

# Media as a Risk Factor Participant Workbook



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## Learning Objectives:

- Identify key considerations to media and the work of prevention.
- Name the four major elements of Bandura's Social Learning Theory.
- Explore media literacy, media advocacy, and social marketing and norming within alcohol and tobacco prevention and related risk and protective factors.
- Practice deconstructing media messages.



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- Alcohol adspend to rise from US \$6.7 bn in 2020 to US \$7.7 bn in 2023
- Alcohol brands spend twice as much on television as the average brand, but will reduce their spending by 2.4% a year as audiences continue to shrink
- Spirits brands have pivoted rapidly to owned online content, to help consumers replicate the brand experience – normally the main driver of sales growth – at home
- Digital advertising to account for 30% of alcohol adspend in 2023, up from 21% in 2019

Zenith Media (2020). Alcohol adspend to beat market with 5.3% growth in 2021 as hospitality opens up. Retrieved from: <https://www.zenithmedia.com/alcohol-adspend-to-beat-market-with-5-3-growth-in-2021-as-hospitality-opens-up/>

### **Cigarette and smokeless tobacco companies spend billions of dollars each year to market their products.<sup>1,2</sup>**

- In 2019, the largest cigarette and smokeless tobacco companies spent \$8.2 billion on advertising and promotional expenses in the United States alone.<sup>1,2</sup>
  - The four major U.S. cigarette companies spent \$7.62 billion on cigarette advertising and promotion in 2019.<sup>1</sup>
  - The five major U.S. smokeless tobacco manufacturers spent \$576.1 million on smokeless tobacco advertising and promotion in 2019.<sup>2</sup> Smokeless tobacco products include dry snuff, moist snuff, plug/twist, loose-leaf chewing tobacco, snus, and dissolvable products.
- The money cigarette and smokeless tobacco companies spent in 2019 on U.S. marketing amounted to—
  - About \$22.5 million each day<sup>1,2</sup>
  - About \$25 for every person (adults and children) in the United States per year (according to 2019 population estimate of 328,239,523)<sup>1,3</sup>

- About \$240 per year for each U.S. adult smoker (based on 34.2 million adult smokers in 2018)<sup>1,4</sup>
- Scientific evidence shows that tobacco company advertising and promotion influences young people to start using tobacco.<sup>5</sup>
- Adolescents who are exposed to cigarette advertising often find the ads appealing.
- Tobacco ads make smoking appear to be appealing, which can increase adolescents' desire to smoke.
- The three most heavily advertised brands—Marlboro, Newport, and Camel—were the preferred brands of cigarettes smoked by middle school and high school students in 2016.<sup>5</sup>

#### **Cigarette Brand Preferences among U.S. Middle School Students:<sup>5</sup>**

- 38.3% preferred Marlboro
- 21.4% preferred Newport
- 13.4% preferred Camel

#### **Cigarette Brand Preferences among U.S. High School Students:<sup>5</sup>**

- 48.8% preferred Marlboro
- 16.6% preferred Newport
- 13.3% preferred Camel

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/marketing/](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/)

### **Teens More Likely to Vape after Seeing Store Ads**

Adolescents exposed to e-cigarette ads in retail stores are twice as likely to start vaping within several years, according to a new study.

E-cigarette use has been skyrocketing among teens despite evidence they are addictive, harmful to developing brains and contain toxic chemicals. In recent weeks, they also have been linked to 193 reports of severe pulmonary illness.

Researchers from the University of Texas and University of North Texas set out to look at the impact of e-cigarette advertising, which is unregulated. They used data on 2,288 adolescents ages 12-17 and 2,423 young adults ages 18-29 in Texas who had never used e-cigarettes. At the start of the study, participants were asked about e-cigarette ads they had seen or heard on TV, radio, billboards, retail stores and the internet and how frequently they had seen or heard them. Over the course of 2.5 years, they were asked about their e-cigarette use. The results are reported in “Electronic Nicotine Delivery Systems Marketing and Initiation among Youth and Young Adults,” (Loukas A, et al. *Pediatrics*. Aug. 26, 2019, <https://doi.org/10.1542/peds.2018-3601>).

