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May 15, 2007

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Drug and Alcohol Products: Concealable, Accessible and Attractive to Youth

(Columbus, OH) – There are products on the store shelves and online that can make substance use attractive and “cool” to youth. The products can be easily concealed from prying adult eyes and easily accessible to youth - making them attractive to a middle-school student who is testing boundaries and taking risks.

The examples include:

- Flip-flop sandals with secret compartments for hiding alcohol.
- Suckers made with hemp oil and a picture of a marijuana leaf on the wrapper.
- An alcoholic beverage in a bottle the size of a nail polish bottle with flavors such as chocolate.
- Single-serve liquor shots in flexible lined pouches, touted for their "grab and go" convenience, resemble a miniature, soft-sided bottle.
- Drinking games involving darts, roulette, and ping-pong that, intentionally or not, promote excessive drinking.

“Parents and other adults should be aware of the latest drug and alcohol products being marketed, and how children can become consumers,” Drug-Free Action Alliance Executive Director Patricia Harmon said. “Parents need to have conversations with their children about how these products promote unhealthy, illegal behaviors and falsely glamorize drug use.”

There is research that shows a link between exposure to messages, such as TV commercials and merchandise, and behaviors in adolescents. A new study by the [RAND Corporation](#) found that middle-school children exposed to high levels of alcohol advertising and marketing are 50% more likely to drink and 36% more likely to intend to drink than peers who were exposed to fewer messages.

Drug-Free Action Alliance is sending out tips this month to parents who receive information from its Know! initiative that talks about the drug and alcohol products that could be appealing to youth. [Drug-Free Action Alliance](#), a statewide non-profit that provides leadership to promote safe and drug free communities, has several programs that deal with underage drinking and empowering parents to raise their children to be substance free, including [Know!](#) and “Parents Who Host, Lose The Most: Don’t be a party to teenage drinking”.

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Red Ribbon Celebration

College Initiative to
Reduce
High Risk Drinking

Ohio Resource Network
Clearinghouse

Statewide Prevention
Coalition Association

Parents Who Host, Lose
The Most: Don't be a party
to teenage drinking

Volunteers In Prevention

Know!

Youth Philanthropy
Council

Methamphetamine
Initiative