



December 2004



ALLURING ALCOHOL PLOYS

ATTRACTING YOUNG DRINKERS

The Milwaukee Journal Sentinel reports that the beer industry is increasing its efforts to appeal to younger consumers who are increasingly turning to wine and spirits as their drinks of choice. Beer's share of the overall alcohol beverage market has steadily declined since 2000, while the share of wine and spirits has increased, especially among the 21 to 24 age group.



Part of this change is credited to aggressive marketing efforts by distilled spirits makers to attract consumers in their 20's. Also, the new generation of drinkers prefers sweeter drinks.

To win back young drinkers, brewers have created a variety of flavored beers. For example, a new caffeine-infused beer flavored with ginseng and fruit has been launched by Anheuser-Busch (see related article). Adolph Coors Company has come out with two new fruit-flavored versions of its Zima flavored malt beverage. It is also test marketing slimmer, 8-ounce cans of Coors Light.

(Source: jointogether.org, 10-12-04)

TV Alcohol Ads Increase

A recent study conducted by Georgetown University finds that television ads for alcohol have increased 97% from 2001-2003. KETV-7 in Omaha released a report that stated in Omaha more than 124,000 alcohol commercials were aired on television in 2003. Twenty-six percent of the ads reached viewers under the age of 21.

The study went on to say that the most popular advertising times for alcohol advertisers were during the top 15 teen programs. Loel Schettler of Project Extra Mile said, "Whether it's by choice or by accident, certainly over a quarter of those ads were aimed at or were more likely to be seen by audiences primarily of youth."

A Budweiser of Omaha representative stated that they target advertising to an older age group.

(Source: jointogether.org, 10-20-04)



New Caffeinated Beer

Anheuser-Busch is launching a new caffeinated beer called "B to the E power" in order to compete with drinks served in youth-oriented bars and clubs.

"B to the E power" contains 6.6 percent alcohol which is mixed with caffeine, guarana and ginseng, along with berry aromas.

The beer will be competing with flavored rums and vodkas that are popular among young adults. An Anheuser-Busch spokesperson stated, "Sweeter flavors have definitely made an impact on 21 to 35 year olds. It's a bigger part of the alcohol-drinking spectrum."

The brewer plans to introduce the sweet-flavored beer to bars and nightclubs in phases, starting in November.

(Source: jointogether.org, 10-6-04)

Marketing Facts

- The number of alcohol ads reached 298,054 in 2003
- Nearly 90,000 more advertisements for alcohol appeared on television in 2003 than just two years earlier
- The alcohol industry spent more than \$30 million in 2003 to place 2,608 ads on the top 15 teen television programs
- Between 2001 and 2003, the number of ads placed on programming where underage youth, ages 12 to 20, make up more than 30% of the audience grew by 48.3%
- A federally-funded study of 1,000 young people found that exposure to and liking alcohol advertisements affects whether young people will drink alcohol
- A study of 12-year-olds found that children who were more aware of beer advertising held more favorable views on drinking and expressed an intention to drink more often as adults than did children who were less knowledgeable about the ads.
- Teens aged 12 to 19 ranked ads for Budweiser and Bud light as number one when asked to choose their favorite television commercial in a spring 2004 study.

(Source: camy.org 10-12-04)

PARENTAL PREEMPTIVES – WHAT YOU CAN DO

Parents **CAN** Prevent Underage Drinking

A Study by Wake Forest University Baptist Medical Center shows that parents play an influential role in their children's drinking behavior. A telephone survey included 6,245 teens aged 16-20 in 242 communities and asked them about their alcohol usage and other drinking behaviors in the last 30 days.

Teens were twice as likely to binge and use alcohol within a 30-day period if their parents or friends' parents provided alcohol at their home for a party. On the other hand, the study also showed that parents who set strict consequences for breaking the house rules regarding drinking can help prevent underage drinking. The study's findings are published in the October 2004 Journal of Adolescent Health.

The principal investigator of the study states, "Parental approval of underage alcohol use is surprisingly prevalent. Parents have good intentions, thinking the teenagers won't drink and drive, that they are safer staying home, but it sends the wrong message. Adolescents interpret this behavior as an approval to drink alcoholic beverages. If a teen thinks he or she will receive a severe punishment, as perceived by the teen, if they are caught drinking, they are less likely to consume alcoholic beverages."

(Source: jointogether.org, 10-4-04)

Counseling Can Reduce Youth Drinking

Health Day News reports on new research that says greater use of brief counseling by primary-care doctors can reduce drinking among young adults, age 18-30.

The study compared alcohol-consumption rates, traffic crashes, emergency-room visits, and arrests for liquor violations among those who received a doctor's counseling and those who had no intervention.

The findings: Young people who received counseling reduced their use of alcohol by 40-50%, had 42% fewer visits to the emergency department and had 55% fewer motor-vehicle crashes that those who did not receive counseling. Alcohol-related arrests were also significantly reduced among those receiving counseling.

A suggestion from SCIP: Parents might consider asking their youth's physician to talk to the youth at the next appointment about alcohol use, especially if the parent is concerned about their child's use of alcohol.

(Source: jointogether.org, 10-8-04)



OTHER NEWS...

TEENS MISUSING HOUSEHOLD MEDICINES



Doctors and anti-drug advocates are concerned about a growing trend: teenagers and young adults misusing common household medicines, as reported in the October 9 Washington Post. A growing number are misusing cough syrups, cold and cough suppressants and motion-sickness drugs to get a high.

The number of teens calling poison-control centers nationwide about cough medicine misuse has doubled in four years. The misuse of prescription drugs by teens was second only to marijuana use according to the 2003 National Survey of Drug Use and Health.

A spokesperson for the Partnership for a Drug-Free America states, "We feel this is going to be the next big wave of substance abuse in the country. It's limited to no one prescription drug or over-the-counter drug. It's a new and emerging category and we've been watching over the last two years, and we've seen it's going to be a significant problem in the years to come."

It's a very difficult problem. It can go on unnoticed by parents and peers and it doesn't have the same connotation of purchasing and using drugs like heroin. It is a very serious concern and needs hard work to correct.

(Source: jointogether.org, 10-12-04)

Hemp Products

The Drug Enforcement Administration (DEA) has decided not to pursue a case against hemp products. And hemp advocates are expecting a boom in the production of consumable products made from the plant. This was reported in the October 17 San Diego Union-Tribune.

The manager of a business in California stated her store was about to pull 10 lines of hemp products from the shelves. Now, she expects an industry boom in hemp products like cereals, breads, frozen waffles, and other food items.

Hemp is a member of the cannabis family, with a lower THC content than many marijuana smokers are seeking to get high. The DEA's decision marks a significant change to hemp's legal status.

(Source: jointogether.org, 10-19-04)

Have a Happy & Safe
Holiday Season!!

