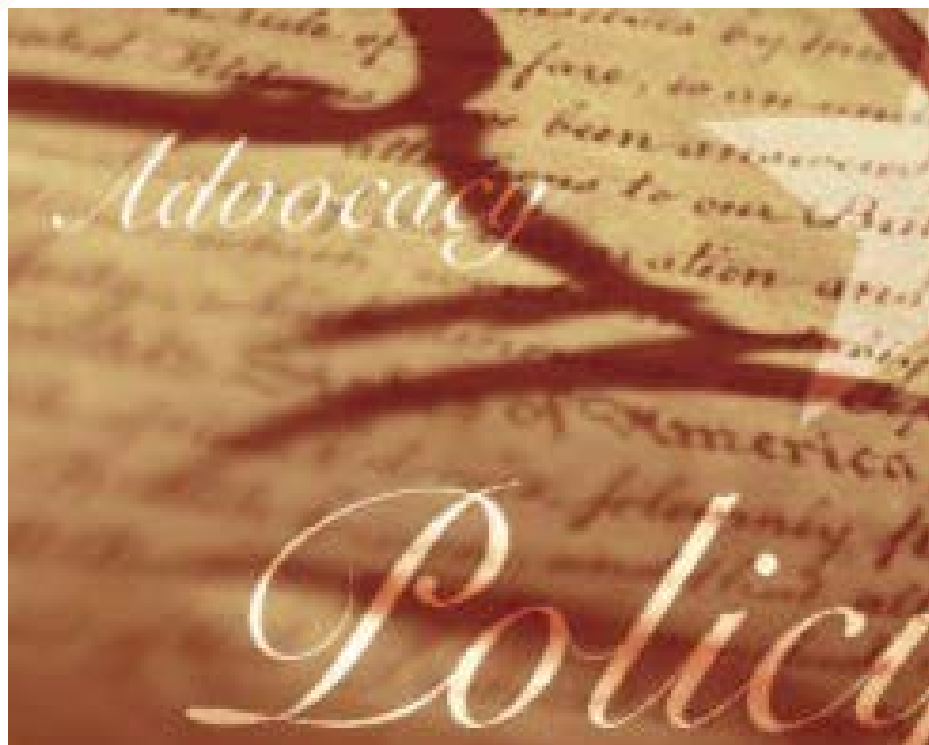




**Enacting and Implementing
Effective Alcohol Policies**

**THEIR
STORY
IS
YOUR
STORY**

*Washington State Prevention Summit
October 21, 2014*



What's *your* motivation?

**Executive Director, Project
Extra Mile in Nebraska 1995-
2012**

**Chair, US Alcohol Policy
Alliance**

**Co-Chair, Alcohol Policy 17
Conference – API7
April 2016 in Washington,
DC area**

Advocate and Organizer



She talks
people into
doing things
they didn't
really know they
wanted to do.

**What does your Mom
do anyway?**

Our Discussion

- **The problem as we know it;
the problem as they sell it**
- **Understanding the 4 P's**
- **Policy work: the lens of
advocacy and lobbying**
- **Focus on the science**
- **Alcohol policy strategies and
lessons learned**

The Problem as We Know It

- **Alcohol's link** to dozens of diseases
- Alcohol industry's **saturation of our children's media** consumption, including social media
- Youth are more than **price sensitive** – they're increasingly **brand sensitive**
- The industry's involvement in our **community events and celebrations**
 - prolific sponsorships and advertising

The Toll of Underage Drinking

Alcohol kills 4X more kids under 21 than all illegal drugs combined.

-PIRE, 2006

Those who start drinking before the age of 15 are 4X more likely to become alcohol dependent at some point in their lifetime.

- Grant and Dawson, 1997

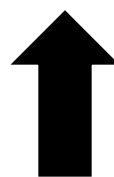
Alcohol is a *public health* problem, not just a problem afflicting isolated individuals



United States, 2010

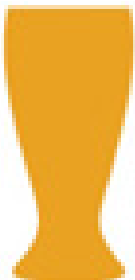
10 Leading Causes of Death by Age Group

Rank	Age Groups							
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54
1	Congenital Anomalies 5,107	Unintentional Injury 1,394	Unintentional Injury 758	Unintentional Injury 885	Unintentional Injury 12,341	Unintentional Injury 14,573	Unintentional Injury 14,792	Malignant Neoplasms 50,211
2	Short Gestation 4,148	Congenital Anomalies 507	Malignant Neoplasms 439	Malignant Neoplasms 477	Homicide 4,678	Suicide 5,735	Malignant Neoplasms 11,809	Heart Disease 36,729
3	SIDS 2,063	Homicide 385	Congenital Anomalies 163	Suicide 267	Suicide 4,600	Homicide 4,258	Heart Disease 10,594	Unintentional Injury 19,667
4	Maternal Pregnancy Comp. 1,561	Malignant Neoplasms 346	Homicide 111	Homicide 150	Malignant Neoplasms 1,604	Malignant Neoplasms 3,619	Suicide 6,571	Suicide 8,799
5	Unintentional Injury 1,110	Heart Disease 159	Heart Disease 68	Congenital Anomalies 135	Heart Disease 1,028	Heart Disease 3,222	Homicide 2,473	Liver Disease 8,651



Economic Costs of Excessive Alcohol Consumption in the U.S., 2006

Ellen E. Bouchery, MS, Henrick J. Harwood, Jeffrey J. Sacks, MD, MPH,
Carol J. Simon, PhD, Robert D. Brewer, MD, MSPH

