

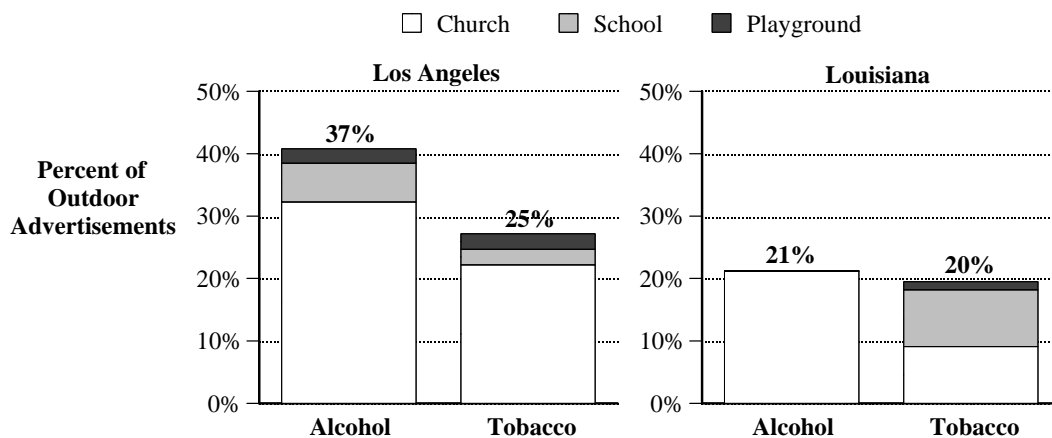
## A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

### *Alcohol and Tobacco Outdoor Ads in Louisiana and Los Angeles Fail to Comply with Industry Guidelines*

“The advertising industry is not following through on its pledge to shield children from exposure to alcohol and tobacco ads near schools, playgrounds, and churches,” according to a survey of outdoor ads in urban areas of southern Louisiana and Los Angeles county. In 1991, the Outdoor Advertising Association of America pledged to voluntarily prohibit outdoor ads for products illegal for sale to minors within 500 feet of schools, playgrounds, and churches\*. However, the study found that in 2004-2005, 37% of outdoor ads for alcohol and 25% of outdoor ads for tobacco were within 500 feet of such establishments in Los Angeles. In Louisiana, one-fifth of outdoor ads for alcohol (21%) and tobacco (20%) were within 500 feet. Outdoor ads were most likely to be near churches, although nearly one-tenth (9%) of tobacco ads in Louisiana were within 500 feet of schools (see figure below). The authors suggest that “legislation may be needed to force advertisers to honor their pledge to protect children from alcohol and tobacco ads” (p. 203).

#### **Percentage of Outdoor Advertisements in Los Angeles and Louisiana Located Within 500 Feet of a School, Playground, or Church, 2004-2005**



\*The Outdoor Advertising Association of America Code of Industry Principles states: “We are committed to a program that establishes exclusionary zones that prohibit stationary advertisements of products illegal for sale to minors that are intended to be read from, or within 500 feet of, elementary and secondary schools, public playgrounds, and established places of worship.”

SOURCE: Adapted by CESAR from Scott, M.M., Cohen, D.A., Schonlau, M., Farley, T.A., and Bluthenthal, R.N., “Alcohol and Tobacco Marketing: Evaluating Compliance with Outdoor Advertising Guidelines,” *American Journal of Preventive Medicine* 35(3):203-209, 2008.