



What we know & What We Fear

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Challenges & Concerns



Context Matters



4 Benefits the Alcohol Industry Seeks

1. Create a positive public image.
2. Defeat environmental policy proposals.
3. Create dependence.
4. Influence content.



American Medical Association, Building Successful Coalitions to Address Underage Drinking. Alcohol Industry – Partner or Foe

When all else fails, muddy the water

- Confusion
 - We tried prohibition
 - You're stifling economic growth
 - Attacking local businesses
- Death by Delay
 - Why do we need this now?
 - There's no problem – prove there's a problem.
- Fear Mongering
 - What's next prohibition?
- Ridicule & Character Assassination
 - These neo-prohibitionist outsiders, nanny-state, Madison liberal, do-gooders

The Alcohol Industry Prefers:



- Individual activities, not population level
- Youth activities
- Anything that blames parents
- High energy, modest return activities like RBS

Frame Issues for Impact

Industry & Associates

- Onerous regulation on small businesses.
- Underage drinking is a parental problem.
- More retailers is economic development. More alcohol sales are economic development

Coalitions & Community

- Responsible sale of regulated product. Many good retailers already comply.
- Underage drinking is a community problem.
- Allow sufficient market share for all retailers to thrive – you want successful retailers.
- More isn't always better – it can be abuse.

Tavern League Response

T.L.W. supports every effort to increase penalties against drunk drivers.



.What about the 58% of acute deaths:

- 35% falls
- 16% self-harm
- 18% alcohol poisoning
- 17% vehicular deaths

and 42% of all alcohol-related deaths from chronic alcohol use