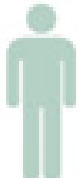
 = **\$1.90**
1 Drink In economic costs

 **746**    
per person

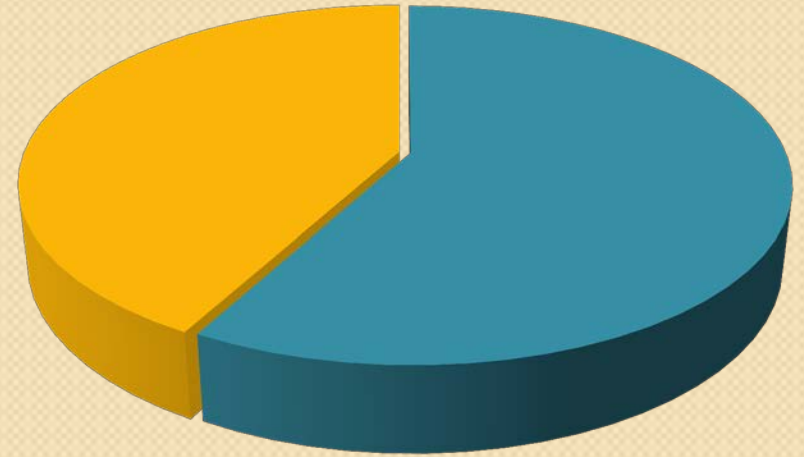
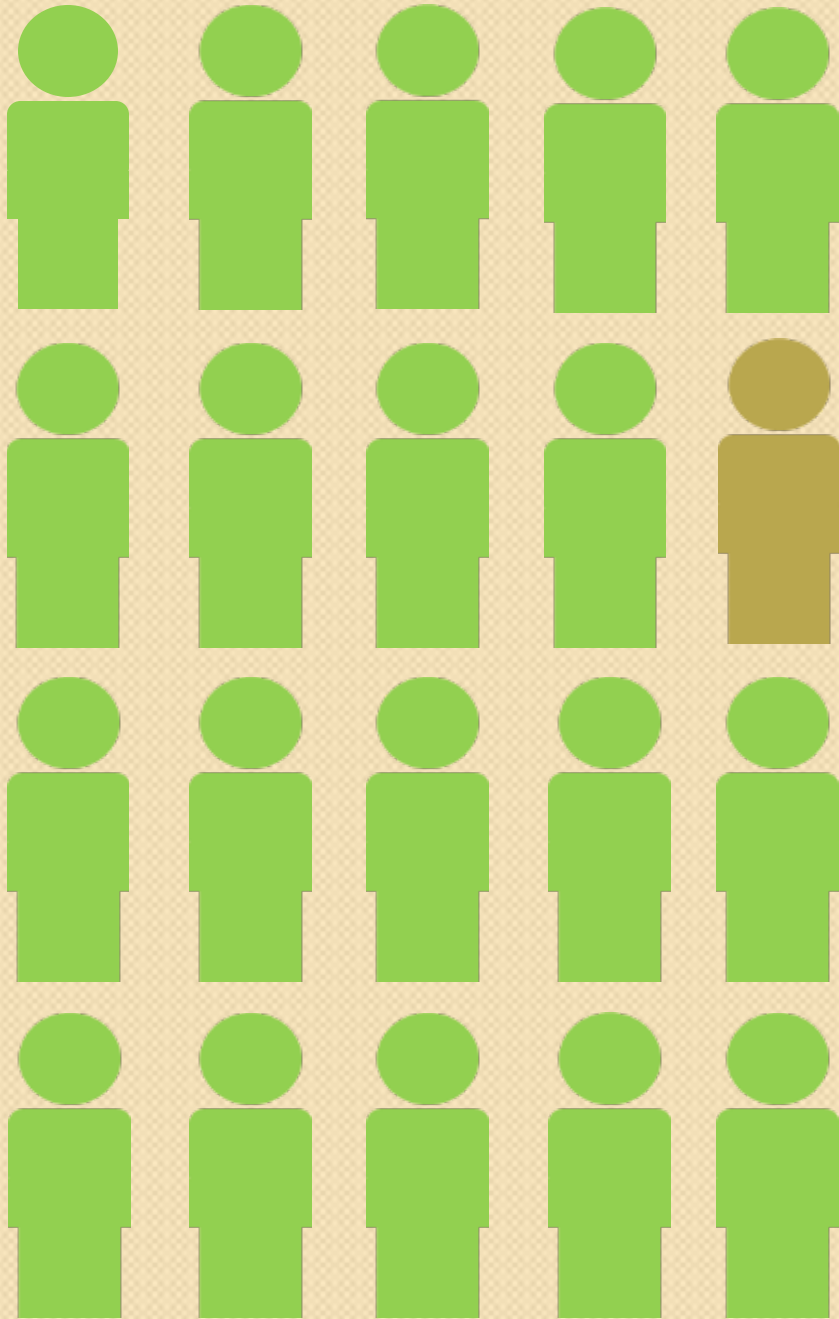
Binge drinking

76%  
of costs

Binge drinking is defined as 4 or more alcoholic beverages per occasion for women or 5 or more drinks per occasion for men.

