

Lobby

How would you rate your advocacy skills?

- A. Not very strong – I haven't done much advocacy work
- B. Not strong but I have done some limited advocacy work
- C. Strong – I regularly get involved in advocacy efforts



Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Advocacy Essentials for Prevention Practitioners:

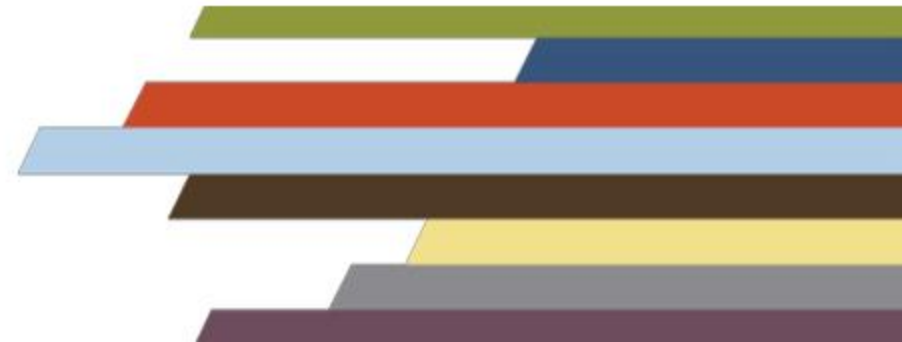
Tools for Impacting Substance-Related Policies and Regulations

Mary Segawa, MS

Julie Craig

Alicia Sparks, PhD, MPH

November 18, 2020



Disclaimer

The views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration (SAMHSA) or the U.S. Department of Health and Human Services.

This webinar is being recorded and archived, and will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.

Developed under SAMHSA Cooperative Agreement
#H79SP081015-01

Purpose of the PTTC

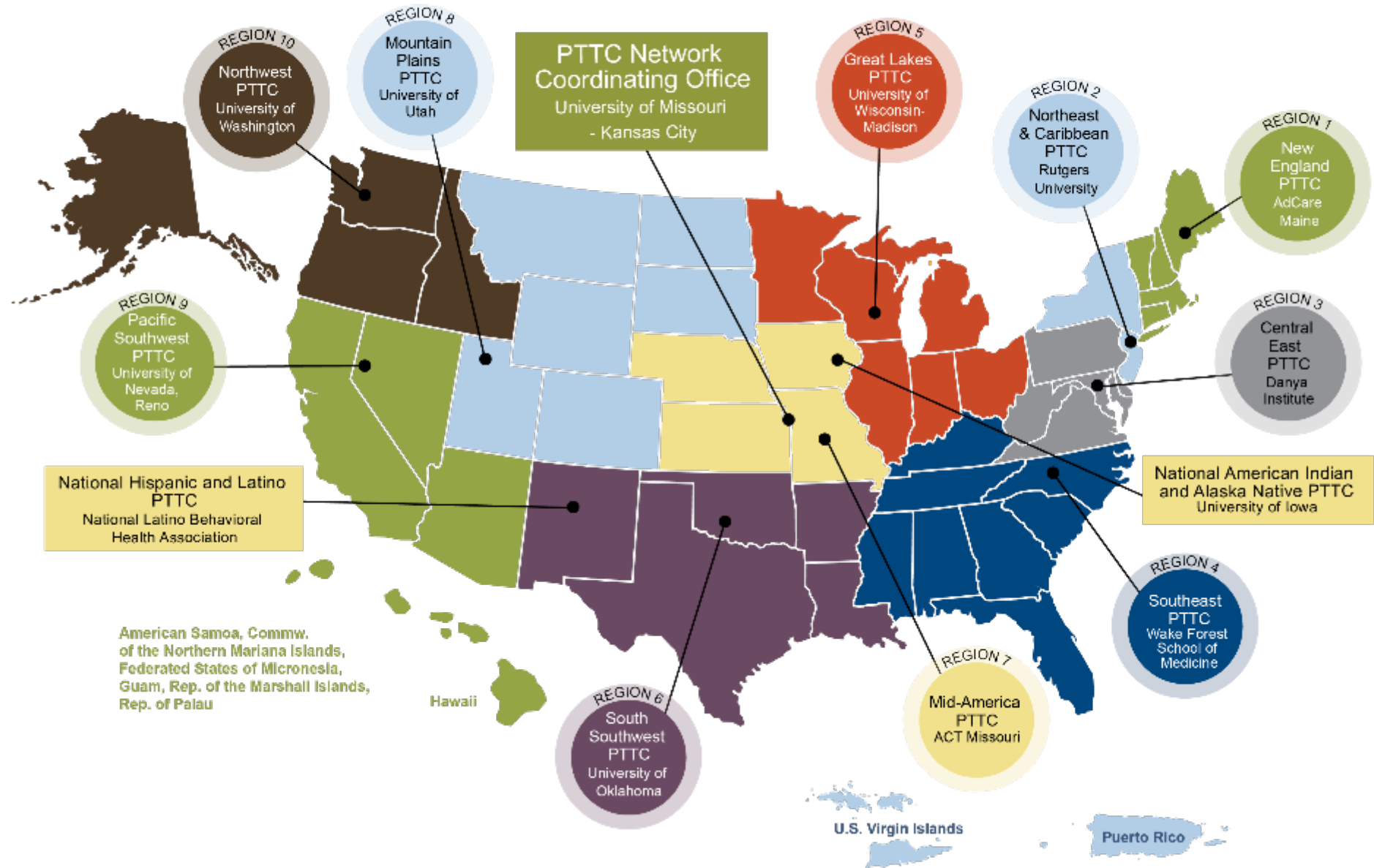
- Develop and disseminate tools and strategies needed to improve the quality of substance abuse prevention efforts
- Provide training and learning resources to prevention professionals
- Develop tools and resources to engage the next generation of prevention professionals



