Environmental Strategies to Reduce Excessive Alcohol Use

David H. Jernigan PhD
Center on Alcohol Marketing and Youth
Department of Health, Behavior and Society
Johns Hopkins Bloomberg School of Public Health

This product is supported by Florida Department of Children and Families’ Office of Substance Abuse and Mental Health

Objectives

This webinar will introduce participants to:

• The environmental factors influencing excessive alcohol use;
• Best practices that address the environmental factors driving excessive alcohol use;
• Research supporting the best practices for reducing excessive alcohol use;
• Examples of programs incorporating best practices for using environmental strategies to reduce excessive alcohol use.
International Background Information

Alcohol and health

3.3 deaths

Global Status Report on Alcohol and Health, 2011

Harmful use of alcohol causes

- 100% of fetal alcohol syndrome
- 100% of alcohol use disorders
- 22% of violent deaths
- 22% of interpersonal violence
- 15% of traffic injuries
- 50% of liver cirrhosis
- 30% of mouth and throat cancers
- 25% of pancreatitis
- 13% of tuberculosis
- 10% of colorectal cancer
- 8% of breast cancer
- 8% of heart disease

Excessive Drinking

- Binge drinking
  - 5 or more drinks within two hours for men
  - 4 or more drinks within two hours for women

- Underage drinking

- Drinking during pregnancy
National Impact of Excessive Drinking

- 88,000 deaths every year in the USA
- 1 in 10 deaths of people of working age (20-64)
- 2.5 million years of potential life lost every year
- 4th leading preventable cause of death

Cost
- $249 billion in economic costs (2010) or ~$2.05/drink
  - FL: $15.3 billion
  - $1.82 per drink
  - $6.1 billion (40.4%) paid by government or ~$0.73/drink
- 9 in 10 excessive drinkers are not alcohol dependent

Youth Drinking in the U.S.

- Alcohol use is the number one drug problem among young people. (National Survey on Drug Use and Health (NSDUH))
- In 2016, 7.3 million U.S. young people ages 12-20 reported drinking in the past month, and 4.5 million reported binge drinking. (NSDUH)
- Every year, 4,300 people under 21 die because of excessive alcohol use. (Centers for Disease Control Alcohol-Related Disease Impact (CDC ARDI))
- Every day, more than 4,000 kids under age 16 start drinking. (NSDUH)
- The earlier young people begin drinking, the worse the consequences are likely to be (National Institutes of Health)
Consequences of Youth Drinking

• Young people who begin drinking before age 15 are five times more likely to develop alcohol problems later in life than those who wait until they are 21. (Windle, M. et al, 2010)

Consequences of Youth Drinking

• They are:
  – Four times more likely to develop alcohol dependence
  – Six times more likely to be in a physical fight after drinking;
  – Greater than six times more likely to be in a motor vehicle crash because of drinking;
  – Almost five times more likely to suffer from other unintentional injuries after drinking

Grant, et al, 1997; Hingson et al, 2009
Youth (Ages 12-20) Binge Drinking in the U.S. (NSDUH)

Excessive Alcohol Use in Florida

- From 2006-2010, Florida had an average of 6,643 deaths and 187,068 years of life lost per year due to excessive alcohol use. (CDC ARDI)
- In 2014 15% of Florida adults reported binge drinking in the last 30 days. (Behavioral Risk Factor Surveillance System (BRFSS))
- In 2015, 15.3% of Florida high school students reported binge drinking in the last 30 days. (Youth Risk Behavior Surveillance System)
Costs of Excessive Alcohol Use in Florida

• Most alcohol-related costs are from reduced workplace productivity, law enforcement and other criminal justice expenses, the cost of treating people for health problems caused by excessive drinking, and costs attributable to motor vehicle crashes

• In 2010, excessive alcohol use cost Florida $15.3 billion or $1.82 per drink. (Sacks et al. 2015)

Binge Drinking is the Most Deadly, Costly, & Common Pattern of Excessive Drinking in the U.S.

