



The Allston-Brighton Substance Abuse Task Force

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Mayor Martin J. Walsh
1 City Hall Square, Suite 500
Boston, MA 02201

Dear Mayor Walsh,

We, the Allston-Brighton Youth Coalition, are advocating for a ban of alcohol advertisements on city property. As teens in our Allston-Brighton community, we have become highly concerned about the influence of alcohol advertisements on our peers. We would like to bring to your attention that underage alcohol consumption is a problem within our community and alcohol advertisements on city property fuels it. The placement of these ads in youth dominated areas threatens the health of the city's youth by increasing underage drinking. We have shared the following facts with organizations throughout Boston:

- Research shows that greater exposure to alcohol advertising is associated with increased drinking in underage youths. One study showed, "each additional advertisement seen [above the monthly average of 22.7] increased the number of drinks consumed"¹
- The cost of underage drinking in Massachusetts was approximately 1.4 billion dollars in 2010²
- There are inordinately high rates of outdoor alcohol advertising in neighborhoods of color. Consequently, youth of color are exposed to images of alcohol and alcohol-related behaviors in their communities on a daily basis from.³

As such, we, the Allston Brighton Youth Coalition and the following organizations listed below support a ban of alcohol ads on city property such as trash cans, bus stops and all other street furniture.

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

2. Pacific Institute for Research and Evaluation. Underage drinking in Massachusetts: the facts. Available at: <http://www.udetc.org/factsheets/MA.pdf>. Accessed July 22, 2014.

3. Alaniz M. Alcohol availability and targeted advertising in racial/ethnic communities. *Alcohol Health Res World*.1998;22:286-289.

Organization Name:

Neighborhood in Boston:

Organization Representative Name:

Organization Representative Signature:

Date:

Note: Signing this resolution does not imply endorsement of any specific proposal not mentioned in this resolution.