About 58% of adolescents said they had seen e-cigarette ads in retail stores and 44% had seen them on TV. Other types of ads were less common. Over the course of the study, 14% started vaping. Adolescents were twice as likely to use e-cigarettes if they had seen ads in retail stores. Other channels were not significantly linked to use.

Young adults were most likely to recall seeing e-cigarette ads on the internet (57%) and in retail stores (56%). About 25% of this group started vaping during the study. Having viewed ads in retail stores or on TV was associated with 1.3 times higher odds of starting to vape.

Authors noted the impact of retail stores, saying they “often display marketing near checkout counters, simultaneously marketing ENDS (electronic nicotine delivery system) products and providing direct access to them.”

Trying to explain the association between TV ads and e-cigarette use among young adults but not adolescents, authors cited previous research showing the messages, such as comparing e-cigarettes to traditional cigarettes, don’t always resonate with younger groups.

Researchers called for federal and state authorities to regulate e-cigarette ads, especially in retail stores.

“Given the increasing popularity of ENDS products among young people, limiting ENDS marketing at retail stores is of paramount importance,” they wrote.

The AAP has been unwavering in its efforts to keep e-cigarettes out of children’s hands, urging lawmakers to restrict sales to anyone under 21 years and to ban flavored products. It also has been pushing for faster premarket review by the Food and Drug Administration.

American Academy of Pediatrics (2019). Teens more likely to vape after seeing store ads. Retrieved from: <https://publications.aap.org/aapnews/news/14039>

Knowing the answers to these questions is key to understanding media messages.

**1. *Who is the author and what is the purpose of the message?***

Every message is communicated for a reason—to entertain, inform, or persuade. However, the basic motive of most media outlets is to profit through the sale of advertising space and sponsorships.

**2. *What techniques are used to attract your attention?***

Every message is communicated through sound, video, text, or photography. Messages are enhanced through camera angles, special effects, editing, and music. Analyzing how these features are used in any given message is critical to understanding how it attempts to persuade, entertain, or inform.

**3. *What lifestyles, values and points of view are represented?***

Messages are filtered through the “interpretive screens” of our beliefs, values, attitudes, and behaviors. Identifying the target audience for a given message and knowing the audience’s “filters” and the way it interprets media messages help make you media sharp!

**4. *How might different people interpret the message differently?***

Behind every message is a purpose and point of view. The advertiser’s purpose is more direct than the program producer’s although both may seek to entertain us. Understanding their purposes and knowing WHOSE point of view is being expressed and WHY is crucial to being media sharp.

**5. *What is omitted from this message?***

Because messages are limited in both time and purpose, all details are rarely provided. Identifying the issues, topics, and perspectives that are NOT included can often reveal much about the purposes of media messages. In fact, this may be the most significant question; it can uncover answers to the other questions.

**Source: Dr. Renee Hobbs, Clark University Media Literacy Project**

**Answer the following questions for the ad assigned to your group**

<b><i>1. Who is the author and what is the purpose of the message?</i></b>
<b><i>2. What techniques are used to attract your attention?</i></b>
<b><i>3. What lifestyles, values and points of view are represented?</i></b>
<b><i>4. How might different people interpret the message differently?</i></b>
<b><i>5. What is omitted from this message?</i></b>