≥4 drinks per occasion for women and ≥5 for men

54% of the deaths due to excessive drinking

66% of the Years of Potential Life Lost (YPLL)

77% of the economic costs

“Environment” in the Public Health Model

Factors that Affect Health

Smallest Impact

- Counseling & Education
- Clinical Interventions
- Long-lasting Protective Interventions
- Changing the Context to make individuals’ default decisions healthy

Largest Impact

- Socioeconomic Factors
- Poverty, education, housing, inequality
- Fluoridation, smoke-free laws, alcohol & tobacco taxes
- Immunizations, smoking cessation, alcohol intervention
- Prescriptions for high blood pressure, high cholesterol, diabetes
- Eat healthy, be physically active
Factors Applied to Alcohol

Smallest Impact

Alcohol education and counseling screening, brief intervention, and referral to treatment (SBIRT)

Evidence-based treatment and other medical interventions

Population-level access to treatment and screening, brief intervention, SBIRT, strong media campaigns

Remove dangerous products, e.g. anti-epileptic drugs; increase alcohol excise taxes; reduce alcohol outlets; reduce social hosting; restrict and reduce alcohol marketing

Reduce poverty

Increase education and employment opportunities

Improve human rights

Largest Impact

Much political will needed

Little political will needed

What to Do?

• Screening, brief intervention and referral to treatment (SBIRT)
  – Promising, including electronic screening and brief intervention (e-SBI)
  – Treatment – the ethical responsibility of a humane society but…
  – Important to screen young people, but expensive and difficult to have enough touchpoints to capture them
Limited Impact of Education and/or Persuasion Programs

- The impact of education and persuasion programs tends to be small at best.
- When positive effects are found, they do not persist.
- Among the hundreds of studies, only a few show lasting effects (after 3 years) (Foxcroft et al. 2003).
- Media campaigns – Institute of Medicine (IOM)/National Research Council (NRC) study doubtful that youth-oriented campaign can work, although adult-oriented campaign might. (Jernigan, 2011)
- Casswell et al. in New Zealand, 2014 – media campaigns can soften the ground for more effective policies

Environmental Prevention: the “Four P’s”

- PRODUCT
- PROMOTION
- PRICE
- PLACE

What do these risk factors look like in Baltimore City, and what can we do about them?
“Insufficient Evidence” According to CDC

- School-based social norming campaigns
- Designated driver programs
- School-based peer organizing interventions
- Responsible beverage service training
- Overservice law enforcement initiatives

What does research say about strategies for preventing excessive drinking?

- **Recommendations:**
  - Use electronic screening and brief intervention
  - Increase alcohol taxes
  - Regulate alcohol outlet density
  - Dram shop (commercial host) liability
  - Avoid privatization of alcohol sales
  - Maintain limits on days of sale
  - Maintain limits on hours of sale
  - Enhance enforcement of laws prohibiting alcohol sales to minors
Alcohol Pricing Policies

- One of the CDC “Hi-5”s – most effective and cost-effective non-clinical, community-wide interventions yielding results in 5 years
- Alcohol taxes “…among the most cost-effective ways for a government to reduce alcohol-related harm.” (Babor et al. 2010)

Price and taxation

Alcohol taxes reduce alcohol consumption
- Review of 112 studies containing 1,003 estimates of effects of price on alcohol consumption and problems
- Consumption declines for general population as well as young people and heavy drinkers (Wagenaar et al. 2009)
Price and taxation

Evidence suggests that:
– People increase their drinking when prices are lowered, and decrease their consumption when prices rise.
– Adolescents and problem drinkers are no exception to this rule.
– Increased alcoholic beverage taxes and prices are related to reductions in alcohol-related problems.

Maryland’s Experience

• Maryland 2011:
  – Increased the sales tax on alcohol by 3%
  – Raising close to $70 million per year for dedicated causes
  – Staras et al: led to 24% drop in gonorrhea cases, 1600 cases averted
  – Esser et al: 3.8% drop in alcohol sales (American Journal of Drug And Alcohol Abuse, 2016)
What the Science Tells Us: Retail Availability

- Increased alcohol availability
- Increased alcohol consumption
- Increased public health/safety problems

When the # of alcohol outlets increases...

So do the problems:
- violence/crime\(^1\)
- sexually transmitted infections\(^2\)
- noise\(^3\)
- injuries\(^4\)
- property damage\(^5\)

Alcohol outlet density and underage drinking

- Paschall et al. (2012- 50 California cities)
  - Adolescent alcohol use and heavy drinking appear to be influenced by enforcement of underage drinking laws, alcohol outlet density, and adult alcohol use.
- Chen et al. (2009 - California)
  - Zip code alcohol outlet density significantly and positively related to likelihood and frequency of getting alcohol.
- Treno et al. (2003 – Oregon)
  - Alcohol outlet density associated with both youth drinking and driving and riding with drinking drivers, especially for younger and female respondents.
- Other studies in university neighborhoods, New Zealand, Switzerland.

