



Washington State Coalition to Reduce Underage Drinking

Prevention Community,

The latest draft of the rules pertaining to alcohol advertising in the state of Washington was presented to the RUaD Coalition recently. Karen McCall, Liquor Control Board Senior Analyst and author of the draft language, was very complimentary of the prevention community. The LCB has never received as many comments on any WAC review before and the input from the prevention community was extremely valuable.

The new rules will clarify and tighten existing rules. The areas of greatest interest to the prevention community are:

- Added introductory language: *The liquor control board regulates alcohol advertising to promote public safety, prevent the misuse of alcohol, and reduce youth exposure to alcohol advertising and marketing.*
- All liquor advertising on products sold in the state of Washington may not contain any statement, picture, or illustration that:
 - Shows a person who appears to be under 21 years of age consuming alcohol;
 - ...implies that the consumption of alcoholic beverages is fashionable or the accepted course of behavior for persons under 21;
 - Associates alcohol with social achievement;
 - Uses subliminal or similar techniques...
 - Claims the alcohol product has a curative or therapeutic effect or enhances health or performance...
- Retail licensed premises are limited to a total of 4 alcohol signs visible from outside covering no more than 600 sq. inches (ex. 4 signs that are 20" x 30");
- No outdoor advertising of liquor can be within 500' of schools, churches, playgrounds, or athletic fields used primarily by minors (1 ½ football fields);
- Alcohol manufacturers, importers, and distributors may sponsor public and civic events if:
 - The sponsor is acknowledged, either by name, brand, or both with the size of the acknowledgement smaller than the size of the event name;
 - Brand advertising is only at the site where alcohol sales and consumption are conducted;
 - Promotional items of any kind are not given away in public areas such as street fairs, parks, governmental property

Final public hearing: Wednesday, Sept. 16, 10:00 AM, Liquor Control Board

Final comment period ends: Wednesday, Sept. 23, 2009

Liquor Control Board adopts rules: October 7, 2009

Rules effective beginning November 8, 2009