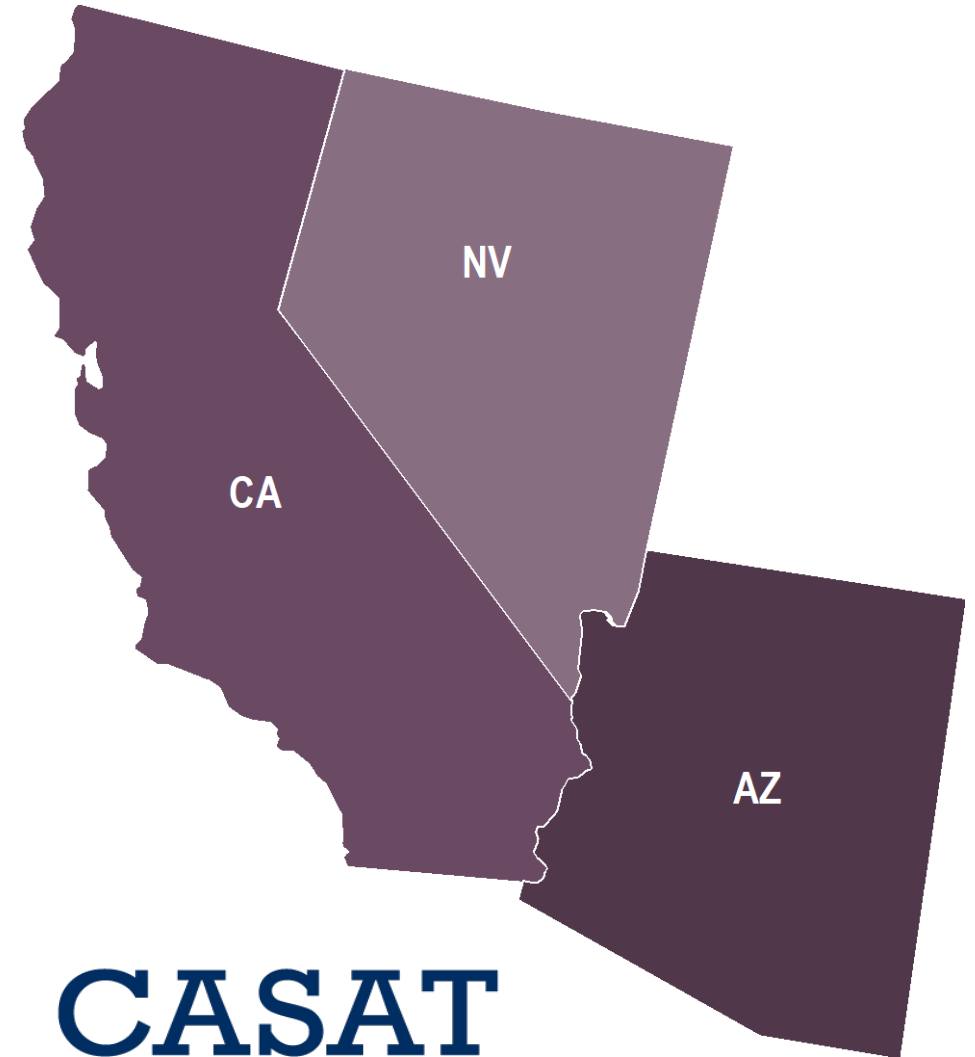
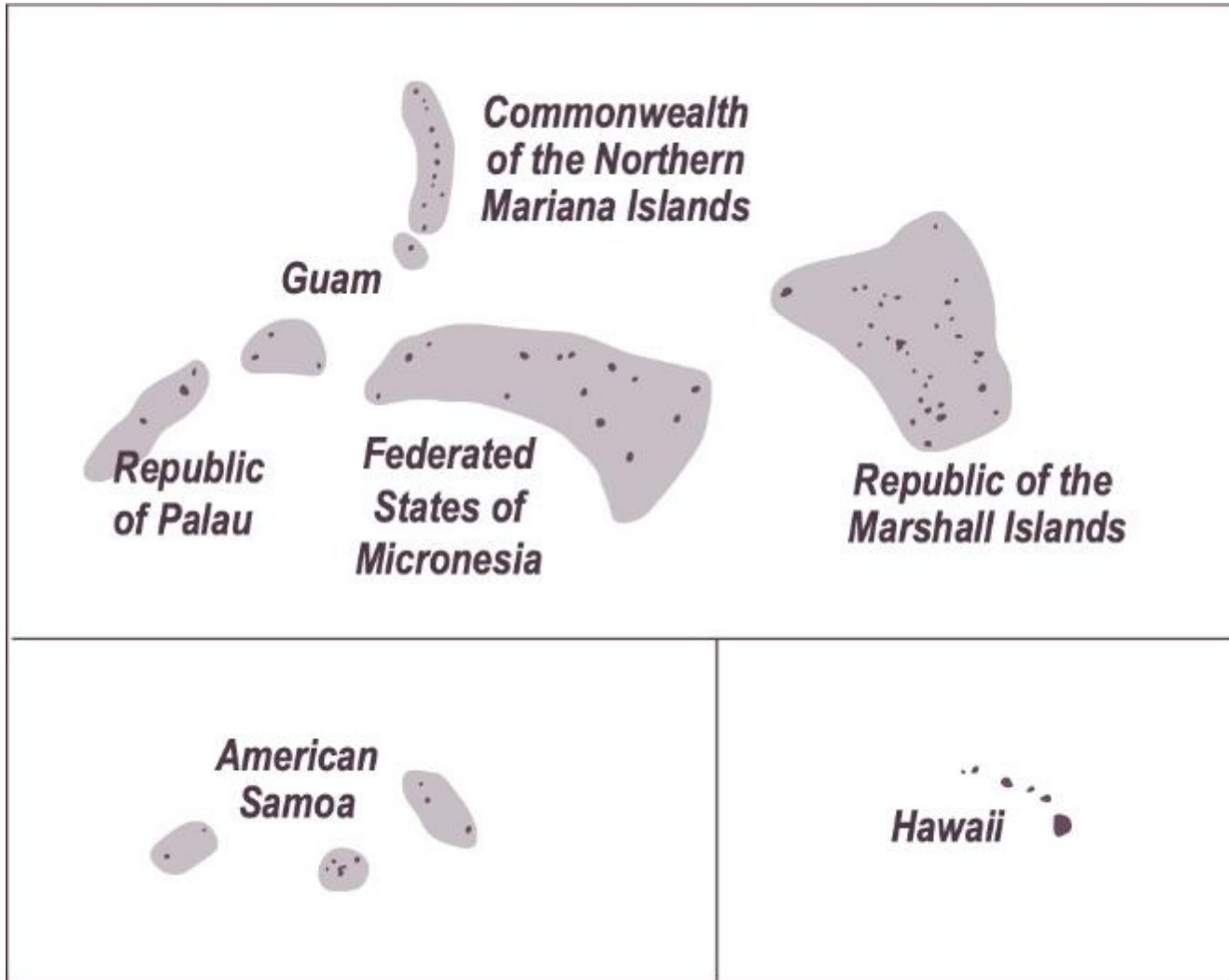
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PTTC Network



