

Resolve 16 -04/05

Passage: 5/2/05 (Cohen out)

JILL C. DUSON (MAYOR)(A/L)  
PETER O'DONNELL (A/L)  
JAMES F. CLOUTIER(A/L)  
NICHOLAS M. MAVODONES (A/L)

**CITY OF PORTLAND**  
IN THE CITY COUNCIL

WILLIAM R. GORHAM (1)  
KAREN A. GERAGHTY (2)  
DONNA J. CARR (3)  
CHERYL A. LEEMAN (4)  
JAMES I. COHEN (5)

**RESOLUTION DECLARING THE WEEK OF APRIL 23, 2005**  
**“YOUTH ALCOHOL PREVENTION WEEK”**  
**IN**  
**THE CITY OF PORTLAND, MAINE**

**WHEREAS**, children who consume alcohol before age 15 are four times more likely to develop alcohol dependence at some point in their lives when compared to children who abstain from alcohol until they are 21; and

**WHEREAS**, the *Journal of the American Medical Association* published in its May 14, 2003 edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased; and

**WHEREAS**, reports by the Center on Alcohol Marketing and Youth show that there was a 71% increase in alcohol advertising in Portland from 2001 to 2002 and that underage youth are exposed to more alcohol advertising than adults on television, radio, and in magazines; and

**WHEREAS**, more than 30% of the alcohol advertising on television in 2001 in the Portland media market was more likely to be seen by youth ages 12-20 than by adults of legal drinking age; and

**WHEREAS**, an estimated 31.5% of Maine high school students had five or more drinks on one or more occasions in the preceding month; and

**WHEREAS**, the 2002 MYDAUS survey found that 77% of all 12<sup>th</sup> graders in the Portland Public Schools have consumed alcohol at least once in their lives; and

**WHEREAS**, in a study conducted in Spring 2003 by the Bureau of Liquor Enforcement found that, 52% of Portland alcohol retailers checked failed compliance checks; and

**WHEREAS**, in a study conducted by Community Mobilizing for Change on Alcohol (CMCA) in 2003 found in 65 Portland school retailers visited, 809 in-store advertisements promoted alcohol use while only 195 in-store advertisements discouraged illegal use of alcohol; and

**WHEREAS**, independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use; and

**WHEREAS**, the Portland City Council is particularly concerned about the way that sweet fruit-flavored drinks known as “alcopops” are especially appealing to youth, and supports the Department of Public Safety’s recent decision to enforce Maine’s current law regarding the classification of these drinks; and

**WHEREAS**, the recent report by the National Academy of Sciences recommends combating underage drinking by instituting an adult media campaign, limiting and monitoring youth exposure to alcohol advertising, creating a federal interagency committee, raising alcohol excise taxes to deter underage drinking, funding related prevention work, and limiting youth access to alcohol by taking tougher measures at the community level; and

**WHEREAS**, the Portland City Council supports the findings and recommendations of the National academy of Sciences report “*Reducing Underage Drinking: A Collective Responsibility*”, and urges its local, regional and state government colleagues to review and act upon said findings; and

**WHEREAS**, the Portland City Council recognizes the urgent relevance of the work being undertaken within the State of Maine by the CMCA and its advocacy partners, and the City, through its leadership staff, is committed to working in collaboration with these efforts to heighten local awareness of the issues and consequences of underage drinking.

**NOW THEREFORE BE IT RESOLVED**, that in furtherance of these important efforts, I, Nathan H. Smith, Mayor of the City of Portland, Maine and the members of the Portland City Council, do hereby declare the week of April 23- April 29, 2005 as **Youth Alcohol Prevention Week** within the City of Portland, and hereby, invite the citizens of Greater Portland to participate in the schedule of events organized during this week for the purpose of building understanding of the problems of youth alcohol consumption and helping to reduce youth access, use and abuse of alcohol in our community and in our region.