Outlet Density Translational Work

Case study-based step-by-step guide to implementation of outlet density restrictions
Commercial Host (Dram Shop) Liability

- Alcohol retailers can be held liable for harms caused by intoxicated or underage patrons
- Laws vary in scope and evidence requirements
- Can help reduce alcohol-related harms, including motor vehicle crash deaths, homicide, and alcohol-related medical conditions
  - Alcohol-related motor vehicle crash deaths reduced by 6%

Adult Commercial Host Liability: 2011

Legend
- Common law or statutory liability with no identified limitations
- Statutory liability only and at least one limitation
- Statutory liability only and at least two limitations
- No recognized dram shop liability
Other Availability Restrictions

- Avoid privatization of alcohol sales
- Maintain limits on days of sale
- Maintain limits on hours of sale
- Enhance enforcement of laws prohibiting alcohol sales to minors
- Social host liability
  - Newer strategy, less evidence
  - Preliminary results promising:
    - One study found led to 9% drop in driving under the influence (DUI) fatality rate among 18-20-year-olds (Dills 2010)
    - Study of 50 California communities found reduced numbers of underage persons drinking at private parties

(Paschall et al. 2014)
Regulating Alcohol Availability
Through Minimum Legal Purchase Age (MPLA)

- Principal source of evidence is U.S. studies
- Numerous reviews of multiple studies have concluded establishing a MPLA of 21 has been effective in saving young lives.
  - Wagenaar and Toomey (2002) – review of 241 studies: “preponderance of evidence indicates there is an inverse relationship between the minimum legal drinking age (MLDA) and two outcome measures: alcohol consumption and traffic crashes.”
  - DeJong and Blanchette (2014) – review of research since 2006: “case closed” – “The age 21 law saves lives and is unlikely to be overturned.”

Alcohol Marketing

- Modern alcoholic beverages are of their essence marketed beverages
- Purposes of marketing:
  - Promote brand-switching among existing brands
  - Protect market share from competitors
  - Inform public of new products
  - Attract new users
Why Do Young People Drink?

- At the state level, highly correlated with adult drinking
- Price and availability of alcohol
- Religious and cultural factors
- Exposure to alcohol marketing

Alcohol Advertising and Youth

- Initial published reviews (2009) summarize 13 longitudinal studies
  - Followed groups of young people over time, monitoring alcohol marketing exposure and drinking behavior
  - Found increased exposure to alcohol advertising and marketing is associated with drinking initiation and increased consumption and greater risk of problems, even after controlling for a wide range of other variables

Anderson, et al, 2009
New Systematic Review (Jernigan et al, 2017)

- 12 longitudinal studies published since 2008
  - 9 unique cohorts containing 35,129 participants not previously reported on
  - Cohorts from Europe, Asia and North America
  - Range in duration from 9 months to 8 years
  - All found significant associations between levels of exposure to alcohol marketing and subsequent levels of drinking among youth

FINDINGS

- 12 longitudinal studies published since 2008
  - Size of the associations:
    - Initiation: odds ratios ranging from 1.00 to 1.69
    - Binge or hazardous drinking: odds ratios from 1.38 to 2.15
FINDINGS

- Mechanisms of influence:
  - Exposure
  - Receptivity
    - Liking an ad
  - Ability to recall ads
  - Participation in marketing
  - Expectancies
  - Brand recognition

Alcohol Marketing
A Major Risk Factor for Underage Drinking

- Forms of alcohol advertising and marketing that predict drinking onset among youth
  - Alcohol advertisements in magazines
  - Beer advertisements on television
  - Alcohol advertisements on radio
  - Alcohol advertisements on billboards
  - In-store beer displays and sports concessions
  - Alcohol use in movies
  - Ownership of alcohol promotional items

- Alcohol companies have moved rapidly into social media – research has not kept up

References:
Failure of Industry Self-Regulation

• Beer advertising and marketing materials should not portray beer drinking before or during activities, which for safety reasons, require a high degree of alertness or coordination.

