

State of South Dakota

NINETY-THIRD SESSION LEGISLATIVE ASSEMBLY, 2018

454Z0769

HOUSE CONCURRENT RESOLUTION NO. _____

Introduced by: _____

1 A CONCURRENT RESOLUTION, that tobacco, alcohol and other drug marketing have no
2 place in the lives of the children of the state.

3 WHEREAS, research clearly indicates that, in addition to parents and peers, alcohol and
4 tobacco advertising and marketing have a significant impact on youth decisions to drink; and

5 WHEREAS, Prairie View Prevention in Sioux Falls cites that twenty-five percent of all
6 alcohol sold in South Dakota is consumed illegally by underage persons and that ninety percent
7 of that alcohol is consumed through binge drinking; and

8 WHEREAS, a national study published in January 2006 by the Archives of Pediatrics and
9 Adolescent Medicine concluded that greater exposure to alcohol advertising contributes to an
10 increase in drinking among underage youth. Specifically, for each additional ad a young person
11 saw, above the monthly youth average age of twenty-three, he or she drank one percent more.
12 For each additional dollar per capita spent on alcohol advertising in a local market, above the
13 national average of six dollars and eighty cents per capita, young people drank three percent
14 more; and

15 WHEREAS, researchers followed three thousand one hundred eleven students in South
16 Dakota from seventh to ninth grade, and found that exposure to in-store beer displays in grade



1 seven predicted onset of drinking by grade nine, and exposure to magazine advertising for
2 alcohol and to beer concessions at sports or music events predicted frequency of drinking in
3 grade nine; and

4 WHEREAS, a *USA Today* survey found that teens report alcohol advertising has a greater
5 influence on their desire to drink in general than on their desire to buy a particular brand of
6 alcohol; and

7 WHEREAS, according to a 2017 study by the Centers for Disease Control, exposure to
8 marijuana advertisements was associated with higher odds of current marijuana use among
9 adolescents. The study went on to say that "regulations that limit marijuana advertisements to
10 adolescents and educational campaigns on harmfulness of illicit marijuana use are needed"; and

11 WHEREAS, a poll done for an alcohol-industry-funded organization called the Century
12 Council, found that seventy-three percent of the public believes that "alcohol advertising is a
13 major contributor to underage drinking"; and

14 WHEREAS, the National Association of Broadcasters recognizes the influence advertising
15 can have on youth: "The impact of advertising on radio and television audiences, particularly
16 kids, cannot be overstated. Clever jingles, flashy lights, fast talking, and quick pacing, all
17 contribute to the message of commercials."; and

18 WHEREAS, underage persons are not a target market for tobacco, alcohol and other drug
19 products since they are not of legal age to purchase, possess or consume these products:

20 NOW, THEREFORE, BE IT RESOLVED, by the House of Representatives of the Ninety-
21 Third Legislature of the State of South Dakota, the Senate concurring therein, that the South
22 Dakota Legislature recognizes that tobacco, alcohol, and other drug advertising has no place in
23 the lives of the children of the state of South Dakota.