



## *Did you know...*

### Teenage Girls Are Targeted for Sweet-flavored Alcoholic Beverage Marketing like Alcopops?



*Companies market these "starter drinks" to appeal to girls & young women.*

Advertising to girls: In an American Medical Association poll, girls saw a staggering 95 percent more magazine advertising for malt-alternative drinks (Alcopops) than legal-age women on a per capita basis. Alcohol industry admissions on marketing: "With younger drinkers, their palates haven't quite matured yet to drinks like bourbon. Malt-alternatives are a sweeter drink, they're easier to drink and it takes less time to mature to the taste." xvii

xvii Boston Beer Co., quoted in *Restaurants USA*, 5/02.

**Take Action!** The *Journal of Human Resources* reported in 2001 that teen girls who binge drink are 63 percent more likely to get pregnant in their teen years. And compared with non-drinkers, girls who drink suffer from higher rates of depression and suicidal thoughts. To get involved in making a change in media marketing and learn more about what you can do, visit [www.AlcoholPolicyMD.com](http://www.AlcoholPolicyMD.com).

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### **Wahkiakum Community Network**

[www.wahkiakumcommunitynetwork.org](http://www.wahkiakumcommunitynetwork.org)

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**NEXT PUBLIC BOARD MEETING**  
**August 4, 2008 7:00 - 9:00 PM**

River Street Meeting Room 42 River Street, Cathlamet

*Supporting community-based changes to improve the lives of children and families*