

# The New York Times

Opinion | LETTER

## A Ban on Bus and Subway Alcohol Ads in New York

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The Metropolitan Transportation Authority board voted to ban alcohol advertising from its properties, beginning Jan. 1. Credit Jason Decrow/Invision for Zevia, via Associated Press

### To the Editor:

Re “[M.T.A. Will Ban Alcohol Advertising on Buses and Subways](#)” (news article, [nytimes.com](#), Oct. 25):

The decision by the Metropolitan Transportation Authority to eliminate alcohol ads in its transit system will protect youths from an important risk factor in underage drinking.

At least 25 long-term public health studies have found that young people’s exposure to alcohol marketing is associated with their subsequent drinking behavior. Alcohol is the leading drug among young people, and underage drinking can lead to

emergency room visits, teenage pregnancy, fights, problems in school and even suicide.

Researchers in Boston found that, before the ban on alcohol advertising in that city's transit system, Boston public school students viewed alcohol ads on the subways more than 18,000 times on an average weekday.

Subways are the way many New York City young people get to school every day. The M.T.A.'s decision will help reduce their exposure to alcohol advertising, and is a significant step in the right direction.

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