



# National Safety Council

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## Position/Policy Statement

### **Alcoholic Beverage Advertising**

The Board of Directors of the National Safety Council directs the Council's staff to work with the manufacturers of alcoholic beverages and other interested parties to find means to discourage advertising that promotes high risk behavior, particularly among young people.

*This position statement reflects the opinions of the National Safety Council but not necessarily those of each member organization.*

Agreed to in principle by the Highway Traffic Safety Division, October 1988

Agreed to in principle by the Governmental Relations Committee, October 1988

Approved by the Board of Directors, October 19, 1988