



DWI

In This Issue:

- Drug Free Workplace 2
- Featured Industry 3
- Alcohol Research 4
- Technology 6
- In the News 7
- Commentary 8



DWI

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Bar Violence Linked To Its Physical and Social Characteristics

A new study published in the *Journal of Studies on Alcohol* has found that certain characteristics of bars contribute to violence among its patrons. According to the study, although certain personality types gravitate to certain kinds of bars, it is the environment in the bar itself that is the primary contributor to violence.

In a survey of more than 325 bars, the study found that bars with poor ventilation, smoke-filled air, high temperature, loud noise and dirtiness had higher rates of violence than bars without these characteristics. In addition, other characteristics such as over-crowding and the presence of competitive games like billiards can contribute to violence.

Although physical characteristics are important, the social environment in a bar can also contribute to violent or non-violent behavior by providing models of how patrons are expected to behave. For example, the study says that a well-kept bar with a helpful and friendly staff is less likely to suggest to drinkers that violent behavior is acceptable than a dirty, poorly maintained bar with an unfriendly staff. Behavior such as nonphysical rowdiness, sexual activity or competition, heavy drinking, under-age drinking and other illegal activities are more frequent in violent bars than nonviolent bars. Finally, violent behavior is found most often in bars with a high percentage of young, male patrons where drinks are less expensive than those in nonviolent bars.

The conclusions of the study suggest that by paying attention to the physical and social environment within their establishment, bar owners may be able to reduce incidents of violent behavior among their patrons.

Hair Test Can Reveal Employee Alcohol Use

Employers have long been able to test employees for illegal drugs using blood, urine or hair tests. Now scientists have developed similar tests which can show how much someone has had to drink during the past several days, weeks or even months.

According to *New Scientist* magazine, the new tests are likely to attract the attention of employers, insurance companies and forensic scientists. For example, airlines might identify heavy drinking pilots by testing their hair, or a urine test might help police prove someone had been drinking hours or even days after an accident.

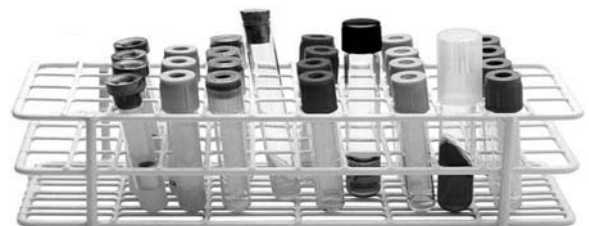
Although there are a number of current alcohol tests in use today, most rely on indirect evidence such as liver enzyme levels which can be affected by a number of other factors, including pregnancy, making test results unreliable. How do the new tests work? When a person drinks alcohol, the body produces chemicals which stay in the body long after the alcohol itself has disappeared. By measuring these different compounds, the new tests can determine whether someone was drinking within a certain period of time.

For example, ethyl glucuronide (EtG) starts accumulating in blood as alcohol levels decline. Dr. Fredrich Wurst of the University of Basel in Switzerland, head of one of the multinational teams developing and validating the tests, says the presence of EtG, plus the absence of alcohol, could show whether drivers or workers who have been involved in an accident were drunk at the time. EtG lasts up to five days in urine, and Wurst says the test confirms beyond all doubt that the subject was drinking within that time frame.

Another test looks for phosphatidyl ethanol (PEth), which lasts up to three weeks in the blood of people who consume more than around three beers a day, or the equivalent. Wurst's team reports finding no false negatives, making the test a far more reliable indicator of heavy drinking than liver enzymes.

