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# **Policies Matter:**

## **Alcohol environmental prevention strategies**

**Grantees and Contractors meeting 2019**

**October 30<sup>th</sup>, 2019**

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# Session objectives

- 1 Understand the **value** of policy in shaping community norms and health
- 2 Differentiate how **environmental policy** approaches differs from an **individual-level** approaches
- 3 Discuss opportunities to build capacity or **be involved** in the planning for policy strategies

# Policies matter



**to affect:**  
**Norms**  
**Attitudes**  
**Behavior**

# Lessons learned from alcohol prevention

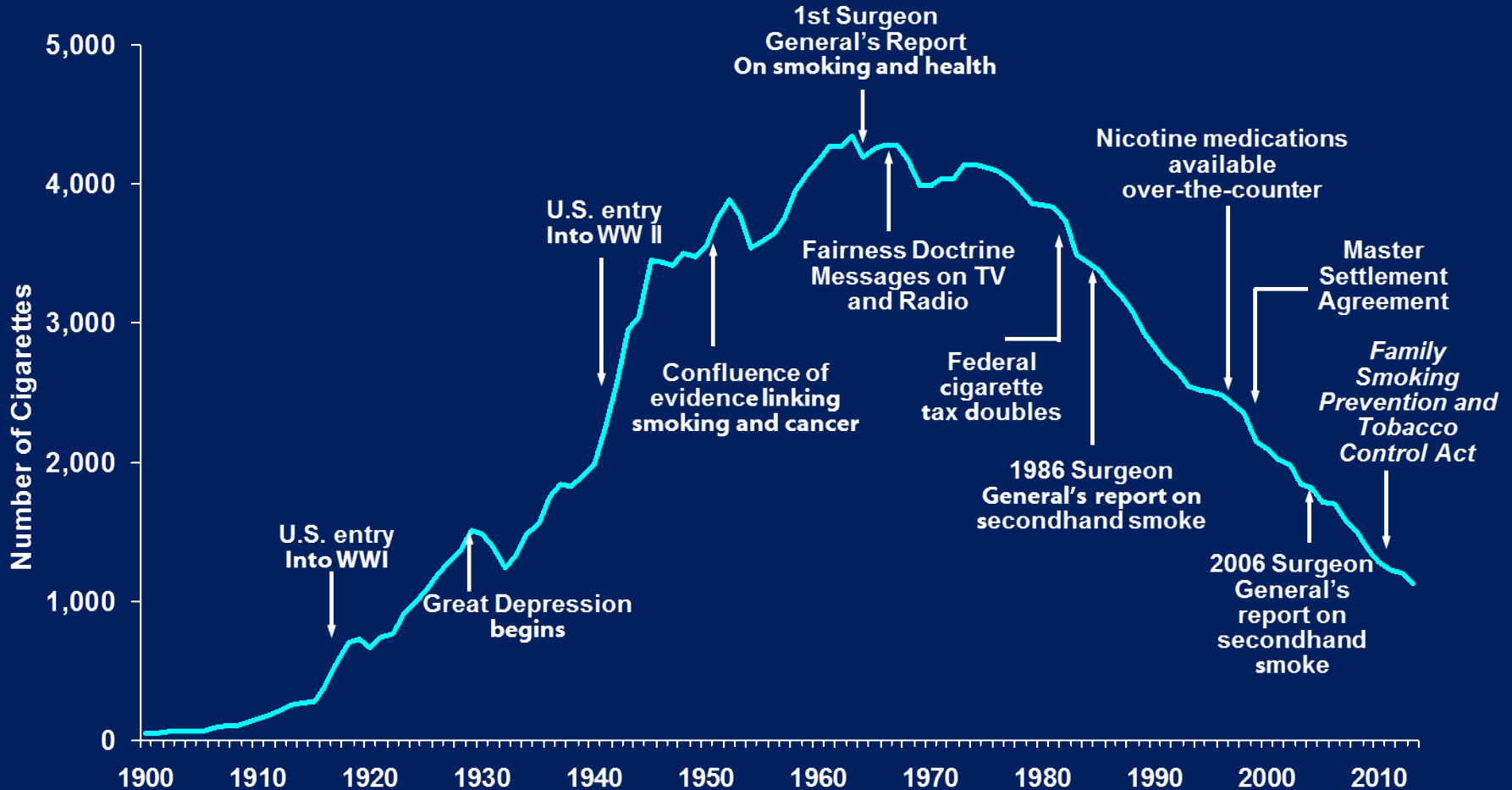


# Lessons learned from tobacco prevention



# Comprehensive prevention programs are needed to address major public health problems

Adult per capita cigarette consumption, US, 1900-2013



Sources: Adapted from Warner 1985 with permission from Massachusetts Medical Society, ©1985; U.S. Department of Health and Human Services 1989; Creek et al. 1994; U.S. Department of Agriculture 2000; U.S. Census Bureau 2013; U.S. Department of the Treasury 2013.

\*Adults ≥18 years of age as reported annually by the Census Bureau.

## Alcohol kills more people than all other drugs combined in Oregon

by Joe Douglass, KATU News | Friday, March 8th 2019

AA



*Oregon's rate of alcohol-related deaths is nearly twice as high as the national average.*



PORTLAND, Ore. — Paul Lewis, MD, the health officer for Multnomah, Clackamas and Washington counties, says in Oregon alcohol kills far more people than all other drugs combined.





