



PREVENT THIS

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Super Dose of Problems

Alcohol ads are among teens' favorites. Teens have ranked ads for Budweiser among their top 10 favorite TV advertisements in studies done in 2004, 2005, 2006 and 2007.

Source: Teenage Research Unlimited

Super Bowl Sunday brings a super dose of alcohol-related problems to communities across the country. Even people who don't drink experience many of these problems "secondhand". Alcohol-related injuries, community disturbances, violence and even trash on public streets all have an affect on the community as a whole. Excess absenteeism from work on the Monday after the Super Bowl leads to higher priced goods and services.

More importantly, Super Bowl beer ads reach millions of young

viewers—fueling our nation's costly and tragic epidemic of underage drinking.

Unlike an earthquake or hurricane—natural events whose destructive impact can only be minimized—we know when the Super Bowl will happen (Sunday, February 1, 2009) and we can both predict and prevent many of the problems that will occur. Because most of the problems associated with Super Bowl Sunday are fueled by alcohol, we know that addressing these issues now can have a positive affect on our communities.

Underage Drinking Epidemic

This nation's underage drinking epidemic has been fueled by over exposure to alcohol advertising especially during events such as the Super Bowl. 97.5 million people watched Super Bowl XLII with even more expected to see this years game. The "big game" will be seen by approximately 40% of all children in the United States.

Research, published by the American Medical Association, shows that the more young people are exposed to alcohol advertising, the more likely they are to drink. Another study published by the Journal of Health Communication found that youth 10-17 years old prefer beer ads with humor, music and animal characters and are more likely to say such commercials make them want to buy the beer advertised. Thus using a baby Clydesdale to sell beer is similar to using Joe Camel to sell cigarettes—it targets youth.

A 30-second ad for this year's Super Bowl sells for \$3 million. Anheuser-Busch has purchased 10 30-second spots (approximately 15% of all ads sold for this year's game). One ad features a Clydesdale who immigrates from Scotland which tries it's hand at different jobs until it finds its true calling. In order to combat the advertisers we need to become media literate—to find out how continue to page 2.

Media Literacy



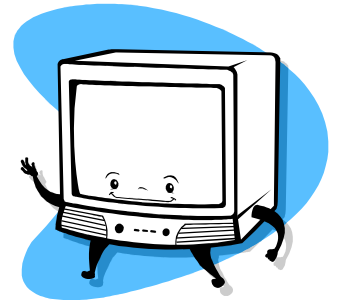
Media Literacy is the ability to “read” television and mass media. Simply put, media literacy is the ability to “ask questions about what you watch, see and read.” Media literacy can help youth understand how media are developed, the approaches used to increase persuasion, the commercial sources and beneficiaries of advertising and the ideology of messages contained in commercial and news media.

Many studies suggest that media education can produce less vulnerable children and adolescents. Children who understand the motivations and production techniques of media are less likely to adopt the destructive attitudes and behaviors that are depicted in the media. Media education represents a new and exciting approach to protecting children and adolescents from unhealthy effects of media.

Raising Media Savvy Children

Nine Suggestions for Parents, Teachers, and Caregivers

1. Actively engage children in alternatives to television or internet —talking, playing, reading, listening to music (caution—some music/books encourages unhealthy behaviors).
2. Emphasize non-directed play with children, encouraging them to entertain themselves using materials at hand in new ways.
3. Help children recognize both the good and the bad in media consumption.
4. Develop consistent limits for screen consumption—TV, computer, and video games.
5. Learn media’s persuasive techniques and teach them to your children.
6. Watch programs on tape, so you can stop to discuss content and fast-forward through commercials.
7. Insist that children be critical media consumers.
8. Investigate the media habits of family, friends, and daycare providers.
9. Encourage children to produce their own media whenever possible.



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Newsletter resources: www.medialiteracy.net,
<http://sports.espn.go.com/>, www.acmecoalition.org,
www.marininstitute.org