Effectiveness of industry self-regulation

• Noel et al, (2016):
  – Reviewed more than 100 studies of the effectiveness of alcohol industry self-regulation
  – Self-regulation ineffective in regulating
    • Content attractive to youth
    • Youth exposure
Industry Self-regulation: Placement

- Alcohol industry trade associations have voluntary codes to ensure their marketing goes to primarily adult audiences
  - 71.4% minimum for adult audiences (28.4% maximum for youth audiences)
  - Covers everyone under 21
  - Magazines only measured 12 and up, radio 6 and up, TV 2 and up

- Existing industry standards permit disproportionate exposure of the group at risk of underage drinking (ages 12-20)
  - 2003: National Research Council and Institute of Medicine recommend moving towards a tighter 15% maximum for audiences ages 12-20
  - 2011: In comments to the Federal Trade Commission (FTC), 24 state and territorial attorney generals endorse this standard as well
Industry Self-regulation: Placement Data

- Magazines 2011:
  - Compared to adults 21+, youth ages 12-20 saw per capita 7% more beer ads, 11% more alcopop ads, 82% fewer wine ads
- Radio 2009:
  - 32% of ads on programming with disproportionately youthful audiences

Sources: CAMY studies, available [here](#)

Industry Self-regulation: Placement Data

- Television:
  - In 2012, 19% of 350,868 ads aired at times when youth 12-20 per-capita exposure exceeded that of adults 21+
  - In local TV markets in 2010, nearly 1 in 4 ads on programs popular among youth violate industry’s standard.
  - Average exposure for 12-20s in 2009: 366 ads

Sources: CAMY studies, available [here](#)
Improving Industry Self-Regulation

- Central task of Monitoring and Reducing Youth Exposure to Alcohol Marketing project
  - Use Nielsen data to assess youth exposure

- Ross et al. 2015, Journal of Studies on Alcohol and Drugs
  - Youth exposed to 15 billion non-compliant impressions from 2005 to 2012
  - 99% of 12.9 billion non-compliant impressions on cable could have been avoided with 3 no-buy list criteria:
    - No ads on serially non-compliant programs
    - No ads on serially non-compliant network-dayparts
    - Wider “guard-band” on low-rated programs
    - Quarterly reporting strategy
Reducing Youth Exposure to Alcohol Advertising on Cable TV

BACKGROUND

Underage alcohol use is associated with many health risks including...

- Smoking,
- Physical Fighting,
- and High-Risk Sexual Activity.

4,300 DEATHS

4,300 people under age 21 die every year as a result of alcohol use.
Alcohol Industry in Digital and Social Media

- Lobstein et al. narrative review (Addiction, 2016):
  - Numerous examples of voluntary code violations
  - Evidence of high levels of exposure of young people
  - All cross-sectional

Alcohol Industry in Digital and Social Media

- Center for Alcohol Marketing and Youth (CAMY) pilot survey (Alcoholism Clinical & Experimental Research, 2017)
  - 1192 youth (13-20), 1124 adults (21+)
  - Youth nearly twice as likely to report exposure to alcohol ads in digital media as adults
  - The younger the age group, the more likely they were to report lying about their age on the internet
The importance of brands

• Alcohol marketing is branded.
• Different products or brands clearly target different audiences
• Half or more of youth exposure to alcohol advertising (impressions) comes from less than 10% of brands advertising (CAMY)
• Putting all brands together can wash out effects on young people
  – Diageo: Smirnoff Ice; Johnnie Walker; Ciroc
  – AB/Inbev: Bud Light; Tilt; Beck’s
  – Pernod Ricard: Absolut; Chivas; Malibu

2012 Study of Youth Alcohol Consumption and Marketing Exposure by Brand

• First-ever national study of youth alcohol consumption by brand
• Internet-based survey of 1,032 young people ages 13-20
• Asked specifically about 898 brands
• Also collected wide range of other data to enable controlling for other variables

## Results

### Top 10 youth brands by gender

<table>
<thead>
<tr>
<th>Rank</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bud Light (28.1)</td>
<td>Bud Light (27.7)</td>
</tr>
<tr>
<td>2</td>
<td>Budweiser (17.0)</td>
<td>Smirnoff Malt Beverages (22.7)</td>
</tr>
<tr>
<td>3</td>
<td>Jack Daniels Whiskeys (14.2)</td>
<td>Mikes (14.4)</td>
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<tr>
<td>4</td>
<td>Coors Light (13.7)</td>
<td>Smirnoff Vodkas (13.3)</td>
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<tr>
<td>5</td>
<td>Heineken (13.2)</td>
<td>Bud (12.2)</td>
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<tr>
<td>6</td>
<td>Captain Morgan Rums (13.1)</td>
<td>Coors Light (11.7)</td>
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<tr>
<td>7</td>
<td>Smirnoff Vodkas (12.2)</td>
<td>Absolut Vodkas (11.3)</td>
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<tr>
<td>8</td>
<td>Smirnoff Malt Beverages (11.6)</td>
<td>Corona Extra (11.2)</td>
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<tr>
<td>9</td>
<td>Corona Extra (11.3)</td>
<td>Bacardi Malt Beverages (10.3)</td>
</tr>
<tr>
<td>10</td>
<td>Blue Moon (10.2)</td>
<td>Jose Cuervo Tequilas (9.5)</td>
</tr>
</tbody>
</table>