Pacific Southwest



Mark Your Calendars!

Northwest and Pacific Southwest PTTC Webinar

The Roles of Culture and Collaboration in Preventing Suicide and Substance Misuse in Indigenous Communities

January 21, 2021

3:00 – 4:00 PM Pacific Standard Time

National PTTC Webinar

Six Elements of Effective Coalitions – Goal Directedness & New Skills

November 19, 2020

12:00 – 1:30 PM Pacific Standard Time

The Pacific Southwest Mental Health TTC Webinar

2020 Holiday Mood Management: Self-Help in the Pacific Southwest During Pandemic Times

November 30, 2020

11:30AM – 12:30 PM Pacific Standard Time

Presenters



Mary Segawa, MS,
PTTC Consultant and
Former Public Health
Liaison at the WA
State Liquor and
Cannabis Board



Julie Craig, Director of
Youth Initiatives, Arizona
Youth Partnership



Alicia Sparks, PhD, MPH,
Senior Associate at Abt
Associates and Vice Chair
of the U.S. Alcohol Policy
Alliance





Alcohol & Cannabis Deregulation Efforts

Current Landscape

Happy Hour at home? Des Moines restaurants and bars selling to-go cocktails

Cody Goodwin, Des Moines Register | Published 5:47 p.m. CT April 4, 2020 | Updated 9:06 a.m. CT April 6, 2020

Cheers! Ohio to allow 2 alcoholic drinks per meal for carryout, delivery during coronavirus pandemic



Bites & Sips: Reopenings, Beer Collabs, Wine Flights To-Go & More

May 4, 2020 2:48 pm

Sus

To-go alcohol might still be available in Florida even after the coronavirus pandemic

Governor hints at changing law



Food and Drink

Alaska alcohol board approves beer and wine deliveries

Author: James Brooks | Updated

7-Eleven Offers Alcohol Delivery Through 7NOW App

7NOW users in participating markets can order beer, wine or liquor anytime, plus \$5 hot or ready-to-bake whole pizzas on weekends.

By Isabelle Gustafson | April 21, 2020

Assembly Passes Bill on Alcohol Takeout and Delivery to Help Boost NJ's Hospitality Industry

COLLEEN O'DEA | MAY 5, 2020 | MORE ISSUES, CORONAVIRUS IN NJ

Legislators also back expanding and creating new loans for small bars, restaurants, craft alcohol producers

Ohio joins states allowing restaurants to sell alcohol with takeout or delivery orders

Demand for alcohol delivery in Georgia highlighted by coronavirus



CORONAVIRUS

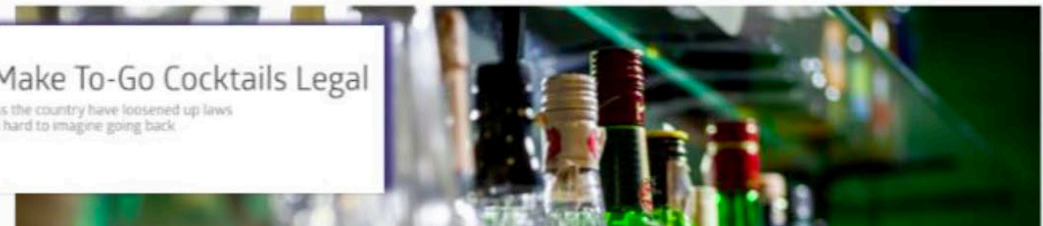
Gov. Abbott: Alcohol to-go could stay 'forever' in Texas

It's Maybe Time to Make To-Go Cocktails Legal

help struggling restaurants, states across the country have loosened up laws around to-go and delivery drinks — and it's hard to imagine going back

