

10-year-olds targeted in anti-drinking campaign

Written by

Wednesday, 12 September 2007 19:00

An aggressive anti-drinking campaign launched this week targets students as young as 10-years-old. Initiated by Mary Easley, wife of Governor Mike Easley, and acting U.S. Surgeon General Kenneth Moritsugu, the campaign is meant to discourage middle school students from drinking by teaching them how marketing can manipulate their choices. The program encourages students to ask questions about advertisements, such as: Who paid for the ad, who is the target, and what was left out of the message? School officials expect to implement the campaign in all middle schools by January. According to a 2005 survey conducted by the Centers for Disease Control, 35 percent of North Carolina middle school students report having had a drink of alcohol, other than just a few sips.