ALCOHOL POLICY: PREVENTION, TREATMENT AND RECOVERY

Community Change through Policy

NCADD Conference of Affiliates
Dallas, TX
March 6, 2015
Executive Director, Project Extra Mile in Nebraska 1995-2012

Chair, US Alcohol Policy Alliance

Co-Chair, Alcohol Policy 17 Conference – AP17
April 6-8, 2016
Arlington, VA

What’s your motivation?
Advocate and Organizer

What does your Mom do anyway?

She talks people into doing things they didn’t really know they wanted to do.
Our Discussion

- Limitations
- We’re all in this together
- Recap the problem
- The science matters
- The continuum of community change: prevention to recovery
- Opportunity for change
The Problem

- 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
United States, 2010

10 Leading Causes of Death by Age Group

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

[CDC, 2012]
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 Drink = $1.90
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
Alcohol is a public health problem, not just a problem afflicting isolated individuals.
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
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
The 4 P’s Made Simple

- Who controls the underage and excessive drinking equation?
  - 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?
Associated Costs – 2010

- Underage drinking costs U.S. citizens $62 billion each year.

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

2011 Revenues of Some of the Largest Alcohol Companies (in billions of USD)
A Look at The Competition
What’s for Sale
It’s this . . .
And this . . .
Alcopops

And this ...
Or maybe this . . .
Does It Really Happen Like This?
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 $111 million in ill-gotten gains,” according to the SEC.
Make no mistake. This foe is real.

*We are a pitiful, rag-tag army up against a powerful industry.*
The Alcohol Industry: Buying credibility with a fake ID
What the Science Says

- Increased Alcohol Availability
- Increase Alcohol Consumption
- Increased Alcohol-Related Problems
Environmental prevention removes the focus from individual behavior and attempts to impact the larger, shared environment.
The 4 P’s Made Simple

Who controls the underage and excessive drinking equation?
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Policy Work Is This Work

- It’s difficult to reach our goal of working on effective strategies to prevent underage and excessive drinking if we don’t engage in policy
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.
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*

[Lim, Vos, Flaxman, Danaei, Shibuya, Adair-Rohani, H., et al., 2012]
What works: Reviews of the U.S. and global research literature

CDC Guide to Community Preventive Services
### CDC Community Guide Recommended Strategies – For Reducing Excessive Consumption

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<td>• Enhanced enforcement of laws</td>
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<td>prohibiting sales to minors</td>
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<td>Insufficient Evidence</td>
<td>Responsible beverage service training</td>
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Alcohol Policy Made Practical
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.
Alcohol Outlet Density and The Omaha Story

- A problem demanding attention
- Project Extra Mile’s role
- The LOCAL Campaign origination and development
- Community organizing
- Ordinance formulation and implementation
- Implementation and enforcement
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
Campaign for Local Control

Let Omaha Control its Alcohol Landscape
The LOCAL Campaign

News Conference
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
Key Steps: Campaign Development

- Created image/logo

- Clear & concise talking points
  - Issue Brief
    - State liquor licensing system is broken
    - City Council got it right
    - Need local control

- Built broad community support
  - Anti-violence
  - Urban developers
  - Faith community
  - Neighborhood associations
  - Public health groups
Investing in the most effective strategies is the most effective use of all of our resources.

Global and US Prevention Strategies Reviewed and Evaluated
Treatment Policy

- Governmental actions that affect the nature of treatment services
- The allocation of services
- The optimal mix of services for the management of alcohol use disorders
Conceptual model of population impact of alcohol treatment systems. Adapted from Babor (2008)
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**Responsible beverage service training**
Let’s be certain that . . .

- We should never choose the market over mankind
- The science is foundational, not optional
- Change precedes progress, and change is rarely comfortable
SAY ‘NO’ TO RADICAL PROPOSED CHANGE IN US DIETARY GUIDELINES ON ALCOHOL

- Without evidence, the Dietary Guidelines Advisory Council proposes changes, effectively **doubling** daily limits of alcohol consumption for men and **tripling** limits for women. Up to 4 drinks a day for men – up to 3 for women.

Online comments deadline April 8:  
http://www.health.gov/dietaryguidelines/dga2015/comments
IT'S YOUR WORLD—CHANGE IT!
My Amazing Friends
Mr. Pesaresi, Mr. Retzlaff
Diane Riibe ~ US Alcohol Policy Alliance and Alcohol Policy Works ~ driibe@gmail.com