



A MINUTE OF HEALTH WITH CDC ***Alcohol Ads Sway Teens?***

Youth Exposure to Alcohol Advertising in Magazines – United States, 2001-2005

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This program is presented by the Centers for Disease Control and Prevention. CDC – safer, healthier people.

Underage drinking contributes to the deaths of five thousand teenagers in the United States each year. In fact, alcohol contributes to the leading causes of teen deaths: homicide, suicide, and unintentional injuries. There is a correlation between the amount of exposure to alcohol advertising and underage drinking. A recent Georgetown University study that reviewed alcohol advertising, suggests that parents should assume their teens are exposed to alcohol ads, both print and television. Parents should make it a point to talk to their teenagers regularly about the dangers of drinking.

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