What we know & What We Fear

Julia Sherman
Aaron Ruff

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
- Death by Delay
- Fear Mongering
- Ridicule & Character Assassination

- We tried prohibition
- You’re stifling economic growth
- Attacking local businesses
- Why do we need this now?
- There’s no problem – prove there’s a problem.
- What’s next prohibition?
- 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