

Remarks

By

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Inasmuch as it is my belief that it is uncontestable that undeniable harm comes to individuals and to our nation from alcohol and tobacco, it is a tough assignment to talk to an industry that makes so much of its income on advertising those two dangerous products -- dangerous when used as advertised.

I reminded my audience that made its living on advertising that when it came to tobacco and alcohol they were dealing with toxic, potentially addictive drugs, and that alcohol and its abuse; the greatest killer of American young people between 16 and 24. The annual costs is 100,000 deaths and \$120 billion in economic losses in America. I consider the message of the alcohol industry to be deceptive: "Everybody drinks, and it's OK for everybody".

One of the problems of a health educator is to try to put a new slant on things for people who are in the business of working against health education. Those who make tobacco and alcohol and advertise either or both are part of that group.

Inasmuch as alcohol and tobacco are major health hazards for the public whom I address and because advertising and promotion is so much a part of selling those products to people who shouldn't use them, this transitional speech is also a good indicator of where I stand on this subject, which affects a lot else that I will say in the ensuing 15 years.