NEW YORK | May 11, 2020, 10:55AM EDT

SHARE



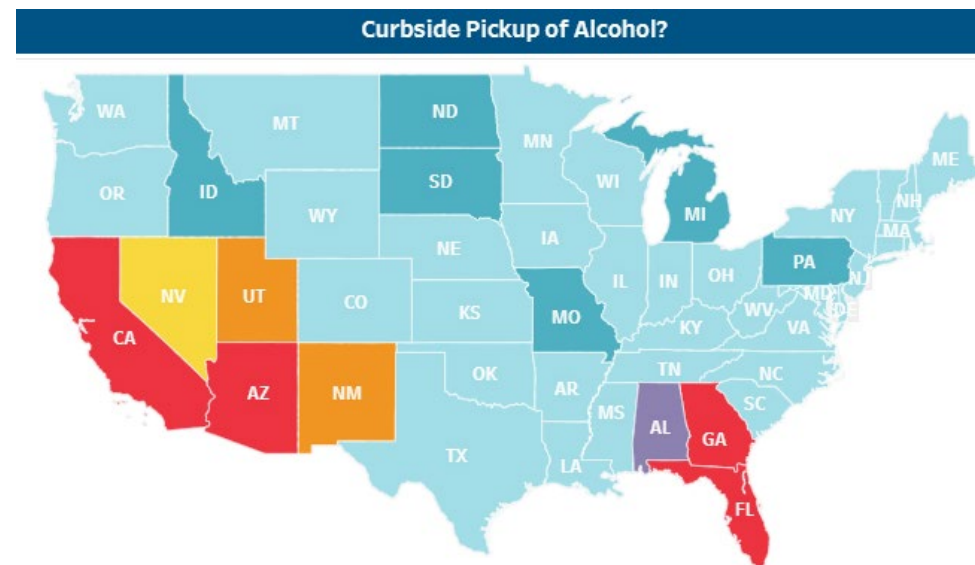
Curbside Pickup

Restaurants

- Prior to COVID: 6 States
- Since COVID (Mar/Apr): 42 States
- 1 state varies by locality

Bars

- Prior to COVID: 6 States
- Since COVID (Mar/Apr): 38 States
- 1 state varies by locality



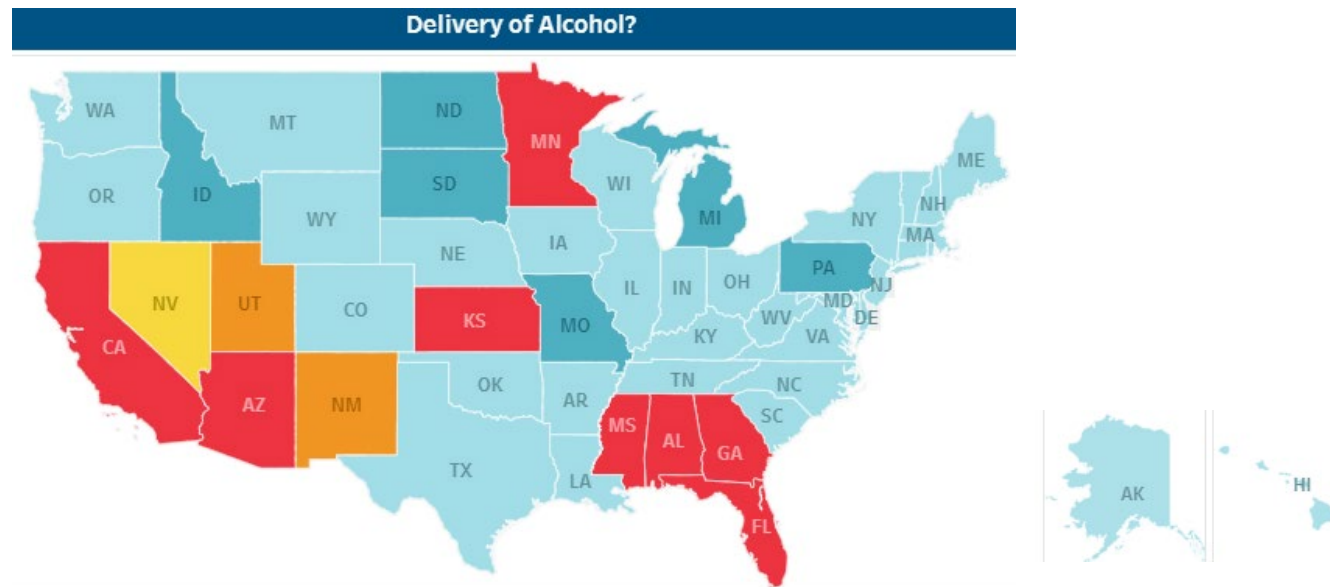
Alcohol Delivery

Restaurants

- Prior to COVID: 6 states
- Since COVID (Mar/Apr): 40 states
- 1 state varies by locality

Bars

- Prior to COVID: 6 states
- Since COVID (Mar/Apr): 34 states
- 1 state varies by locality

