



March 16, 2021

Assembly Member Ed Chau,
Chair, Privacy and Consumer Protection Committee
Room 162, Legislative Office Building
1020 N Street
Sacramento, CA 95814

RE: AB 1545 (Wicks) Children: internet safety: platform operator: prohibited acts – SUPPORT

Dear Chairman Chau,

Alcohol Justice supports AB 1545 in general because it will protect children from further exposure to many dangerous products and processes on the Internet. In particular, we support the bill's intention to reduce exposure to digital alcohol ads and other alcohol-related content. The section of the bill we are referring to is:

1798.303.

(a) An operator of a platform directed to children shall not incorporate any of the following features on any of its platforms:

(4) Direct online advertising or material with considerable commercial content involving alcohol, nicotine, or tobacco to covered users.

We applaud the inclusion of this language in the bill because while the Internet is an essential, exciting and educational destination for impressionable young minds, it is also very dangerous. It has been estimated that youth see on average between 6,000 and 10,000 commercial messages per day; many while on the Internet and many for products or services geared to adults. Alcohol is near the top of that list.

Youth drinking is a pervasive and costly social problem in California with well-documented consequences, including increased risk of death from injury, engaging in risky sexual behavior, and sexual assault perpetration or victimization. Research tells us that exposure to alcohol ads and other alcohol-related content influence youth to start drinking earlier and to drink more. Research also tells us this early exposure leads to alcohol-related problems later in life.

The Internet alcohol advertising restrictions in AB 1545 will significantly reduce youth exposure to seductive alcohol-related content and are an important goal for policy action. They will also ultimately lead to less harm and a reduction in the alcohol-related public health and safety costs that local and state governments bear the brunt of. Please support this important legislation with your AYE votes.

Kind regards,

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Executive Director / CEO

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