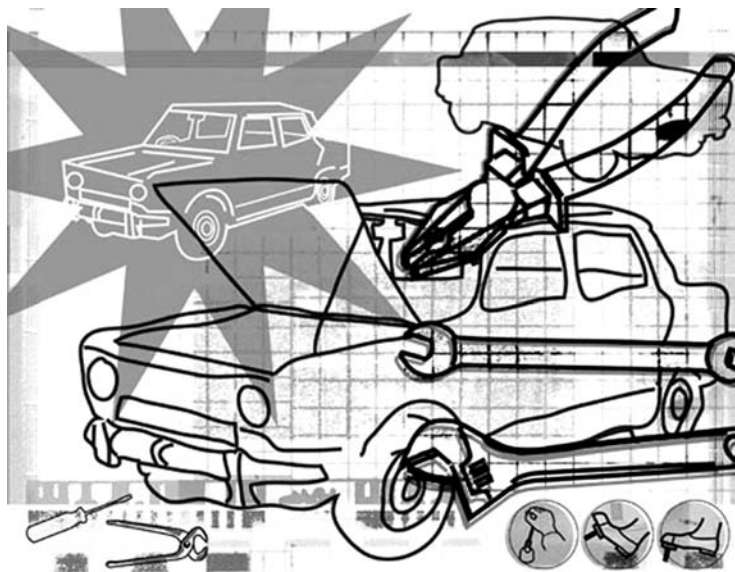
Finally, four fatty acid ethyl esters (FAEEs) appear in blood within 12 to 18 hours of alcohol consumption, but are ultimately stored in hair. These provide an even longer term measure of alcohol use. In their latest study, Wurst's team monitored around 40 drinkers and teetotalers, and showed that FAEE levels in hair can distinguish between light and heavy drinkers (*Alcohol and Alcoholism*, v39, p 33).

Used together, the set of tests could provide a comprehensive picture of someone's drinking habits, revealing when they had last been drinking and whether they are heavy or light drinkers. "It covers the whole time spectrum following alcohol consumption," Wurst told *New Scientist* magazine. "The only way to remove the evidence is to shave all body hair."



Featured Industry

Drug-Free Workplace: Auto Body & Repair Services



Lamentably, alcohol and drugs are a factor in a significant percentage of transportation related accidents each year. However, alcohol and drug abuse is not just a personal problem. Employees who abuse drugs negatively affect a company's bottom line with extended absences, increased accidents, a greater number of workers' compensation claims, and higher employee theft.

According to national studies, the third highest rate of current illicit drug use and heavy drinking occurs in service occupations. A federal government survey revealed the rates of both drugs and alcohol abuse among four different types of personnel within the transportation industry. Of these, vehicle repairers are the second highest, following light truck drivers, but surpassing heavy truck and bus drivers.

Typically within the industry, for a business with 25 employees, two could likely be problem drinkers. The estimated annual costs for those two employees could run as high as \$8,800 for healthcare, absenteeism, and lowered productivity. If a company had 16 abusers on the payroll, business losses are estimated at over \$70,000 in one year. By implementing a drug-free workplace policy, a business can turn those losses into profit and make the workplace, safer, healthier, and more productive.

In a recent guest editorial for the automotive industry magazine *BodyShop Business*, Jim Sund, owner of North Kitsap Auto Rebuild, Inc. and President of the Autobody Craftsman Association in Washington, expressed concerns that the rate might actually be higher within the collision repair industry.

According to Sund, the shop floor in this industry is full of stories: technicians with excessive comebacks related to quality and safety,

Just how big is the American automotive industry?

According to a report by the Center for Automotive Research:

- Every workday, more than 118 million people (88% of all working Americans) drive a motor vehicle to work.
- Total motor vehicle-related employment represents 10% of U.S. employment.
- There are 679,000 people employed in automotive repair establishments, and another 335,000 in parts stores.
- The motor vehicle aftermarket (sector of the industry which maintains, repairs, and accessorizes vehicles after they are sold by dealers) is a \$250 billion industry, employing millions of Americans at over 500,000 business locations.

a bookkeeper who embezzled more than \$5,000, a paint-prepper caught siphoning gas after complaining he "wasn't paid enough to buy 'blow'," and another technician who, after termination, was reported to have routinely smoked marijuana in the paint booth. Incidences such as these cost money. At one shop where 16 out of 25 employees tested positive for drug use, the internal re-do rate was 30 percent.

While at first apprehensive, business owner Sund now believes the overall experience of starting a drug-free workplace program at his shop has been a positive one. He encourages others within the trade to seriously consider implementing an effective drug free workplace program and contact the nearest drug free workplace policy group.