1 in 7 people binge drink



Top **5%** of drinkers
consume **42%** of
alcohol by volume

Associated Costs – 2010

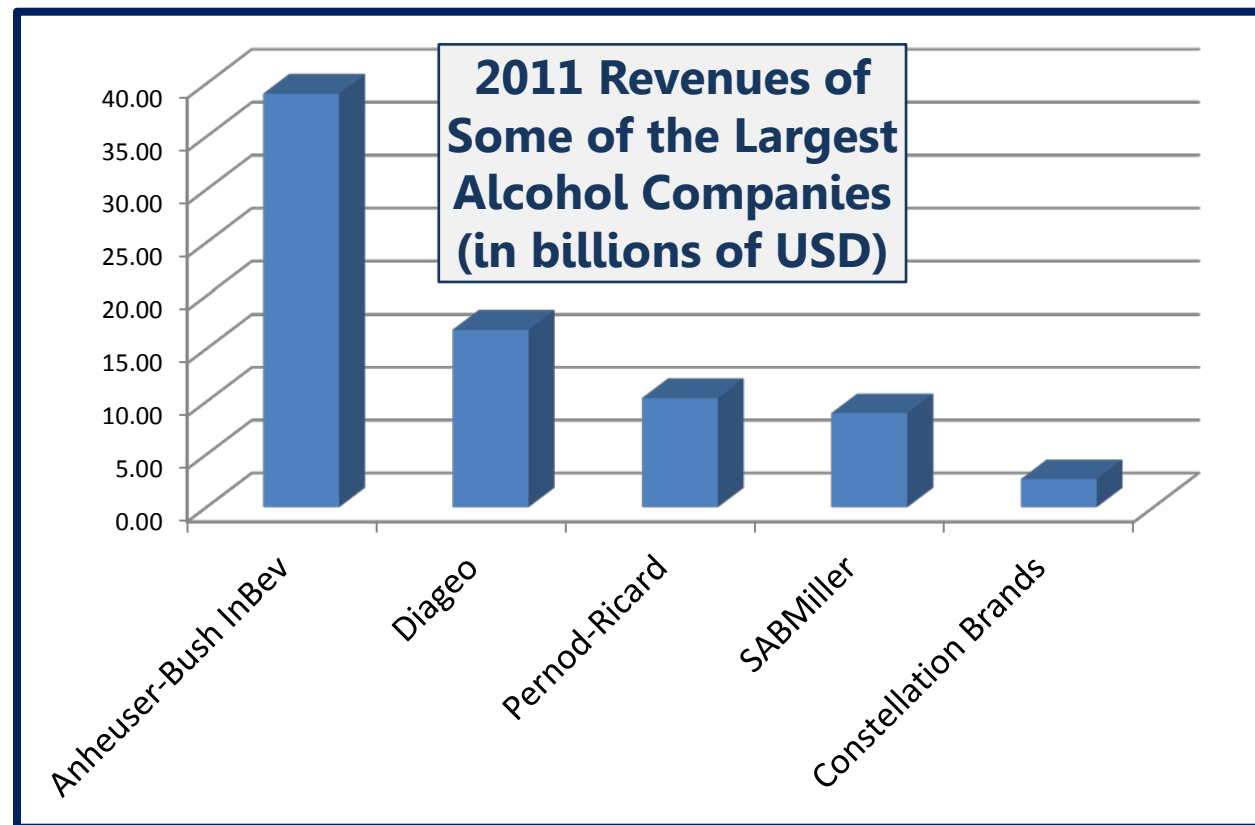
- Underage drinking costs U.S. citizens \$62 billion each year.
- 16.2% of alcohol sold in the country is consumed by underage drinkers.
- These sales provide \$11.6 billion yearly in profits to the alcohol industry.

