Use of Public Policy and Prevention Strategies

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May 8, 2019

NABCA

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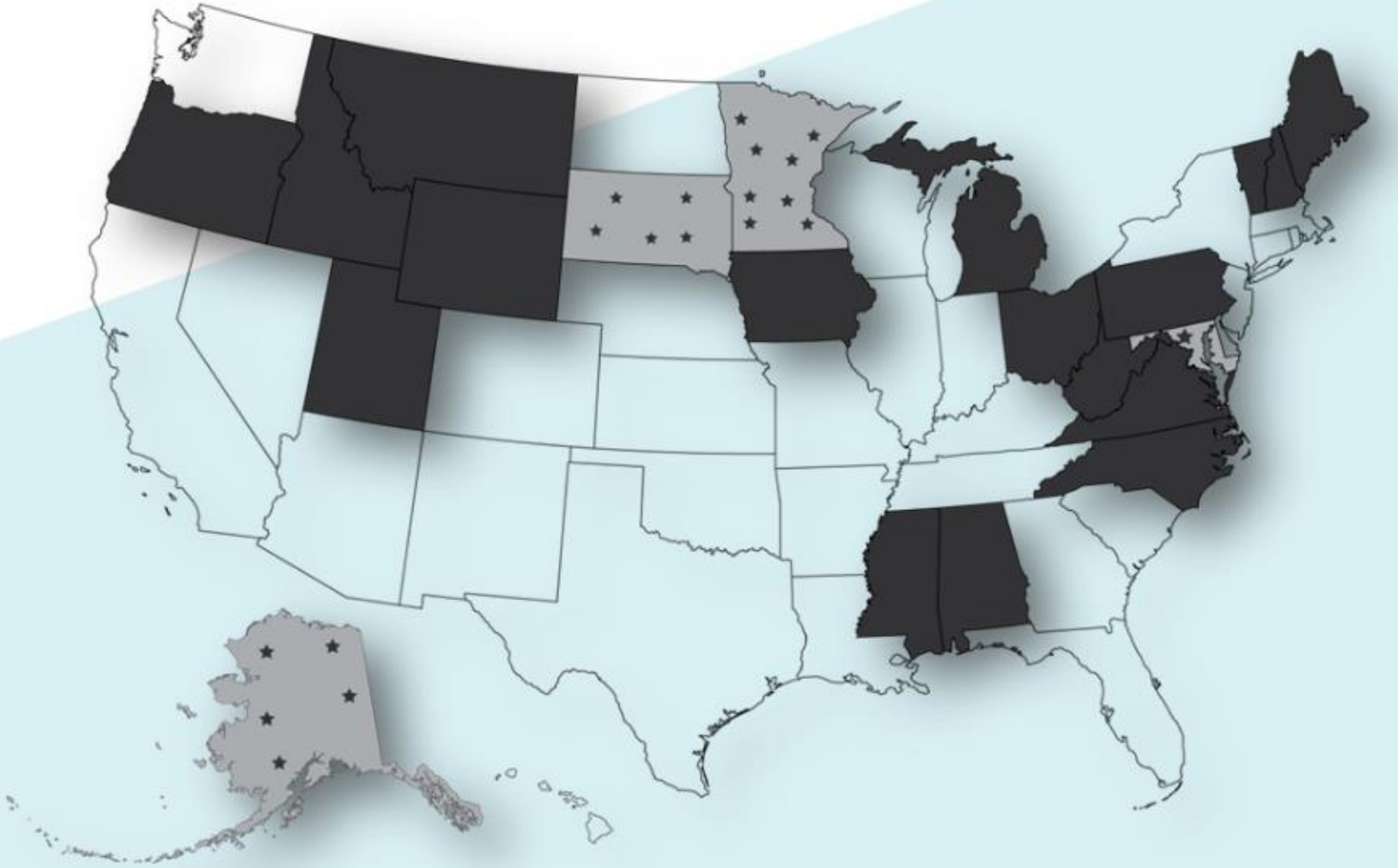
NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION

- Established in 1938
- Represent "Control Systems" jurisdictions with direct role in sale cycle (wholesale and/or retail)
- Not an advocacy or lobbying organization
- Not a beverage alcohol industry organization

MEMBERSHIP

Government Officials
Enforcement
Public Health
All Sectors & Tiers of Alcohol Industry
International

CONTROL SYSTEMS IN THE UNITED STATES



Control Systems' Distinct Advantages

Control systems involve ***"citizen ownership"*** of some part of the alcohol business, which provides benefits to all the jurisdiction's citizens

Control jurisdictions own part of the business and can more easily determine price, product, place of retail, and promotion

