

# Oregon Partnership

BY KEN RAY  
FOR THE PORTLAND OBSERVER

## Alcohol Advertising Bombards Youth

Talk with kids about the messages they take in

If asked what the number-one drug problem is among America's youth, how would you answer? Marijuana? Cocaine? Heroin? Ecstasy?

All are good guesses, but all are wrong.

Alcohol is the drug most widely used by youth, including African-American kids. Nationally, more youth drink alcohol than smoke cigarettes or marijuana or use cocaine.

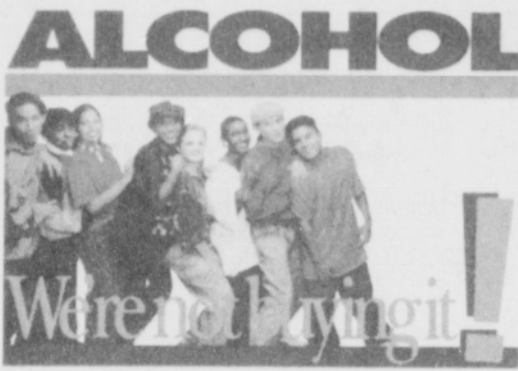
According to the Oregon Department of Human Services, nearly one-third of African-American eighth-grade students reported having taken a drink in the past 30 days. For African-American 11th-grade students, it is nearly 37 percent.

Alcohol use contributes to the three leading causes of death among African-American 12-through 20-year-olds: homicide, unintentional injuries (including car accidents), and suicide. While African-American youth are not drinking as much as non-African-American youth, they still suffer more from alcohol-related health problems as they age than other groups in the population.

The age-adjusted death rate from alcohol-related diseases for African-Americans is 31 percent greater than for the general population. National surveys have found that while frequent heavy drinking among white 18-through 29-year-old males dropped between 1984 and 1995, rates of heavy drinking and alcohol problems remained high among African-Americans in the same age group.

While many are hard at work on the front lines of battling addiction and abuse of alcohol, a significant challenge comes from the environ-

ment in which children are growing up. That environment is marked by significant amounts of advertising for beer, ale, and distilled spirits in our community and in publications and radio and television programming that are most popular with our youth.



The Center on Alcohol Marketing and Youth, based at Georgetown University, recently issued a report that documented the amount of exposure that African-American youth have to alcohol marketing. The findings are striking:

African-American youth are overexposed to alcohol advertising when compared to non-African-American youth.

Alcohol advertising was placed on all 15 of the television programs most popular with African-American youth in 2002. This includes programs such as *Bernie Mac*, *The Simpsons*, *King of the Hill*, *My Wife and Kids* and *The Wonderful World of Disney*.

African-American youth saw 66 percent more beer and ale, and 81 percent more distilled spirits, advertising in magazines, as measured by gross ratings points, than did non-African-American youth in 2002.

African-American youth heard 12 percent more beer advertising, and 56 percent more distilled spirits advertising, on radio in 2002 than non-African-American youth. Two radio formats — urban contemporary and rhythmic contemporary — accounted for almost 70 per-

cent of all radio alcohol advertising reaching African-American youth.

It is important for all of us to take a hard look at how alcohol marketing is influencing the drinking decisions of our young people and talk with our kids about what messages they take from the alcohol advertising they see. We also need to urge our state and federal policymakers to take action to protect all youth from overexposure to alcohol advertising and marketing.

Ken Ray is the Oregon field director for the Center on Alcohol Marketing and Youth, a national program based at Georgetown University that monitors the practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. He can be reached at [kray@orpartnership.org](mailto:kray@orpartnership.org).

*Ask Deanna!* is an advice column known for its fearless approach to reality-based subjects.

## Ask



Deanna!

