

Mr Elton Humphery
Committee Secretary
Senate Community Affairs Committee
Parliament House
CANBERRA ACT 2600

Dear Mr Humphery

At this morning's hearing, PHAA took a question on notice. We agreed to source some recent US research on alcohol advertising/sponsorship and impacts on young people that had been reported in the media in the last week.

An article in The Age newspaper on 6 March entitled "*Call for TV ban on alcohol advertising*" (link to article: <http://www.theage.com.au/national/call-for-tv-ban-on-alcohol-advertising-20090305-8q37.html>) referred to a recent US study published in the journal "*Archives of Pediatrics and Adolescent Medicine*" that linked alcohol advertising to increased drinking among youth.

The short and long versions of this article, entitled "*Effects of Alcohol Advertising Exposure on Drinking Among Youth*" can be found at: <http://archpedi.ama-assn.org/cgi/content/short/160/1/18> and <http://archpedi.ama-assn.org/cgi/content/full/160/1/18> respectively.

The article in The Age on 6 March also referred to another article in the British journal "*Alcohol and Alcoholism*" which found a causal link between exposure to drinking in films and advertisements and increased drinking among young people.

The abstract and long version of this article, entitled "*Alcohol Portrayal on Television Affects Actual Drinking Behaviour*" can be found at: <http://alcalc.oxfordjournals.org/cgi/content/abstract/agp003v3> and <http://alcalc.oxfordjournals.org/cgi/reprint/agp003v3> respectively.

We trust that this information is of assistance to the Committee. Please do not hesitate to contact PHAA if we can be of further assistance.

Yours sincerely

Melanie Walker
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Public Health Association of Australia