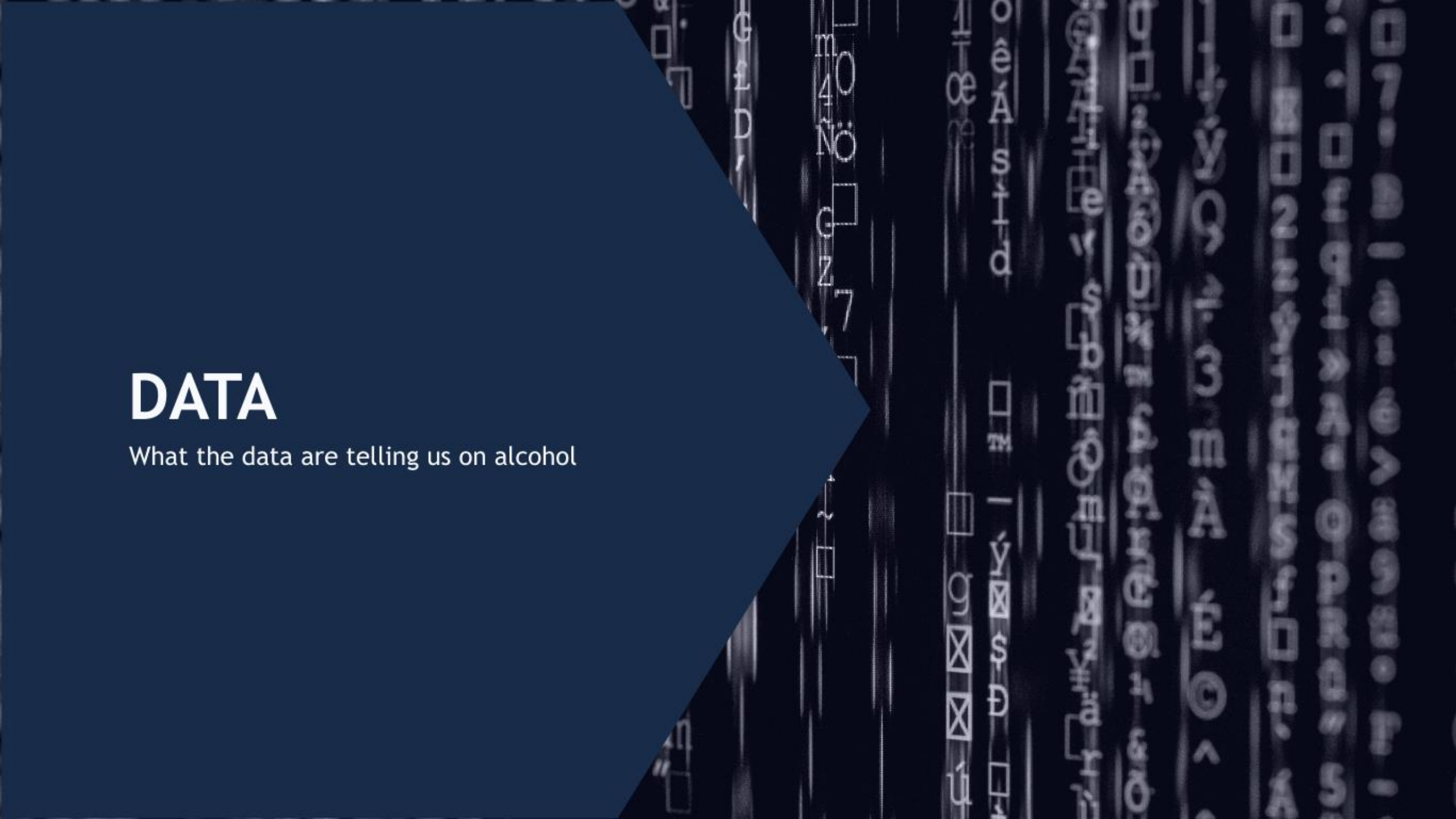
CONTROL SYSTEMS AROUND THE WORLD

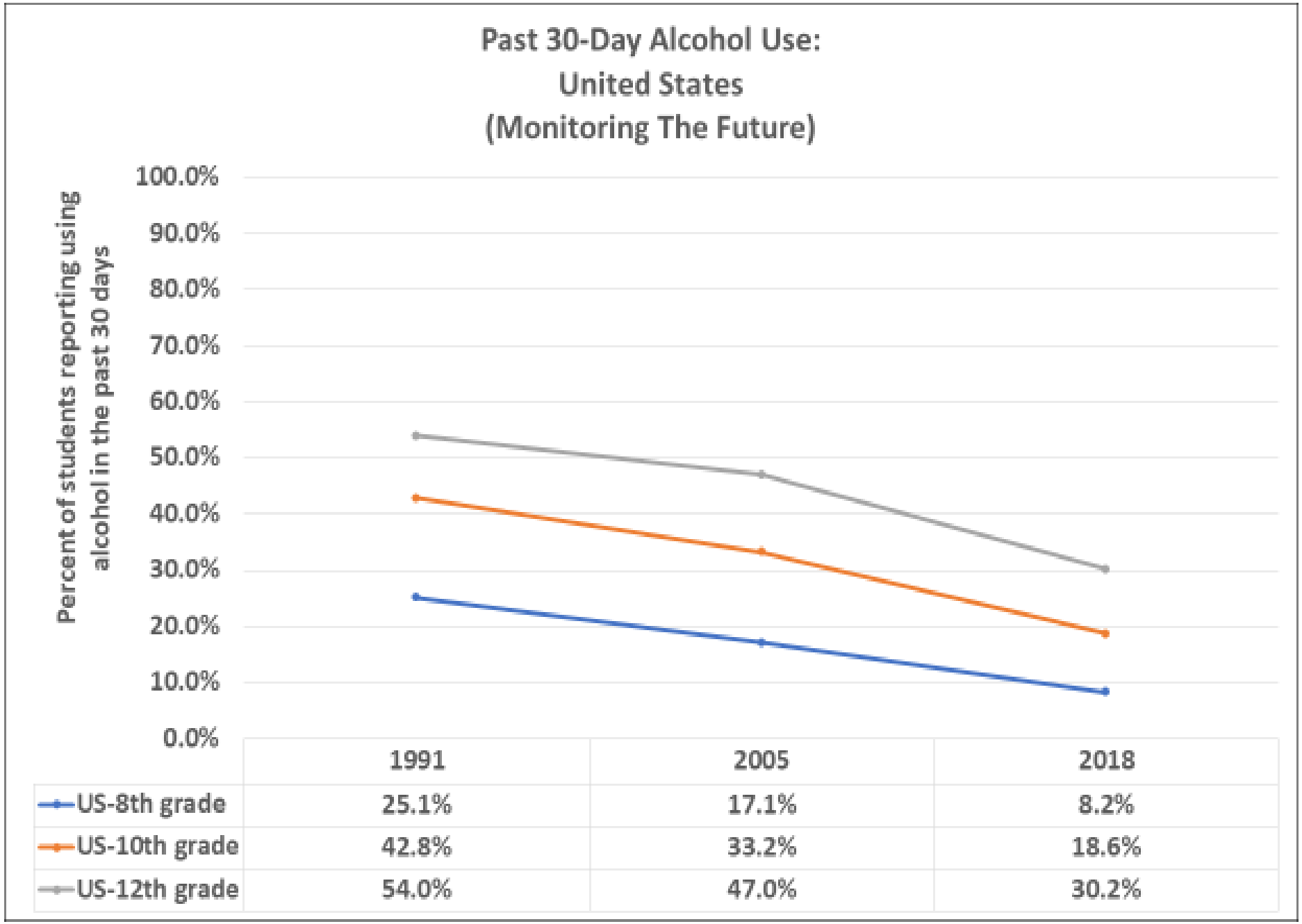
Other countries that currently use a control model, either by jurisdiction or as a whole, include:

- Canada
- Sweden
- Norway
- Finland
- Iceland
- Denmark
- India

DATA

What the data are telling us on alcohol





	1991	2005	2018
US-8th grade	25.1%	17.1%	8.2%
US-10th grade	42.8%	33.2%	18.6%
US-12th grade	54.0%	47.0%	30.2%

The Good News...

% of youth who drink has decreased by 1/3 in past decade

TRENDS IN ALCOHOL USE

Consumption on Rise

women, older adults, racial/ethnic minorities, and socioeconomically disadvantaged

Grant et al. 2017

Emergency Department Visits Increased

62% from 2006 to 2014

White et al. 2018

Impaired Driving Progress Stalled

10,000 deaths annually

National Academy of Sciences 2018

Excessive alcohol use includes:

Binge Drinking

For women, 4 or more drinks consumed on one occasion

For men, 5 or more drinks consumed on one occasion

Heavy Drinking

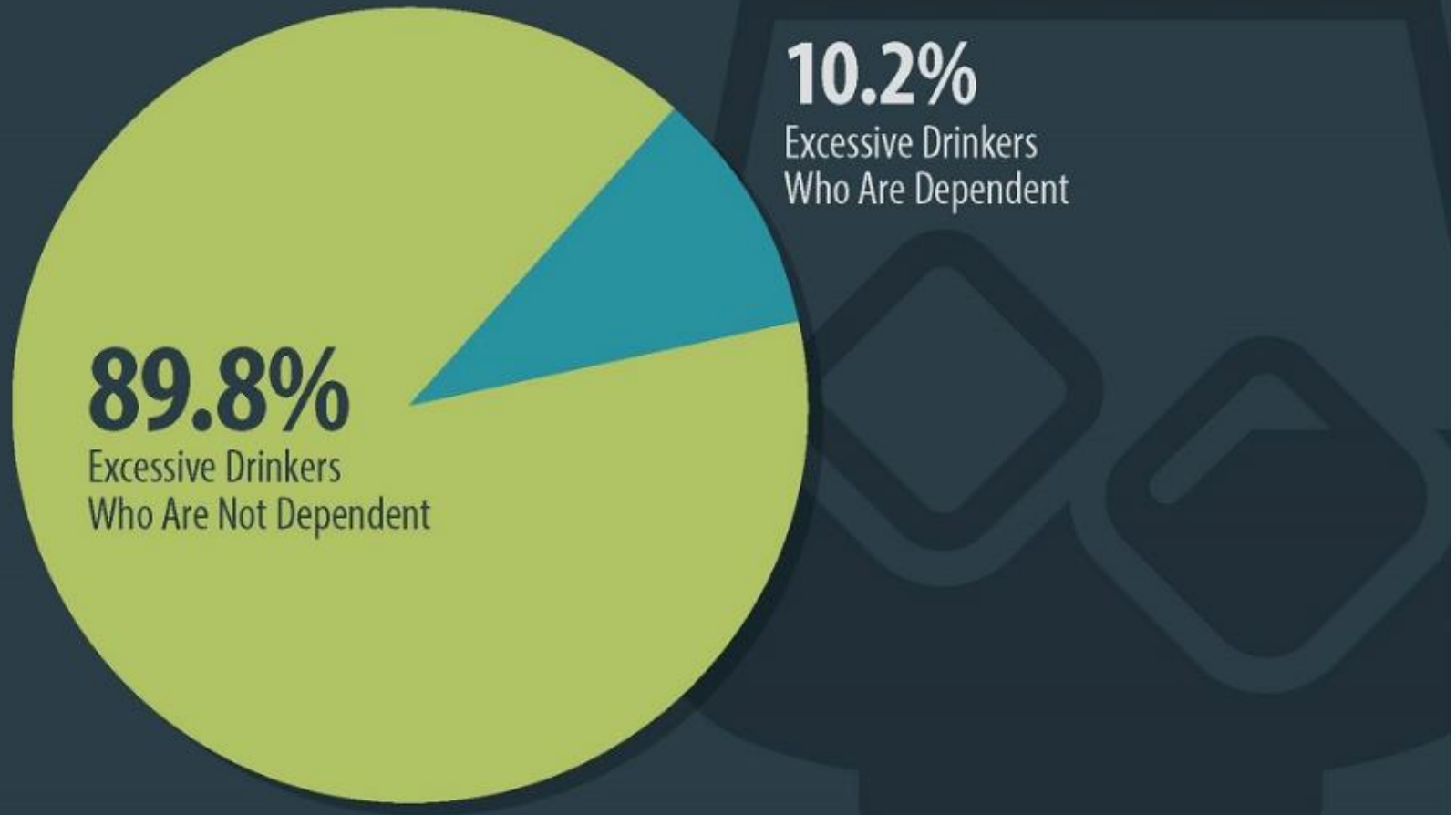
For women, 8 or more drinks per week

