

Additional Resources to Ban Forms of Alcohol Ads

Addressing the Harmful Use of Alcohol by World Health Organization – Western Pacific. Published in 2011

<http://www.wpro.who.int/publications/docs/Addressingtheharmfuluseofalcoholforupload.pdf>

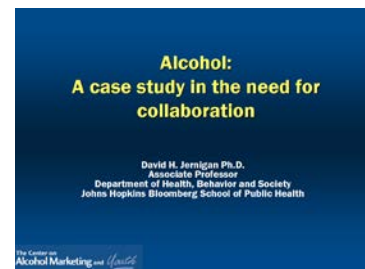


Alcohol: A Case Study in the Need for Collaboration presentation by David H Jernigan, PhD at Johns Hopkins Bloomberg School of Public Health. Published in 2002

http://www.jhsph.edu/research/centers-and-institutes/center-for-prevention-of-youth-violence/resources/connecting_dots09.ppt

Summary: Powerpoint presentation on youth drinking and alcohol advertising to youth. It includes an interactive task.

http://www.jhsph.edu/research/centers-and-institutes/center-for-prevention-of-youth-violence/resources/connecting_dots09.ppt



Alcohol Advertising and Youth by the John Hopkins Bloomberg School of Public Health. Published in 2007.

http://www.camy.org/factsheets/sheets/alcohol_advertising_and_youth.html

Summary: Facts sheet on alcohol advertising and youth including evidence from long-term studies, studies of the effects of reductions in alcohol advertising, how alcohol advertising attracts and influences young people, what teens, and others think about advertising and how much alcohol advertising reaches youth.

http://www.camy.org/factsheets/sheets/alcohol_advertising_and_youth.html

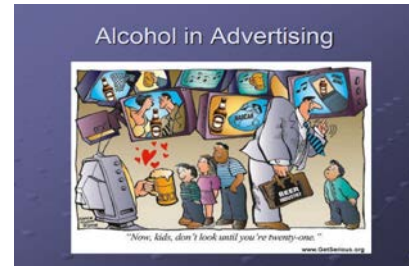


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Alcohol-Tobacco in Advertising by Hinsdale Township High School District 86. Published in 2006
<http://www.hinsdale86.org/staff/krusso/Marketing/Alcohol-tobacco%20in%20Advertising.ppt>

Summary: Powerpoint presentation on alcohol and tobacco advertising and youth. It includes an interactive task.

<http://www.hinsdale86.org/staff/krusso/Marketing/Alcohol-tobacco%20in%20Advertising.ppt>



Commercial Promotion of Drinking in Europe by Alcohol Marketing Monitoring in Europe. Published in 2012

http://www.eucam.info/content/bestanden/ammie-eu-rapport_final_1.pdf

Digital Alcohol Marketing video By John Hopkins Bloomberg School of Public Health. Published: 2012
<http://www.youtube.com/watch?v=De-9skjMuHU>

In four videos, Dr. David Jernigan, director of the Center on Alcohol Marketing and Youth, introduces issues of using social media for alcohol marketing:

- 1) Alcohol Marketing in the Digital Age (2:09 minutes)
- 2) Social Media Tour (2:52 minutes)
- 3) Rules of the Road (2:53 minutes)
- 4) A Path Forward (4:26 minutes)



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Effectiveness and Cost-Effectiveness of Policies and Programmes to Reduce the Harm Caused by Alcohol by The Lancet. Published in 2009.

http://www.who.int/choice/publications/p_2009_CE_Alcohol_Lancet.pdf

This paper reviews the evidence for the effectiveness and cost-effectiveness of policies and programmes to reduce the harm caused by alcohol, in the areas of education and information, the health sector, community action, driving while under the influence of alcohol (drink-driving), availability, marketing, pricing, harm reduction, and illegally and informally produced alcohol.

http://www.who.int/choice/publications/p_2009_CE_Alcohol_Lancet.pdf



Global Status Report: Alcohol Policy by the World Health Organization. Published in 2011

http://www.who.int/substance_abuse/publications/en/Alcohol%20Policy%20Report.pdf



Stop Underage Drinking: Town Hall Meeting presentation by the Substance Abuse and Mental Health Services Administration. Published in 2010

<http://www.stopalcoholabuse.gov/townhallmeetings/pdf/UADFactsTHM.ppt>

Summary: Powerpoint presentation for Town Hall Meetings with fast facts on underage alcohol use.
<http://www.stopalcoholabuse.gov/townhallmeetings/pdf/UADFactsTHM.ppt>

