

City of Grand Island

Tuesday, September 14, 2004 Council Session

Item C2

Proclamation ''Reducing Underage Drinking: A Collective Responsibility'' Presented by Project Extra Mile

With underage drinking becoming such a national problem, Project Extra Mile is requesting the Mayor and City Council to support the findings of the National Academy of Sciences' report titled "Reducing Underage Drinking: A collective Responsibility". See attached PROCLAMATION.

Staff Contact: Mayor Vavricek

THE OFFICE OF THE MAYOR City of Grand Island

State of Nebraska

PROCLAMATION

- WHEREAS, children who consume alcohol before age 15 are four times more likely to develop alcohol dependence at some point in their lives when compared to children who abstain from alcohol until they are 21; and
- WHEREAS, more than 24% of the alcohol advertising on television in 2001 was more likely to be seen by youth ages 12-20 than by adults of legal drinking age; and
- WHEREAS, the Centers for Disease Control and Prevention (CDC) surveyed over 1,800 Nebraska high school students and found that, in 2001, 53% of the students reported using alcohol in the preceding month; and
- WHEREAS, the CDC found that 43.5% of the students surveyed reported riding with a driver who had been drinking; and
- WHEREAS, the CDC found that 39% of Nebraska high school students had five or more drinks on one or more occasions in the preceding month; and
- WHEREAS, the CDC recently found "point-of-purchase," or on-site, alcohol marketing in 94% of the nearly 4,000 convenience stores, grocery stores and gas stations it studied, having selected types of retail outlets that are frequented by underage youth; and
- WHEREAS, reports by the Center on Alcohol Marketing and Youth show that underage youth are exposed to more alcohol advertising than adults on television, radio and in magazines; and
- WHEREAS, the *Journal of the American Medical Association* published in its May 14, 2003 edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased, and;
- WHEREAS, independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use, and;
- WHEREAS, the current voluntary guidelines of the Beer Institute and the Distilled Spirits Council of the U.S. allow alcohol advertising to reach a great number of youth, and;



WHEREAS, the recent report by the National Academy of Sciences recommends combating underage drinking by instituting an adult media campaign, limiting and monitoring youth exposure to alcohol advertising, creating a federal interagency committee, raising alcohol excise taxes to deter underage drinking and fund related prevention work, and limiting youth access to alcohol by taking tougher measurers at the community level.

NOW, THEREFORE, BE IT RESOLVED by the City council of Grand Island, County of Hall, State of Nebraska:

That the City Council asks Nebraska's federal, state and local government leaders to support the findings of the National Academy of Sciences' report titled *Reducing Underage Drinking: A Collective Responsibility.*

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the City of Grand Island to be affixed this fourteenth day of September in the year of our Lord Two Thousand and Four.

Jay Vavricek, Mayor

Attest:

RaNae Edwards, City Clerk