## Group 1

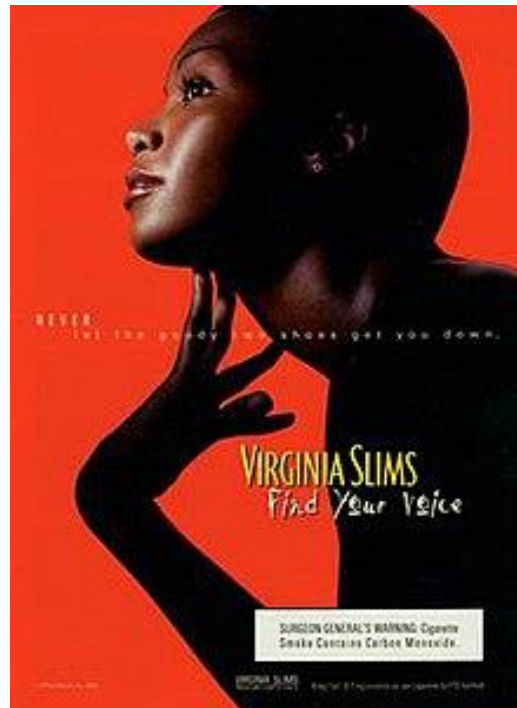


## Group 2





## Group 3



## Group 4



# Social Marketing

## The 4 P's of Marketing

## Information Sheet

When developing a social marketing campaign, prevention professionals need to keep the “4Ps” in mind: **product, price, promotion, and place**. Traditional product marketing techniques include marketing analysis, planning, and control; these techniques include market research, product positioning and conception, pricing, physical distribution, advertising, and promotion - hence the 4Ps of marketing (Walsh, Rudd, Moeykens, & Moloney, 1993).

For a commercial marketer, the “product” may be soap or cereal, but for a social marketer, it is a healthy behavioral change or a changed attitude. In substance abuse prevention, the product is the knowledge, attitudes, or behavior the target audience should adopt (Linkenbach, 1998).

The “price” for a bar of soap may be \$2.00, but for a healthy behavior the price is what the person must give up to receive the benefits. For instance, the price may be the cost of separating oneself from peers who use alcohol, tobacco, and other drugs.

The “promotion” is the overall strategy or message used to persuade the target audience to pay the price for the product. It is the means for persuading the target audience that the product is worth the price.

The “place” is the communication channel, such as the mass media, schools, churches, or workplaces. Some social marketers also define “place” as the location in which the audience can partake in the healthy behavior. It is important to note that social marketing does not have to include mass media.

The following example illustrates how the 4Ps of social marketing can be applied to a media campaign:

**Product:** Refusing to have a drink when offered one by peers.

**Price:** Not fitting in with one's peers (the price perceived by preteens).

**Promotion:** “Not drinking or using other drugs is smart and fashionable.”

**Place:** Mass media and community programs.

Linkenbach, J. (1998). *Health entrepreneurship. Promising practices: Campus alcohol strategies*. Fairfax, VA: George Mason University.

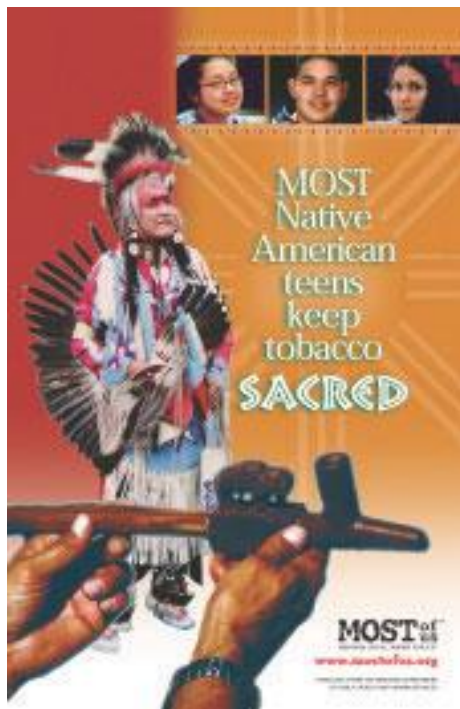
Walsh, D.C., Rima, E.R., Moeykens, B.A., & Moloney, T.W. (Summer, 1993). Social marketing for public health. *Health Affairs*, 104-119.

### Example A



- **Product:** Young adults choose to abstain from alcohol use when driving
- **Price:** Not fitting in with one's peers when the perception is that the majority use alcohol
- **Promotion:** Most of us don't drink and drive
- **Place:** Mass media campaign and schools/universities

### Example B



- **Product:** Native American teens choose to abstain from tobacco use other than for rituals
- **Price:** Self-denial; not fitting in with peers
- **Promotion:** "Most Native American teens keep tobacco sacred" - positive cultural symbols
- **Place:** Schools, public health department, tobacco shop, convenience store, local TV, radio

# Activity

**Design a social marketing commercial. Be prepared to demonstrate the commercial to the rest of the participants. Be sure to include the following:**

**Product**

**Price**

**Promotion**

**Place**

## Media Advocacy Tools

For many years the main role of the media in preventing alcohol, tobacco, and other drug problems has been to build general awareness of the problem and to direct messages to the individual to change behavior regarding the use of alcohol, tobacco, and other drugs. Media advocacy, however, shifts the focus and the message from individual to collective behavior change, that is, to norms and policies. A working definition of media advocacy is “the strategic use of media as a resource for advancing a social or public policy initiative.” This contrasts substantially with the traditional mass media approach that focuses on individual behavior.

