



Etta Armstrong <etta.armstrong@lacity.org>

Fwd: Council file#13-0285-S2 - LAX sign district - Coalition to Ban Alcohol Ads

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Mon, Jul 7, 2014 at 7:23 AM

----- Forwarded message -----

From: **Jorge Castillo** <jorgec@alcoholjustice.org>
Date: Wed, Jul 2, 2014 at 3:03 PM
Subject: Re: Council file#13-0285-S2 - LAX sign district - Coalition to Ban Alcohol Ads
To: Sharon.Gin@lacity.org

July 2, 2014

Los Angeles City Council Planning and Land Use Management Committee

Councilman Jose Huizar, Chair
Councilman Mitchell Englander
Councilman Gilbert Cedillo
City Hall
200 N. Spring St.
Los Angeles, CA 90012

Re: Council file#13-0285-S2 - LAX sign district

Honorable Committee Members:

Thank you for the opportunity to comment regarding a proposed sign district for LAX, created to regulate all off-site advertising signage. **We urge you to include a ban on outdoor alcohol advertising within the proposed LAX sign district now pending before your committee.**

As approved by the City Planning Commission last year, this sign district would allow almost 300,000 sq. ft. of new off-site advertising on terminal buildings and parking structures. That includes almost 40,000 sq. ft. of digital displays with brightly-lit, changeable messages. Displaying ads for alcoholic products on these signs sends the wrong message to travelers and visitors to our city, many of whom are underage.

We write to recommend and urge you to include a ban on alcohol advertising in the language creating an LAX sign district. **The best example we have found of such a ban is from San Francisco. The language applies to SFO:**

(link to SFO alcohol ban page 16)

http://www.sfbos.org/ftp/uploadedfiles/bdsupvrs/committees/materials/bf050813_130072.pdf

The reasons to ban alcohol advertising in all off-site signage in the district, including LAX, are many, and they are supported by evidence. Alcohol is the number one drug of choice among youth of all ages, at federal, state, and local levels. Underage drinking is associated with academic failure, illicit drug use, tobacco use, and a range of harmful physical effects from hangovers to alcohol poisoning. (1) Alcohol is an estimated \$116 billion-per-year industry in the U.S., and underage drinkers are responsible for 20% of all alcohol consumed and for 19% (or \$22.5 billion) of alcohol industry revenues. (2)

The connection between exposure to alcohol advertising and drinking in youth is well-documented, from both the federal courts and extensive research findings.

- Alcohol beverage advertising influences underage consumption of advertised products.(3)
- The more alcohol ads kids see, the more likely they are to drink, to start drinking at an earlier age, and to drink more.(4)
- Exposure to alcohol advertising increases positive expectancies and attitudes about alcoholic beverages and drinking behaviors in youth populations, creating an environment that promotes drinking to youth.(5)
- Advertisements promoting alcoholic beverages are pervasive, and oversight is left to ineffective self-regulation by the alcohol industry.(6)

Outdoor advertising is a particularly attractive media buy for alcohol companies, because everyone can see it, regardless of age. Billboards and other publicly visible ads are a unique and distinguishable type of brand marketing that exposes the public to solicitation that is both involuntary and unavoidable.(7) In 2005, the alcohol industry spent more than \$2 billion on television, radio, print, outdoor, and newspaper advertisements.

Youth in markets with greater alcohol advertising expenditures drink more; each additional dollar spent on alcohol advertising raises the number of drinks consumed by 3%.(8) Other studies have reported similar relationships, including a 2006 study that found reductions in alcohol advertising could produce declines in adolescent alcohol consumption (e.g., a 28% reduction in alcohol advertising would reduce adolescent monthly alcohol participation from 25% to between 24 and 21%, and binge drinking from 12% to between 11 and 8%).(9)

Even the most vigilant of parents cannot protect their children from exposure to out-of-home alcohol ads--they would essentially have to keep their kids out of public areas, including the areas surrounding LAX. They would have to keep their kids from doing things like walking or riding to school, riding the bus, riding in cars, and going to outdoor events.

