

## Center on Alcohol Marketing and Youth (CAMY)

***The alcohol industry has a public responsibility relating to the marketing of its product, since its use is illegal for more than 80 million underage Americans. —The Surgeon General’s Call to Action to Prevent and Reduce Underage Drinking, 2007***

### Alcohol: Our Kids’ Drug of Choice

***Alcohol is the most commonly used drug among America’s youth. More young people drink alcohol than smoke tobacco or use marijuana. —National Research Council / Institute of Medicine, 2004***

- Each day, more than 5,000 kids in the United States under age 16 take their first full drink of alcohol
- 1 in 6 eighth-graders are current drinkers.
- 1 in 5 youth, ages 12 to 20, binge drink (5 or more drinks on one occasion).
- Most kids drink to get drunk: more than 90% of the alcohol consumed by 12- to 20-year-olds is drunk when they are bingeing.