



City of Grand Island

Tuesday, April 14, 2009

Council Session

Item C5

Proclamation "Alcohol Awareness Month" April, 2009

Alcohol is a factor in the leading causes of death among persons ages 15-24 and young people who begin drinking before age 15 are four times more likely to develop alcohol dependence at some point in their lifetime. Mayor Hornady has proclaimed the month of April 2009 as "Alcohol Awareness Month". See attached PROCLAMATION.

Staff Contact: Mayor Hornady

THE OFFICE OF THE MAYOR
City of Grand Island
State of Nebraska

PROCLAMATION

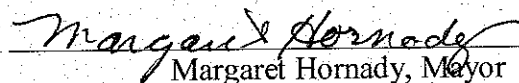
- WHEREAS, independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use; and
- WHEREAS, the Center on Alcohol Marketing and Youth (CAMY) noted since 2001 at least seven peer-reviewed longitudinal studies have found that young people with greater exposure to alcohol marketing are more likely to start drinking than their peers; and
- WHEREAS, youth exposure to alcohol advertising on television has risen by 38% since CAMY began monitoring this exposure in 2001; and
- WHEREAS, underage youth were 287 times more likely per capita to see a TV commercial promoting alcohol from 2001 to 2006 than an industry-funded "responsibility" ad regarding underage drinking CAMY found; and
- WHEREAS, one in three radio alcohol ads in top markets is more likely to reach youth per capita than adults; and
- WHEREAS, alcohol is a factor in the three leading causes of death among persons ages 15-24: unintentional injuries (including traffic crashes), homicides, and suicides; and
- WHEREAS, young people who begin drinking before age 15 are four times more likely to develop alcohol dependence at some point in their lifetime; and
- WHEREAS, the total cost of alcohol use by youth in Nebraska in 2005 – including traffic crashes, violent crime, drowning, suicide attempts, fetal alcohol syndrome, alcohol poisonings, and treatment – is more the \$447 million; and
- WHEREAS, nearly 22 percent of all alcohol sold in Nebraska in 2005 was consumed by underage drinkers, totaling \$75 million in profits to the alcohol industry.

NOW, THEREFORE, I, Margaret Hornady, Mayor of the City of Grand Island, Nebraska, do hereby proclaim April, 2009 as

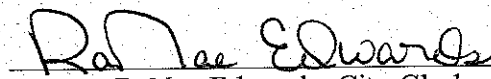
“ALCOHOL AWARENESS MONTH”

in the City of Grand Island, and encourage all citizens, parents, governmental agencies, public and private institutions, businesses, hospitals and schools in Grand Island, Nebraska, to support efforts that will prevent underage drinking throughout our community.

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 April in the year of our Lord Two Thousand and Nine.


Margaret Hornady, Mayor

Attest:


RaNae Edwards, City Clerk