Again, we strongly encourage you to include a ban on alcohol advertising in the language creating an LAX sign district.

Thank you for your consideration.

Ruben Rodriguez, Chair
Coalition to Ban Alcohol Ads on Public Property in Los Angeles

The Coalition to Ban Alcohol Ads on Public Property in Los Angeles

is a grassroots effort. La campaña y coalición son un proyecto comunitario.

coalition members include/miembros incluyen :

- American Indian Movement – WEST
- Alcohol Justice
- Asian American Drug Abuse Program Inc.
- Boyle Heights Stakeholders Association
- Coalition to Ban Billboard Blight
- Community Coalition
- Institute for Public Strategies
- Koreatown Youth & Community Center
- Mexican History Foundation
- Mothers of East L.A. (MELA)
- Personal Involvement Center, Inc.
- P3 Partnership for a Positive Pomona
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- Jerry L. Grenard, Ph.D. School of Community and Global Health Claremont Graduate University
- Jeremy T. Goldbach, Ph.D., LMSW USC School of Social Work

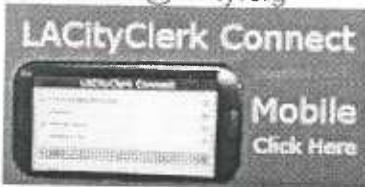
- Monsignor John Moretta
- National Council on Alcoholism & Drug Dependence East San Gabriel & Pomona Valleys
- Public Citizen
- Resurrection Church Neighborhood Watch – Los Angeles
- San Fernando Valley Partnership
- Venice Neighborhood Council
- Wesley L. Ford, M.A., M.P.H. Director Substance Abuse Prevention and Control

Letter sent by:

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Etta Armstrong <etta.armstrong@lacity.org>

Fwd: (updated - footnotes) Council file#13-0285-S2 - LAX sign district - Coalition to Ban Alcohol Ads

1 message

Sharon Gin <sharon.gin@lacity.org>
To: Etta Armstrong <etta.armstrong@lacity.org>

Mon, Jul 7, 2014 at 7:23 AM

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From: **Jorge Castillo** <jorgec@alcoholjustice.org>
Date: Wed, Jul 2, 2014 at 9:09 PM
Subject: (updated - footnotes) Council file#13-0285-S2 - LAX sign district - Coalition to Ban Alcohol Ads
To: Sharon Gin <Sharon.Gin@lacity.org>

(We are sending an updated version of the letter that includes footnotes)

July 2, 2014

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- (1) U.S. Department of Health and Human Services. The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking. U.S. Department of Health and Human Services, Office of the Surgeon General, 2007.
- (2) Foster et al (2003). Alcohol consumption and expenditures for underage drinking and adult excessive drinking. JAMA.
- (3) Center on Alcohol Marketing and Youth (2004). Model statutory language restricting alcohol advertising and alcohol sponsorship. http://www.camy.org/action/Legal_Resources/Billboard_Model_Statute.pdf
- (4) Anderson et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. Special issue: The message and the media. Alcohol and Alcoholism, 44, 229–243.
- (5) Austin EW & Knaus C. (2000). Predicting the potential for risky behavior among those “too young” to drink as the result of appealing advertising. Journal of Health Communication, 5, 13–27.
- (6) Gomes L and Simon M. (2008). Why Big Alcohol can't police itself: A review of advertising self-regulation in the distilled spirits industry.
- (7) Center on Alcohol Marketing and Youth (2004). Model statutory language restricting alcohol advertising and alcohol sponsorship. http://www.camy.org/action/Legal_Resources/Billboard_Model_Statute.pdf
- (8) Snyder et al (2006). Effects of alcohol advertising exposure on drinking among youth. Archives of Pediatrics and Adolescent Medicine, 160, 18–24.
- (9) Saffer H and Dave D. (2006), Alcohol advertising and alcohol consumption by adolescents. Health Econ., 15: 617–637.

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