



Mei Lamwot Omw Kopwe Silei! Atfertaismen Usun Sakau Ngeni Serafö Mei Emweningau

Ukukun **73%** aramas ra luku pwe "atfertaismen ren sakau eu watten amwasangasang ren ekewe resamwo tori ierir ar repwe unumi sakau."

Source: *Century Council: Alcohol Issues Insights*

Ukukun **12%** TV atfertaismen seni ekewe chon amömö sakau ra **ATAI** pusin ar eoreni ren ar pwarala ar kewe **atfertaismen** ngeni aramas nge lap seni **30%** ekewe aramas **resamwo tori ierir**.

Source: *CAMY, 2005*

Beer **Eu** nampaeuin metochun apuchala mei tolong ika atfertais lon Guam.*

Source: *Guam Statistic Yearbook 2004*

"An ekewe pisinis sakau esinesin ngeni semirit ren ar resapw unumi sakau tori ar repwe ierini 21, mei mwonola ren watten amwasangan an **sakau** kewe **atfertaismen**."

Source: *Dr. David Jernigan, CAMY RD*

Ekewe pisinis sakau ra nouni nour moni won pekin atfertaismen ren sakau **watte seni fan 27** met ururun pwe repwe afata ochu usun sakau.

Ekewe ra ierini **9** ngeni **11** ra fen silei **öchu usun Budweiser's TV frogs** lap seni Kellogg's Tony the Tiger, Mighty Morphin's Power Rangers or Smokey the Bear. Source: *Berkelev: CAA, 1996*

Atfertaismen fan itan sakau a emweni serafö ar repwe unumi sakau:

Ekewe **Teens** ra apasa pwe atfertaismen a watte **pöchökulan** an emweni ar filata ren ar **repwe unumi sakau** lap seni ar repwe pusin filata ren met sakun sakau repwe moni.

Source: *USA Today 1997*

Ekewe semirit ra kon **silei usun an sakau** kewe atfertaismen ra nomw lon ar pwapwa iti usun unumi sakau me pwarala usun mwochenir pwe repwe chon **unumi** usun chok ekewe mei mukola lap seni ekewe semirit rese kon silei usun ekewe atfertaismen.

Source: *Bethesda, MD: NIAA, 1995*

For more information:

Department of Mental Health and Substance Abuse
www.dmhsa.guam.gov
www.healthychoicesguam.org
Drug & Alcohol Branch
(671) 475-5438/39
PEACE Office
(671) 477-9079-83
www.peaceguam.org

National Council on Alcoholism and Drug Dependence
www.ncadd.org

Center on Alcohol Marketing and Youth
www.camy.org

Eu kaeo-ngeni seni mei silelap lon ewe January 2006 a afata pwe ach **kakatol** ekewe atfertaismen ren sakau mei efisatä watelan an ekewe semirit resamwo tori ierir unumi sakau.

Source: *Archives of Pediatrics and Adolescent Medicine 160(2006)*.

Eu unusen koucutiwan atfertaismen ren sakau a tongeni akukunatiw ren ukukun 24% eu maram ekewe serafö ir chon unumi sakau pwal ukukun 42% ren ekewe serafö rakan chok unumi limefoch ika ekis watte seni lon eu fansoun unumi.

Source: *Cambridge, MA: NBER, 2003*