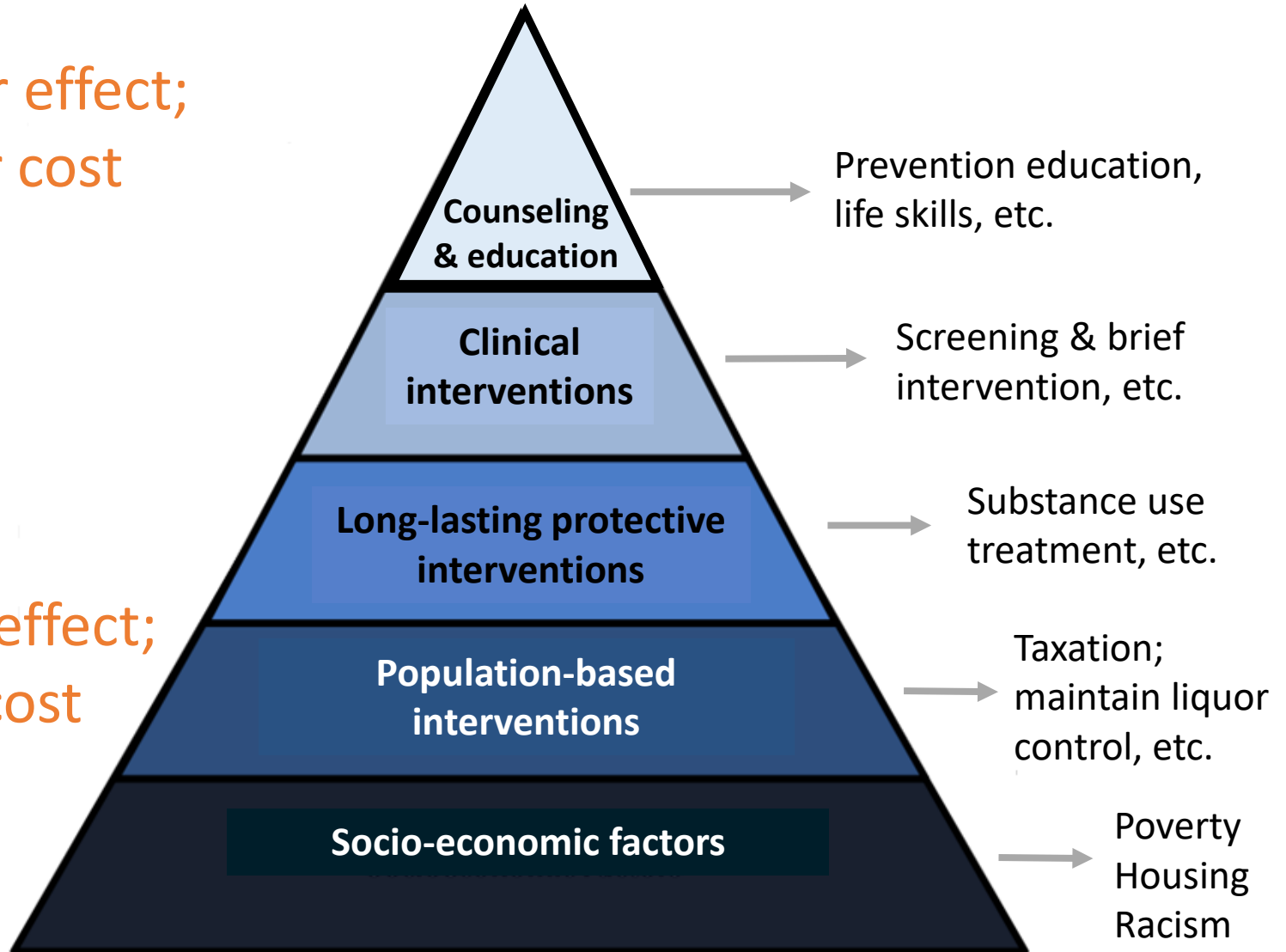


# What affects population health?

Smaller effect;  
greater cost



Larger effect;  
lower cost





# Individual-focused strategies

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Prevention efforts aimed at providing information, building skills or supporting individuals or **targeted groups of individuals**.





# Environmental policy strategies

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Prevention