

For Immediate Release:
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**Statement on the passage of the Sober Truth on Preventing
Underage Drinking Act (STOP Act, H.R. 864 / S. 408)**

Statement Attributable to Dr. David Jernigan, Executive Director, Center on Alcohol Marketing and Youth

Washington, DC - "Today, Congress took an important step toward protecting our young people by implementing major recommendations made by the National Academy of Sciences and the Institute of Medicine on how to reduce underage drinking in the United States.

Underage drinking is the nation's largest drug problem among youth. Requiring that the Secretary of Health and Human Services give an annual report to Congress on underage drinking will keep this problem on the national agenda.

This report will include information on how much exposure underage youth receive to both positive and negative messages about alcohol in the mass media. Such independent monitoring is critical. Young people's exposure to alcohol advertising on television is skyrocketing, and study after study has shown that this exposure is a significant risk factor in youth drinking.

We salute the leadership and dedication of Senators DeWine and Dodd, Representatives Roybal-Allard, DeLauro, Osborne, Wamp, and Wolf, and their staffs. Because of their leadership, parents and policymakers will better understand the magnitude of alcohol marketing their children see and hear every day."

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About the Center on Alcohol Marketing and Youth

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation. More information on the Center and a full text of this report can be found at www.camyo.org.