As an example, a few years ago community members were concerned about an announcement at an Oakland Athletics baseball game about a promotion for Bud Lite at a future game. Small flashlights with Bud Lite inscribed on them would be given away to anyone who came to the ballpark who was 16 years of age or older, although the legal drinking age was 21. Community members decided to challenge Anheuser-Busch for promoting this particular product in this way. Using contacts with the media, they raised public concern about the beer promotion, and Anheuser-Busch canceled its planned giveaway. This is one way of focusing on alcohol policy through the media, in contrast to the traditional focus on behavior change. The media was used to focus public attention on policy issues. The message was, “Shouldn’t the alcohol industry know when to say ‘when’ in their efforts to promote alcohol to underage youth?”

In media advocacy, challenging conventional wisdom and public thinking is important. Mass media becomes the arena for contesting public policies and for shifting emphasis from individual behavior change to collective behavior change and policies. Media advocates ask themselves how a media opportunity can best advance policy goals and shift the debate from individuals to the collective decisions of policies and norms.

Using contacts with electronic or print media editors and reporters, advocates can generate public interest in changing industry promotional practices, media policies, tax laws, law enforcement practices, labeling laws, school rules, workplace policies, health care policies, community norms, and other factors that may contribute to youth alcohol, tobacco, and other drug use. Reporters may not be aware of factors in their communities that promote alcohol, tobacco, and other drug use. By using specific media-related skills, prevention practitioners can provide them with interesting information and stories that strategically support prevention agendas. Those skills include research, creative use of epidemiology and statistics, issue framing, and gaining access to media outlets.

### Research

It is important for those using media advocacy to have current, relevant facts and figures on hand and to be able to discuss their implications for alcohol, tobacco, and other drug issues. Reporters and editors are more likely to contact people they know who have access to reliable facts when they are researching a story. It is important to be able to back up positions with concrete information and data.

Solid research in the alcohol, tobacco, and other drug field is readily available to prevention practitioners interested in media advocacy. One major resource is the Center for Substance Abuse Prevention's National Clearinghouse for Alcohol and Drug Information (NCADI). By calling toll-free (800) 729-6686, prevention practitioners can obtain resource manuals, monographs, articles, and literature searches on any related topic. At the State level, Regional Alcohol and Drug Abuse Resource (RADAR) Network Centers serve as local information clearinghouses. RADAR Network Centers can be located by calling NCADI.

In addition to gathering research on topics of specific interest, media advocates must also understand how local media outlets operate. Which reporters are most likely to cover health issues? What are the names of relevant news editors? Who should receive a news release? This information can be obtained by studying local media outlets and by telephoning the news departments and asking for names. Learning how the media prefers to receive information pays off by making the media advocate appear more professional and therefore more trustworthy.

### **Creative Use of Epidemiology and Other Statistical Data**

The creative use of epidemiology and other statistical data is a powerful strategy. It involves translating the research from often dry or bewildering facts and figures into attention-grabbing news. News must have some immediate relevance. In other words, facts must not only be correct, they should be presented in a way that brings the issue home to the reader.

For example, the fact that 12 million U.S. college students annually consume more than 430 million gallons of alcoholic beverages is not particularly attention grabbing. Expressed more creatively, the information can be much more effective:

*The annual alcohol consumption of college students exceeds the volume of an Olympic-sized swimming pool for each of the 3,500 colleges and universities in the United States.*

This image enables the public to visualize how much students on local college campuses are drinking. The public might then wonder what the college presidents and other officials are doing about student drinking. Expressing data in such a graphic way can help capture the attention of reporters and ultimately the decision-influencing public and opinion leaders.

### **Framing the Issue**

Like the creative transformation of data, framing the issue, or influencing the terms of the debate, is a useful strategy. With any issue, both sides attempt to frame the issue to make their positions seem most reasonable. For example, when media advocates point out that advertising alcoholic beverages to vulnerable populations should be limited by law, the alcoholic beverage industry attempts to frame their position in civic terms. The debate shifts from "Should children be targeted by beer companies?" to "Should beer companies have their First Amendment rights protected?"

