



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

Ohio Center for
Coalition Excellence

Know!

Youth Philanthropy
Council

www.DrugFreeActionAlliance.org

February 23, 2010

Dear Editor,

Your article on February 22, 2010, "*Alcopops only look innocent, hook kids*", was right on point.

Young people are starting to consume alcohol at progressively younger ages and these sweet, fruit flavored drinks that look and taste like soda pop, lemonade, punch or tea are the perfect starter drinks for youth. For example, of the 8th graders who drink, 77% drink alcopops compared to only 30% of drinkers aged 25 -30.

Alcohol is the drug of choice for children. It also creates serious threats to the young person's health, safety and brain development, and more youth die from alcohol than all other drugs combined.

We can take steps to protect our children by working to delay their first use of alcohol and curtailing their overall consumption by simply properly classifying alcopops as mixed beverages and not beer, its current classification. Alcopops are not beer. They contain distilled spirits and properly classifying them for taxation purposes will increase the tax rate by more than six times. Research from more than 110 studies has concluded that higher alcohol prices reduce underage drinking.

Drug-Free Action Alliance encourages you to learn more at www.DrugFreeActionAlliance.org and contact your state legislators about properly classifying these beverages, so we can keep our children safe and healthy.

Sincerely,
Patricia Harmon
Executive Director
Drug-Free Action Alliance