-PIRE, 2010

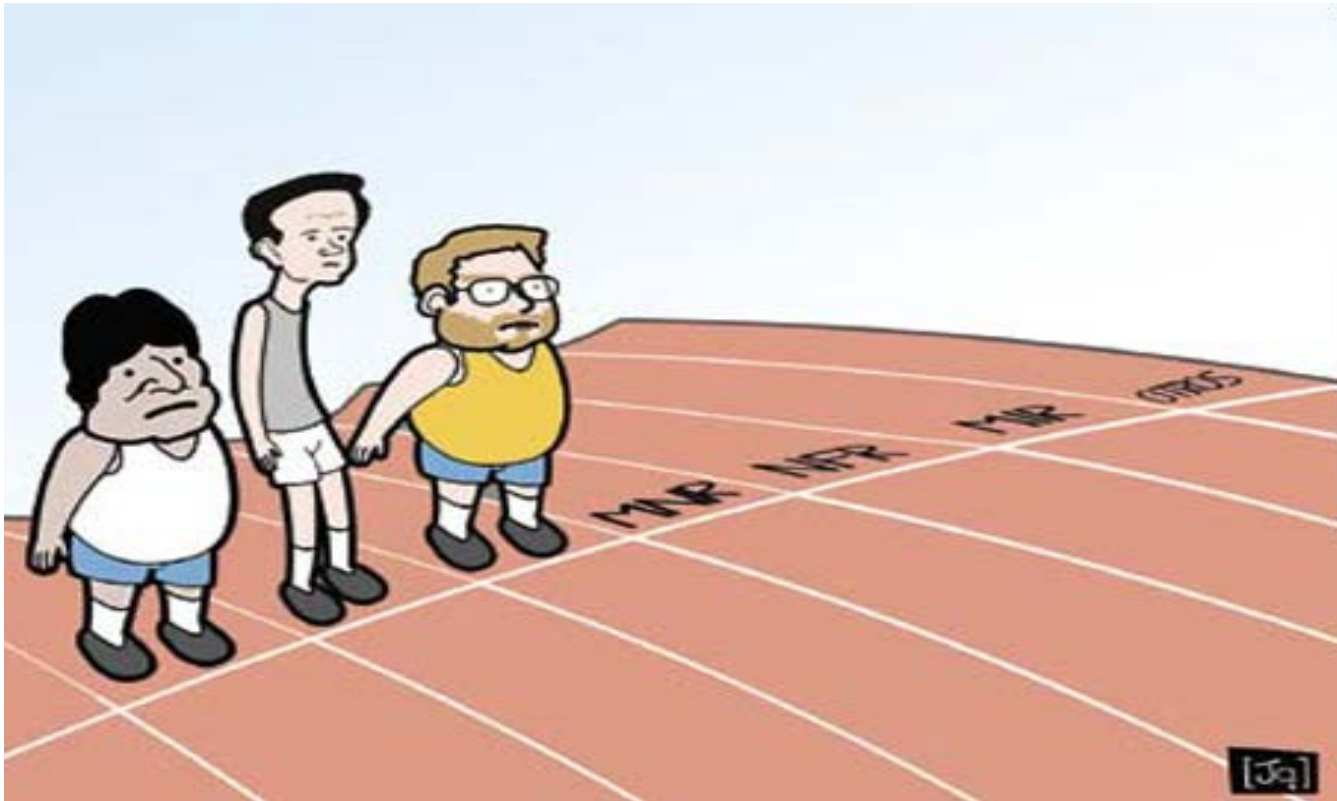


*Totaling \$23.7
billion in Sales*

There are people making a lot of money by perpetuating this problem.



What's The Competition?



The Problem As They Sell It



It's this . . .



And this . . .



Alcopops



And this ...

Or maybe this ...



Does It Really Happen Like This?



CHANGE

Diageo and the SEC – 2011

- **“This matter concerns multiple violations of the Foreign Corrupt Practices Act (“FCPA”) by Respondent Diageo, one of the world’s largest producers of premium alcoholic beverages. Over more than six years, Diageo, through its subsidiaries, paid over \$2.7 million to various government officials in India, Thailand, and South Korea in separate efforts to obtain lucrative sales and tax benefits.”**
- ***In India alone, these “illicit payments” by Diageo to government officials yielded “more than \$11 million in ill-gotten gains,” according to the SEC.***

The Alcohol Industry: Buying credibility with a fake ID





**Make no mistake.
This foe is real.**

***We are a pitiful, rag-tag army
up against a powerful
industry.***

Environmental Prevention

*A New Way of Thinking About Underage
and Excessive Alcohol Use*

*Environmental
prevention removes the
focus from individual
behavior and attempts to
impact the larger, **shared
environment.***



Understand their Goal – 4 P's

- Have some understanding of **Marketing's Four P's**:
 - Product
 - Price
 - Place
 - Promotion
- “Serves a goal to make decisions that center the four P's on the customers in the target market *in order to create perceived value and generate a positive response.*”



Source: www.netmba.com

Marketing Mix Framework

Alcopops: The 4 P's in Action



The 4 P's Made Simple

- Understand **what part** of the underage drinking equation **youth control**:
 - What the product tastes like?
 - What the product looks like?
 - Where the product is sold?
 - How much the product costs?
 - How the product is marketed?
 - How the product is regulated?
 - How taxes on the product are indexed?

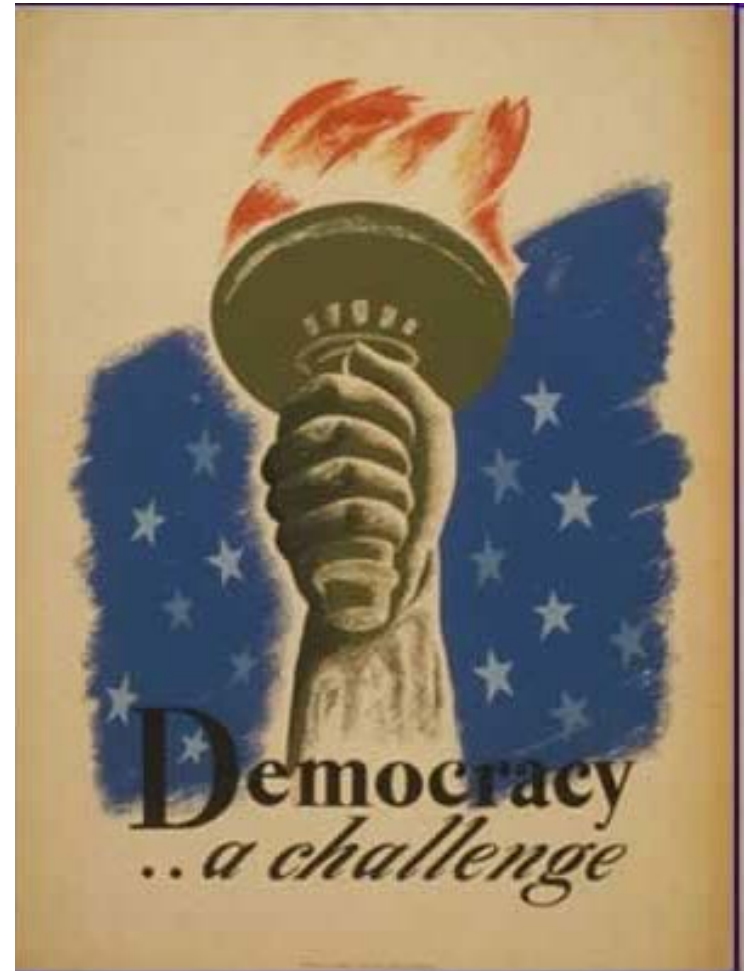
Policy Work Is This Work

- It's difficult to reach our goal of working on effective strategies to prevent underage drinking if we don't engage in policy
- Let's demystify alcohol policy work
 - take the fear out of it



Advocacy vs. Lobbying

- Know the difference
- Know the laws regarding lobbying
- Tax dollars can *never* be used to lobby
- Know the legislative process AND players
- Yes, it's a challenge, but it's worth it – do it anyway

