

# Help prevent underage drinking in Ohio!



In 2004, the American Medical Association (AMA) found more teen girls (31%) reported consumption of Alcopops in the past six months than teen boys (19%).<sup>1</sup>

- Alcopops are sweet, fruit-flavored drinks that look & taste like soda pop, tea, lemonade & punch (which many teens refer to as "Girlie Drinks")
- More commonly known as **Flavored Malt Beverages**, these brightly packaged products appeal to youth, especially females, due to the sweet taste.
- A 2005 study released by the Center on Alcohol Marketing and Youth (CAMY) revealed that girls ages 12-20 saw 95% more magazine ads for alcopops than women over 21.<sup>1</sup>
- This trend among teen girls is especially concerning since all three federal surveys on alcohol use show girls are binge drinking more.<sup>2</sup>
- Teen girls who binge drink are 63% more likely to get pregnant in their teen years.<sup>3</sup>

## What can YOU do?

- ➡ Alcopops are classified as beer in Ohio.
- ➡ Alcopops are **NOT beer!** They are a product that contains **distilled spirits**.
- ➡ In Ohio, beer is taxed at 18¢ per gallon, while mixed beverage taxes are \$1.20 per gallon – a six times higher rate.
- ➡ More than 110 studies conclude that higher prices reduce underage drinking.

Prevent underage drinking in Ohio by properly classifying Alcopops as mixed beverages. To learn more, [click here](#).



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<sup>1</sup> American Medical Association, *Teenage Girls Targeted for Sweet-flavored Alcoholic Beverages*, press release, December 16, 2004.

<sup>2</sup> Newes-Adeyi, G., et al. *Surveillance Report #74: Trends in Underage Drinking in the United States, 1991 – 2003* (Washington, DC: National Institute on Alcohol Abuse and Alcoholism, October 2005), 1.

<sup>3</sup> Dee (2001). *The Effects of Minimum Legal Drinking Ages on Teen Childbearing*. *The Journal of Human Resources* 36, no. 4: 824-838.



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