policy strategies aimed at changing or influencing **community environments**, conditions, standards, institutions, structures, systems that shape behaviors.



# Policy strategies can

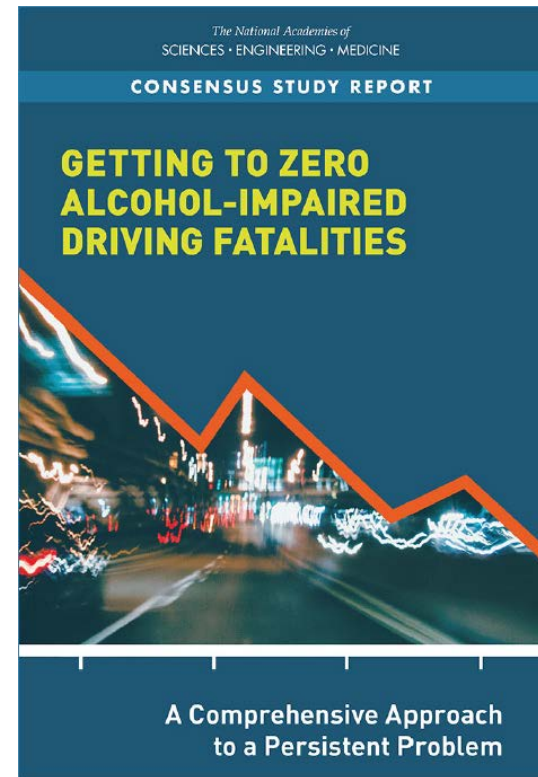
- Reach entire populations
- Create changes in community norms, systems and behaviors
- Instill commitment toward long-term, sustainable solutions
- Compliment reinforce a variety of prevention strategies
- Protect people and promote health!