If your operation carries workers' compensation coverage, it's important to remember that most states require businesses to publish and enforce specific safety and drug-related policies. To make sure you are in compliance, visit the website of your state's Workers Compensation agency. Failure to comply with the regulations can result in heavy fines and penalties.

And what happened after Sund implemented a drug-free workplace program at the shop where 16 out of its 25 employees tested positive for drug use? According to Sund, it took five years to clean up the drug problem, but the shop now enjoys a re-do rate of near zero.

For more information about establishing a drug-free workplace program, please contact the DWI Resource Center at: (505) 881-1084.

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Drinking Linked to Hearing Loss

Drinking alcohol could cause hearing loss, says a new study that finds damage to auditory pathways in the brain among moderate drinkers, Health Day News reported March 15.

"High, life-long alcohol consumption leads to damage in the central auditory cortex of the brain," said lead researcher Dr. Elisabeth Stephanie Smith from the Ear, Nose and Throat Clinic at the University of Ulm in Germany.

For the study, researchers examined electrical currents in the brain that indicate response to sound. Half of the 38 men studied were head and neck tumor patients who drank heavily, while the other 19 were plastic-surgery patients who were moderate drinkers.

The hearing tests found that all the men took two to four milliseconds longer than normal to process sound.

"Chronic alcohol consumption leads to defects of the central auditory brainstem, which cause delay in neurotransmission time," said Smith. "This finding can be explained by the loss of white matter in the brain and delay in neurotransmission through the loss of neurotransmitters." Smith added that the study showed that "even an amount of alcohol consumption which is normally accepted by society can lead to a negative effect on the central auditory system."

The study's findings are published in the March 2004 issue of *Alcoholism: Clinical and Experimental Research*.

Study Examines Alcohol Gene

Research from the University of Illinois at Chicago (UIC) has led to the discovery of another gene suspected of being linked to alcohol dependency, Medical Research News reported.

In a new study published in the May 26 issue of the *Journal of Neuroscience*, researchers investigated a gene that manufactures a protein called CREB, or cyclic AMP responsive element binding protein. The gene is known to regulate brain function during development and learning.

In animal tests, the researchers found that laboratory mice lacking a copy of the gene consumed excessive amounts of alcohol, preferring ethanol to water in a maze test. The mice also exhibited highly anxious behavior. Mice that had two copies of the CREB gene did not exhibit the same signs.

"This is the first direct evidence that a deficiency in the CREB gene is associated with anxiety and alcohol-drinking behaviors," said Subhash Pandey, associate professor of psychiatry and director of neuroscience alcoholism research at the UIC College of Medicine.

Physicians Reluctant to Report DWI Offenders to Police

A new study published in the journal *Substance Abuse* reveals that emergency room doctors are reluctant to report alcohol-impaired drivers involved in crashes to law enforcement officials after treatment for fear of being sued or violating patient confidentiality.

In order to protect public health and safety, doctors have often been asked to report dangerous or contagious patient health conditions. However, although alcohol-related crashes accounted for more than 17,000 deaths in 2002, most states do not require physicians to report alcohol-impaired drivers to law enforcement officials. As a result, many alcohol-impaired drivers in a motor vehicle crash who are transported to a hospital escape further legal ramifications of their drunk driving.

According to the study, only 32 percent of physicians surveyed would be comfortable reporting patients with a blood-alcohol content of .08 (the legal limit in New Mexico) to the police, and only 53 percent said they would report patients with a BAC of .24, three times the legal limit in many states. Instead of reporting drivers to the police, the majority of doctors indicated that they would prefer reporting alcohol-impaired drivers to an administrative Department of Motor Vehicle medical review board. This would not involve the court system, and neither the physician nor hospital staff would be forced to attend any court proceedings. Patients reported to the board would be required to provide evidence showing them free from substance abuse, or face license suspension or mandatory treatment and/or counseling.

By establishing a DMV review board, the study suggests state officials might be able to increase the number of DWI offenders who are both reported and receive treatment or counseling.

Alcohol May Increase Risk of Colon Cancer

According to a new study published in the *Annals of Internal Medicine*, heavy alcohol consumption appears to moderately increase the risk of colon and rectal cancer.

