

# DISCOVER THE TRUTH ABOUT ALCOHOL ADVERTISING AND OUR KIDS.

## SEE WHAT SAM SEES.

Children see thousands of images of alcohol before they are old enough to drink. Alcohol advertising and promotion encourages children to drink younger and drink more. Drinking means children are more likely to be victims of crime, have unprotected sex and under-perform at school. If you think it's wrong that children are exposed to all this, join Balance and help us say Enough is Enough.



VISIT **BALANCENORTHEAST.CO.UK**  
SCAN THE QR CODE TO SEE WHAT SAM SEES.

**BALANCE**  
Getting the  
measure of alcohol

