



# Parenting for Prevention: Media Literacy

## Understanding the Impact of Youth Exposure to Advertising

Youth exposure to alcohol and tobacco advertising are significant contributors to early engagement with alcohol and tobacco product use, as well as an increase in risky drinking habits and use of e-cigarettes.

### How the Industry Markets Alcohol to Kids

Alcohol continues to be the most used substance by US youth. Underage youth aged 12-20 consume 11% of all alcohol beverages. Research shows that youth are strongly influenced by alcohol advertising and marketing.

Overall exposure to brand-specific alcohol advertising is a strong predictor of underage youth alcohol brand consumption. Youth aged 13-20 are:

- 5x more likely to consume brands that advertise on national TV
- 36% more likely to consume brands that advertise in a national magazine

Alcohol brand placement is related to the drinking behaviors of underage youth.

- Brands that are most prominent in the media tend to be the brands that youth prefer
- Rates of reported problem drinking were higher for youth who reported viewing TV shows with higher rates of more prominent brand placement

### Girls are at particular risk

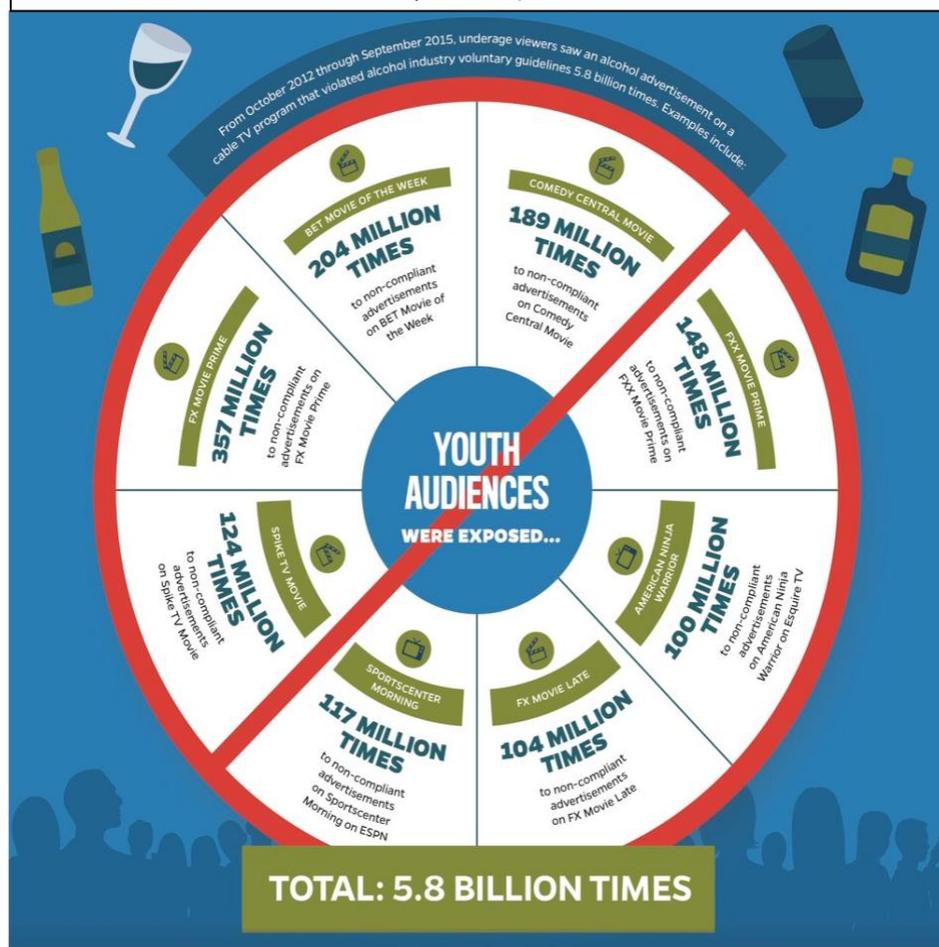
~ 7<sup>th</sup> grade girls' frequency of exposure to alcohol predicts alcohol consumption and alcohol related problems by 9<sup>th</sup> grade

~ Girls may be particularly vulnerable to alcohol advertising, especially to alcohol-branded merchandise (ABM). One study found that girls aged 10-14 who owned ABM were more than 3x as likely to start using alcohol within 1-2 years than girls who did not own ABM.

~ Underage women aged 18-20 were exposed to more alcohol and alcohol related merchandise than adult women for 16 of the top 25 brands consumed.

### REDUCING YOUTH EXPOSURE TO ALCOHOL ADVERTISING ON CABLE TV

Studies have shown that the more that young people are exposed to alcohol marketing, the more likely they are to start drinking, or if already started, drink more.



### The Social Media Factor

Alcohol brands consumed by underage youth are significantly associated with the number of "likes" a brand has on their Facebook page and the number of YouTube video views. Almost 1 in 3 underage youth said they saw alcohol related content online in the previous month.