Siegel et al., *Journal of Substance Use*, 2014

## Common Arguments against the Influence of Advertising on Youth Drinking

- “Kids drink what adults are drinking”
- Survey found several brands much more commonly consumed by youth than by adults: Corona Extra Light (9.3 times more popular)
  - Bacardi Malt Beverages (8.0 times)
  - Smirnoff Malt Beverages (6.7 times)
  - Mike’s (4.4 times)
  - Jack Daniel’s Cocktails (43.8 times)
  - Malibu Rums (2.6 times)
  - Natural Ice (2.3 times)

Siegel et al., *Substance Abuse*, 2015
Common Arguments against the Influence of Advertising on Youth Drinking

• “Kids drink whatever is cheapest”
  – Survey found is a general relationship between lower price and youth brand choice BUT
  – The most commonly consumed brands are not the cheapest
    • Only one of the top 25 youth brands (Keystone Light) is among the 88 cheapest brands

Albers et al. Substance Use and Misuse, 2014

Common Arguments against the Influence of Advertising on Youth Drinking

• “Since kids report they drink what others give them, advertising doesn’t matter.
  – Survey found that regardless of source of alcohol, youth brand preferences are consistent
  – Nine of the top 10 youth brands were even more popular among youth who made their own brand choices
  – 7 of top 15 youth brands repeatedly showing up in analyses:
    • Smirnoff Malt Beverages, Jack Daniel’s Whiskey, Mike’s, Absolut Vodkas, Heineken, Bacardi Malt Beverages, and Malibu Rums

Roberts et al., Alcohol Alcohol, 2014
Greater Ad Exposure Predicts Youth Alcohol Consumption by Brand

- Television: Youth were three times more likely to consume a brand if self-reported exposure to TV programming containing ads for that brand analysis controlled for:
  - Demographic characteristics
  - Magnitude of alcohol consumption
  - Parental drinking
  - Risk-taking behavior
  - Media use patterns
  - Autonomy of brand choice
  - Brand-specific prices
  - Overall brand market share

  Ross et al., 2014

Greater Ad Exposure Predicts Youth Alcohol Consumption by Brand

- Television: Youth were more than five times more likely to consume a brand if it advertised on national TV (population-level exposure) after controlling for brand price and overall market share
- Magazines: Youth were 36% more likely to consume brands that advertised in national magazines
- Latest: Alcohol brands popular among underage drinkers are more likely than other brands to advertise in magazines with high underage readerships, resulting in the disproportionate exposure of underage youth

Ross et al., Alcohol Alcohol 2015; Ross et al, Journal of Studies on Alcohol and Drugs, 2014; King et al., Alcohol Clinical Experimental Research, 2017
State-level Actions: Examples

- In 2004, Center on Alcohol Marketing and Youth (CAMY) produced a report on state policy options regarding regulation alcohol advertising and youth – CAMY’s most requested report – updated in 2010
- CAMY partners in various states have taken steps to reduce youth exposure to alcohol marketing:

<table>
<thead>
<tr>
<th>State/City</th>
<th>Action</th>
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<tbody>
<tr>
<td>Connecticut</td>
<td>Ban on all alcohol signage except at point of purchase at Renschler Field</td>
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<tr>
<td>Philadelphia</td>
<td>Ban on alcohol advertising on bus shelters</td>
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<tr>
<td>Ohio</td>
<td>500 foot limit on billboard placements adopted into OLCC administrative rules</td>
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<tr>
<td>Oregon</td>
<td>Local department stores convinced to remove pro-drinking clothing and paraphernalia</td>
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<tr>
<td>Somerville, MA</td>
<td>Ban on alcohol billboards within 500 feet of schools etc, combined with grassroots enforcement</td>
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<tr>
<td>Greater Boston, MA</td>
<td>Ban on alcohol ads on public transit</td>
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State Policy Options on Alcohol Marketing

- Rated states in eight categories of possible action
- Coding done by same team of attorneys that works on Alcohol Policy Information System for NIAAA
- Gave states a “BP” if they had the best practice, “I” if they had some element(s) of a best practice but not all of it
State Policy Options on Alcohol Marketing: National Scorecard