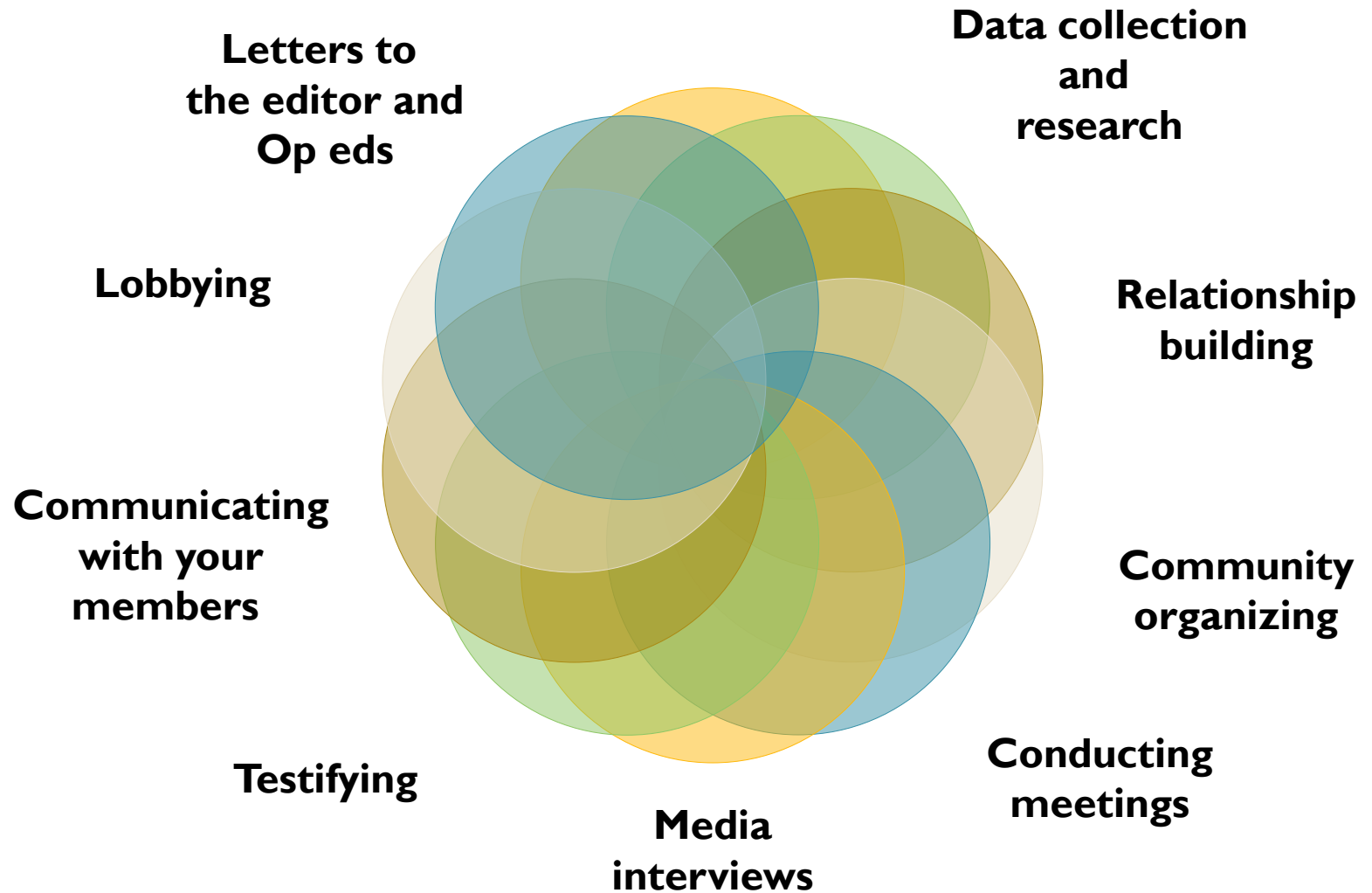




Advocacy vs. Lobbying

**Lobbying is always advocacy,
but advocacy is not always
lobbying.**

ADVOCACY



Direct Lobbying

Includes These Elements

- **An organization is attempting to "influence legislation" when the communication:**
 - **is directed to a legislator or employee of a legislative body**
 - **refers to specific legislation**
 - **reflects a view on that legislation**

Source: IRS Reg. 56.4911-2(b)(1)(ii)

Grassroots Lobbying

Includes These Elements

- **Grassroots lobbying occurs when the communication:**
 - **is directed to the general public**
 - **refers to specific legislation**
 - **reflects a view on the legislation AND**
 - **"encourages the recipient ...to take action with respect to the legislation."**

Source: IRS Reg. 56.4911-2(b)(2)(ii)



Long-Term Change Through Policy

- **Provides opportunity for data, community-level information and enforcement results to guide needed change**
- **Critical piece of a comprehensive community effort**
- **Policies can be formal or informal, local, at the statehouse or beyond**
- **Policies can be legislative or administrative/regulatory**

What the Science Says



Increase Alcohol-Related Problems



Increase Alcohol Consumption



Increase Alcohol Availability

The Science Matters

- **WHO's Global Strategy to Reduce the Harmful Use of Alcohol – 2010**
 - Public policies and interventions to prevent and reduce alcohol-related harm should be guided and formulated by **public health interests** and based on clear public health goals and the **best available evidence**.



