Assessing Oregon’s Retail Environment

Shining Light on Alcohol Industry Tactics
Today’s Speakers

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Today’s Agenda

Defining the Problem
Why did we assess the alcohol retail environment?

Understanding Our Data
What did we do?

Building Community Support
How do we use our retail assessment findings?

Sharing Experiences
How can we counter the alcohol industry’s influence?
Learning Objectives

Understand the alcohol retail environment across Oregon, including alcohol industry targeting of youth, communities of color, and low-income residents.

Align assessment findings with community readiness and grantee work plans.

Prepare to disseminate assessment findings in local communities.
DEFINING THE PROBLEM

Understanding the risks of alcohol consumption in Oregon
Alcohol use is the #3 cause of preventable death in Oregon

88,000 people die from excessive drinking in the U.S. each year.

1,900 people in Oregon die each year from excessive alcohol use.

Alcohol-related deaths, Oregon, 2001-2017
Alcohol-related deaths in Oregon

- Dependency
- Liver disease
- Cancers
- Heart disease
- Stroke
- Pancreatitis
- Fetal AS

Chronic: 61%  
Acute: 39%

Source: Centers for Disease Control and Prevention. Alcohol Related Disease Impact (ARDI) application, 2013.
Alcohol attributable deaths to due any alcohol use, average for Oregon (2006-2010)
Alcohol-related death rates by race and ethnicity, Oregon, 2013-2016 average
Age-adjusted rate per 100,000 population

<table>
<thead>
<tr>
<th>Race/Identity</th>
<th>Rate (per 100,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>82.0</td>
</tr>
<tr>
<td>White</td>
<td>40.7</td>
</tr>
<tr>
<td>African American</td>
<td>38.6</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>30.3</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>29.9</td>
</tr>
<tr>
<td>Multi-racial</td>
<td>24.2</td>
</tr>
<tr>
<td>Asian</td>
<td>12.8</td>
</tr>
</tbody>
</table>

Source: Oregon Death Certificates
Costs of Excessive Alcohol Use

Excessive drinking causes harm to **communities, families and individuals** from serious injuries and car crashes, heart and liver disease, and certain cancers.

It also fuels drug and alcohol addiction, domestic violence, risky sexual behavior and lower educational attainment.

The annual cost of excessive alcohol use to Oregon’s economy each year due to lost productivity, health care expenses, criminal justice costs, and motor vehicle crashes.

That’s $2.08 per drink consumed.
Apparent per capita alcohol consumption, Oregon, 1990-2016 (pure alcohol in gallons)

This equates to about 587 drinks per year

Note: Per capita consumption among those aged 14 and above
Source: National Institute on Alcohol Abuse and Alcoholism
Binge drinking is common among many groups.

- 24% Adults aged 18-44
- 16% Adults with an income of <$50k
- 20% Adults with a college degree
- 22% Adults with an income of $50k+
- 16% Adults without a H.S. degree

Sources: 2016 Oregon Behavioral Risk Factor Surveillance System (BRFSS); 2017 Oregon Healthy Teens (OHT) Survey
Alcohol Industry Spending

The alcohol industry spends nearly $3.5 billion on product promotion.

29% of advertising dollars promoted alcohol products in the retail environment.
Assessing the Retail Environment

UNDERSTANDING OUR DATA
Assessment Snapshot

3,100 Tobacco retailers in Oregon (minor accessible)

2,000 Retail assessments completed

36 Counties participated (both ADPEP and TPEP)

2 Tribal partners participated
Assessment Tool

2018 data will provide a baseline for all future assessments.

Oregon is one of the first states to include alcohol in a tobacco retail environment assessment.
Assessment Process

“Advertising for alcohol, beer in particular, was prolific with ads on the floors, hanging from the ceiling, above the refrigerators, on the refrigerators and the refrigerator door handle, outside the store on the windows, and both inside and outside sometimes had neon signs.”

