

K.N.O.W. 2 PREVENT

KNOWLEDGE NETWORK OF WESTCHESTER

You can't PREVENT what you don't know!

A WESTCHESTER VIRTUAL SPEAKER SERIES

David Jernigan, Ph.D., Alcohol Marketing, Youth Drinking and the Pandemic: Who Is Minding the Stores?

What has Changed? Social Media and Marketing

Data collected by alcohol marketers and social media platforms target youth:

- videos on the internet showing someone who is drunk or high
- pictures or comments on social networking sites (e.g., Instagram) showing or talking about someone who is drunk
- movies or TV shows showing someone who is drunk or high
- alcohol advertisements on billboards, magazines, or public places frequented by youth
- songs that talk about getting drunk or high
- video games that show someone getting drunk or high

“TIP” JAR

TAKE-AWAYS - INFORMATION - PROMPTS

What has Changed? Policy

Changes in alcohol availability during the pandemic include:

- Home delivery
- Takeout alcohol from bars and restaurants
- Increased exposure to alcohol consumption in public spaces with more outdoor dining and events
- Social scientists refer to this as a large-scale national experiment; those paying the most attention are those who stand to make the most money. Research cannot move quickly enough to keep up with policy change.
- Recent policy changes have a good chance of becoming permanent without sustained public health input

Setting clear expectations about non-use is a protective factor!

TALK, THEY HEAR YOU

Your voice matters. Get involved!

FIND YOUR LOCAL COALITION!

What can we do about it?

- **PRODUCT:** alcohol impact areas, banning specific products
- **PRICE:** alcohol tax increases, minimum unit pricing
- **PLACE:** licensing/zoning reform
- **PROMOTION:** local ad bans (billboards, public transit), retail signage restrictions and counter advertising

Advocate in your community to address outdoor and retail advertising/marketing, and other local policies.

Talk to your children and set clear expectations about non-use.

PRESENTED BY



SUPPORTED BY



REGISTER AT
KNOW2Prevent.org

QUESTIONS?
INFO@KNOW2PREVENT.ORG