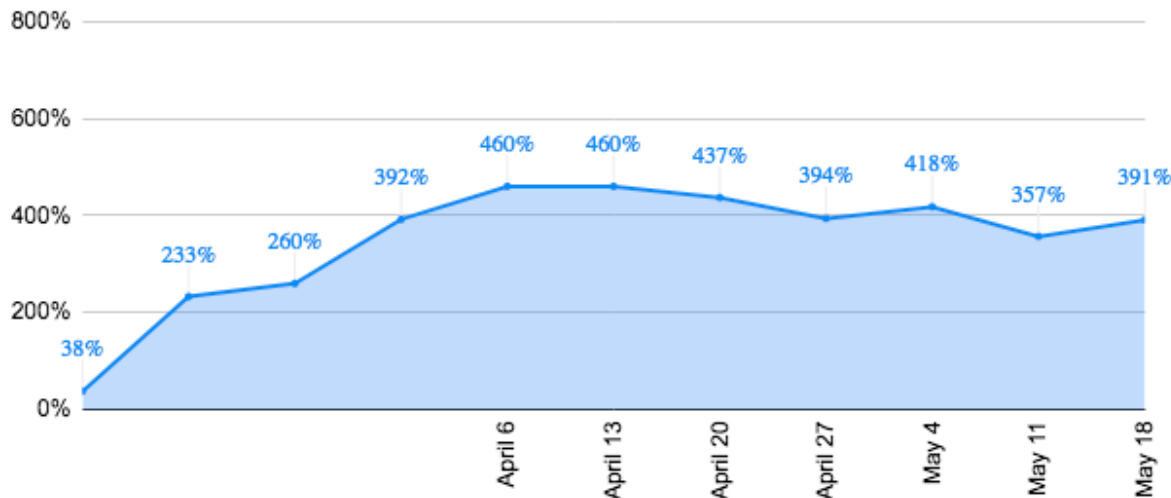


Alcohol Delivery

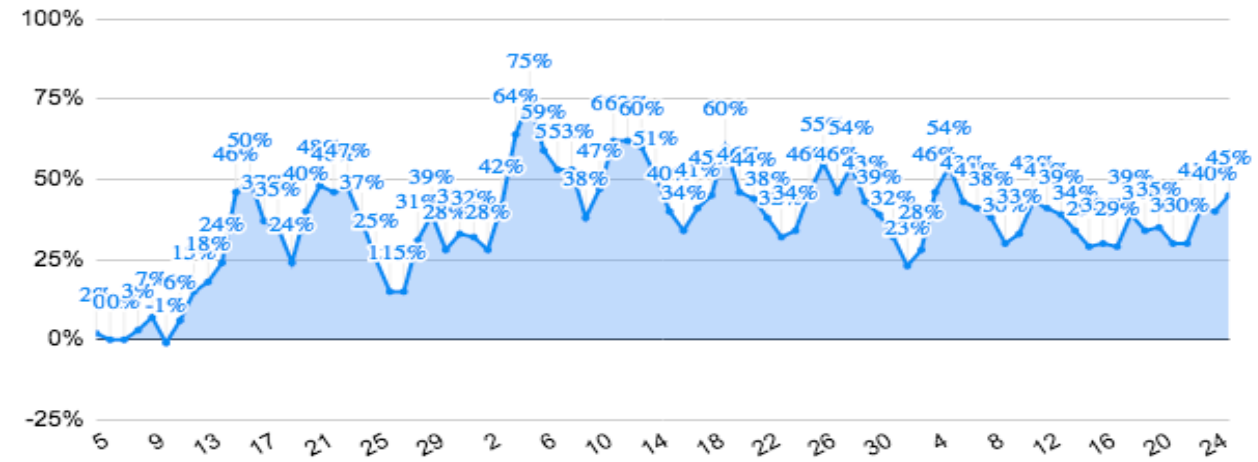


- Describes itself as the #1 alcohol delivery app
- Partners with 2,500+ retailers across North America in door-to-door delivery of beer, wine and distilled spirits
- As of May 18, sales were up by 357% over what they would expect to see during this time
- Customers are ordering more frequently, and with larger quantities – on average 50% more than