The new research combined data from eight large studies in North America and Europe, representing half a million male and female test subjects. People who drank more than 30 grams or more per day, the equivalent of two to three drinks containing 80-proof alcohol, faced increased risk of colon cancer. Drinking 30 to 45 grams of alcohol per day increased the risk of colon cancer by 21 percent, and drinking more than 45 grams per day increased the risk by 51 percent.

Although several past studies have successfully linked colon cancer to alcohol consumption, Dr. Eunyoung Cho and his Harvard Medical School colleagues noted inconsistencies in those findings with regard to personal factors, types of beverage and the specific area of the colon where the cancer occurred.

As a result of their research, Cho's group found the test results to be similar for men and women, and that the same results were achieved regardless of the type of alcoholic beverage consumed (such as beer, wine or hard liquor). Cho found that in the general population, reducing alcohol consumption to less than two drinks per day (30 grams or less) could prevent 5 percent of colon cancer cases in men, and 0.9 percent of cases in women.

Study Says More Alcohol Ads Reaching Minors

A report by Georgetown University's Center on Alcohol Marketing and Youth found a 39 percent increase in the number of alcohol ads aired on local and cable television in 2002 compared to the previous year. The report also concluded that a greater number of teens are being exposed to alcohol ads on television, the Associated Press reported April 21.

According to the report, there were 289,381 alcohol ads on television in 2002, with a significant increase in ads for distilled spirits and low-alcohol beverages. On a per-capita basis, the study found that more teens than adults saw 66,218 of the ads, a 30 percent increase over 2001. Television shows that attract a large teen audience, such as "Survivor," "Fear Factor" and "That '70s Show," included alcohol advertising.

"This dramatic increase in alcohol ads seen by our children in 2002 suggests the problem got worse," said Jim O'Hara, executive director of the center. "The data demonstrate that the alcohol industry needs to make major changes in its advertising."

The Distilled Spirits Council of the U.S. (DISCUS) disputed the findings. The industry contends that the "vast majority of alcohol ads are viewed by adults and that self-regulation is working."

"To make further progress on underage drinking, we must focus on science-based solutions. Study after study shows that parents and other adults are the primary influence over a youth's decision regarding drinking, not advertising," said Peter Cressy, president of DISCUS.

Research on Alcohol Patch Underway

Researchers plan to conduct trials to determine whether a skin patch containing the drug mecamlamine can reduce excess drinking by curbing alcohol cravings, the journal *Nature* reported April 20.

The patch was originally developed as a quit-smoking aid. But preliminary research shows that mecamlamine also may help curb alcohol addiction. An initial study conducted by Jed Rose at Duke University in Durham, N.C., found that people who consumed more than 10 alcoholic drinks a week reduced their intake to six after taking mecamlamine for four weeks. Mecamlamine, which has been used since the 1950s to reduce high blood pressure, dulls the addictive effects and cravings of drugs by reducing the release of dopamine.

Rose and his team of researchers are applying for funding and ethical approval for a formal trial.



Prime time Budweiser advertisement featuring young rapper

Study Finds Alcohol As Damaging as Tobacco

A new World Health Organization (WHO) study concludes that alcohol use is just as damaging to individual health as tobacco use. The study is published in the April 8 issue of the journal *Nature*.

Study co-author Jurgen Rehm, an addiction specialist and a senior scientist at the Centre for Addiction and Mental Health at the University of Toronto, said alcohol's risks have been understated because several studies have shown that a drink a day can reduce the risk of heart attacks. As a result, he said, the industry has been able to escape the harsh health warnings associated with cigarettes even though alcohol is an obvious public-health threat.

According to Rehm's study, the health benefits of alcohol use are generally overstated, and are virtually non-existent for young people. "Even small amounts of alcohol increase the risk of injury and boost the chances of developing about 60 diseases, including several cancers, liver cirrhosis, and neuropsychological disorders," Rehm's report said.

The WHO said the report's findings should serve as a stepping-stone for an international debate about the need to reduce global alcohol consumption.