In addition to framing the issues, the alcoholic beverage industry tries to frame itself in a positive light—by presenting itself as a supporter of sporting events, as a patron of local and national artistic endeavors, as a prevention educator of young people, and as a protector of freedoms.

According to Lawrence Wallack, PhD, a professor at the School of Public Health, University of California at Berkeley, prevention practitioners have two means of reframing issues that the alcoholic beverage industry has framed to its own advantage. First, they can focus attention on promotional practices in the environment as the primary problem, not the behavior of individuals who drink. Second, they can address industry practices that appear unethical.

### **Gaining Access to the Media**

Gaining access to the media involves watching for opportunities to contact the media with timely information. Contact may be established through a news release (with a follow-up telephone call), a letter to the editor, a guest editorial, or a telephone call to build interest in a story angle. Over time, media advocates can build credibility so that the media will contact them first when the possibility of an alcohol- or other drug-related story arises.

Gaining access to the media can help groups gain community support for their efforts. For example, when SeaWorld in San Diego, California, owned by Anheuser-Busch, announced its intention to open a hospitality center where adult park patrons could get two free glasses of beer, prevention practitioners used media advocacy techniques to bring their concerns to the attention of the public. The resulting media coverage led other groups and individuals to join a prevention coalition to continue SeaWorld protests and address other environmental issues.

#### **Reference:**

Center for Substance Abuse Prevention. (1993). *Prevention primer: An encyclopedia of alcohol, tobacco, and other drug prevention terms*. (DHHS Publication No. SMA 94-2060). Rockville, MD: National Clearinghouse for Alcohol and Drug Information.

## **Media Advocacy Case Study**

## **Activity Worksheet**

### **Case Study**

In California, the State legislature passed the “Three Strikes and You’re Out” law in 1994. The law permits revocation of an alcohol license if the licensee is caught selling alcohol to minors three times in a 3-year period. The law gave community members concerned about sales to minors a means to shut down retailers that would not comply with the law, and the law warned business owners to take measures to prevent sales to underage young people if they wanted to stay in business. In addition, that same year the California Supreme Court ruled that minors could be used as decoys to conduct compliance checks on licensees. Further, the following year the California State Department of Alcoholic Beverage Control (ABC Department) offered grants to communities forming partnerships with law enforcement to reduce problems associated with alcohol. Communities used most of the grant money to establish minor decoy programs. The minor decoy programs began to yield noncompliant retailers, and the three-strikes provision began to pose a real threat to businesses selling to minors.

In 1998, a California State senator introduced Senate Bill 1696. The bill allowed a fourth violation in a 3-year period and restricted the ABC Department’s grant funding for decoy programs. The

bill was supported by multiple food and beverage retail associations, big breweries such as Anheuser-Bush and Miller, and the Wine Institute. However, when prevention advocates learned about SB 1696, they mobilized and declared defeating it a top priority.

The California Council on Alcohol Policy distributed legislative alerts around the State. Members of the North City Prevention Coalition in San Diego wrote letters to their senator (the author of the bill) opposing it. Members of the coalition also signed a petition opposing the bill. Members of the San Diego Council on Alcohol Problems (SANDCAP) also contacted the senator and demanded the bill be dropped or dramatically changed. Other prevention and recovery organizations also opposed the bill and contacted the senator. The director of the San Diego Policy Panel on Youth Access to Alcohol urged its influential members from a cross-section of the community to work for the defeat of the bill. One prevention services director estimated that the senator received more than 500 calls opposing the bill. California alcohol policy activists met with the senator and wrote letters to the members of the policy committee.

Policy advocates used their relationship with a San Diego newspaper to gain public support in San Diego for defeating the bill. The newspaper editor wrote an editorial describing the bill as beneficial to a special-interest group and not to the public interest, which prompted many letters to the editor. The newspaper ran eight more pieces on the topic within the next few months. The newspaper articles allowed both sides to voice their arguments. However, alcohol policy advocates made strong arguments: “What’s our priority, industry profit or safety for our children? The beer industry sells an estimated 1.1 billion cans of beer each year to junior and high school students; kids already have ready access to booze. We should be making it more difficult to sell to them, not easier. The industry is trying to ‘buy’ a bill in the legislature to get itself off the hook; it made \$2.4 million dollars in donations in the 1996-97 legislative year. Why let these ‘three-strike’ violators off the hook? Prevention strategies should be implemented without giving violators a break; 95 percent of Californians want stricter, not weaker, enforcement”. This local media coverage and activism by San Diego residents made it clear that the senator’s local constituency opposed the bill.

