December 11, 2013

The Centers for Disease Control has been spotlighting some disturbing national statistics about women and drinking. For example, about one out of eight women in the U.S. and one out of five high-school girls go on drinking binges each month. The CDC defines four drinks in one session as a binge for a woman. The CDC estimates that 23-thousand die in the U.S. each year because of excessive drinking.

Today the Center on Alcohol Marketing and Youth is marking its fifth anniversary at the Johns Hopkins Bloomberg School of Public Health with a lunchtime symposium about girls, women and alcohol marketing. The Center’s director, Dr. David Jernigan, joins Sheilah Kast to talk about it.

The symposium is called, “Virginia Slims in a Bottle: Girls, Women and Alcohol Marketing” It starts at noon at the Johns Hopkins Bloomberg School of Public Health’s Feinstone Hall. You can stream it live online here.

Journalist Ann Dowsett Johnston will speak at the event. She wrote a book about women and alcohol called Drink: The Intimate Relationship Between Women and Alcohol.

Produced by Matt Purdy - mpurdy@wypr.org