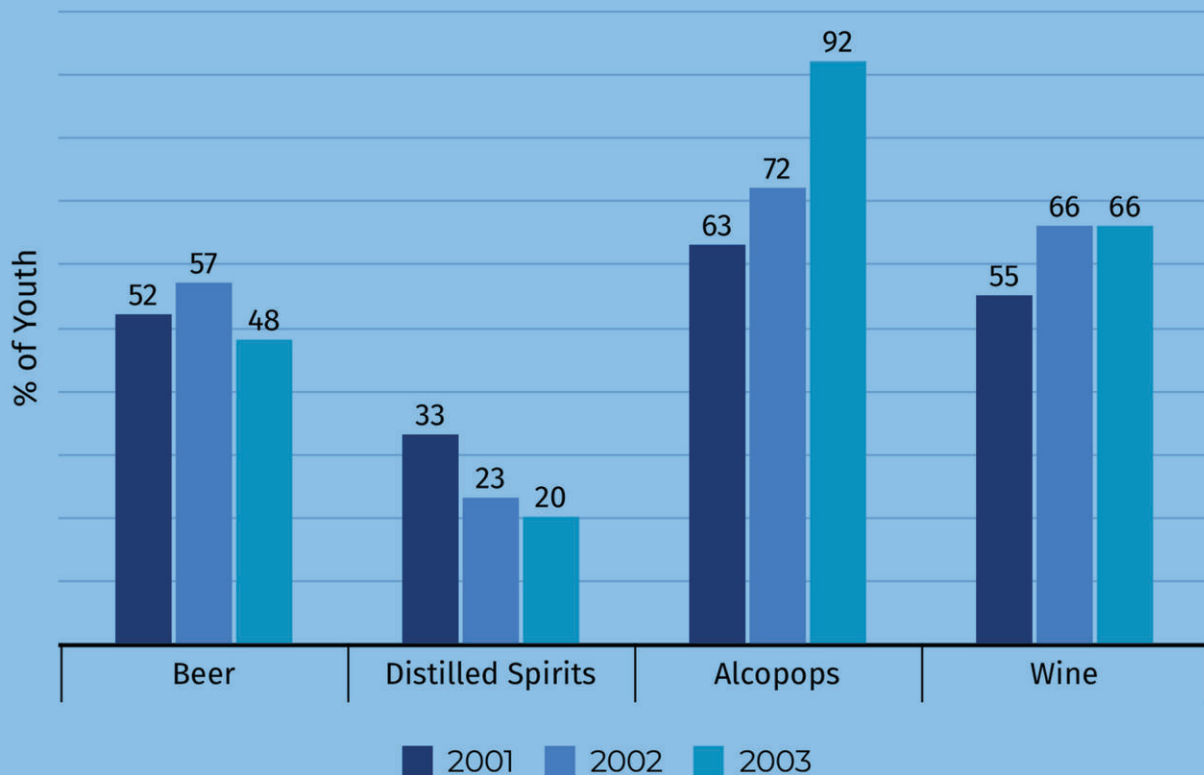


The Effect of Alcohol Advertisements on Youth

- Alcohol advertising significantly influences young people's perceptions, attitudes, and drinking behaviors.
- Each additional alcohol advertisement viewed by youth increases the number of drinks consumed by 1%
- Alcohol use is causally linked to over 200 diseases and injuries.