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Bracelets Monitor Offenders' Alcohol Use

A new device called the Secure Continuous Remote Alcohol Monitor (SCRAM) can remotely track whether a repeat DUI offender has been drinking by collecting, storing, and transmitting tamper-resistant alcohol information to probation officers. The ankle bracelet, made by Alcohol Monitoring Systems Inc., is being used by Albuquerque's Metropolitan Court as part of a 90-day pilot program, the Albuquerque Journal reported May 27.

The SCRAM bracelet contains a sensor pack that detects ethanol in an offender's sweat, and is sensitive enough to pick up a BAC of .02. The bracelet runs a test a minimum of 24 times a day and uses wireless technology to transmit its information through a modem to the central SCRAMnet, where the data is shared with court officials through a website.

Metro Court paid \$15,000 for the pilot program from its drug and alcohol treatment budget, the Journal reported. Courts in Dallas, Phoenix, Minneapolis/St. Paul, Spokane, and Orange County, Calif., are among those that use SCRAM technology full-time. In a similar program in Ohio, offenders are responsible for paying the cost of the bracelet, which is \$12 a day, plus a \$100 refundable deposit and a \$75 installation fee. In comparison, a home incarceration program that includes an in-home breathalyzer costs \$11 a day plus a \$100 refundable deposit.

Officials say that conventional alcohol testing has posed some challenges in the past since alcohol use could only be detected administering a breathalyzer test while the alcohol is still in a person's system. Because the SCRAM bracelet tests at least once every hour and stores the information, there is no way to avoid detection.

According to the Tribune article, no offenders in the pilot program have tested positive for alcohol, although three have received jail time for tampering with the device by trying to slip a sheet of paper between their skin and the monitor.

"We think they were trying to test the limits of the device," said Billy D. Lee, a probation officer in the DWI/Drug Court program. "No one's been caught for drinking, and that's what's important. That's what we want."

Brits Test Hand-Held Device To Detect Unfit Drivers

British police are busy testing a new hand-held device designed to identify drivers impaired by drugs, alcohol or excessive tiredness, according to a recent article published in *New Scientist* magazine.

The device works by assessing the driver's behavior rather than testing for particular substances, and is intended to deliver a quick yes or no verdict on whether a person is fit to operate the vehicle. Although the "impairment detector" is still in the early stages of development, the device is the first of its kind in the world. If the results from the current prototype are positive, the Police Scientific Development Branch in St. Albans, Hertfordshire says at least two additional years of testing will be needed before the detector can be used on the streets.

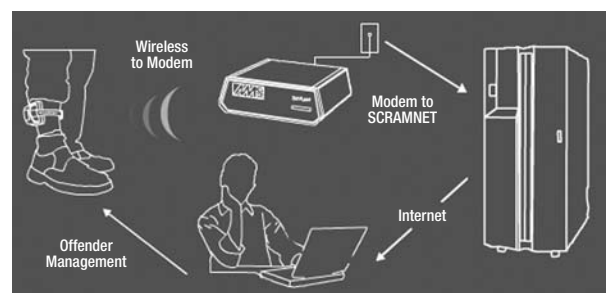
The research has been driven by the increasing number of drug-related car accidents in the UK. According to *New Scientist* magazine, in 1992, only three percent of road casualties were found to have traces of drugs in their bodies. By 2002, that number had risen to 18 percent.

The prototype impairment detector runs two tests designed to assess three critical driving skills: motor control, ability to react to the unexpected, and concentration levels. The tests were chosen from a wider battery of tests developed at the University of Surrey, UK, to assess the effect of drugs and sleep deprivation on people's ability to drive safely.

In the first test, volunteers were asked to use a stylus to track an object moving across the screen of a PDA, while every so often another object pops up in the corner of the screen. Upon seeing the object, the volunteers pressed a button while continuing to track the moving object. This test assessed the subjects' ability to perform a motor control task while their attention is diverted by unexpected events. In the second task, road signs flashed on the screen every second. The driver had to respond to sign with the exception of a "target" sign identified the start of the test. When the target appeared, the volunteers were told not respond. This is known as a "sustained attention" task, and measures a person's ability to concentrate.

The detector delivers a result similar to the way a breathalyzer indicates how much alcohol is in the blood, with positive, negative and a gray area in between the two, says Julia Boyle of the University of Surrey in Guildford, UK, who is leading the research on behalf of the PSDB.

