



News Release

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SUPER BOWL ALCOHOL ADS REMAIN A FAVORITE AMONG OHIO YOUTH

(Columbus, Ohio) While the big game itself is old news, the commercials are not: the impact of Super Bowl advertising is in full swing. And according to the 6,000 Ohio middle and high school students who participated in the *Drug-Free Action Alliance Super Bowl Survey*, alcohol ads continue to rank in their top three.

“Considering youth, under the age of 21, make up about 18% of the Super Bowl viewing audience, we know there are a lot of underage people being exposed to alcohol advertising,” said Patricia Harmon, executive director for Drug-Free Action Alliance. “For the seventh year in a row, we invited middle and high school students in Ohio and across the nation to participate in an informal survey to gauge what Super Bowl commercials they found to be most memorable and most appealing.”

For the seventh straight year, beer commercials ranked in the top three favorites among Ohio youth.

OHIO	Middle School	High School
#1	Doritos: Hands Off	Doritos: Hands Off
#2	Bud Light: Stranded	Budweiser: Human Bridge
#3	Doritos: Shock Collar	Bud Light: Voice Box

In the overall national statistics (with nearly 30,000 students participating), alcohol ads took a backseat, with the top three favorite commercials all being *Doritos*. Beer ads did place as the fourth and fifth top ad among Americas middle and high school students.

“It is refreshing to see youth choosing a snack product as their favorite commercial, however, there were plenty of alcohol ads, and kids definitely took note of it,” said Harmon. “The concern is the influence of alcohol advertising on young minds.”

Research shows that the more youth are exposed to alcohol advertising, the more likely they are

to drink, drink more often and drink to excess. And the effects of alcohol on developing adolescent minds and bodies can be devastating and long lasting.

Each day, 8,000 kids (between the ages of 12-17) take their first drink of alcohol. Those who begin drinking before age 15 are five times more likely to develop alcohol problems later in life. Alcohol is associated with a variety of risky behaviors including teen violence, car crashes and sexual assaults (among many others) and can cause permanent damage to the still developing adolescent brain.

Though it is unrealistic to think parents could possibly shield their children from all alcohol advertising, there is something parents can do; talk to their children. Research reveals that kids whose parents talk to them often about the dangers of alcohol and other drugs are 50% less likely to use.

“The next time your children are watching TV, we encourage you (parents) to sit down with them, making it a *teachable moment*. Use the commercials as an opportunity to teach your children to read between the lines of advertisements, building their media literacy skills,” said Harmon. “It’s an easy way to bring up the topic of underage drinking and to encourage your child to make healthy choices and avoid risky behaviors.”

Drug-Free Action Alliance is a not-for-profit organization that provides leadership to promote safe and drug-free communities throughout Ohio. Programs and initiatives include Know!, *Parents Who Host, Lose The Most: Don’t be a party to teenage drinking*, the Ohio College Initiative to Reduce High-Risk Drinking and Drug-Free 24/7. For more information, please visit us online at www.DrugFreeActionAlliance.org.

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