

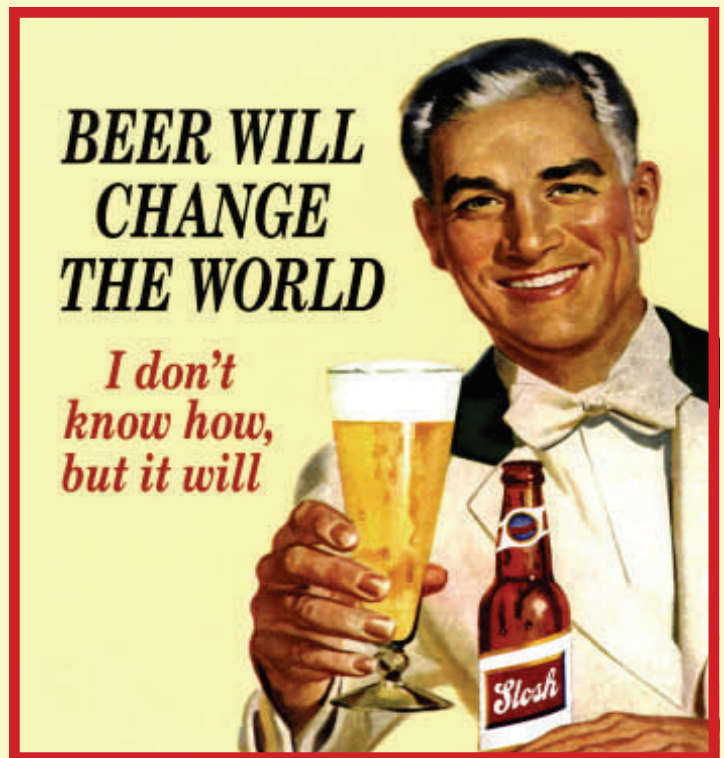
I ♥ TV, What's It Doing To Me?

Have you ever watched TV sports and noticed what is advertised? And after the first ad or two, showing the fun and adventure a brew will bring, decided you needed one to enjoy the game? The beer ads are engaging, clever and meant to sell. Very seldom do you view ads with the overt consequences of drinking. Instead, it's laughter, romance, success and an enormously good time. And sports has 4 times as many beer commercials as any other type of programming.



If TV ads influence adults to want a drink, what do you think happens to the naïve minds of our children? One argument against allowing *alcoholic beverage ads* on TV is that they "normalize" drinking in the minds of young viewers.

Evidence based studies prove that alcohol advertising contributes to increased drinking among youth. Youth in markets with more alcohol advertisements showed increases in drinking levels into their late 20s, but drinking plateaued in the early 20s for youth in markets with fewer ads.



We don't always know why we like something, we just like it. Repeated exposure to images and messages over time causes subconscious associations. Though alcoholic beverage producers claim that their only aim is to change brand preferences (not effect overall consumption) it makes sense that these ads must have a significant return on investment.

Perhaps what we should be doing more of is getting off the couch and engaging in sports instead of watching others compete. Increased TV viewing, independent of activity is associated with significantly elevated risk of obesity and type 2 diabetes, whereas even light to moderate activity was associated with substantially lower risk. This study emphasizes the importance of reducing prolonged TV watching and other sedentary behaviors for preventing obesity and diabetes. Try the "move more" tactic. You might love it!