A Frame & Platform for Getting Started to Move Alcohol Policy Forward

Community Health in Action (CHIA)
Alcohol Policy Training
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WELCOME TO THIS JOURNEY!
Introductions

- Name, organization, role
- Why are you here today?
- What questions are you bringing with you that you hope will be answered?
- One thing that is NOT on your resume

Framing alcohol policy change
County Health Rankings Model

WHO Commission on Social Determinants of Health, 2010
Who is the population?

Population Health Management or Medicine

Population health or Total Population Health
Paralysis of Analysis OR Burnout
The Shortcut

Ignoring Relationships
**SOCIAL ECOLOGICAL MODEL**
(McElroy, Bibeau, Steckler, & Glanz, 1988)

- Individual
- Family/Interpersonal
- Institutional
- Community
- Policy

<table>
<thead>
<tr>
<th>Level</th>
<th>Strategies</th>
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<tbody>
<tr>
<td>Individual</td>
<td>Weight Reduction Exercise Programs</td>
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<tr>
<td>Family/Interpersonal</td>
<td>Family Nutrition Classes Active Family Challenge</td>
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<tr>
<td>Institutional</td>
<td>Healthy Nutritional Choices Competitive Pricing Activity Challenges Point of Decision Prompts</td>
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<tr>
<td>Community</td>
<td>Bike and Walking Trails Safe Routes to School</td>
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<tr>
<td>Policy</td>
<td>Taxes on Sugar-sweetened Beverages Transfat Bans</td>
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What do you need to successfully change alcohol policy?

- Decision-maker advocacy
- A broad-based collaboration to work on the policy campaign; resources
- Data to support your campaign
- Media advocacy
- Buy-in from stakeholders; champions
- Knowledge of the community, including current policies and enforcement

Your Alcohol Policy Readiness Continuum

No Experience and Not Feeling Ready

We have experience passing local alcohol policies
THANK YOU!

www.countyhealthrankings.org

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