For men, 15 or more drinks per week

Any alcohol used by pregnant women

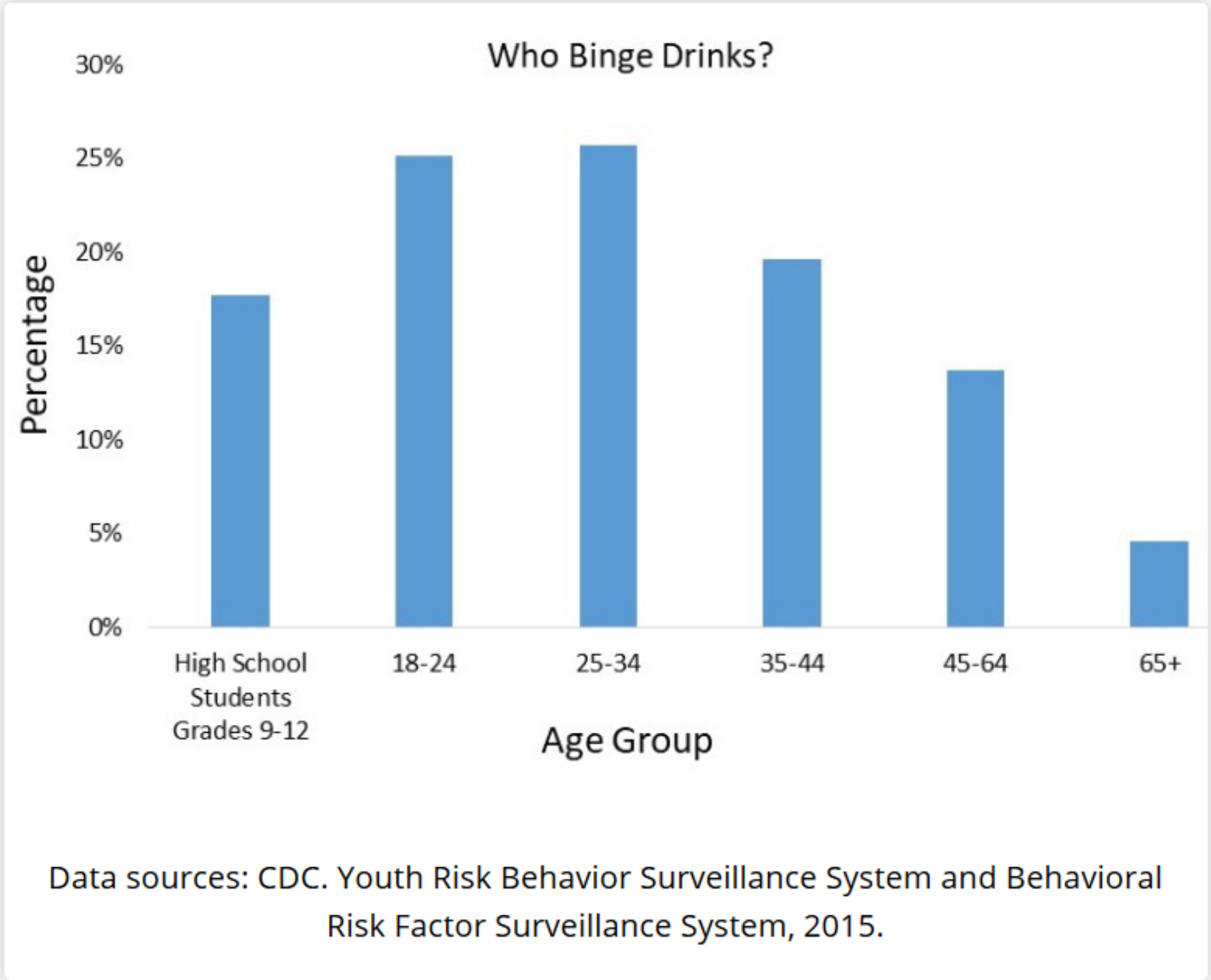
Any alcohol used by those under the age of 21 years

9 out of 10 excessive drinkers are **not** alcohol dependent.



CS252939-A

PREVENTING CHRONIC DISEASE
PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY
www.cdc.gov/pcd/issues/2014/14_0329.htm
www.cdc.gov/alcohol



Data sources: CDC. Youth Risk Behavior Surveillance System and Behavioral Risk Factor Surveillance System, 2015.

Binge Drinking

Prevalence vs. Intensity

Kanny et al. 2018

Age

Young Adults

Binge drinking most common among 18-34-year-olds

Middle-Aged, Older Adults

Those 35 and older consumed half of the total binge drinks (9 billion)

Race

3 in 4 of the total binge drinks are reported by non-Hispanic, Whites.

American Indians/Alaska Natives reported the highest number of total binge drinks/binge drinker.

