

Restrict alcohol sponsorship and advertisingb

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