

**Southern Health Association  
Resolution  
Prohibiting Beer Commercials on Television**

**WHEREAS**, the use and abuse of alcohol among teenagers has reached epidemic proportions in the past decade to the point where beer and other alcoholic beverages has become the most widely used drugs in this age group; and

**WHEREAS**, teenage drinking is recognized as the leading cause of teen automobile accident deaths, suicide, sexual assaults and numerous other emotional, psychological and physical problems; and

**WHEREAS**, commercials for beer currently used on television are aimed at teenagers and young people in showing “the good life” associated with the use of beer. These commercials are an obvious attempt to influence teens to equate beer drinking and “the good times” and to increase the use of beer by teens; and

**WHEREAS**, television advertising of other alcoholic beverages has been banned by Congress for several years; and

**WHEREAS**, other associations interested in the health and welfare of our teen population have expressed support of a ban of television beer advertising; now

**BE IT THEREFORE RESOLVED**, that the Southern Health Association supports all reasonable and appropriate endeavors being made to ban beer advertising on television and thereby remove one influence on teenagers and protect them from society’s perceived approval of this substance.

That a copy of this resolution be forwarded to the Affiliate States Governor, the Secretary of the Cabinet of Health Services, the Commissioner for the Department of Public Health and members of the General assembly.

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Ted Hanekamp, President  
Southern Health Association

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May 5, 2006  
Date