Income

$75,000

Most common among persons with household incomes at or above $75,000

<$25,000

Total number of binge drinks/binge drinker is highest among persons with household incomes below $25,000

Education

College Graduates

Binge drinking more common among college graduates

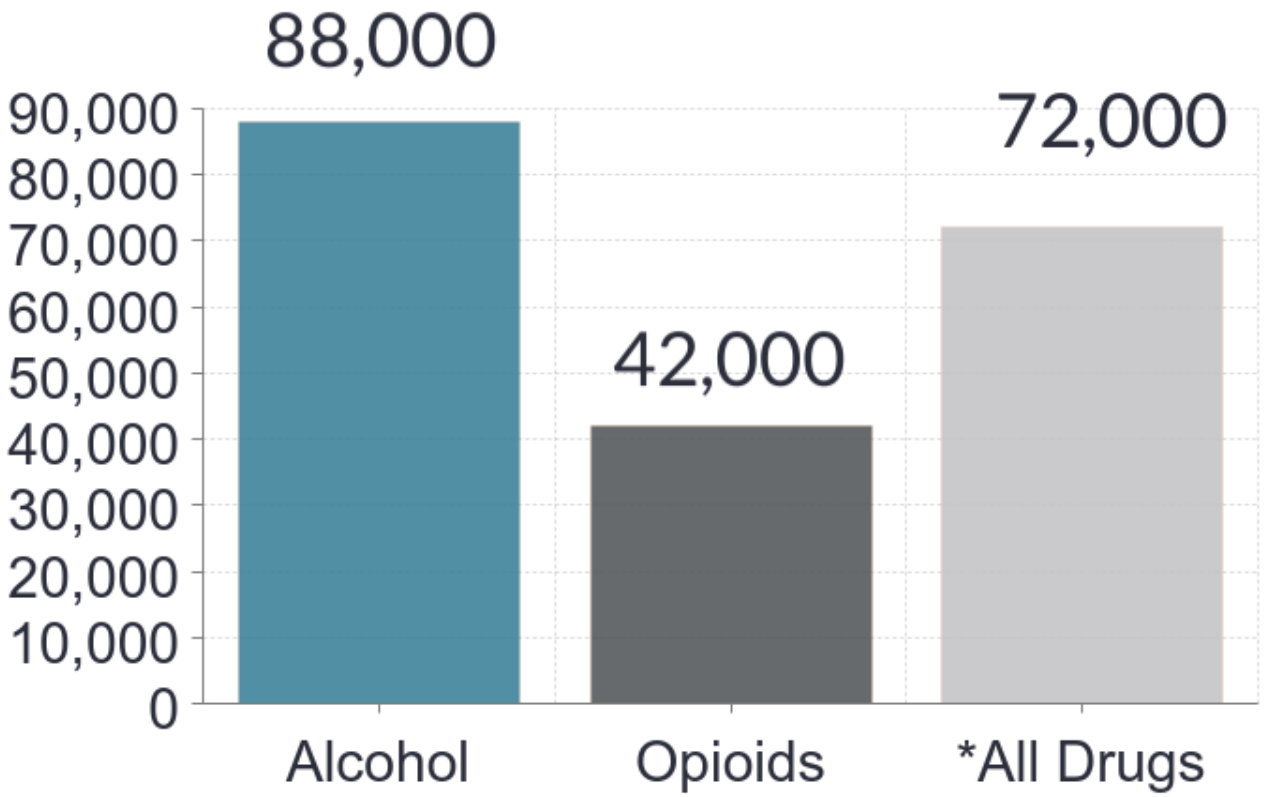
High School Diploma

Binge drinkers with less than a high school education consume over twice as many total binge drinks annually

EXCESSIVE DRINKING COSTS NORTH CAROLINA $7 BILLION

BRINGING ALCOHOL
OUT OF THE SHADOWS

SUBSTANCE USE DEATHS



*Source: CDC and *NIDA*
*2016, *2017*

North Carolina

4,000 alcohol attributable deaths in 2017

From 2000-2017, alcohol attributable deaths have increased **62%**

Alcohol-involved poisoning deaths the toll is even greater, rising almost **650%** in the same time period

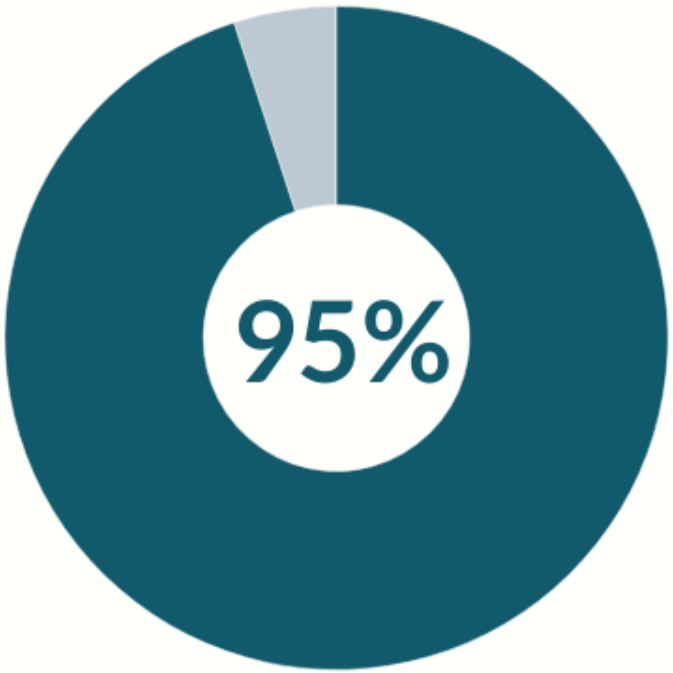
NC Division of Public Health

North Carolina & Polysubstance Use

From 2008 to 2017, unintentional opioid overdoses deaths (illicit and prescription combined) involving alcohol increased from 6.5% in 2008 to 13.4% in 2017.