- Prohibit false and misleading alcohol advertising (BP-11, I-16)
- Prohibit advertising that targets minors (BP-9)
- Claim state jurisdiction over electronic media (BP-20, I-1)
- Restrict outdoor alcohol advertising in locations where children are likely to be present (BP-5, I-8)
- Restrict alcohol advertising on alcohol retail outlet windows and outside areas (BP-1, I-4)
- Prohibit alcohol advertising on college campuses (BP-4)
- Restrict sponsorship of civic events (I-4)
- Limit giveaways (contests, raffles, etc.) (I-17)

Florida Scorecard

- Florida had no best practices and one incomplete
  - Prohibits industry sponsorship of college and school events but not events in public venues (e.g. parks, street fairs, government buildings)
- Lots of potential!
Example of Best Practice Program: Maryland Social Host Ordinances

• Social host policies:
  – Allow law enforcement to write civil citations similar to traffic tickets, to the property owners, property managers, and/or hosts of loud and unruly parties;
  – Levy a fine for a first offense and fines increasing in severity for subsequent offenses at the same location;
  – Can enable local governments to recover costs for repeated law enforcement or other emergency service responses to a property.

10 Steps to Policy Change

1. Develop a policy action statement
2. Engage enforcement
3. Collect data to establish a legal basis
4. Make your case
5. Draft policy language
6. Use media advocacy
7. Mobilize support and provide community education
8. Get the policy adopted
9. Ensure enforcement of the policy
10. Evaluate campaign effectiveness
Policy Action Steps

Step 1: Develop a Policy Action Statement

- The XYZ City Council will pass a civil Social Host Ordinance holding accountable those who host a gathering where alcohol is served and consumed by minors, reducing the occurrence of teen home parties.

Policy Action Steps

Step 2: Engage Enforcement Agencies in the Policy Development Process

Include representatives from agencies who will enforce the policy in all steps:

- Collection of local data
- Identification of local conditions
- Selection of policy responses
- Crafting policy language
Policy Action Steps

Step 3: Compile Relevant Data

Compile appropriate data to:

- Substantiate and define the local conditions and their consequences in the community
- Establish an evidence base for the proposed policy solution
- Include data and citations in text of the proposed policy language

Policy Action Steps

Step 4: Make Your Case

Create an Issue Brief that:

- Describes the problem and its impact on the community
- Identifies costs to community if problem is not resolved
- Explains how the proposed policy addresses community concerns
- Identifies ways for community members to get involved
Princess Anne Social Host Ordinance

Communities across the country have pushed small and medium-size towns, with local ordinances to support safe and quiet neighborhoods. A local host ordinance in the Town of Princess Anne can provide new enforcement view tool for reducing the number and events of underage drinking and loud or unruly parties.

THE PROBLEM
- Close to 80% of DHEC students report being a victim of excessive drinking once a month, while 5% report drinking five or more times a month.
- The 2017 South Carolina Youth Survey data indicate that 22.7% of middle and high school students in Sumter County have had one or more drinks during one occasion in the past month.

Excessive drinking & Loud and Unruly Parties...

Excessive alcohol use among underage and college students is a serious public health issue. Excessive drinking among college students has been linked to increased risk for injuries, risky sexual behaviors, and violent behavior. GOC defines “excessive drinking” as any binge drinking, drinking by pregnant women, or alcohol binge drinking. Binge drinking when is being five or more drinks for men, and/or four or more for women, is about two hours.

Across the country, young people report alcohol is easy to get from social settings (Noncommercial sale of alcohol, often private parties, bars, and liquor stores). We need a focus on IME: 60% of UME students report that alcohol was either easy or very easy to obtain. Reducing young people’s access to alcohol, in both social and commercial settings, is a part of addressing excessive drinking among college students.

66% of IME students under 21 and 55% between 21 and 25 drank alcohol at an off-campus party during the last month.

Baltimore County Social Host Ordinance

Overview
Excessive alcohol consumption among underage and college students is a serious public health issue. According to the minimum legal purchase age of 21 years, young people aged 12 to 20 are 1/4 of the alcohol consumed in the U.S. in 2002. Youth who begin drinking before the age of 15 are five times more likely to have an alcohol problem.

Access & Availability
Young people can learn more about alcohol's effects on their health from social settings (noncommercial sale of alcohol, often private parties, as well as bars and liquor stores). The same is true for women — over 70% of college students reported that alcohol was either easy or very easy to obtain. Reducing young people’s easy access to alcohol in both social and commercial settings, is a clear step to addressing excessive drinking among college students.