—Volunteer
## Retail Store Types

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience Stores</td>
<td>63%</td>
</tr>
<tr>
<td>Market</td>
<td>10%</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>10%</td>
</tr>
<tr>
<td>Drug Store</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Tobacco Shop</td>
<td>1%</td>
</tr>
<tr>
<td>Certified Smoke Shops</td>
<td>0.33%</td>
</tr>
</tbody>
</table>
Outdoor Ads

Nearly **50%** of retailers had outside advertising for at least one type of alcoholic beverage.

“Some stores had large signs with their store name that were cobranded with a beer company.”

— Volunteer
23% of the retail locations had large beer displays
Product Availability

Most retailers sold alcohol:

- 92% beer
- 86% hard cider
- 85% alcopop or wine coolers
- 84% wine
- 75% malt liquor
Price Discounts

53% offered a price discount for at least one alcohol product

31% promoted alcopops

24% promoted malt liquor
Flavors

85% of retailers had alcopops for sale
"It is impossible to discuss harmful alcohol consumption among youth and not include supersized alcopops. These low-priced and sweet-tasting beverages are associated with reports of dangerous consequences among youth."

David Jernigan, PhD
Director of the Center on Alcohol Marketing and Youth
Johns Hopkins Bloomberg School of Public Health
Targeting Youth

50% of retailers placed alcohol products 12 inches from toys and candy
Targeting Youth

“In most stores the beer and other alcohol was near the back of the store with all the other drinks. Sometimes we would find soda pop right next to the alcohol in the refrigerators.”

- Teen Council Member
Targeting Youth

“Some beer companies used sports to advertise. Budweiser and Bud Lite all used schools such as University of Oregon and Oregon State University to advertise, which condones drinking and possibly underage drinking.”

- Youth Volunteer
“My big takeaway was I thought it was important that we did the retail assessment. It made us more knowledgeable of what is being sold in the retail environment. Some youth see this environment all the time and this is their normal routine. … I now cannot look at the store environment the same. Advertisements are much more apparent and so are paraphernalia for alcohol and tobacco.”

- Volunteer
Changing the retail environment

BUILDING COMMUNITY SUPPORT
C. Debra Furr-Holden, PhD
Michigan State University College of Human Medicine

Transform Baltimore

Baltimore’s New Zoning Code

The Department of Planning would like to thank the Mayor and City Council for completing their review of City Council Bill #12-0152. On December 5, 2016, the City Council passed and the Mayor signed into law a new zoning code for the City of Baltimore. This code will replace the 1971 Zoning Code. It is intended to simplify and streamline development review, provide an easy to understand set of rules, while creating a more modern code that fosters growth and development while maintaining neighborhood character.
Alcohol Outlet Density: An Evidence-Based Strategy

States permit local governments to regulate alcohol outlet density

Local governments use licensing and/or zoning authority to regulate alcohol outlet density

Regulating alcohol outlet density improves health & saves lives

Considerations for Local Regulation of Alcohol Outlet Density as a Public Health Strategy

- Gives authority to those who know local conditions best
- Encourages local residents to engage in decision-making processes
- Supports community norms that discourage excessive drinking
- Empowers local law enforcement agencies to address problems associated with excessive alcohol use

Reduced rates of excessive alcohol consumption (including binge and underage drinking)
Fewer public nuisance activities and reduced police costs
Lower rates of violence
Taking Action

What are your next steps for countering the alcohol industry’s influence?

How will data from the assessment build your community’s readiness?
Community Context

Hood River County Tobacco Fact Sheet, 2019

+ Heart + People = Light bulb

Alcohol Outlet Density

Oregon Health Authority
Disseminating Data in Your Community

COMMUNICATING RESULTS
Products

Reports

• Data Summaries

Coming soon!

• Statewide

• County Retail Assessment Summaries

Earned Media

• Toolkit
  – Email announcement
  – Press release
  – Social media posts
  – Newsletter article
  – Talking points
  – PPT presentation

• Technical Assistance
Questions?
THANK YOU!

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