A spokesman for the UK home office told *New Scientist* magazine it was too early to comment on how such a device would be used or whether test results would be admissible as evidence in court.



The SCRAM monitoring system in action.

NHTSA Gives \$33 Million to Fight DUI And Improve Highway Safety

The National Highway Traffic Safety Administration (NHTSA) has awarded \$33 million to states to support programs that combat alcohol-impaired driving and encourage the use of safety belts and child restraints.

Although New Mexico qualified to receive \$123,072 in Section 405 grants, which can be used for programs such as enforcing safety belt and child passenger safety laws, the state's application for Section 410 grants to enforce DUI laws and provide law enforcement training was turned down by the NHTSA.

The TEA-21 Section 410 grants, totaling \$22 million, were awarded to 36 states who qualified for funding by meeting congressional criteria for DUI enforcement. A full listing of the grants can be found on the NHTSA website, www.nhtsa.dot.gov.

Pennsylvania Bartender Charged for Failing to Help Drunken Patron

A bartender at a Montgomery County, Penn., tavern was charged with recklessly endangering the life of another person when she failed to get immediate help for a patron who passed out, WGAL-TV 8 Harrisburg reported May 27.

According to Telford police officials, James Musselman, 21, was unconscious and lying in a puddle of water in the Bier Garten for 45 minutes before help was called. Musselman's blood-alcohol level was 0.43 percent, more than five times the legal limit for driving. He was hospitalized for an alcohol overdose. A preliminary hearing for Madelina Luciano, the bartender on duty, is June 15.

Poll: Americans Approve of Alcohol Tax Increases

A nationwide poll by the American Medical Association (AMA) finds that most Americans support state tax hikes on alcohol to fund education, healthcare, and law-enforcement efforts related to drinking, American Medical News reported May 6.

The survey by the AMA Office of Alcohol and Other Drug Abuse also found that 90 percent of Americans are worried about teenage and underage drinking.

"Alcohol abuse costs Americans more than \$148 billion each year in healthcare and social costs. Among the most vulnerable of these drinkers are teens," said AMA President-elect John Nelson, MD, MPH.

Currently seven states are considering increases in their alcohol tax to address underage-drinking problems. "As with smoking, the price of alcohol matters, especially with teenagers," said Richard Yoast, M.D., director of the AMA's Office of Alcohol and Other Drug Abuse. "Just as price increases for tobacco reduce consumption and disease, higher alcohol prices are proven to reduce everything from violent crimes to rape. The difference is taxes on cigarettes have been increased frequently and significantly over the years while alcohol taxes have remained astoundingly behind the times."

Product	Current Tax Rate per		Revenues Collected	Consumption (gallons)
	Gallon	Purchasing Unit (six pack/750 ml)		
Beer	\$0.41	\$0.23	\$20,385,849	51,670,013
Wine	\$1.70	\$0.34	\$4,677,523	2,755,449
Liquor	\$6.06	\$1.20	\$13,165,671	2,200,093
Total			\$38,229,043	56,625,555

New Mexico's current tax rates on beer, wine, and liquor, as well as the revenues collected and the amount of alcohol consumed from July 1, 2002 to June 30, 2003

In The NEWS



The DWI Resource Center, Inc. is committed to reducing the social and economic impact of drunk driving in New Mexico through education, public awareness, prevention and research. The Center serves as a clearinghouse for DWI information and issues, providing community leaders with statistical information and analysis to assist them in creating localized plans to reduce DWI death and injury in New Mexico. Our key services and projects include:

Research and Development

The Center delivers in-depth statistical data and analysis on the city, county and state levels to public officials, community leaders, media and advocacy groups, and assists in developing programs to reduce DWI death and injury.

Victim Services

Through the NM Victims' Rights Project, the Center provides DWI victims and survivors with assistance navigating the often complex justice system, including pro bono legal assistance, victim advocacy services and case tracking

DWI Prevention Programs

Through our DWI Workplace Training seminars and Retailers for Responsibility program, the Center seeks to reduce alcohol-related accidents associated with the workplace.

