



For Immediate Release
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ALARCÓN INTRODUCES MOTION TO PROHIBIT ALCOHOL ADS ON CITY OWNED & CONTROLLED PROPERTY

Los Angeles, CA – This morning, Los Angeles City Councilmember Richard introduced a motion directing the City Attorney to prepare an ordinance that would prohibit alcohol advertising on City-owned and City-controlled property. The introduction of this motion came after a morning rally and press conference, where Councilmember Alarcón stood with community leaders and non-profit administrators in support of efforts to prohibit alcohol advertising from City property. Leaders from Pueblo y Salud, Tarzana Treatment Centers, Women Against Gun Violence, Asian American Drug Abuse Program, Alcohol Justice, Community Coalition, Boyle Heights Coalition for a Safe and Drug Free Communities and the Sierra Club, Los Angeles Chapter were all present at the rally, where leaders spoke about the impact of underage drinking on our communities.

“The impact of underage drinking on our City is devastating—taking young lives and creating enormous financial costs,” said Councilmember Alarcón. “Prohibiting alcohol advertising on City property, including the many areas frequented by minors, is the responsible choice for Los Angeles and sends an important message that the City does not condone nor promote underage or irresponsible drinking.”

The City of Los Angeles would not be alone in prohibiting advertising of alcohol on City property. There are similar laws in the cities of San Francisco, CA and Philadelphia, PA.

According to a report to Congress on the prevention and reduction of underage drinking from the U.S. Department of Health and Human Services (May 2011), alcohol continues to be the most widely used substance of abuse among America’s youth, with more kids using alcohol than smoking or using drugs. Binge drinking is the most common way youths consume alcohol, and studies show that underage drinking negatively affects academic performance and increases the likelihood of risky sexual behavior. Sadly the greatest mortality risk for underage drinkers is motor vehicle crashes. Financially, according to a report by the County of Los Angeles Department of Public Health, the total economic cost of alcohol is \$10.8 billion annually in LA County, which translates to roughly \$1000 per LA County resident.

Additionally, according to the Surgeon General’s “Call to Action to Prevent and Reduce Underage Drinking,” there is a demonstrated need to address alcohol use early, continuously and by using a systemic approach that spans childhood through adulthood. Additionally, the report recommends that the alcohol industry voluntarily reduce outdoor alcohol advertising. The County of Los Angeles Department of Public Health report recommends reducing alcohol advertising in public places and in areas commonly seen by minors.

Specifically, Councilmember Alarcón’s motion directs the City Attorney, with assistance of the Public Works Commission, Department of Building and Safety, Planning Department and General Services Department, to prepare an ordinance within 60 days to prohibit alcohol advertising on city owned and controlled property. The motion also requests that the Chief Legislative Analyst and City Administrative Officer prepare a report outlining the financial costs of underage drinking to the City of Los Angeles, with an emphasis on data from the Los Angeles Police Department, Los Angeles Fire Department and community groups.