

Alcohol advertising still a major influencer of underage drinking, new study says

BY: WMAR Staff

POSTED: 7:05 PM, Jul 8, 2014

UPDATED: 7:06 PM, Jul 8, 2014



Autoplay: On

New study examines advertiser influence on underage drinking
VIDEO BY WMAR

Parents of teens have to worry about alcohol use and abuse, but it is more than just peer pressure influencing a child's choices when it comes to drinking.

A new study co-authored by a Johns Hopkins University researcher looks at the role of alcohol advertising and the impact it has on young people.

David Jernigan is the director of the Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health. The study he co-authored found magazines still play a major role in advertising alcohol to young people. Alcohol companies spend millions to put their ads in magazines, exposing those brands to young people in the process.

The full study is available in the July 2014 issue of the Journal of Studies on Alcohol and Drugs

([http://www.jsad.com/jsad/article/Youth Alcohol Brand Consumption and Exposure to Brand Advertising in Magazi/4967.html](http://www.jsad.com/jsad/article/Youth_Alcohol_Brand_Consumption_and_Exposure_to_Brand_Advertising_in_Magazi/4967.html)).

Copyright 2014 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

[Print this article](#)