# Evidence for alcohol policy



The National Academies of  
SCIENCES • ENGINEERING • MEDICINE



# Examples: local alcohol policy

- Require community-event alcohol policies
- Limit places that sell and serve alcohol
  - Conditional Use Permits (CUPs)
- Deemed Approved Use Ordinances (DAUO)
  - Limit advertising on store-front
- Time, place and manner nuisance laws
  - Social host ordinances
  - Regular compliance checks



# Local policy: Retail advertising

## California's Lee Law - restrictions

*California Business and Professions Code 25612.5*

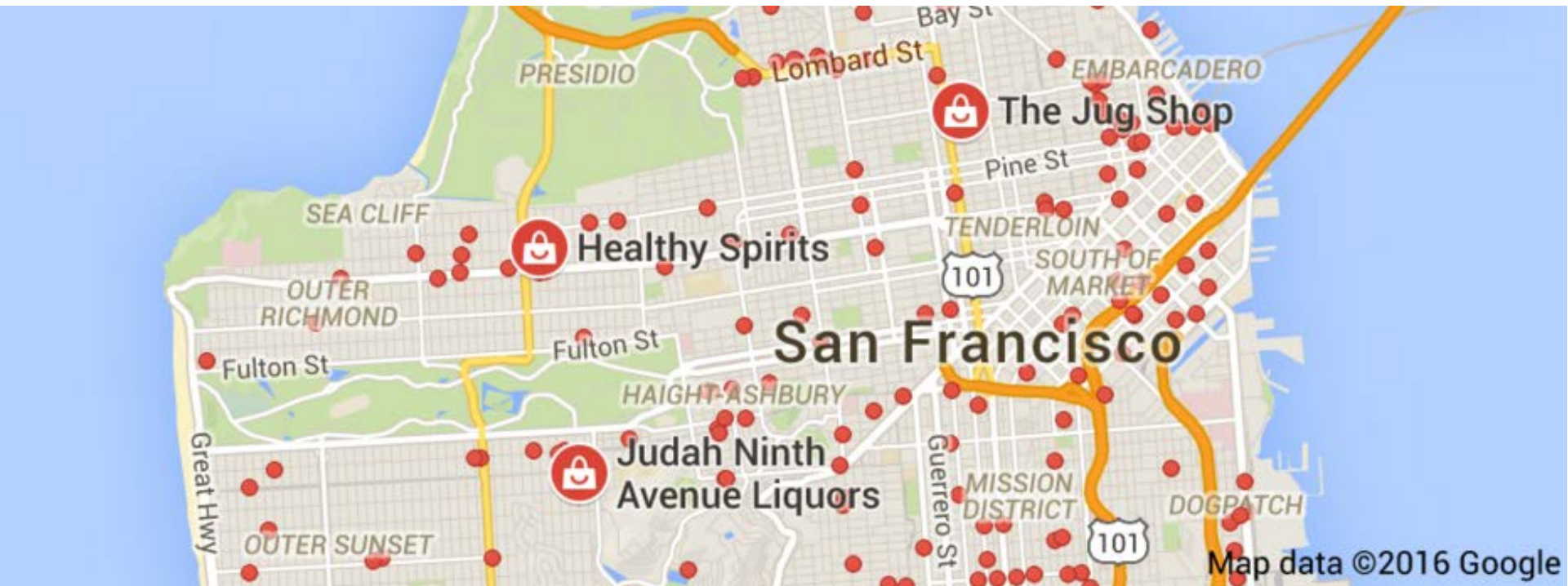


