

American Council on Alcohol Problems

Resolution on Colleges and Universities Turning to Beer Sales at Football Games

Whereas, there is a troubling trend that colleges and universities already struggling with alcohol related problems are turning to beer sales at college football games for additional revenues; and

Whereas, most institutions of higher learning ban beer and alcohol sales at football games, the number of campuses that now serve alcohol in their stadiums has doubled in just the last five years; and

Whereas, the majority of students who attend these schools are under the minimum legal drinking age and it sends the wrong message that the only way to have fun is to drink, or to drink a lot; and

Whereas, this dynamic combined with the way students already erroneously view drinking at college as an integral part of their higher-education experience, as a rite of passage, exacerbates the problems of underage drinking, binge drinking and its annual consequential trail of nearly 2000 alcohol related deaths on college campuses, 600,000 unintentional injuries, 696,00 assaults, 97,000 cases of sexual assault or date rape, 25% of students reporting academic losses, 150,000 who develop a health related problem, and 1.5% of students who commit suicide; and

Whereas, college football games draw tens of thousands of spectators, large volumes of traffic in parking areas and on the roads near and around the stadiums, and with alcohol sales easily accessible in the stands coupled with easy access before the games in tailgate gatherings this heightens the probability of disorderly conduct, traffic crashes, and other dangerous situations; and

Whereas, college and university administrations should reasonably seek to protect students and fans from alcohol-related harm by adopting strong alcohol policies that protect the public's health – policies that curb access rather than promote and serve alcohol;

THEREFORE BE IT RESOLVED that the affiliates of the American Council on Alcohol Problems research what school or schools may already be serving alcohol at stadiums within their own states or if any such policy may be under consideration; and

BE IT FURTHER RESOLVED wherever such policy exists or may be considered, said affiliate will vigorously seek to educate and oppose the policy by all necessary means, not excluding provision of a copy of this resolution.