Real People, Real Advice

### Dear Deanna!

A close friend of mine date's a girl who's using him. He works hard, gives her his paycheck and worships the ground she walks on because she's cute. She talks down to him, and has other men in the house while he's working. Now it's at the point where none of the guys visit because they don't want to deal with his girlfriend. --Stan Morganton; NC

### Dear Stan:

Take your spoon out of your friend's Kool-Aid and mind your own business. Has he raised his hand for help or come to you for advice? If he wants to work like a dog, look like a fool and feed other men off his paycheck, let him. Some men enjoy being treated like dirt bags and they love it even more coming from a pretty girl. The two of them must be happy because she hasn't left and he hasn't kicked her out. You and your friends need to quit player hating, be glad your friend is not in the streets and get a life of your own.

### Dear Deanna!

Help me with this dilemma. I'm starting a new friendship and

want to know if you kiss on the first date, does that make you seem easy? I'm going out for the first time with a guy I really like and I don't want the smooth rules to mess things up. --Regina; Santa Monica, CA

### Dear Regina:

Forget easy, if you've never dated him before, you shouldn't be thinking about putting your lips on his body. You don't know if he's infected, has tart breath, diseases or what. The time when kissing should occur is when it feels right for both people and after you've gotten to know each other. Don't get

yourself embarrassed by trying to plan the kiss, if it's meant to be it'll happen.

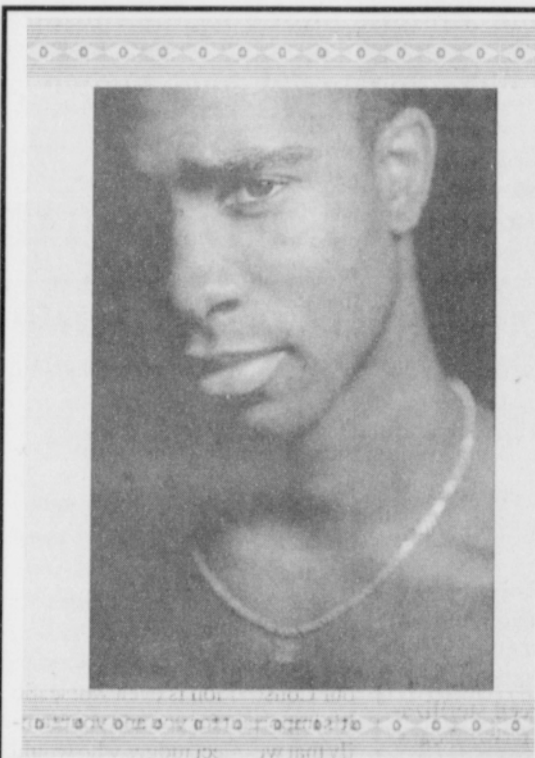
### Dear Deanna!

My wife has new breast implants and now they're wrecking my marriage. She wants to dress skimpy, she's always putting her chest in men's faces and her attitude has changed overnight. She walks around thinking she's a sex symbol because of her breasts and I can't stand it. --Paul; Tulsa, OK

### Dear Paul:

You're a man and the same way men look at your wife is the way you've looked at other women. Kind of hard with the shoe on the other foot isn't it? You should've known new breasts would shoot her self-esteem sky high, bring new attention and since she paid for them puppies, she's going to flaunt them. Let her know your feelings and that the twins are causing problems. If simple communication can't get her hooters under control, grin and bear it or seek professional counseling.

*Ask Deanna* is written by Deanna M. Write Ask Deanna! Email: [askdeanna1@yahoo.com](mailto:askdeanna1@yahoo.com) or P.O. Box 88847, Los Angeles, CA 90009



## Free HIV Testing in NE Portland

Tuesday and Thursday Evenings

5:00-8:00 p.m.

(last check in at 7:30 p.m.)

NE Health Center

MLK Jr. Blvd. And NE Killingsworth

(Enter in rear door near Emerson, go to 2<sup>nd</sup> floor)

Se habla español los Martes

For more information on HIV and testing  
Call the Oregon AIDS Hotline 1-800-777-AIDS



Multnomah County Health Department

# NEW SEASONS MARKET

## THE Word ON THE Bird

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Three Ways to Order!

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### ORENCO STATION

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Open 8am-10pm

### RALEIGH HILLS

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Portland OR 97225  
503.292.6838  
Open 8am-9pm

### SELLWOOD

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Portland OR 97202  
503.230.4949  
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