

**DISCOVER THE TRUTH ABOUT
ALCOHOL ADVERTISING
AND OUR KIDS.**

SEE WHAT SAM SEES.



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BALANCE
Getting the
measure of alcohol





HELP PROTECT YOUR CHILDREN FROM ALCOHOL ADVERTISING

As parents we want the best for our children.

We want to keep them safe from harm. We imagine bright futures where they are happy and healthy, hold down good jobs, live in pleasant homes and have strong and stable relationships.

Exposure to alcohol at an early age threatens that safety and can take the shine off, or even extinguish, a bright future. It can:

- harm the development of the brain
- trigger psychological problems
- lead to truancy which ruins an education
- act as a gateway to drugs
- encourage unsafe, unprotected sex.

Parental support and good advice is crucial in helping our children avoid these risks. If you actively disapprove of them drinking, children are 80% less likely to do so.

However, parents are also aware that their words and actions can only do so much to protect against the world beyond the front door. And it's a world where underage and heavy drinking is seen as normal, acceptable and even expected.

Alcohol advertising has played a significant role in creating this world and this expectation. Research shows that alcohol advertising encourages children to drink at an earlier age and consume greater quantities.

The UK's advertising regulations are failing to protect our children from being bombarded by 40% proof advertising. In the North East, we have the highest rate of 11-15-year-old drinkers and the highest rate of under-18 hospital admissions due to alcohol.

The good news is that parents **can** protect their children from alcohol advertising by:

- Talking to them.
- Setting a good example.
- Supporting our campaign to stop alcohol adverts reaching them.

To help protect your child, visit balancenortheast.co.uk

