

# SANTA BARBARA COUNTY BOARD AGENDA LETTER



Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

## Agenda Number:

**Prepared on:** February 20, 2002  
**Department:** Fifth District  
**Budget Unit:**  
**Agenda Date:** March 5, 2002  
**Placement:** Administrative  
**Estimate Time:**  
**Continued Item:** NO

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**TO:** Board of Supervisors  
**FROM:** Supervisor Tom Urbanske, Fifth District  
**STAFF:** Executive Assistant Jeanne Sparks  
**CONTACT:** 346-8400  
**SUBJECT:**

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### Recommendation(s):

That the Board of Supervisors set Mar. 12 for a hearing to consider sending letters to major television networks and their local affiliates urging them not to air hard liquor ads, to send a letter to the California State Association of Counties (CSAC) to ask other counties to do the same and to adopt a resolution asking the News media not to air hard liquor ads.

### Alignment with Board Strategic Plan:

The recommendation(s) are primarily aligned with Goal No. 7. Strengthen the Safety and Well-Being of Children and Their Families to Ensure a Strong Future for our Community.

### Executive Summary and Discussion:

The Santa Maria Valley Policy Panel Youth Access to Alcohol have asked our office to convey the board's concerns regarding the recent decision by NBC to lift the voluntary ban on hard liquor advertising from network, syndicated or other national sources. We have been asked to write to NBC's local affiliate station and NBC's corporate offices and express our support for a continued ban on hard liquor advertising while also writing to other local affiliate networks in support of their upholding this standard against such advertising.

The County Advisory Board on Alcohol and Drug Problems, at their regularly scheduled meeting on February 4<sup>th</sup>, supported action on this issue by voting to endorse our office sponsoring this item for discussion before the full Board.

The original intent of the voluntary ban was to establish an industry code of ethics that would prevent the marketing of alcohol to underage youth. Research has shown the negative impact of advertising on young people. A recent study found that 15 to 20 year olds who had greater exposure to TV liquor advertising were more likely to have intentions to drink alcohol when older than those with lesser exposure to those ads.

Locally, 67 percent of Santa Barbara County youth have used alcohol by the age of 14. Research also shows that the younger the onset of use, the greater the danger of addiction. Last year, 43 percent of Santa Barbara County 11th graders reported having drunk alcohol in the past 30 days. Too many influences, including broadcast advertising for beer, already promote drinking by underage youth.

A national survey indicates that 72 percent of American's support the voluntary ban. Additionally, 70 percent agree it is dangerous to air hard liquor advertisements.

We have demonstrated our support for the youth in our community in many ways. With the impact of television advertising on children and teens fully documented, we should be equally attentive to those environmental factors that adversely effect the counter messages discouraging use of alcohol by under-age drinkers taught by our local schools, community agencies and our County Alcohol and Drug Program.

**Mandates and Service Levels:**

Not mandated.

**Fiscal and Facilities Impacts:**

None.

**Special Instructions:**

**Concurrences:**