold in the United States and 1.1 billion cans of beer each year; and

WHEREAS, Alcohol-related traffic crashes are the leading cause of death among teens and young adults, and alcohol use is also associated with homicide, suicide and drowning, the other three leading causes of death among youth; and

WHEREAS, The advertising associated with sports and recreational events is predominantly beer oriented, and curbing such advertising is part of a larger, broader grassroots endeavor to stem the problems associated with the use of alcoholic beverages among children and youth; and

WHEREAS, The advertising is presented in such a way as to be socially attractive to young people and attempts to influence their use of alcoholic beverages; and

WHEREAS, Before the age of 18, the average child will view 75,000 drinking scenes on television programs, and research suggests that positive portrayals of alcohol on television may create mistaken beliefs about alcohol and its consequences; now, therefore, be it

Resolved, That Utah PTA encourage the introduction of legislation that would prohibit the advertisement of beer or other alcoholic beverages within Utah to the maximum extent legally permissible.