

Restrict alcohol sponsorship and advertising

Under this strategy, a campus or local or state government establishes policies that restrict or prohibit alcohol sponsorship and/or advertising of alcoholic beverages, particularly where such sponsorship or advertising exposes young people to alcohol messages, such as on college campuses, at rock concerts, or at athletic events.

-Effectiveness: ★★ = Moderate

-Cost: \$\$\$ = Higher

-Barriers: ## = Moderate

-Research Amount: **** = 5 or more longitudinal studies

-Public Health Reach: Broad

-Staffing Expertise Needed: Policy advocate

-Target Population: All students

-Research Population: General

Potential Resources:

For information about intervention designs and implementation, check the articles in the References tab.

References:

-Review

Saffer H. Alcohol advertising and youth. *Journal of Studies on Alcohol and Drugs* (Suppl. 14):173–81, 2002.

References from 2019 update

None