## How the Industry Markets Tobacco Products to Kids Tobacco, E-Cigarettes & Vaping

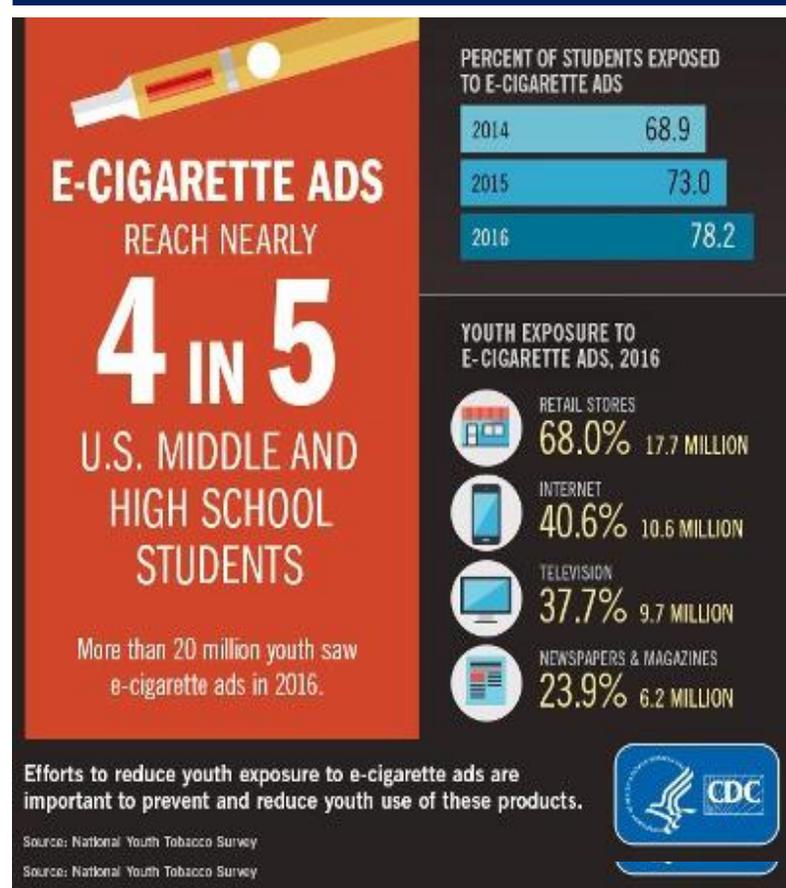
E-cigarettes are the most commonly used smoking products among US youth.

According to the CDC, youth are being exposed to more e-cigarette advertising than ever before. In 2016, 4 of 5 middle and high school students were exposed to e-cigarette advertising. This is a 12% increase from 2014.

Exposure to tobacco advertising is linked to the chances that young people will try e-cigarettes. Youth who use e-cigarettes and other tobacco products are more likely to report seeing advertising for these products. The increase in e-cigarette advertising has coincided with an increase in youth use. One study showed that teens exposed to tobacco advertising were 15% more likely to say they would be willing try e-cigarettes.

E-cigarettes are marketed and promoted through strategies designed to appeal to teens, including:

- Themes of romance, freedom & rebellion
- Sleek product design features
- Creating a social media buzz
- Appealing flavors
- Advertising in conveniences stores near schools, large outdoor advertisements



### Prevention Efforts & Tips for Parents

While policy that regulates advertising and marketing of tobacco products are the most effective strategies to prevent youth use, parents are still a powerful influence.

- Talk with your teen about why they should not use tobacco products
- Know what media your children are viewing
- Watch programs together and discuss content
- Talk about what the advertising isn't showing
- Teens do not like to be deceived. When teens learn that the goal of the tobacco industry is to make them life-long consumers, they are more likely to reconsider use.



Juul, the most dominant player in the e-cigarette market, used social media, product influencers, and youth-friendly imagery, themes, and flavors to heavily market to young people. An FDA investigation into Juul's marketing practices led to a switch to adult-focused marketing, but the negative impact that early advertising had on youth use prompted the FDA to call youth e-cigarette use a public health crisis.

## RESOURCES

### Addiction Now

<https://www.drugaddictionnow.com/2017/06/16/underage-drinkers-influenced-by-alcohol-ads/>

### American Academy of Pediatrics: Healthy Children.org

<https://www.healthychildren.org/English/health-issues/conditions/tobacco/Pages/Facts-For-Parents-About-E-Cigarettes-Electronic-Nicotine-Delivery-Systems.aspx>

### Center on Alcohol Marketing & Youth

<http://www.camy.org/>

### National Youth Tobacco Survey

[https://www.cdc.gov/tobacco/data\\_statistics/surveys/nyts/index.htm](https://www.cdc.gov/tobacco/data_statistics/surveys/nyts/index.htm)

### verywell family

<https://verywellfamily.com/teen-drinking-influenced-by-alcohol-advertising-67845>

Portions of this tip sheet were adapted from the listed resources

Parenting for Prevention is a Decisions at Every Turn Coalition educational series for parents and other caring adults to increase awareness and knowledge about important youth issues and to encourage dialogue about making healthy choices.

Please visit <http://www.AshlandDecisions.org/parent-tip-sheets.html> for our complete library of tip sheets.

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