NC Division of Public Health
NC Injury and Violence
Prevention Branch

STATISTICS *Alcohol and Opioids*



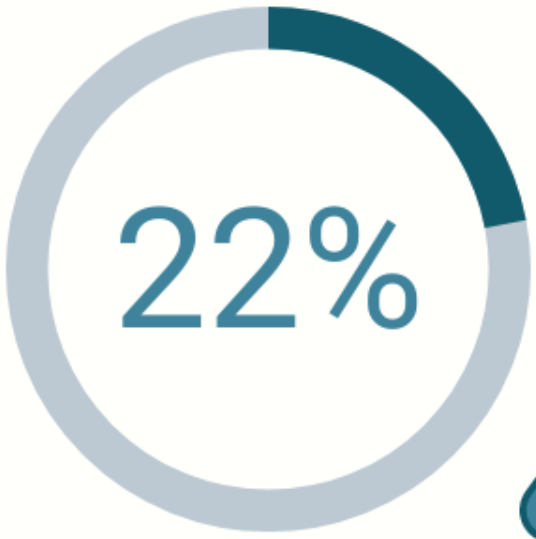
95% of alcohol-attributable deaths in the U.S. involve adults over the age of 21.

Source: Kanny et al. 2018

18% of ER visits related to the misuse of opioid pain relievers involved alcohol.

Source: Jones et al. 2014

Alcohol was involved in 22% of deaths caused by opioid pain relievers.



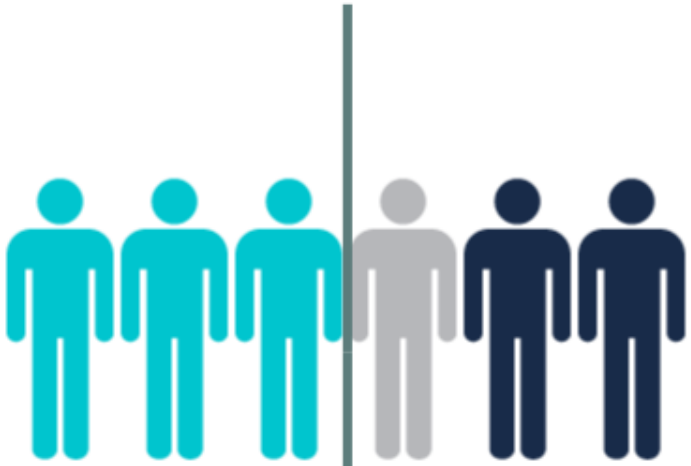
SCIENCE

What the science tells us works to prevent excessive alcohol use

Half of adults did not drink alcohol in the past 30 days

50%

Half of adults did not drink alcohol in past 30 days



2 in 3

drinkers exceeded guidelines

Most adult drinkers report drinking above moderate levels

Source: Henley, SJ, Kanny D, et al. 2014

Moderate Drinking

Up to 2 drinks a day not more than 14 per week

Up to 1 drink a day not more than 7 per week

Source: US Dietary Guidelines

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

THE COMMUNITY GUIDE
Guide to Community Preventive Services
What Works to Promote Health

EXPERT PANEL

6-12 person panel of prevention and public health experts with coordinating support from CDC

SYSTEMATIC REVIEW

Review of scientific studies, identify relevant studies, assess quality, summarize findings

EFFECTIVENESS

Identify implementation barriers, gaps in science and conduct economic evaluation

RECOMMENDATIONS

Based on the strength of the evidence of effectiveness in changing outcomes

Community Guide *Recommendations*

- Regulate alcohol outlet density through licensing and zoning processes.
- Enhance enforcement of laws prohibiting sales to minors
- Increase alcohol taxes
- Adopt of dram shop liability laws
- Maintain limits on hours and days of sale
- Against privatization of retail alcohol sales

Source: The Community Preventive Services Task Force is an independent, non-federal panel of public health experts and is staffed by CDC

U.S. Alcohol Control Policies

Research focused on building tools to compare the relative efficacy of policies and assess the strength of states' policy environments

National Institutes of Alcohol Abuse and Alcoholism (R01 AA018377; T.Naimi, PI)

POLICIES REVIEWED

Enforcement countermeasures

Compliance checks, dram shop liability, false ID laws, furnishing alcohol to minors, impaired driving countermeasures, place of last drink data collection

Regulatory oversight

Training for licensees, alcohol control systems, fetal alcohol spectrum disorders signage

Limits on place, products, price

Restrict consumption in public places, local control options, Sunday sales bans, direct shipment, outlet restrictions, retail and wholesale price restrictions,

Promotional restrictions

Bans on mass media advertising, outdoor advertising, promotional materials and giveaway restrictions, retail signage restrictions,

ALCOHOL POLICY SCORES

Distribution of states based on rigor of alcohol policies, indicated by their standardized APS (Alcohol Policy Score)

Naimi et al, 2014

Higher APS = Fewer Harms

States with higher Alcohol Policy Scores have lower rates of drink driving, binge drinking (youth, adults), homicide victimization and cirrhosis mortality.