Despite all the attention and criticism in San Diego, the bill moved along with only minor revisions. Policy advocates opposing the bill believed it was going to pass and decided to strengthen their efforts in the media to defeat the bill. The advocates knew the media across the State would be interested in the story. They had data on the amount of money the alcohol industry donated to political campaigns, and they “had a frame that would attract attention: The industry was trying to protect their right to sell to kids”. Although the advocates had been reluctant to criticize the senator and the bill statewide because they didn’t want to anger her and risk their ability to work with her in the future, they decided to be more explicit. James E. Mosher, J.D., senior policy advisor, the Marin Institute for Prevention of Alcohol and Other Drug Problems, sent an op-ed piece on SB 1696 to newspapers in Sacramento and San Jose, outlining the principal reasons that this was a bad bill; the piece ran a few days later. Soon, other major newspapers in the State were running stories and editorials about the bill. The stories generated letters to the editor, mainly in support of defeating the bill. The media took the frame and called it the “fourth-strike bill.” One headline in San Jose read, “Responsible retailers don’t need SB 1696. And the community doesn’t need irresponsible retailers”.



Apparently, the media coverage worked. The senator agreed to meet with policy advocates to seriously discuss their concerns. She amended the bill by removing the fourth-strike provision and retaining the grant funding for the minor decoy programs. Grassroots organizing to generate media coverage at the local level didn't seem to be enough to defeat the bill. Nearly everyone involved in defeating the bill felt it would not have been amended without the broad negative media attention the bill received. The surprise victory for the alcohol policy activists proved the effectiveness of their media advocacy efforts and helped to strengthen their confidence and commitment. Further, and most important, because of the relationships that were developed, alcohol policy advocates now sit at the table with legislators to assist in drafting bills related to prevention issues and continue to work with the media.

## Activity

<b>Locate examples of the following media advocacy tools in the case study described above.</b>
<b>Research:</b>
<b>Creative use of data:</b>
<b>Framing the issue:</b>
<b>Gaining access to the media:</b>

METHOD	TIP
Monitor the media.	<ol style="list-style-type: none"> <li>1. Determine how an issue is being covered.</li> <li>2. Observe main themes and arguments.</li> <li>3. Determine who appears as the spokesperson, what solutions are being presented, who is named as the problem solver, and what facts could improve the advocate's side.</li> <li>4. Determine which reporters cover certain issues.</li> <li>5. Determine who the target audience is for each media outlet.</li> <li>6. Determine which media outlet can provide the most in-depth coverage of an issue.</li> <li>7. Determine which media outlet is more likely to be sympathetic to the advocate's issue.</li> </ol>
Contact members of the media.	<ol style="list-style-type: none"> <li>1. Send out news releases. (Keep them short and to the point; include all relevant information; and follow up with a phone call.)</li> <li>2. Hold a press conference. (Use cautiously—the news to be announced at the conference should be newsworthy, dramatic, significant, or controversial.)</li> <li>3. Write a letter to the editor. (Make one point per letter.)</li> <li>4. Host a newsworthy event. (Provide good photo opportunities.)</li> <li>5. Write an op-ed piece or guest editorial. (Keep it simple, with no more than three to four main points.)</li> <li>6. Call individual reporters. (Send an introductory letter about the issue(s) for which you can be a resource.)</li> <li>7. Develop relationships with journalists. For example, send complimentary letters to reporters about well-presented stories.</li> </ol>
Conduct interviews.	<ol style="list-style-type: none"> <li>1. Develop two to three main points.</li> <li>2. Develop several key phrases.</li> <li>3. State points and phrases regardless of questions.</li> <li>4. Avoid jargon and acronyms.</li> <li>5. Anticipate questions and practice answering them.</li> <li>6. Be honest.</li> </ol>

Reference: Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003). *Substance abuse prevention: The intersection of science and practice*. Boston: Allyn and Bacon.

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