

Is There a Correlation Between TV Alcohol Advertisement Exposure and Adolescent Alcohol Use?

Jaroslav Paszkowiak, MD; Richard Chadek, MD

Question: Is there a correlation between TV alcohol advertisement exposure and adolescence alcohol use.

Answer: Yes

Date answer was determined: 7/21/06

The level of Evidence for the answer: B

Resident: Jaroslav Paszkowiak, MD (PGY-3)

Faculty: Richard Chadek, MD

Program Name: Southwest Oklahoma Family Practice Residency Program

Summary of the issues: According to the CDC (2005), alcohol and other drug use constitutes one of the primary types of behaviors that contributes to morbidity and mortality of individuals 5-24 years old.^{4,5} Underage drinking in the United States is marked by abuse. For 15- to 17-year-olds, 25% report being current drinkers, and 65% of those current drinkers report having had five or more drinks on at least one occasion. By the time they are 18 to 20 years old, 48% report being current drinkers, and 71% of those drinkers report having had five or more drinks on at least one occasion.

The alcohol industry placed 51,084 ads on television in 2001 at a cost of \$119 million. Almost a quarter of the television alcohol advertising in 2001—51,084 ads—was delivered more effectively to youth than to adults.^{6,7} Exposure to media portrayals of alcohol use may lead to increased drinking. Alcohol use is frequently portrayed in television programming and advertising. Alcohol consumption on television is frequently glamorized and its negative effects minimized or not mentioned.

Summary of evidence: Leslie, *et al.* randomly sampled individuals age 15 to 26 within households and households randomly within media markets. Markets were systematically selected from the top 75 media markets, representing 79% of the US population. The baseline refusal rate was 24%. Sample sizes per wave were 1872, 1173, 787, and 588. Data on alcohol advertising expenditures on television, radio, billboards, and newspapers were collected.¹ They found that youths who saw more alcohol advertisements on average drank more (each additional adver-

tisement seen increased the number of drinks consumed by 1% [event rate ratio, 1.01; 95% confidence interval, 1.01-1.02]). Youths in markets with greater alcohol advertising expenditures also drank more (each additional dollar spent per capita raised the number of drinks consumed by 3% [event rate ratio, 1.03; 95% confidence interval, 1.01-1.05]).

JW Grube *et al.* found that awareness of television beer advertising was associated with more favorable beliefs about drinking, to greater knowledge of beer brands and slogans, and to increased intentions to drink as an adult. These findings were based on a random sample of 468 fifth- and sixth-grade schoolchildren from a northern California community. Data were collected in the home with a combination of self-administered questionnaires and structured interviews.²

Robinson *et al.* conducted a prospective cohort study involving 18-month follow-up of 1533 ninth-grade students (mean age = 14.6 years). Study revealed that onset of drinking was significantly associated with baseline hours of television viewing (odds ratio [OR] = 1.09; 95% confidence interval [95% CI] = 1.01-1.18), music video viewing (OR = 1.31; 95% CI = 1.17-1.47), and videotape viewing (OR = 0.89; 95% CI = 0.79-0.99), controlling for age, sex, ethnicity, and use of other media.³

In 2000-2001, Austin *et al.* using data from computer-assisted, self-administered interviews with youths aged 9-17 years (n = 652), found that skepticism was negatively associated with positive affect toward alcohol portrayals and positively with the desire to emulate characters portrayed in alcohol advertisements. These, in turn, predicted expectancies and liking of and/or desire for beer toys and brands, which predicted alcohol use. Parental guidance decreased alcohol use directly and indirectly by lessening the influences of positive affect toward advertising.⁸

Search terms: Adolescents, Alcohol, Youth, Media, Advertising

References

1. Snyder LB, Milici FF, Slater M, Sun H, Strizhakova Y. Effects of alcohol advertising exposure on drinking among youth. *Arch Pediatr Adolesc Med.* 2006;160(1):18-24.

Is There a Correlation Between TV Alcohol Advertisement Exposure and Adolescent Alcohol Use?

2. Grube JW, Wallack L. Television beer advertising and drinking knowledge, beliefs, and intentions among schoolchildren. *Am J Public Health* 1994;84(2):254-9.
3. Robinson TN, Chen HL, Killen JD. Television and music video exposure and risk of adolescent alcohol use. *Pediatrics* 1998;102(5):E54
4. A Look at Campus Crime. *The Chronicle of Higher Education*. June 9, 2000:A49. Available at: <http://chronicle.com/free/v46/i40/40a04901.htm>
5. Centers for Disease Control and Prevention. Youth risk behavior surveillance --- United States, 2005. *MMWR Surveillance Summaries* 2006;55(SS-5): 1-108.
6. The Henry J. Kaiser Family Foundation and the National Center on Addiction and Substance Abuse at Columbia University. "Substance Abuse and Risky Behavior: Attitudes and Practices Among Adolescents and Young Adults." *Survey Snapshot*. 6

February 2002.

7. Center of Alcohol Marketing and Youth. Television: Alcohol's Vast Adland Executive Summary. Center of Alcohol Marketing and Youth, Georgetown University, Washington, DC.
8. Austin EW, Chen MJ, Grube JW. How does alcohol advertising influence underage drinking? The role of desirability, identification and skepticism. *J Adolesc Health* 2006; 38(4):376-84.

DON'T LET
AMBLYOPIA
stand in the way
of your dreams.
WE DIDN'T.

Amblyopia ("lazy eye") is the #1 cause of vision loss in young Americans. But it can be prevented if diagnosed and treated early. Take your child to an eye doctor for an exam today.



Check Yearly.
See Clearly.
www.checkyearly.com



U.S. Senator Kit Bond

Legally blind in one eye

Kennedy Biederman

National Amblyopia Youth Spokesperson