Weekly Sales Impact



Average Order Size

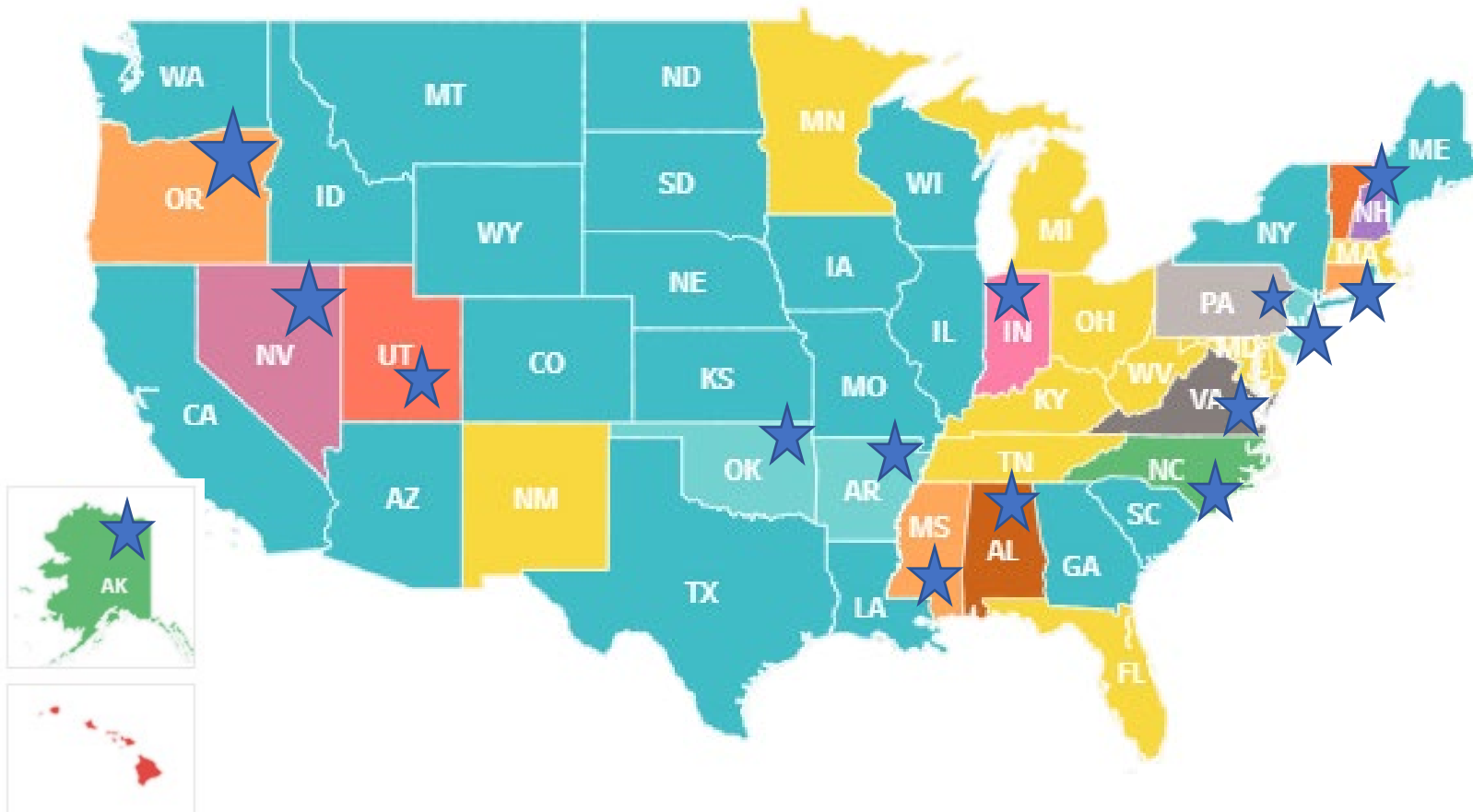


Home Delivery

- How temporary is temporary?
- Restaurant/Bar Delivery
 - 26 states and 3 localities allow restaurants or bars to deliver alcohol, most as a result of COVID-19.
- Direct Shipment
 - 6 states allow shipment of beer, wine, and liquor
 - 8 states allow shipment of beer or wine
 - 35 states allow shipment of wine

