



## **Response to Teen Drinking**

*New report finds alcohol too accessible.*

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After the American Medical Association released a report saying alcohol is too easy for teenagers to access, the Marin Institute, an alcohol industry and policy watchdog, called on communities to respond to the problem. While the suggestion is welcome, Richard Yoast of the American Medical Association says the report finds a lot of kids are getting booze from the most unlikely place. "We found that 2 out of 3 teens say it's easy to get alcohol from their homes without their parents knowing about it." Amon Rappaport with the Marin Institute blames advertising for attracting teens to alcohol. He thinks many of the ads target young people...

"People across the country are using the Marin Institute's website and our 'Talk Back' complaint system to file complaints with alcohol producers for irresponsible advertising that they see."

That's a good start but Dave Scotch with Teen Challenge thinks a lot more could be done.

"I think those efforts certainly should be expanded on and worked on, but over all I think it's still going to be the parents role to regulate, to be involved to know who the kids are hanging around with, to know where they are at."

The report also found that 2 out of 5 teens say it is easy to get alcohol from their friend's parents. There is a website for parents to complain about alcohol companies that advertise to young people, its [www.marininstitute.org](http://www.marininstitute.org).

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