**Alcohol advertising**

* Best practice, what to ask for, maybe provide a checklist or other guidance
* NEW

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| Source | http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.2016.303514 |
| Information | *Results.* From 2001 to 2011, magazine alcohol advertising seen by youths declined by 62.9%, from 5.4 billion impressions (single person seeing a single advertisement) to 2.0 billion impressions. Most alcohol advertising (65.1% of ads) was for spirits (e.g., vodka, whiskey). Since 2008, alcohol companies achieved 100% compliance with their limited guidelines. However, youths were overexposed to magazine advertising relative to adults on average 73% of the time.*Conclusions.* Despite improving compliance with placement guidelines in national editions of the 168 measured magazines, most youth exposure to magazine alcohol advertising exceeded adult exposure, per capita. If alcohol companies adopted stricter guidelines based on public health risk assessments, youths would not be overexposed to alcohol advertising in magazines.Read More: <http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.2016.303514> |

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| Source | http://www.camy.org/resources/fact-sheets/policy-recommendations/ |
| Information | Organizations that have targeted alcohol companies to attempt to reduce advertising. |

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| Source | http://www.camy.org/resources/fact-sheets/ |
| Information | This page includes a list of factsheets about alcohol advertising and youth |