**World Health
Organization**

Global Burden of Disease Study Leading Risks for Death & Disability

Alcohol is:

3rd leading actual cause of death in US

5th leading risk factor for death & disability globally (men)

Leading risk factor for DALYs for ages 15-49*

And, of course . . .

Alcohol is . . .

- easy for youth to access
- prominent in entertainment media
- advertised in venues that reach youth disproportionately
- cheaper than 30-40 years ago

Kids get access from adults in social and retail settings

The Surgeon General's
Call to Action

**Focus efforts on adults
and engage entire society**



U.S. Department of Health and Human Services

**The Surgeon General's Call to Action
To Prevent and Reduce Underage Drinking 2007**

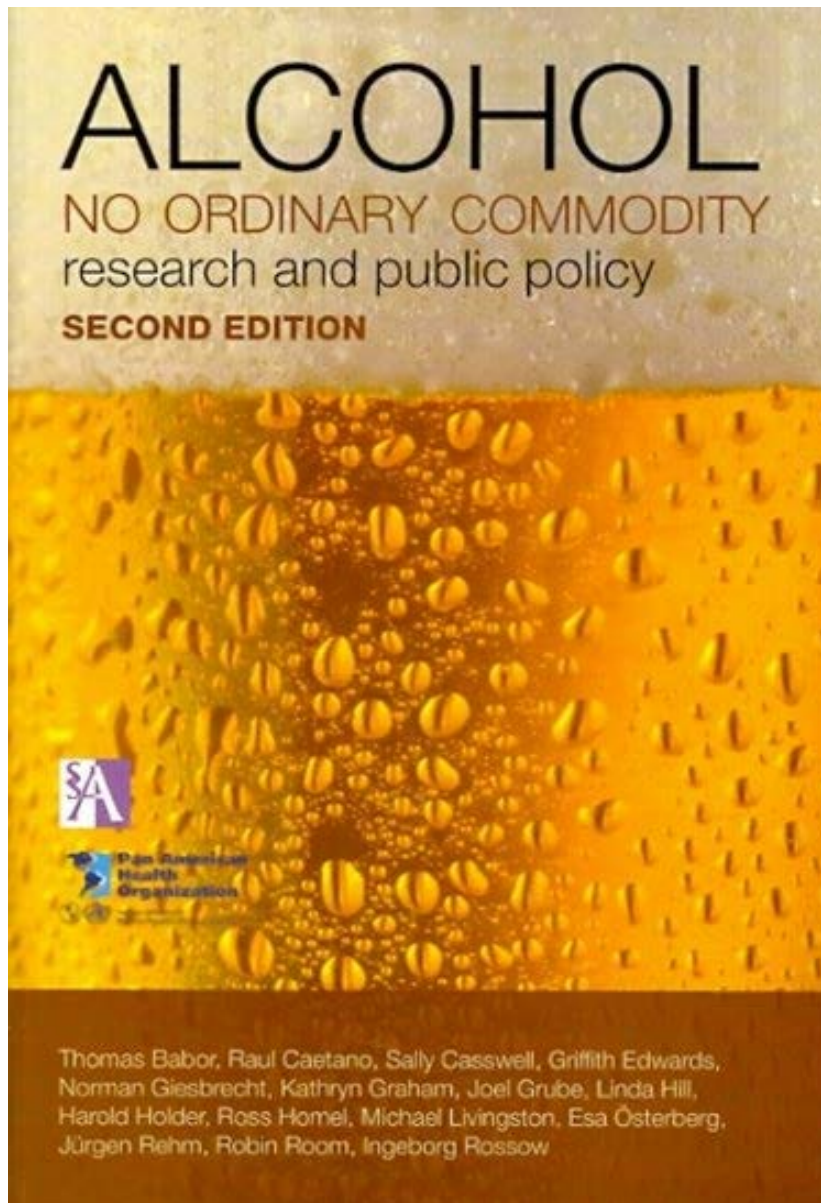
ALCOHOL
NO ORDINARY COMMODITY
research and public policy
SECOND EDITION

 Routledge
Taylor & Francis Group

Thomas E. Baker, Paul O'Leary, Sally Campbell, Geoff Cookson,
Pamela Cookson, Kathryn Downer, Jill Gaine, Linda H. H.
Havassy, Peter Hooton, Michael L. Lesh, Lisa McClellan,
Kajana Raitio, Adam P. Rose, Ingrid Isaksson

CDC Guide to Community Preventive Services





Global and US Prevention Strategies Reviewed and Evaluated

**Investing in the
most effective
strategies is the
most effective use
of *all* of our
resources.**

CDC Community Guide Recommended Strategies

Recommended

- Regulation of alcohol outlet density

Recommended

- Increasing alcohol taxes

Recommended

- Dram Shop liability

Recommended

- Maintaining MLDA laws

Recommended

- Maintaining limits on hours of sale

Recommended

- Maintaining limits on days of sale

Recommended

- Enhanced enforcement of laws prohibiting sales to minors

Recommended

- E-screening and brief intervention/referral to counseling

Recommended **Against**

- Privatization of retail alcohol sales

Insufficient Evidence

Responsible beverage service training

The Washington Experience

- **Price of liquor is up**
- **Retail locations more than quadrupled**
- **ER visits up significantly for youth and adults over 40**
- **Theft of alcohol saw dramatic increase (particularly by youth)**
- **Youths' acceptance of drinking up**
- **'Drinking days' by 12th grade boys significantly increased (for current drinkers)**