# Local policy: Community event policies





# Local policy: Deemed Approved Ordinances (DAO)



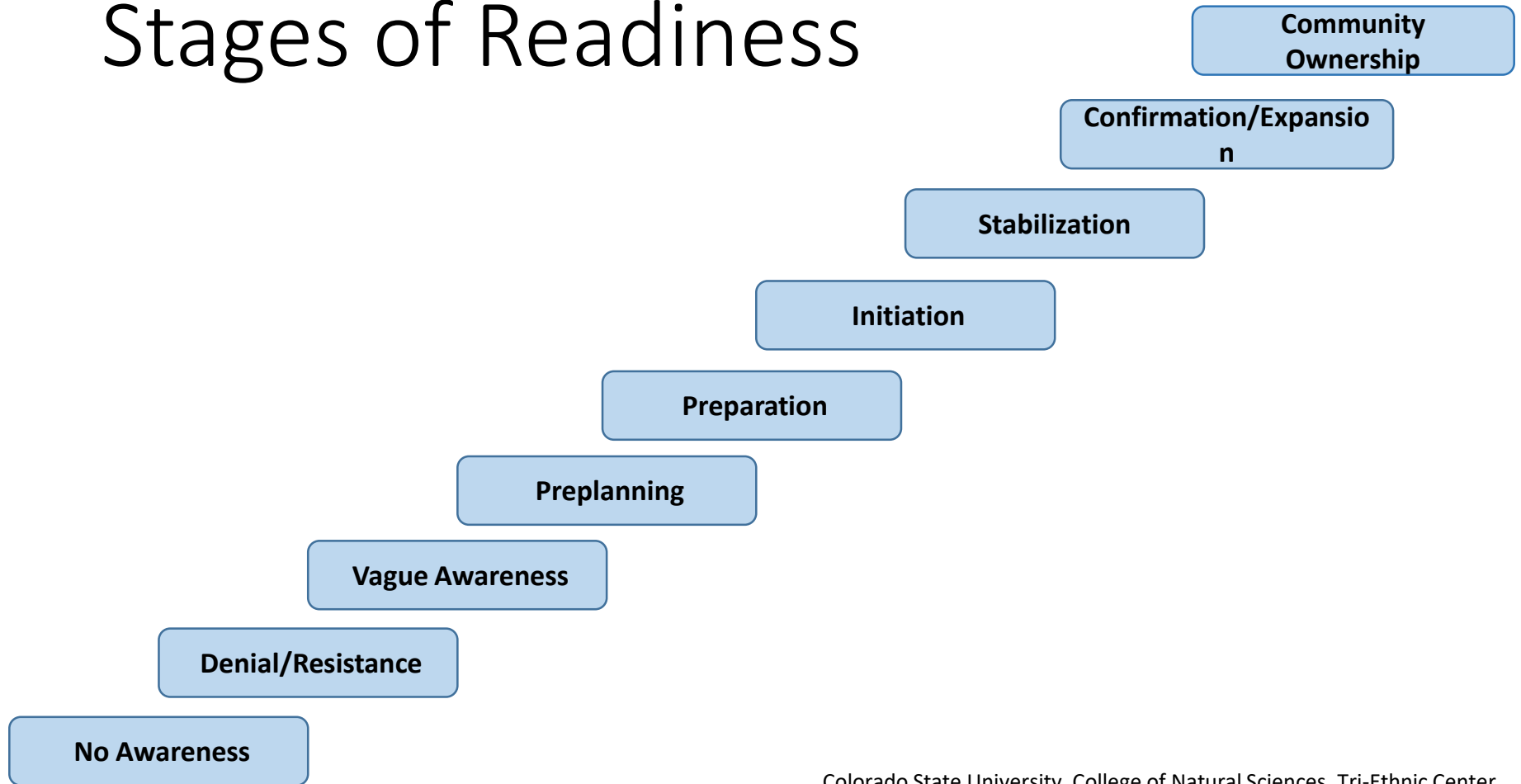


# Benton County

# Benton County



# Stages of Readiness



What stands out? What are your ideas?

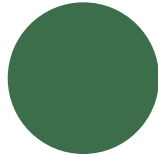
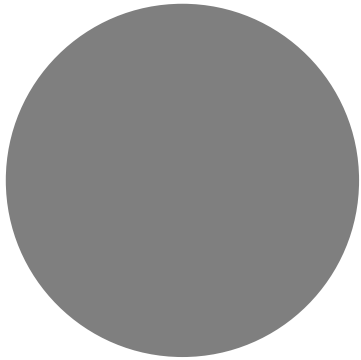






What are our  
ideas?

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What stands out to you about the information shared?

What are some ideas you have to identify, be involved with the planning or implementation of alcohol policies in your community?

Who are some current key partners or champions that are important to connect with?