

Why has PAD Produced These Resources

Media Literacy Facts and Consequences

- In 2001, Canadian kids aged 6 to 14 spent almost 16 hours per week watching TV. (YTV Tween Report (2001).
- 43% of kids under the age of 2 are watching TV every day and 26 per cent actually have a TV set in their bedrooms. (U.S. based Kaiser Family Foundation (2003).
- In a survey of 8 to 15 year olds, one half said they received no parental supervision around TV viewing (Canadian Teachers' Federation).
- 80 percent of 9 to 14 year olds living in Canada say they learn about "cool" new products and brand names on TV. But only a small number say that advertising affects their choices. (YTV Tween Report: Special Kidfluence Edition: 2002).
- In the U.S. children can see an average of more than 20,000 commercials every year – this works out to at least 55 commercials per day. (American Academy of Pediatrics: 2001).
- In the city of Toronto in 2001, almost 40 percent of the population were people from visible minorities. A study of Canadian prime time TV drama at that time found that just 12% of characters were visible minorities. (Statistics Canada: 2001)

Cannabis Facts and Consequences

- Cannabis/marijuana is the number 2 drug of choice among teens.
- Almost 30% of all Ontario students reported using cannabis. This ranges from 6.2% of 7th graders to a peak of 45% of 11th graders.*
- There was an increase of use among girls between 1999 and 2003.*
- 51% of Ontario students say that cannabis is easy or very easy to get. Availability has significantly increased since 1989. 39% report someone tried to sell them drugs in the past year.*
- Average of first cannabis use is 14.*
- About 20% drivers in grades 10 to 12 report driving a vehicle within one hour of using cannabis during the past year, higher than those reporting drinking and driving.*
- 23% of Ontario teens report being a passenger in a vehicle driven by someone who had been using drugs other than alcohol prior to driving.*

Alcohol Facts and Consequences

- Alcohol is the number one drug of choice among teens.
- 66.2% of Ontario students grade 7 to 12 report drinking during the past year. This ranges from 39% of 7th graders to about 80% of 11th and 12th graders.*
- 26.5% of all Ontario students report binge drinking (5 or more drinks on one occasion in the month prior to the study). This ranges from 5.8% in Grade 7 to a peak of 45.2% in Grade 12. Grade 11 students (primarily under age) report 40.9%.*
- Average age of first alcohol use is 13.*
- 14% of licensed Ontario drivers in grades 10 to 12 report driving within an hour of consuming two or more drinks.*
- 29% of students in grades 7 to 12 report being as passenger in a vehicle driven by someone who had been drinking.*
- In 2002, 19% of Ontario students (27% of drinkers) report drinking at hazardous levels.*

*Centre for Addiction and Mental Health, Ontario Student Drug Use Survey, 2003

For more information, public service ads and other information related to this and other issues, visit: www.parentactionondrugs.org Or contact Diane Buhler, Executive Director, Parent Action on Drugs: (416) 395-4970 or 1-877-265-9279.