



American College of
Emergency Physicians®

ADVANCING EMERGENCY CARE 

POLICY STATEMENT

Approved April 2024

Alcohol Advertising

Reaffirmed April 2024

Revised April 2018

Reaffirmed October 2006 and
October 2012

Revised July 2000 by
combining CR012 approved
September 1992 and CR038
approved September 1985

The American College of Emergency Physicians (ACEP) recognizes that alcohol misuse and abuse are significant risk factors for preventable diseases, injuries, and premature death. ACEP also acknowledges that print, broadcast, internet, and social media advertising of alcohol may play a significant role in promoting underage and unhealthy alcohol consumption. Therefore, ACEP strongly opposes the promotion of alcohol which: 1) may be perceived as directed towards youth; 2) draws a positive correlation between physical performance and the consumption of alcoholic beverages; and 3) depicts the irresponsible use of alcohol without showing its adverse consequences.