

YOUTH ACCESS TO ALCOHOL

H-30.989 Nationwide Legal Drinking Age of 21 Years

The AMA

1. encourages each state medical society to seek and support legislation to raise the minimum legal drinking age to 21; and
2. urges all physicians to educate their patients about the dangers of alcohol abuse and operating a motor vehicle while under the influence of alcohol. (Sub. Res. 95, A-83; Reaffirmed: CLRPD Rep. I-93-1)

H-30.957 Age Requirement for Purchase of Nonalcoholic Beer

The AMA

1. supports accurate and appropriate labeling disclosing the alcohol content of all beverages, including so-called "nonalcoholic" beer and other substances as well, including over-the-counter and prescription medications, with removal of "nonalcoholic" from the label of any substance containing any alcohol;
2. supports efforts to educate the public and consumers relating to the alcohol content of so-called "nonalcoholic" beverages and other substances, including medications, especially as related to consumption by minors; and
3. expresses its strong disapproval of any consumption of "nonalcoholic beer" by persons under 21 years of age, which creates an image of drinking alcoholic beverages and thereby may encourage the illegal underaged use of alcohol. (Sub. Res. 217, I-91)

H-30.961 Student Life Styles

The AMA

1. supports educational programs for students that deal with the problem of alcoholism and drugs, and
2. encourages educational institutions to continue or institute efforts to eliminate the illegal and inappropriate use of alcohol and other drugs on their premises or at their functions. (Amended Res. 159, A-91)

H-30.975 Regulating the Availability of Alcoholic Beverages

The AMA supports the development of model state legislation that would reduce the availability of alcoholic beverages by eliminating their sale at gasoline retailers. (Sub. Res. 142, A-89)

H-60.971 Removal of High Alcohol Content from Medications Targeted for Use by Children and Youth

The AMA encourages pharmaceutical companies that manufacture medications which are high in alcohol concentrations to limit the alcohol content of their medications to the minimum amount necessary as determined solely by the physical and chemical characteristics of the medication. (Sub. Res. 507, I-91)

[SEE ALSO POLICIES in UNDERAGE DRINKING AND DRIVING]

ALCOHOL ADVERTISING

H-95.972 Substance Abuse As A Public Health Hazard

It is the policy of the AMA to actively support and work for a total statutory prohibition of advertising of alcoholic beverages except for inside retail or wholesale outlets. (Res. 166, A-90; Amended by: CLRPD Rep. 1-A-94)

H-30.981 Total Ban on Alcoholic Beverage Advertisement

The AMA supports continued research, educational, and promotional activities dealing with issues of alcohol advertising and health education. (Sub. Res. 74, A-87; Reaffirmed: Sunset Report, I-97)

H-30.953 Alcoholic Beverage Ads in Mass Transit Systems

The AMA will work with state and local medical societies to support the elimination of advertising of alcoholic beverages from all mass transit systems. (Res. 225, A-93)

H-30.949 Hard Liquor Advertising

The AMA will seek immediate legislative and regulatory action at the federal level to prohibit the televised advertisement of hard liquor beverages. (Res. 432, A-96)

H-30.954 Prohibiting Beer Ads on Television

The AMA requests Congress to ban all beer advertising on television. (Res. 410, I-92)

H-30.976 Advertising and Promotion of Alcoholic Beverages

The AMA supports federal legislation that would restrict advertising and promotion of beer and other alcoholic beverages. (Res. 137, A-89)

H-30.990 Alcoholic Beverages Advertising Ban

The AMA opposes the use of the airwaves to promote drinking and will draft model legislation which prohibits the televised advertisement of all alcoholic beverages. (Res. 94, A-83; Reaffirmed: CLRPD Rep. I-93-1; Modified by: Res. 203, I-94)

ADVERTISING CONTENT

H-30.984 Alcohol Advertising and Depiction in the Public Media

The AMA recommends

1. that additional well-designed research be conducted under impartial and independent auspices to provide more definitive evidence on whether, and in what manner, advertising contributes to alcohol abuse;
2. that producers and distributors of alcoholic beverages discontinue advertising directed toward youth, such as promotions on high school and college campuses;
3. that advertisers and broadcasters cooperate in eliminating television program content that depicts the irresponsible use of alcohol without showing its adverse consequences (examples of such use include driving after drinking, drinking while pregnant or drinking to enhance performance or win social acceptance);
4. that health education labels be used on all alcoholic beverage containers and in all alcoholic beverage advertising (with the messages focusing on the hazards of alcohol consumption by specific population groups especially at risk, such as pregnant women, as well as the dangers of irresponsible use to all sectors of the populace); and
5. that the alcohol beverage industry be encouraged to accurately label all product containers as to ingredients, preservatives and ethanol content (by percent, rather than by proof). (BOT Rep. Q, A-86)

H-485.998 Television Commercials Aimed At Children

The AMA opposes TV advertising and programming aimed specifically at exploiting children, particularly those ads and programs that have an impact on the health and safety of children. (Res. 27, A-79; Reaffirmed: CLRPD Rep. B, I-89; Sub. Res. 220, I-91)

H-495.994 Strengthening Tobacco and Alcohol Product Warnings

The AMA supports working toward more effective warnings regarding the use of tobacco and alcohol products. (Res. 16, I-89)