

## Supporting an Alcohol Advertisement-Free Massachusetts Bay Transportation Authority (MBTA)

- BECAUSE,** the Fiscal and Management Control Board voted to reverse the MBTA ban on alcohol advertising.<sup>1</sup>
- BECAUSE,** research shows that greater exposure to alcohol advertising is associated with increased drinking in underage youths. For each ad viewed by an underage youth (above the monthly average of 23), youth drink 1% more.<sup>2</sup>
- BECAUSE,** the cost of underage drinking for Massachusetts residents was approximately \$1.2 billion in 2013.<sup>3</sup> The MBTA's expected revenue from alcohol advertising (\$2.5 million) does not compare.
- BECAUSE,** a large number of students in Massachusetts rely upon the MBTA to commute to and from school and other activities.<sup>4</sup>
- BECAUSE,** in 2009, alcohol advertisements on MBTA subway cars promoted alcohol to 54.1% of student passengers (ages 11-18) in Boston on an average weekday.<sup>5</sup>
- BECAUSE,** early exposure to alcohol advertisements contributes to positive attitudes and perceptions about alcohol use in youth and predicts future intention to drink and likelihood of underage drinking.<sup>6,7</sup>
- BECAUSE,** the restrictions under current MBTA advertising guidelines have the potential to increase higher-risk youth exposure to alcohol advertising.<sup>8</sup>
- BECAUSE,** banning alcohol advertisement would be a highly effective method to reduce youth drinking, resulting in 7,609 fewer deaths and a 16.4% drop in alcohol-related life-years lost.<sup>9</sup>
- BECAUSE,** the healthy choice should not be the difficult choice for Massachusetts youth.

**THEREFORE, BE IT RESOLVED,** that the undersigned organization supports:

- guidelines that prohibit alcohol advertising on MBTA property.
- reducing the number of underage youths exposed to alcohol across the state.
- decreasing the financial burden placed on Commonwealth residents created by youth alcohol abuse.

Organization\_\_\_\_\_ Date\_\_\_\_\_

Contact Person's Name and Signature\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_ Email\_\_\_\_\_

**Check your preferred mode of communication: Email ☐ / Phone ☐ / Fax ☐**

**Return to:** Allston Brighton Substance Abuse Task Force, 77 Warren St., Boston, MA 02135

**Fax:** 617-789-3279 **Questions? Call** 617-789-2140 or **email** alexis.walls@steward.org

<sup>1</sup> Greenhouse, P. (2017, November 21). T to give alcohol ads a try, ending a five-year ban - The Boston Globe. Available at: <https://www.bostonglobe.com/metro/2017/11/21/give-alcohol-ads-try-ending-five-year-ban/1mVXod52qNhwsoXZrUubOP/story.html>. Accessed on: January 19, 2018.

<sup>2</sup> L.B. Snyder, F.F. Milici, M. Slater, H. Sun, and Y. Strizhakov. (2006). Effects of Alcohol Advertising Exposure on Drinking Among Youth. *Archives of Pediatrics and Adolescent Medicine* 160(1): 18-24.

<sup>3</sup> Pacific Institute for Research and Evaluation (2015). Underage Drinking in Massachusetts: The Facts. Available at: <http://www.pire.org/documents/UDETC/cost-sheets/MA.pdf>. Accessed on June 16, 2017.

<sup>4</sup> City of Boston (2014, September 3). Mayor Walsh, BPS, MBTA share student safety plans. Available at: <https://www.boston.gov/news/mayor-walsh-bps-mbta-share-student-safety-plans>. Accessed on January 19, 2018.

<sup>5</sup> Nyborn, J. A., Wukitsch, K., Nhean, S., & Siegel, M. (2009). Alcohol Advertising on Boston's Massachusetts Bay Transportation Authority Transit System: An Assessment of Youths' and Adults' Exposure. *American Journal of Public Health*, 99 (Suppl 3), S644-S648.

<sup>6</sup> Fleming, K., Thorson, E., & Atkin, C. K. (2004). Alcohol Advertising Exposure and Perceptions: Links with Alcohol Expectancies and Intentions to Drink or Drinking in Underaged Youth and Young Adults. *Journal of Health Communication*, 9(1), 3-29.

<sup>7</sup> E.W. Austin and C. Knaus, "Predicting the Potential for Risky Behavior Among Those Too Young? to Drink as a Result of Appealing Advertising," *Journal of Health Communications* 5(2000): 13-27.

<sup>8</sup> Ross, C. S., De Bruijn, A., & Jernigan, D. (2013). Do time restrictions on alcohol advertising reduce youth exposure? *Journal of Public Affairs*, 13(1), 123-129.

<sup>9</sup> W. Hollingworth, B. E. Ebel, et al. (2006). Prevention of Deaths From Harmful Drinking in the United States: The Potential Effects of Tax Increases and Advertising Bans on Young Drinkers. *Journal of Studies on Alcohol* 67(2): 300-308.