State and Community Examples

Addressing the alcohol environment

License Quotas

Codified license quotas in state law for liquor stores after ABC proposed removing ban

Alcohol Impact Areas

Bans high ABV products, restricts hours of operation and container size in areas with chronic inebriation and illegal activities

Ordinance

Created zoning tool to address nuisance properties, giving city ability to pull business permit

Amoritization & Signage

Removing liquor stores from residential zones and restricting window signage

REGULATION

Alcohol regulation should be driven by science and protect the public's health and safety

ALCOHOL ENVIRONMENT

Alcohol regulation impacts all categories

PROMOTION

PLACE

PRICE

PRODUCT

Toward Liquor Control

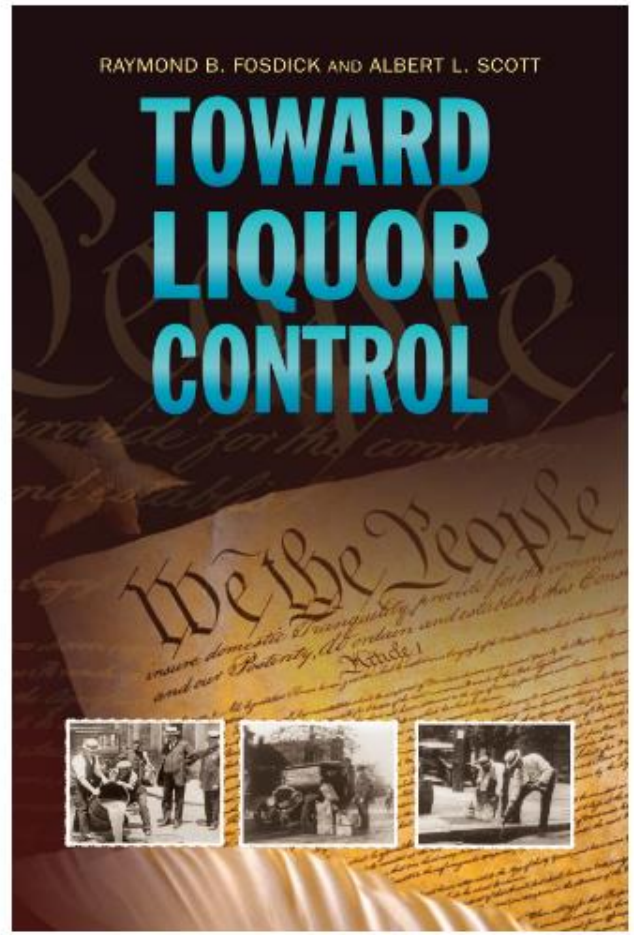
Blueprint for State Regulatory Systems

1 Reduce Aggressive Sales Tactics

Reduce aggressive sales tactics such as incentives to consume in high volume

2 Prevent Vertical Integration

Prevent "vertical monopolies" where one tier dominates the others



By Raymond Fosdick & Albert Scott

3 Restrict Outlet Density, Hours & Days of Sale

Curtail public order problems using outlet density restrictions and limits on days and hours of sale

4 Place More Limits on High ABV Products

Place greater restrictions on high alcohol content products

Two forms of alcohol regulation in the U.S.

CONTROL SYSTEM

State owns part of the alcohol business; usually the wholesale or retail operation

LICENSE SYSTEM

Private owners sell alcohol at both retail and wholesale levels

SIMILARITIES BETWEEN CONTROL AND LICENSE SYSTEMS

3-TIER REGULATORY SYSTEM

PRODUCER/ MANUFACTURERS

DISTRIBUTORS/ WHOLESALERS

RETAILERS

License everyone who sells alcohol

Enforce laws to reduce underage and excessive drinking

Regulate days/hours of sale, location of premises, and density of outlets

Require products to flow through a closed, 3-tier system

OBJECTIVES OF ALCOHOL REGULATION

- Protect public health & safety
- Ensure efficient tax/revenue collections
- Eliminate unfair or illegal marketing practices
- Balance interests

PILLARS OF ALCOHOL REGULATION

Alcohol is not an ordinary commodity

The important role of science in informing and enforcing alcohol regulations

Finding the balance between public safety & commercial interests

TRENDS IMPACTING ALCOHOL REGULATION

- Small, local producers
- One-stop shopping
- Emerging Technologies
- E-Commerce
- Conveniences
- Budgets

