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Center on Alcohol Marketing and Youth Statement Regarding Findings of the Latest Monitoring the Future Survey Data on Youth Drug Use

*Statement attributable to David H. Jernigan, PhD, Executive Director,
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Three years ago, the Institute of Medicine found that from 1993 to 2002 we had not made much progress in reducing underage drinking. The good news today from Monitoring the Future is that between 2001 and 2006, we have made progress and it seems to be holding. At the same time there are storm clouds on the horizon. Excessive drinking by youth remains unacceptably high. In 2006, one in nine eighth graders, one in five tenth graders and more than one in four twelfth graders reported binge drinking in the past two weeks. Thirty percent of high school seniors were drunk in the past month.

Clearly, we cannot settle for the progress we have made and we need to do more. The 41% increase in youth exposure to alcohol advertising on television between 2001 and 2005 is troubling. The more ads kids see, the more likely they are to drink and drink more. All of us, including alcohol advertisers, need to do more to protect our youth.

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About the Center on Alcohol Marketing and Youth

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation. More information on the Center can be found at www.camy.org.