Community Involvement

The Center is dedicated to increasing public awareness of DWI issues through public policy initiatives, media advocacy, public seminar and speaker series, and court observation and case tracking.

The DWI Resource Center, Inc. is a 501(c)3 non-profit organization. For more information about the Center or to make a contribution, please call us at (505) 881-1084, or visit our website at www.dwiresourcecenter.org.

Commentary

Latinas Outraged Over Tasteless Tecate Ad

Commentary

by Marilyn Aguirre-Molina
and Zelenne L. Cardenas

Sometimes, a picture is worth a thousand words. Sometimes, all it takes is a few words to disparage an entire population. And just four words frame the glistening bottle of Tecate beer angled phallically erect: "FINALLY, A COLD LATINA."

The advertisement, displayed on billboards in Latino communities across the country, signals an unprecedented low for the beer industry, which has long exploited images of nearly naked Latin women (Latinas) to sell its products. The billboards unabashedly suggest that Latinas as a group are promiscuous (i.e. "hot") and hyper sexed. It is chilling in its blatant use of a stereotype that dehumanizes each of us, from Dominican schoolgirls to Mexican-American grandmothers, but it is particularly damaging to our youth, who are exposed to more alcohol advertisements than adults or children of other ethnic groups.

The beer industry claims to practice "responsible" advertising. But the Tecate billboards demonstrate the inadequacy of industry self-regulation. Its voluntary guidelines, "The Beer Advertising and Marketing Code" urges brewers to use advertising that is "sensitive to the problems of the society in which they exist," and that reflects "generally accepted contemporary standards of good taste."

We doubt that other minority communities would tolerate comparably offensive ads. It is hard to imagine the beer industry getting away with a billboard depicting a bottle of beer and reading: "FINALLY, A QUIET BLACK WOMAN," or "FINALLY, A BIG-SPENDING JEW."

High school students in Albuquerque, New Mexico, first raised the outcry against the Tecate billboards. Their young voices have reverberated in Los Angeles, Stockton, Sacramento, and in New York, Florida, and Texas. America's Latino communities are demanding that these offensive billboards come down immediately, and that Labatt, USA, distributor of Tecate beer (imported from Mexico), publish and broadly disseminate a formal apology in English- and in Spanish-language media.

The billboards are sparking outrage in our communities because they reflect an even broader problem: the aggressive targeting of Latino youth by the beer industry -- with dire consequences for our young people.

A recent report by The National Academies points out that Latino girls are initiating alcohol use at a younger age than any other group

in the country. And the younger a person begins heavy drinking, the more likely they are to become addicted to alcohol, as well as to suffer possibly permanent learning deficits. Furthermore, alcohol use contributes to the three leading causes of death among Hispanic youth: unintentional injuries (including car crashes), homicide and suicide.

Other research has shown that America's Latino communities have five times as many alcohol advertisements as predominantly white communities. And when alcohol advertisements depict Latinas as sexual objects, there are additional consequences. One study shows that a concentration of such ads leads to increased violence against Latinas between the ages of 15 to 18.

This advertising assault comes as the majority of Latinos lack access to good education, health care, well-paid jobs, and decent affordable housing. In 2001, for instance, 21.4 percent of Hispanics lived below the poverty rate, compared to 12.1 percent of the overall population.

In addition, the cultural traditions that provide Latino youth with a sense of identity and community are under attack. The alcohol industries, in particular, undermine our culture when they incorporate it into their marketing and present drinking in a light that demeans our culture. The Tecate billboard is a prime example -- it was timed to sell beer during the Mexican-American holiday Cinco de Mayo, a family celebration and reflection of Hispanic history, culture and pride.

The remaining billboards must come down, and Labatt should issue its apology without delay. But that should be the beginning, not the end, of a renewed effort to support our young Latinas and Latinos, and stop the offensive racist and sexist advertising messages intended to benefit the beer industry and its profit margin.

For more information, please visit Latinos & Latinas for Health Justice at <http://www.llhj.org>.

Marilyn Aguirre-Molina is a Professor of Population and Family Health at the Mailman School of Public Health at Columbia University.

Zelenne L. Cardenas is Director of Prevention Programs at Social Model Recovery Systems.

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