ALCOHOL REGULATORY CHANGES

All branches of government play critical role in alcohol regulation

Executive

Ensures laws are obeyed, creates rules and regulations

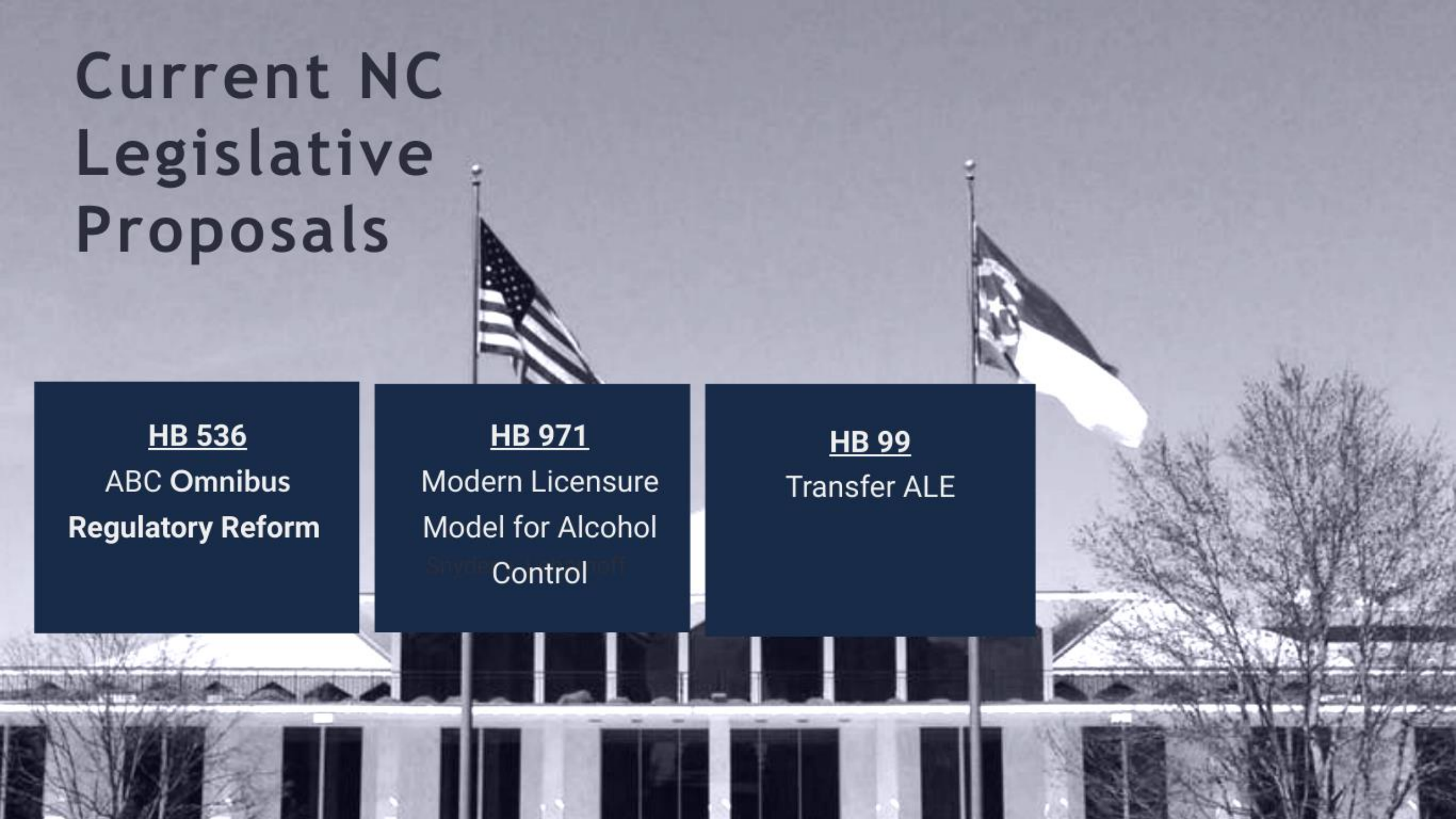
Legislative

Creates new laws or changes existing laws

Judicial

Interprets the meaning of laws and determines if laws violate Constitution

Current NC Legislative Proposals



HB 536

ABC **Omnibus**

Regulatory Reform

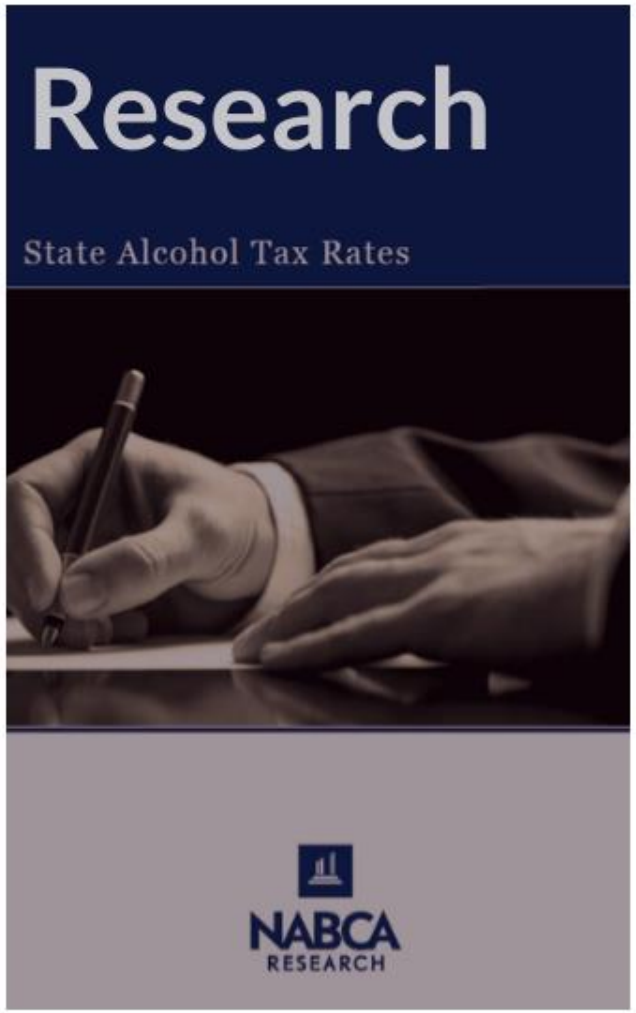
HB 971

Modern Licensure Model for Alcohol Control

HB 99

Transfer ALE

NABCA RESOURCES



NABCA

PUBLICATIONS

NABCA strives to be a resource for its partners

Final Takeaways

Consider NABCA a Resource

We provide support to many states in their efforts to shape their alcohol policy environment

Technical Assistance

Alcohol regulation is nuanced and complicated, we can help

Moving Forward

Continue to track trends and policy environments in alcohol

THANK YOU

National Alcohol Beverage Control Association

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