
HOUSE JOINT MEMORIAL 4026

State of Washington 52nd Legislature 1991 1st Special Session

By Representatives Heavey, Fuhrman, Sheldon and Paris.

Read first time June 30, 1991. Referred to Committee on Commerce & Labor.

1 TO THE HONORABLE GEORGE BUSH, PRESIDENT OF THE UNITED STATES, AND
2 TO THE PRESIDENT OF THE SENATE AND THE SPEAKER OF THE HOUSE OF
3 REPRESENTATIVES, AND TO THE SENATE AND HOUSE OF REPRESENTATIVES OF THE
4 UNITED STATES, IN CONGRESS ASSEMBLED:

5 We, your Memorialists, the Senate and House of Representatives of
6 the State of Washington, in legislative session assembled, respectfully
7 represent and petition as follows:

8 WHEREAS, A 1990 Superintendent of Public Instruction survey
9 revealed that an estimated forty-five thousand Washington students
10 (over twelve percent) in grades 6-12 can be considered heavy drinkers;
11 and

12 WHEREAS, In 1987 a Washington Traffic Safety Commission survey,
13 twelve and three-tenths percent of the Washington adult population
14 reported "chronic drinking," drinking an average of sixty or more
15 alcoholic drinks a month; and

16 WHEREAS, In a 1988 Washington Traffic Safety Commission survey,
17 forty-eight percent of the persons killed and twenty-two and one-half

1 percent who received a disabling injury on Washington highways resulted
2 from accidents involving drivers under the influence of alcohol; and

3 WHEREAS, In a state-wide telephone survey, sixty-six percent of the
4 state residents said that alcohol and drug abuse is the most serious
5 threat to the health and well-being of those living in Washington
6 State; and

7 WHEREAS, The average age at which young people begin drinking is
8 thirteen. By age thirteen, approximately thirty percent of boys and
9 twenty-two percent of girls classify themselves as drinkers. According
10 to the 1988 National High School Senior Survey, seventeen percent of
11 high school seniors reported having been drunk by eighth grade, thirty-
12 seven percent by ninth grade, fifty-four percent by tenth grade, and
13 seventy-one percent by twelfth grade. Studies demonstrate that the use
14 of alcohol by individuals before the age of fifteen appears to be one
15 of the predictors of later heavy alcohol and other drug use by the
16 individuals; and

17 WHEREAS, Young people are not well informed about the hazards of
18 alcohol use. Only forty-three percent of high school seniors believe
19 there is great risk of harm from drinking activities such as binge
20 drinking once or twice each weekend; and

21 WHEREAS, According to the Department of Health and Human Services,
22 sponsorships and promotions on college campuses by alcohol producers
23 and the use of celebrities and youth-oriented musical groups in
24 advertising create a prodrinking environment; and

25 WHEREAS, Alcohol use during pregnancy is the leading preventable
26 cause of birth defects; and

27 WHEREAS, According to the National Institute on Alcohol Abuse and
28 Alcoholism, an estimated eighteen million persons in the United States
29 who are eighteen or older currently experience problems as a result of

1 alcohol use. An estimated four million five hundred thousand young
2 people are dependent on alcohol or are problem drinkers; and

3 WHEREAS, An estimated twenty-five percent of all hospitalized
4 persons have alcohol-related problems; and

5 WHEREAS, Alcohol advertising, especially in the broadcast media,
6 represents the single greatest source of alcohol education for persons
7 in the United States. According to a 1990 study of ten to thirteen-
8 year-olds, funded by the American Automobile Association Foundation for
9 Traffic Safety, there is a relationship between exposure and attention
10 by an individual to beer advertising, and expectations that the
11 individual drink as an adult; and

12 WHEREAS, A major 1981 federally funded study found a significant
13 relationship between:

14 (1) Exposure of individuals to alcoholic beverage advertising as
15 youth; and

16 (2) Drinking behaviors and attitudes of the individuals that can
17 lead to certain forms of problem drinking; and

18 WHEREAS, The alcoholic beverage industry spends approximately two
19 billion dollars each year on advertising and promotions in the United
20 States; and

21 WHEREAS, Over two-thirds of persons surveyed in a 1989 Wall Street
22 Journal poll favor requiring warnings about the dangers of drinking
23 both on alcoholic beverage containers and in alcohol advertisements.
24 Nearly three-fourths of persons surveyed in a 1990 Gallup Poll favor
25 requiring health warning messages in alcohol advertising;

26 NOW, THEREFORE, Your Memorialists respectfully pray that the United
27 States Congress pass the Alcoholic Beverage Advertising Act of 1991, S.
28 664, requiring health and safety warning messages on all print and
29 broadcast alcohol advertisements.

1 BE IT RESOLVED, That copies of this Memorial be immediately
2 transmitted to the Honorable George Bush, President of the United
3 States, the President of the United States Senate, the Speaker of the
4 House of Representatives, and each member of Congress from the State of
5 Washington.