

## **MEDIA ADVISORY: BACK-TO-SCHOOL TELE-PRESS CONFERENCE**

### **NEW AMA POLL FINDS COLLEGE BINGE DRINKING A TOP CONCERN FOR PARENTS; IDENTIFIES STRONG SUPPORT FOR POLICY SOLUTIONS**

Chicago – Ninety-five percent of parents believe that binge drinking is a serious threat to their children, and 85% say that easy access to alcohol contributes to too much drinking, according to a national survey released today by the A Matter of Degree (AMOD) initiative of the American Medical Association.

Nationally, the number of frequent binge drinkers has increased. One in four students are frequent binge drinkers, which places them and their fellow students at risk for numerous alcohol-related harms, from common annoyances such as interrupted sleep and study time, to more dangerous effects, including sexual assault and other violence. Each year, an untold number of college students die from binge drinking.

In addition to the poll findings, the chair-elect of the American Medical Association and representatives from the AMOD partnership in Madison, Wisconsin, will discuss their innovative efforts to reduce college binge drinking and its negative effects in the community, including tougher alcohol license requirements for campus-area bars.

Recognizing that binge drinking is not solely a matter of individual responsibility, AMOD's ten "town-gown" partnerships are part of a national pilot project designed to counter the many social influences that converge to encourage high-risk drinking, including cheap drink specials and other dangerous alcohol promotions; the high concentration of bars near campus; and lax enforcement of the legal drinking age.

**SPEAKERS:** AMA Chair-elect, J. Edward Hill, MD

Chancellor John Wiley, University of Wisconsin – Madison

Mayor Susan J.M. Bauman, Madison

Pollster, Marty McGough, Penn, Schoen and Berland Associates, Washington, D.C.

George Bergalis, father of a deceased child in alcohol related incident

**WHEN:**

Wednesday, August 29

11 a.m. EST; 10 a.m. CST; and 8 a.m. PST

**ACCESS:**

To participate, call 1-888-566-5777

Passcode: Binge Drinking, Dr. Richard Yoast

Conference Call Leader: Dr. Richard Yoast

**EMBARGOED FOR RELEASE UNTIL: 11 a.m. ET, Wednesday, August 29**

**Video News Release Available:** Satellite Downlink Coordinates 9 to 9:30 a.m. ET on Galaxy 3R, transponder 14 (C-Band); and from 2 to 2:30 ET on Telstar 6, transponder 4 (C-Band);

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