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Approved April 2018

## *Alcohol Advertising*

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Revised April 2018

Reaffirmed October 2006 and  
October 2012

Revised July 2000 by  
combining CR012 approved  
September 1992 and CR038  
approved September 1985

The American College of Emergency Physicians (ACEP) recognizes that alcohol misuse and abuse are significant risk factors for preventable diseases, injuries, and premature death. ACEP also acknowledges that print, broadcast, internet, and social media advertising of alcohol may play a significant role in promoting underage and unhealthy alcohol consumption. Therefore, ACEP strongly opposes the promotion of alcohol which: 1) may be perceived as directed towards youth; 2) draws a positive correlation between physical performance and the consumption of alcoholic beverages; and 3) depicts the irresponsible use of alcohol without showing its adverse consequences.