Off-Premise Operations

Operational Changes for Off-Premise Liquor Outlets Due to COVID-19

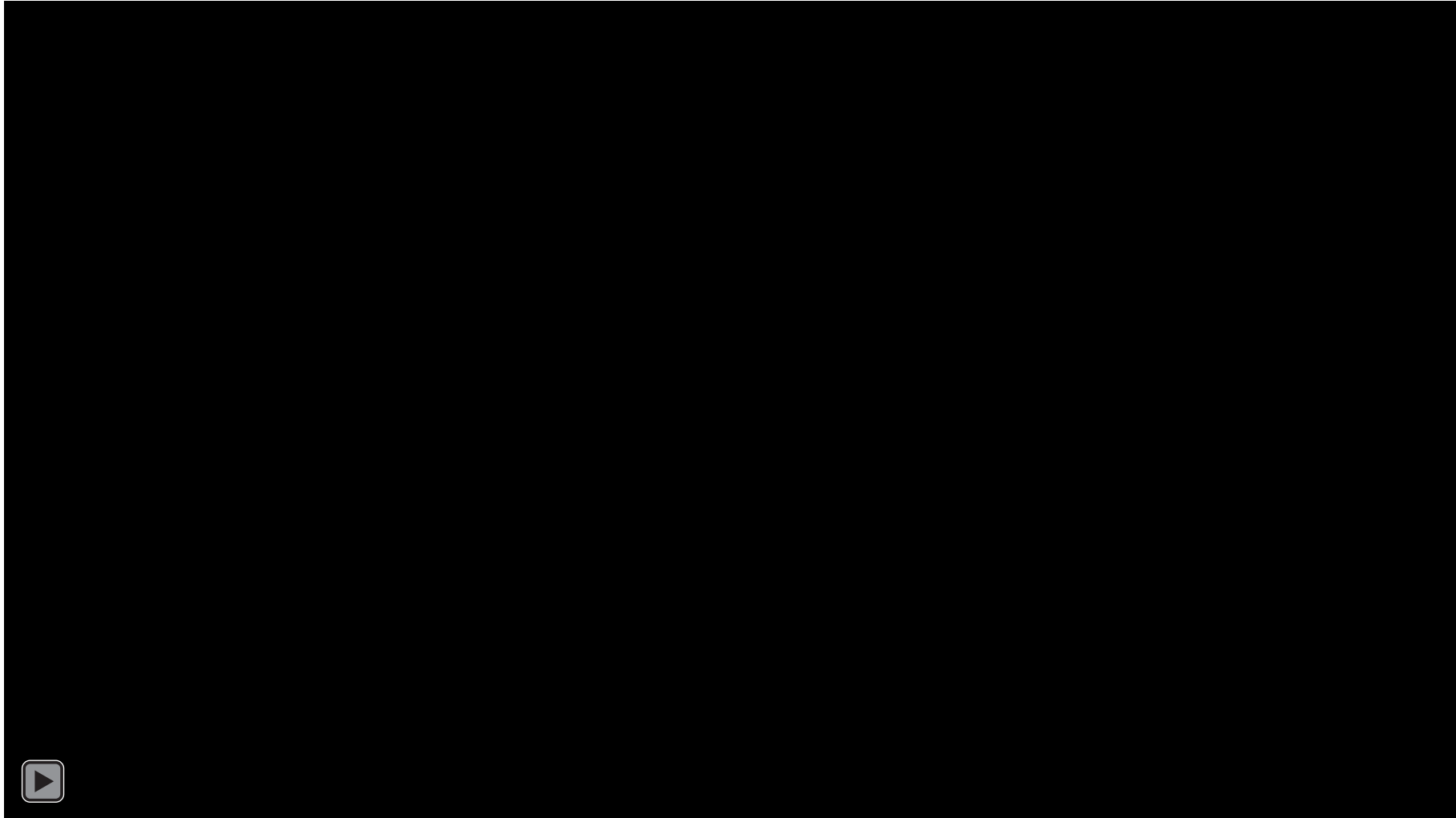


Operational Changes *SD = Social Distancing*

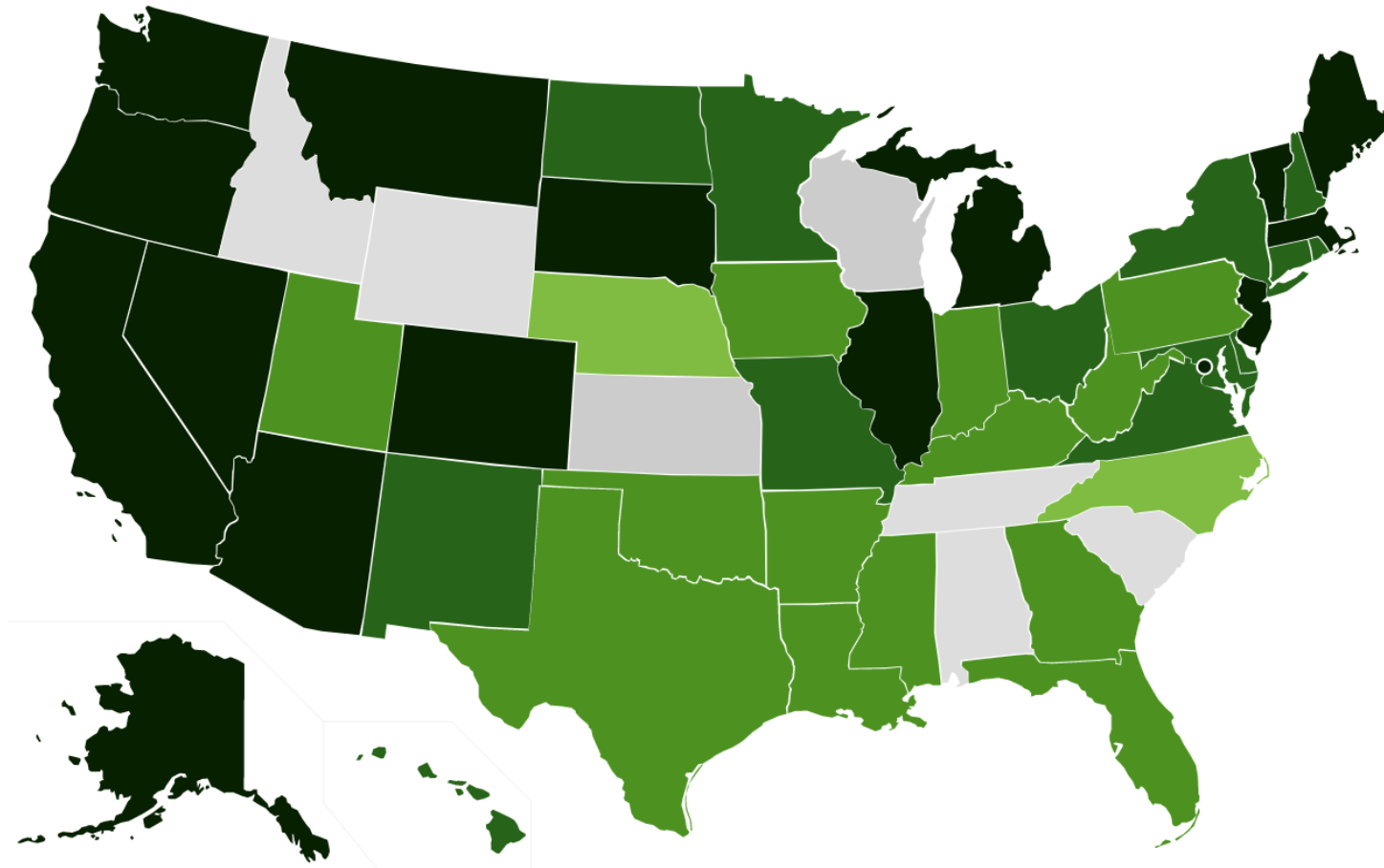
- Normal Operations
- Normal Operations + Curbside Pickup Option
- Normal Operations + Curbside Pickup + Delivery Options
- SD Required
- SD Required + Curbside Pickup Option
- SD Required + Curbside Pickup + Delivery Options
- Some Stores Curbside Pickup + Delivery Only
- Limited Hours + Curbside Pickup Option
- Limited Hours
- Some Stores Closed
- Some Stores Closed + SD Required + Curbside Pickup Option
- Some Stores Closed + Curbside Pickup
- Some Stores Closed + Limited Curbside Pickup + Limited Online
- Some Stores Closed + SD Required + Limited Hours + Curbside...