Issue Brief
- Most of the alcohol young people consume is from binge drinking sessions.
- Nearly 60% of Maryland college students (legal age and under) binge drink during the past month, much higher than the national average.
- Bogus drinking: According to a recent report, 48% of college students who drink in the past month are binge drinking 1,4 or more times in a month.
- Among past month drinkers, the binge drinking maximum number of drinks is the male and for females.

More has been done in progress in reducing drinking among college students.
Policy Action Steps

Step 5: Policy Language

Draft policy language

- Research similar policy examples from other communities
- Tie to local conditions
- Clarify legal basis
- Compile supporting documents (case law, etc…)
- Control the language
- Work with the City Attorney/County Counsel

Policy Action Steps

Step 6: Work with the Media

Use Media Advocacy

- Media advocacy is the strategic use of mass media to support community organizing and advance healthy public policies.
Policy Action Steps

Step 7: Community Organizing

Community organizing involves a “top down” and “bottom up” approach that includes:

- Engage policy makers and “influencers” using a Power Analysis
- Mobilize “grasstrops” support & providing community education

Power Analysis

Assess the Individuals Who Can Give You What You Want

Who has the power to adopt your policy? ____________________

<table>
<thead>
<tr>
<th>Who are the most important individuals?</th>
<th>Who must you talk with before you approach the him/her?</th>
<th>How do you influence them if they are elected officials?</th>
<th>What is the self-interest of each?</th>
<th>Who will approach this person?</th>
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Policy Action Steps

Step 8: Get the Policy Adopted

- Collaborative members prepare presentation to decision makers
- Use the talking points and “frame” developed in the issue brief and used in the media advocacy
- Know which decision makers support or oppose your policy before making presentation

Policy Action Steps

Step 9: Ensure Enforcement

- Analyze potential barriers to enforcement after policy is passed
- Collaborate with law enforcement to develop potential solutions to barriers in order to ensure that the policy will be implemented and enforced after passage
- Determine ways to bolster enforcement efforts with Collaborative and community support
Policy Action Steps

Step 10: Evaluation

- Evaluate campaign effectiveness
- Passage of policy
- Implementation & enforcement of policy
- Collaborative cohesiveness & momentum for future policy work
- Change in norms & community discussion about alcohol-related problems
- Foundation built for additional alcohol policies

Social Host Ordinances (SHOs)

- Baltimore City
  - 26 citations issued August – September 2015
  - 2 citations issued August – September 2016
  - 2014 – 2016: 59% reduction in substantiated calls for service to one university
Social Host Ordinances

• Baltimore County
  • 18 citations issued February – October 2016
  • 2015 – 2016 66% reduction in complaints received to one university
  • 25% reduction in disturbance and noise complaints to police in Towson; 11% reduction in Catonsville

• Princess Anne
  • 16 citations issued May 2016 – April 2017
    • 10 found guilty, 3 not guilty, 2 second offenses, 1 case dismissed

“Before the SHO, our neighborhood was routinely filled with parties from student residences… Since the SHO, We have noticed a reduction in the number and frequency of parties… All in all, we are thrilled with the initial outcomes of the writing of citations. It seems to have had an effect and is working towards the desired outcome as far as neighborhood parties.” Tracey Marcantoni, Baltimore County resident
Social Host Ordinances

• “Now that both the City and County have the ordinance, the City has benefitted. Students don’t necessarily know where the City/County line lies, but they know the ordinance is in effect and enforced in both places.” Doug Gibson, Baltimore City Police Officer

• “All in all, I feel the ordinance is a success and I think we are going in the right direction with the courts.” Timothy Bozman, Chief of Police, Princess Anne Police Department

Example of Best Practice Program:
THE LEE LAW PROJECT
THE LEE LAW PROJECT: OVERVIEW

• Focus is on alcohol advertising restrictions in Lee Law
• Organized and led by youth
• Toolkit available at Friday Night Live Toolkit

POLICY GOALS

• Enact local ordinance strengthening Lee Law provisions to reduce youth exposure to alcohol advertising and improve community safety
• Ensure effective enforcement of window signage restrictions
Four Community Goals

1. Create safer community environments for youth particularly in low income, ethnic neighborhoods

2. Increase youth engagement and leadership in community policy making

3. Educate public regarding health disparities and public health issues associated with retail alcohol advertising practices.

