

# Alcohol Advertising

## FICTION VS. FACT

### What the ads tell us...

Alcohol use is a rite of passage. It is a way to enter adulthood and be grown up.

Alcohol is used by successful, attractive people. Those who drink are popular, sexy, charming, independent, and strong.

Drinking alcohol is normal. "Everybody's doing it."

Alcohol is safe. It can't be that bad or so many people wouldn't drink.

Alcohol is relaxing in social settings. It helps you escape, relax, and celebrate with the group.

### The truth is ...

Youth who drink are 7.5 times more likely to use other illicit drugs and 50 times more likely to use cocaine.

Alcohol affects decision making, coordination, sports performance, and increases weight gain.

More than 43% of teenagers who begin drinking before age 14 later become alcoholics.

Alcohol-related car crashes are a leading cause of death among teenagers ages 15 to 24.

Alcohol abuse by adults contributes to as much as 70% of child abuse cases.