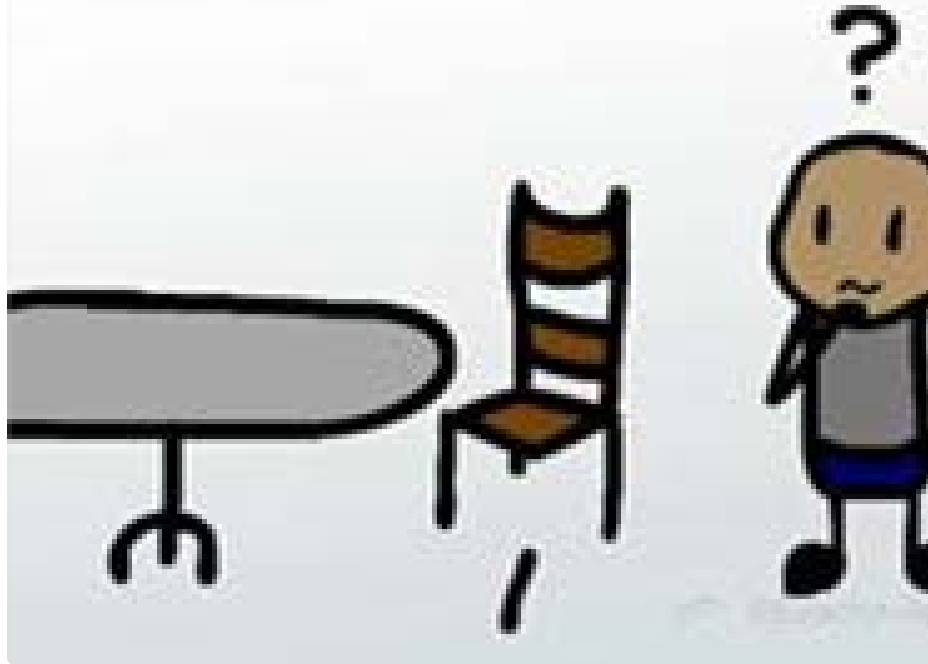
And while reliance on the science is vital, there are other important things you will want to be mindful of in your work in the policy arena.



Relationships are Everything

***If you can't get
along with
people, it
doesn't really
matter how
much crap you
know.***





**Alcohol
Policy
Made
Simple**

IT'S YOUR
WORLD—
CHANGE IT!



Choosing the Right Policy Based on Your Local Conditions

- **What strategies can help change the local conditions in your community?**
- **What are the local conditions you want to change with your policy and advocacy efforts?**

Guiding Beliefs

Project Extra Mile

- **Never get into a stinking match with a skunk**
- **Those involved should expect and see results**
- **We work as *hard* as we can, as *fast* as we can, for as *long* as we can**
 - **Better to be effective for a short amount of time than to be mediocre, lukewarm, ineffective, for a really long time**
- **Our job – as adults – is to *stand in the gap* for children**

Policy Strategies

Project Extra Mile

- **Letter to the editor**
 - Following house party in community of 25,000
 - *Submitted after finding of guilt* for adults charged in case
 - Expressed desire for court to take seriously the issue; did not express specific recommendations
- **Zippers – 12 percent flavored gelatin shots**
 - Expressed concern over product to ABC/LCC in NE
 - Sent letters to parent groups and schools statewide
 - Secured a voluntary ban
- **911 system**
 - Following house party in Omaha
 - Slow response by law enforcement – youth attempted to set fire
 - Provided opportunity for discussions with 911 system
 - Secured change in prioritization of UAD parties coming in to 911

Policy Strategies

Project Extra Mile

- **Eliminating 'buy out' option for retailers**
- **Dram shop/social host liability**
- **Working with neighborhoods on outlet density/problem businesses**
- **Alcopops classification**



Alcohol Outlet Density and The Omaha Story

- **A problem
demanding attention**
- **The LOCAL
Campaign**
- **Project Extra Mile's
role**





CDC's Community Guide Recommendations

- **Regulation on alcohol outlet density is defined as applying regulatory authority to reduce alcoholic beverage outlet density or to limit the increase of alcoholic beverage outlet density.**
- **Regulation is often implemented through licensing or zoning processes.**

Campaign for **LOCAL**
Control

Let Omaha Control its Alcohol Landscape



A Problem Demanding Attention

- **Building frustration among residents**
 - **Orchard Hill Neighborhood Association Supreme Court Case(2006)**
 - **Alcohol Impact Coalition (2007)**
- **Perfect storm (our local conditions)**
 - **Walgreens (December 2010)**
 - **Erosion of state alcohol control policies**
 - **Excessive alcohol consumption data**
 - **Violence, shootings**

