



**ACTION KIT**  
**REDUCING ALCOHOL MARKETING TO YOUTH**



Washington State Coalition  
To Reduce Underage Drinking  
[www.StartTalkingNow.org](http://www.StartTalkingNow.org)



# ACTION KIT

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MARKETING TO YOUTH

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## SPECIAL THANKS AND APPRECIATION TO:

### WASHINGTON STATE COALITION TO REDUCE UNDERAGE DRINKING-ALCOHOL (RUAD) MARKETING IMPACT TEAM

**Brian Dirks**

RUaD Marketing Impact Team Chair  
Office of Lieutenant Governor

**Chuck Fowler**

Salvation Army

**Bill Hall**

Washington State Family Policy Council

**Dean Henderson**

Division of Alcohol and Substance Abuse Citizens  
Advisory Council

**Jerry Kosierowski**

Washington National Guard Counter-drug Task Force

**Tony Masias**

Washington State Liquor Control Board

**Carol Owens**

Governor's Council on Substance Abuse

**Jeff Soder**

Office of the Superintendent of Public Instruction

### PROJECT COORDINATOR

**Ivón Urquilla**

Center for Substance Abuse Prevention Fellow

### CONTRIBUTORS TO THE ACTION KIT

**Dan Button**

Asotin County Strategic Prevention Framework-State  
Incentive Grant Coordinator

**MaryEllen de la Pena**

Kitsap County Prevention Services

**Gene Uno**

Pierce County Prevention Supervisor

**Ramona Leber**

Acting CM Program Supervisor

**Linda Thompson**

Greater Spokane Substance Abuse Council's Prevention  
Center

**Pam Darby**

Reducing Underage Drinking (RUaD) Coordinator, Division  
of Alcohol and Substance Abuse

**Deb Schnellman**

Communications Manager, Division of Alcohol and  
Substance Abuse

**Earlyse Swift**

Washington State Coalition to Reduce Underage Drinking  
(RUaD) Manager



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## Dear Supporters of Reducing Underage Drinking,

“Greater self-restraint by the alcohol industry in its marketing practices is an essential component of a sound national strategy for reducing underage drinking.” (Institute of Medicine).

Public pressure may someday compel the alcohol industry to put children’s health and safety ahead of profits, but we can’t wait for that to happen: every day in the U.S., 5,400 kids under the age of 16 take their first drink.

The 2006 Washington State Healthy Youth Survey found that one out of four 10th graders reported being drunk in the past 30 days. More young lives are lost to alcohol than all other drugs combined.

Why are so many kids drinking at dangerous levels? Why do so many kids think drinking is ok? One factor is kids’ overexposure to alcohol marketing. According to the Center on Alcohol Marketing and Youth (CAMY), during 2005 the alcohol industry spent \$2.74 billion marketing booze to Washingtonians. Between 2001 and 2005, youth exposure to alcohol ads on TV in the U.S. increased by 41%. Teens say that alcohol ads have a greater influence on their desire to drink than to buy a particular brand.

One way Washington State has responded to this childhood epidemic is by forming the Washington State Coalition to Reduce Underage Drinking (RUaD), with leaders from 24 state agencies and organizations. In 2006, as part of a national effort, RUaD supported 55 Town Hall Meetings on Underage Drinking, held throughout the State. These communities prioritized three strategies for the RUaD Coalition:

- Reduce youth exposure to alcohol industry marketing,
- Support local law enforcement efforts to enforce underage drinking laws, and
- Conduct an adult-focused communications campaign to support local efforts to reduce underage drinking.

Impact Teams were formed to plan and implement these strategies. The Marketing Impact Team has met with alcohol distributors to encourage responsible marketing, taken action on other marketing issues in communities, such as this tool kit for reducing alcohol messages in Washington.

As CAMY says, it won’t be experts in some far away place who will keep alcohol out of the hands of kids. It will be the person sitting in your chair. We hope this tool kit will help protect our young people from those who only want to profit from them.

Sincerely,

Roger Hoen, Co-Chair  
Washington State RUaD

Michael Langer, Co-Chair  
Washington State RUaD