

## ALPHA RESOLUTION A08-2

**TITLE:** Establish Stricter Advertising Standards for Alcohol

**SPONSOR:** Middlesex-London Board of Health

WHEREAS Exposure to repeated high level alcohol promotion inculcates pro-drinking attitudes and increases the likelihood of heavier drinking; and

WHEREAS Alcohol advertising predisposes minors to drinking well before the legal age of purchase; and

WHEREAS Marketing strategies such as alcohol sports sponsorships embed images and messages about alcohol into young people's everyday lives; and

WHEREAS Advertising has been found to promote and reinforce perceptions of drinking as positive, glamorous, and relatively risk free; and

WHEREAS Deficiencies in the current system to control alcohol advertising pose a public health and safety threat particularly to underage audiences;

**NOW THEREFORE BE IT RESOLVED THAT** the Association of Local Public Health Agencies petition the federal government, Ontario government, and Advertising Standards Council to establish stricter advertising standards for alcohol.

ACTION FROM CONFERENCE:

Moved: R. Kyle (Durham)

Seconded: G. Barton (Eastern Ontario)

**Resolution CARRIED AS AMENDED**