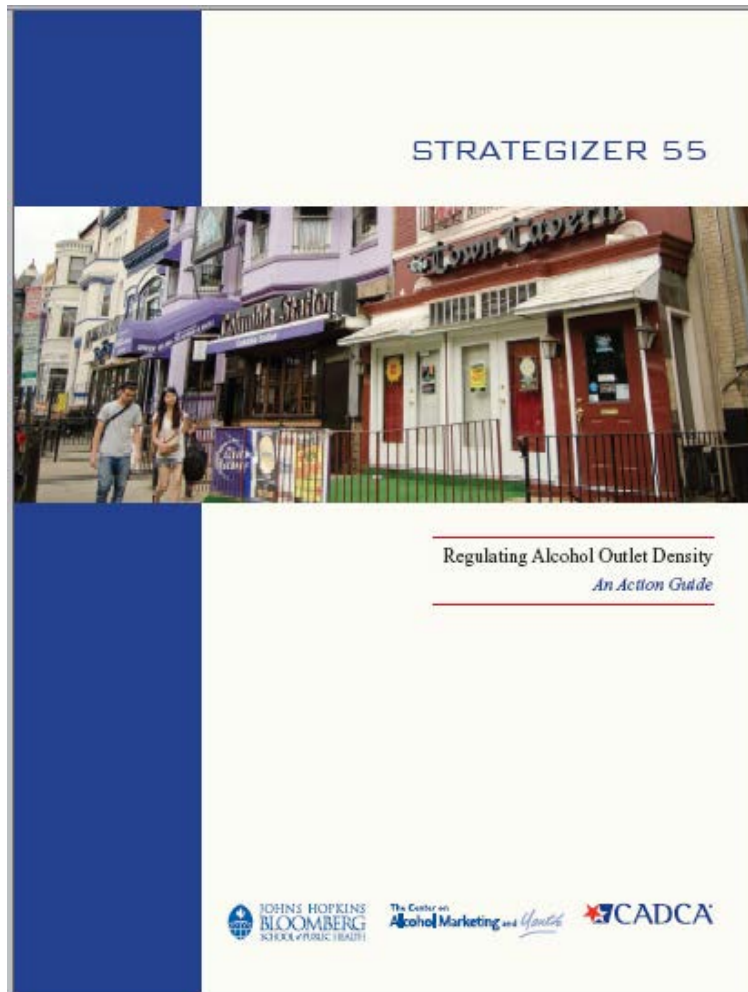
Project Extra Mile's Role

- **Technical assistance to neighbors who were already addressing liquor licensing issues**
- **Connection between local neighbors and national experts on alcohol policy and alcohol outlet density**
 - **Legal memo (Spring 2010)**
 - **Answered pre-emption question for Nebraska**

Policy Progress: Slow but Steady

- **June 2012** – city brings forward modified proposal (in discussion with advocates).
- **September 2012** – Planning Board recommends 4-1 the full ordinance to the City Council.
- **October 2012** – on a 5-2 vote, the City Council passes the ordinance after removing the impact fee and zones, leaving citywide nuisance standards with potential loss of certificate of occupancy.
- **Summer 2014** – the city council faced its first vote to remove a certificate of occupancy on a liquor license – voted to remove it – success!

Resources Available to Aid Communities



Available for download at:

http://www.cadca.org/files/resources/CADCA_AlcoholDensityGuide_FINAL.pdf

My Amazing Friends





Challenges to Mobilizing a Public Health Response

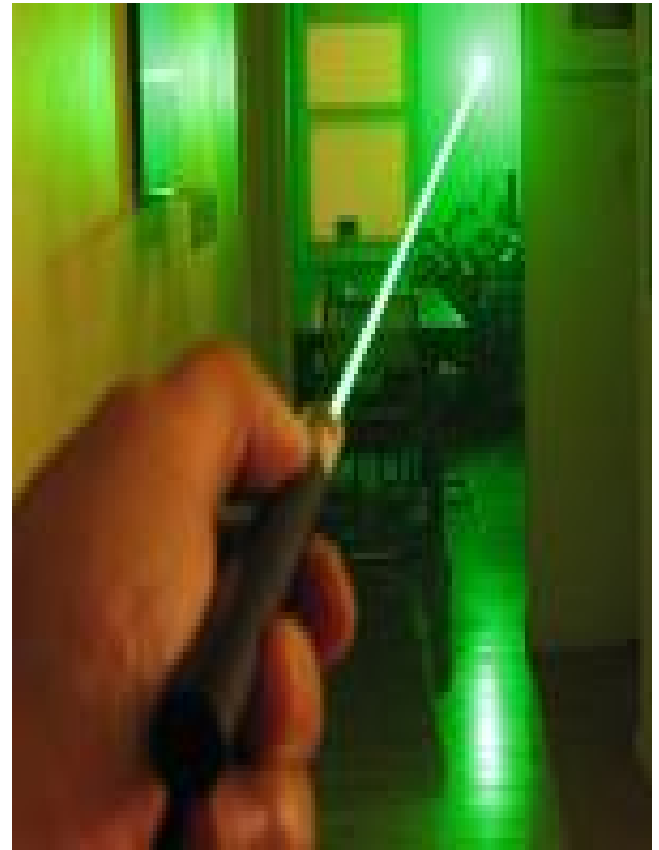
- **Lack of focus on policy**
- **Lack of focus on environmental factors**
- **Lack of resources**

Some Lessons Learned

- **Don't be afraid to narrow your focus – it heightens your chance of success**
- **Be strategic – connect the dots**
- **Actions that move policy should not stand alone and should lead to something – *plan to act with intention***
- **Every action should be selected based on your *strategic*, larger plan – **always connected****

It's Easy to Get Distracted

**Maintain
a *laser-like*
focus.**



Overcoming Challenges

- **Be professional and respectful in our approach, but have an approach – *an approach based in the science***
- **Our attempt to be professional and respectful should never be an excuse to simply be politically correct.**
- **If we're doing the job right, we're going to be uncomfortable (the Scream Test)**



Martin Luther King, Jr.

“Courage, the determination not to be overwhelmed by any object, however frightful, enables us to stand up to any fear . . . We must constantly build *dikes of courage* to hold back the flood of fear.”

Building “Dikes of Courage”





Important Observations

- The community good
- ‘Scrub clean’ your information – science!
- Merely asking the question
- Chance to stand on the shoulders of others
- If not us, who; if not now, when
- MLK – *fierce urgency of now*



Let's be certain that . . .

- **We never choose the market over mankind**
- **The science is foundational, not optional**
- **Change precedes progress, and change is rarely comfortable**

Courageous Leadership

A measure of a man's worth is not where he stands on issues of comfort and convenience but, rather, where he stands on issues of challenge and controversy.

Martin Luther King, Jr.





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