Overexposing Alcohol Advertisements by Type

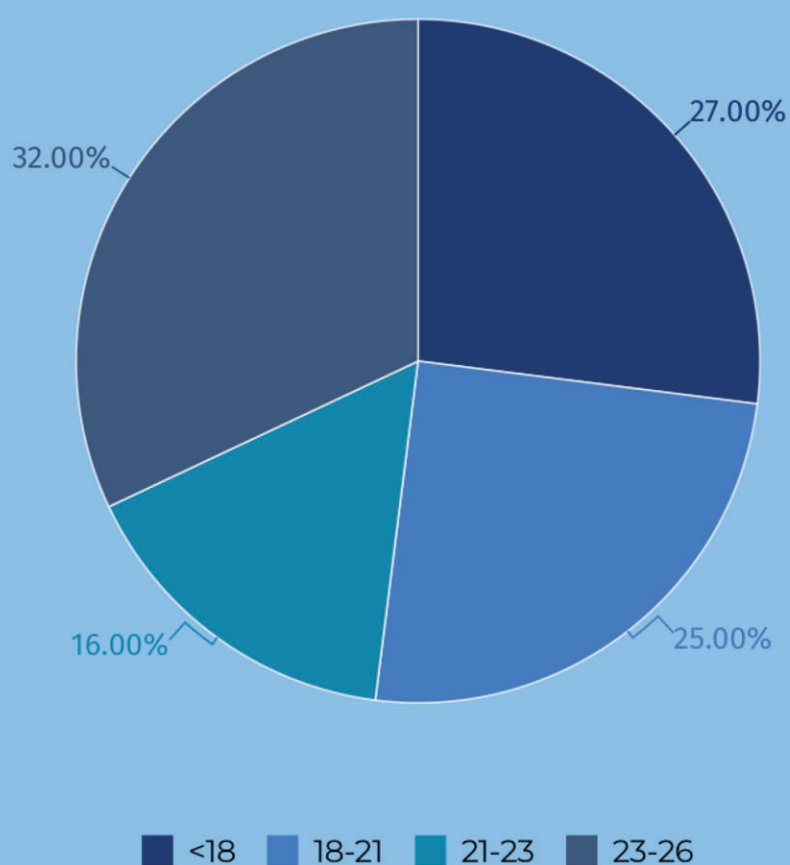


- Overexposure to alcohol ads leads to earlier alcohol use in children and adolescents.
- Alcohol ads reduce perception of alcohol-related risks.
- Higher exposure to alcohol ads increases likelihood of underage drinking.
- Drinking rises from 9% in grade 7 to 72% in grade 12.

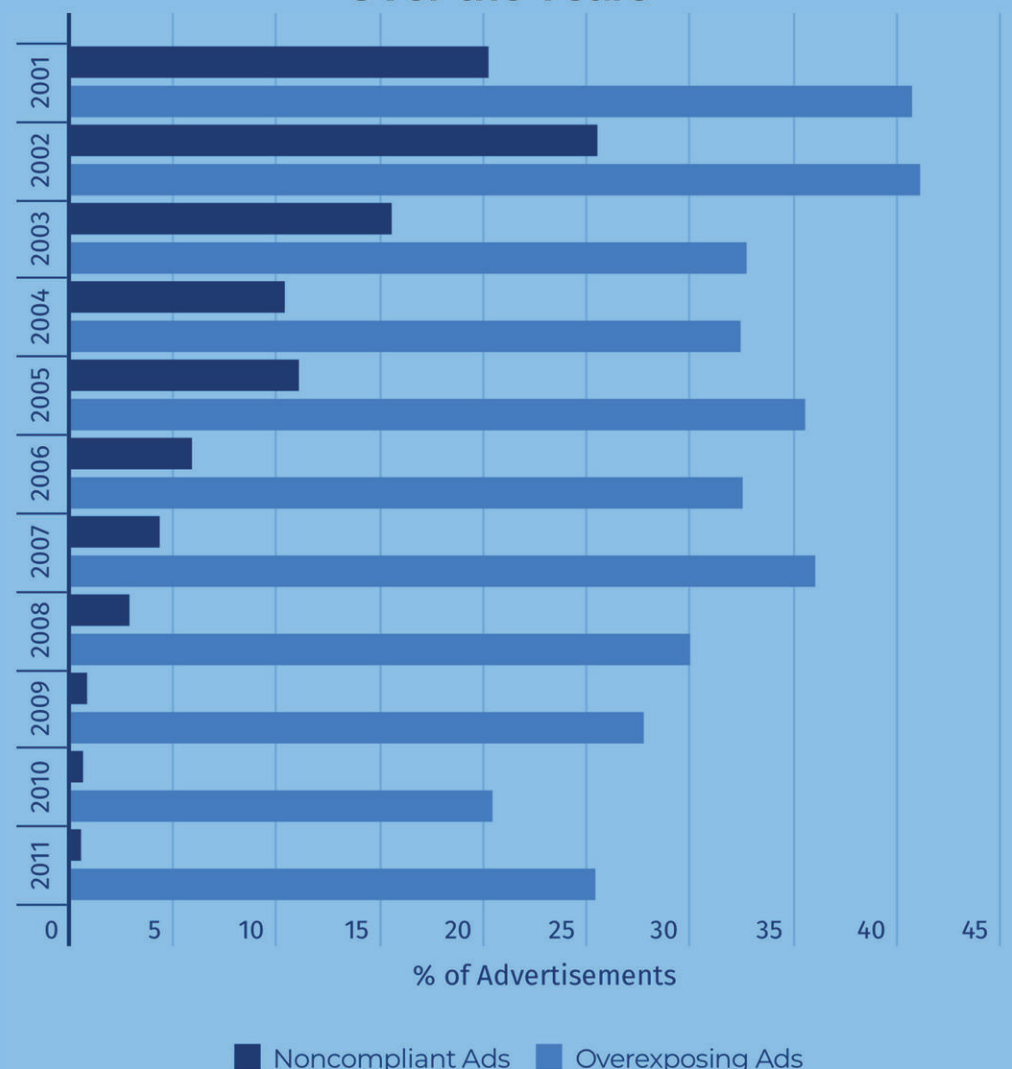
Recommendations

- Cross-sector collaboration to address youth alcohol ad exposure.
- Strengthening alcohol ad regulations to protect youth.

Youth Overexposed to Alcohol Advertisements



Non-compliant and Overexposing Advertisements Over the Years



*All data collected from academic sources, Centre for Alcohol Marketing and Youth newsletters, Public Health reports, and ad hoc gathering.