

## MOTION

The REPORT TO CONGRESS ON THE PREVENTION AND REDUCTION OF UNDERAGE DRINKING from the U.S. Department of Health and Human Services in May 2011 stated the following:

- Alcohol continues to be the most widely used substance of abuse among America's youth, a greater proportion of whom use alcohol than use tobacco or other drugs.
- Binge drinking is the most common underage consumption pattern.
- Underage Drinking Increases the Likelihood of Risky Sexual Activity
- Early Initiation of Alcohol Use Increases the Risk of Alcohol Dependence Later in Life
- Underage Drinking Affects Academic Performance
- Underage Drinking Increases the Likelihood of Risky Sexual Activity
- The 2009 NSDUH showed 4.3 percent of 14-year-olds, 13.1 percent of 16-year-olds, 30.4 percent of 18-year-olds, and 38.9 percent of 20-year-olds to have engaged in binge drinking within the past 30 days
- The greatest single mortality risk for underage drinkers is motor vehicle crashes
- The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking proposes a vision for the future in which each child is free to develop his or her potential without the impairment of alcohol's negative consequences.

According to the 2010 U.S. Census, the City of Los Angeles has an estimated population of 3,792,621 with a reported 26.2% under the age of 19 and 19% under the age of 14. As a City, we have a responsibility to reduce underage alcohol drinking by mitigating risk factors. According to The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking. Department of Health and Human Services, Office of the Surgeon General, 2007:

- Alcohol is the most widely used substance of abuse among America's youth.
- The latest research demonstrates a compelling need to address alcohol use early, continuously, and in the context of human development using a systematic approach that spans childhood through adolescence into adulthood.
- Urge the alcohol industry to voluntarily reduce outdoor alcohol advertising.
- The placement of alcohol advertising, promotions and other means of marketing do not disproportionately expose youth to messages about alcohol.

According to Reducing Alcohol-Related Harms in Los Angeles County, A Cities and Communities Health Report in March 2011 by the County of Los Angeles Department of Public Health:

- The total economic cost of alcohol use is \$10.8 billion annually in LA County
- This translates to roughly \$1000 per LA County resident or \$3,100 per family each year
- Exposure to alcohol advertising influences youths beliefs about alcohol and their intention to drink
- Reduce alcohol advertising in public places and in areas commonly seen by minors

Given the size and proportion of young persons in Los Angeles, who are susceptible to alcohol advertising, as well as the general impact of alcohol advertising on alcohol use, the City can responsibly use its authority to restrict alcohol advertising on city owned and controlled property. The cities of San Francisco, CA and Philadelphia, PA have enacted similar laws.

I THEREFORE MOVE that the Council instruct the CAO and CLA to prepare a report within 60 days outlining the financial cost of underage drinking to the City of Los Angeles, with an emphasis on data from the Los Angeles Police Department and Los Angeles Fire Department and community groups.

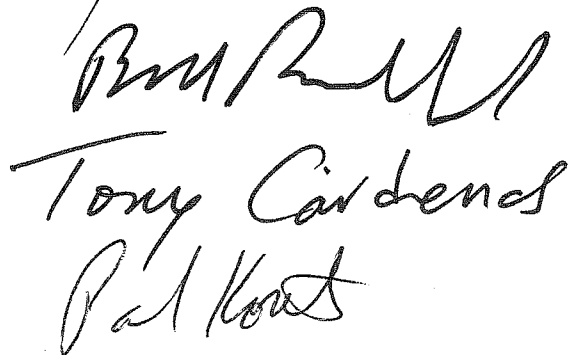
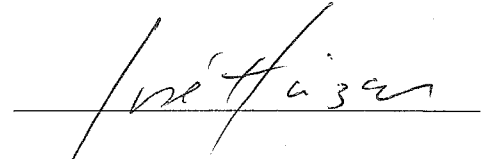
I FURTHER MOVE that the Council request the City Attorney, with the assistance of the Public Works Commission, Department of Building and Safety, Planning Department, and General Services Department to prepare an ordinance within 60 days to prohibit alcohol advertising on city owned and controlled property modeled after similar ordinances in the cities of San Francisco, CA and Philadelphia, PA.

PRESENTED BY:



**RICHARD ALARCON**  
Council Member, 7<sup>th</sup> District

SECONDED BY:



Brad Pull  
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Pat Kout