4. Shift social norms regarding acceptability of youth exposure to alcohol advertising.

4 Key Project Components

1. Assess resources

2. Conduct research to determine compliance

3. Promote voluntary compliance by alcohol retailers

4. Implement a local ordinance
Conducting Research: Coding Examples

Example of an “in compliance” code

Conducting research: Coding Examples

Example of an “in violation” code
PROMOTING VOLUNTARY COMPLIANCE
EXAMPLE:
EL RIO SIGNAGE COMPLIANCE
PRE AND POST MERCHANT LETTER DELIVERY

Pre Letter Date: 4/18/13

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PROMOTING VOLUNTARY COMPLIANCE
EXAMPLE:
EL RIO SIGNAGE COMPLIANCE
PRE AND POST MERCHANT LETTER DELIVERY

Post Letter Date: 8/22/13

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Analyze Data/Review Findings

3 Key Questions to Think About:

• How well do stores comply with the requirements of the law?

• How much impact do the loopholes have on the compliance rate?

• Are there variations in compliance rates across your regions?

Dissemination and Voluntary Compliance

• Step 1: Prepare your message and document your results
  • Identify the specific policy goals (local ordinance or not?)
  • Develop your message (What? Why?)
  • (Friday Night Live Guide to Engaging Youth in Policy Change Toolkit at www.fridaynightlive.org)
• Fact sheet and Flyer
• Poster
• Merchant letter
Dissemination

• Step 2: Disseminate materials to community groups
  • Community meetings
  • School events
  • Board meetings
  • Neighborhood groups
  • Youth groups

Dissemination

• Step 3: Conduct meetings with key policy makers
  • Law Enforcement meeting
  • ABC Department Representative
  • City Planning Department
  • Friendly local decision makers
    – (FNL Guide to Engaging Youth in Policy Change Toolkit at www.fridaynightlive.org)
Dissemination

- Step 4: Send Merchant Letter and Re-survey Stores
  - Re-Survey stores after 30-90 days
  - Document each store, again
  - Summarize results, same tools

Implement a Local Ordinance

- Step 1: Clarify your policy goal
  - 2 possible paths to take
    - 1. Enforce the local ordinance already in place
    - 2. Enact a new local ordinance
  - Obtain model ordinance from another jurisdiction
  - FNL Guide to Engaging Youth in Policy Change
    Toolkit at www.fridaynightlive.org will be especially helpful in this stage of the campaign, as the group moves into action.
Implement

• Step 2: Make your case and frame the issue
  • Revise materials to focus specially on your policy goal
  • Create an Issue Brief that frames the issue and the solution in order to gain the support of key policy makers.

Implement

• Step 3: Conduct a power analysis
  • Identify the target (Who can deliver your policy goal?)
  • Create chart to lay out each target and the need for each
  • Living document
  • How many votes will we need to win?
Implement

• Step 4: Organize! Organize! Organize!
  • Organize the youth, assign roles
  • Meeting with your targets

Implement

• Step 5: Conduct media advocacy
  • Engage media
  • Key timings for placing stories
  • Youth voices shine through
  • Press event?
Implement

• Step 6: Influence your target and other key decision makers
  • Personal meetings
  • Make a “hard ask” or demand
  • Looking for a commitment
  • Present the concrete proposal
  • Negotiate if needed

Implement

• Step 7: Convince the policy makers/target to adopt the proposed policy
  • The moment has come! Vote!
  • Select the best speaker for the job
  • Practice! Practice! Practice!
  • Fill the room with supporters
Implement

• Step 8: Implementation and Assessment
  • You’ve won! Yahoo!
  • But…the work is not done yet
  • Ensure the enforcement of the policy
  • Conduct periodic scans of liquor stores to monitor compliance
  • Reach out for support from policy makers
  • Use media if necessary
Best Practice Program Example: Youth-driven Counter-ads

- **Successful** in tobacco, little used in alcohol
  
  ![Image of a poster with text: I miss my lung, Bob.]

- **Institute of Medicine** calls for many experiments in youth-oriented media campaign – none ever funded

- Continuum ranging from public service announcements to true “counter-advertising”

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The Original Ad Campaign

![Image of an advertisement poster and graffiti.]
The counter-ads

Summary

• Changing environments changes behavior
• Key environments:
  – Affordability
  – Physical availability
  – Social availability/attractiveness
• Small changes in any of these make a big difference, one way or the other – we want them to break our way
• Other prevention activities are great, but if we don’t address these, we won’t get the benefit we hope for
• Cleaning up the stream…
Thank you!

www.camy.org
www.twitter.com/CAMYJHU
www.facebook.com/JHU.CAMY

QUESTIONS?

References


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Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System.

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