★ Allows curbside pickup and/or delivery

Budweiser COVID-19 ad



Cannabis Legality & Regulation



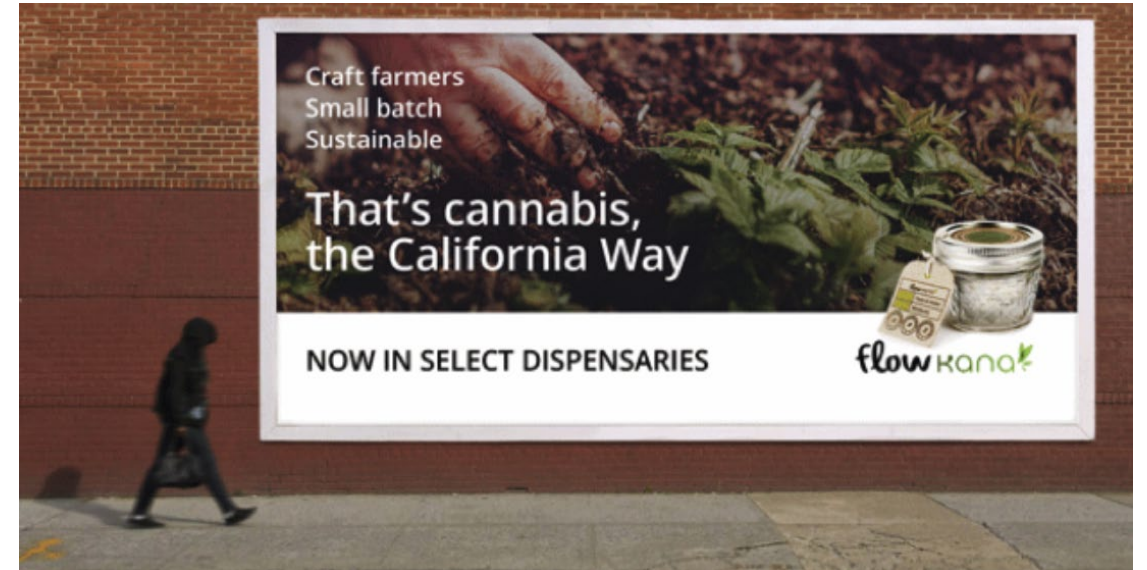
Medical Marijuana: 36 states and territories

Non-Medical Legalization: 17 states and territories

Legalized Medical and Decriminalized Medical Decriminalized Fully illegal

Cannabis Laws & Practices

- Curbside pickup
- Home delivery
 - Retailer & third party apps
 - Limited age verification
- Price discounting
- Marketing
- Industry re-branding



Public Health Implications

- Increase in alcohol consumption
- Initial signs of increase in intimate partner violence due to more drinking at home
 - 18 of 22 police departments surveyed by NBC News reported an increase in domestic violence calls in March
- Confinement, unemployment, economic instability and alcohol consumption increase risk of child abuse

What Can We Do?

- **PRODUCT:** alcohol impact areas, banning specific products
- **PRICE:** alcohol tax increases, minimum unit pricing
- **PLACE:** licensing/zoning reform
- **PROMOTION:** local ad bans (billboards, public transit), retail signage restrictions and counteradvertising

How Can We Do It?

- Keep track of changes in policy
 - Newspaper
 - ABC/ALE
 - Industry newsletters/blogs
 - NABCA, APIS, NCSL
- Know the science
 - Price – taxes, minimum unit pricing, discounting
 - Product – edibles, vapes, caffeinated alcoholic beverages
 - Place – density, location, curbside pickup, delivery
 - Promotion – marketing, social media

How Can We Do It?

- Start conversations with your legislators early
 - Educate
 - Advocate
 - Mobilize
 - Organize



Advocacy

**From Analysis
to Action**

The Environmental Approach

The policy environment directly affects behaviors and public health outcomes





Understanding the Regulatory Framework

Where do they originate?

Who can make changes?

Does the law need to change or the rules that implement the law?

How do I know when new policies or changes are being proposed?

Who has the power?

Laws, Regulations, and Ordinances

Laws

- Enacted by legislative body
- Enacted by voters

Regulations (Rules)

- Developed by regulatory body to implement laws
- Clarifies what is allowed or not allowed under law
- Cannot change the law in any way
- Public and transparent process

Ordinances

- Enacted by local municipality

Analyzing Policies Using Prevention Best Practices

How does the policy impact:

- Public safety
- Place / access
- Product and potency
- Promotions and marketing
- Pricing and taxation



Advocacy, Education, Lobbying

Education

- Sharing data and information

Advocacy

- Actively raising awareness about an issue and how generally to address it.

Lobbying

- Asking for specific legislation, specific regulatory or judicial reform, or support for or against a ballot initiative. (Language: support, oppose, vote for, vote against, etc.)



When Is Lobbying Allowed?

When acting as a private citizen on your own time

If your organization files IRS Form 5768 to make the “H” election and be listed as 501(H)

Up to 20% of total budget can be spent on lobbying, but not public funds (federal, state, county)

Must track hours and dollars spent





Develop a Strategy

Define issue and intended impact

Set policy goal

Determine target audience

Consider context

- Include potential allies and opponents

Select activities and tactics

Analyze capacity and needs

Set benchmarks



Focusing on the individual leads to solutions that emphasize personal responsibility rather than policies that change the environment.

What values are shared?



Building Your Case – The Issue Brief

- ✓ What is the problem?
 - Where does it occur?
 - What is its effect?
- ✓ What is the solution?
- ✓ What will the solution achieve?
- ✓ What action is needed?

The Use of Research and Data

- Use reputable sources with strong study methods
- Keep it simple
- Use lay terms
- Let it tell a story



Advocacy Tips

- Build relationships
- Use research and data wisely to tell your story
- Use lay terms, keep it simple
- Divide tasks by expertise, availability, interest



Celebrate the Successes!

- Shift in awareness
- Increase in capacity
- Stronger partners and allies
- Stronger base of support
- Improved policies
- Improved conditions



Resources

- [*CADCA Strategizer 31*](#). Guidelines for Advocacy: Changing Policies and Laws to Create Safer Environments for Youth (2013)
- [*Federal Restrictions on Lobbying for HHS Financial Assistance Recipients*](#) (includes new restrictions in the Affordable Care Act)
- [*The Evaluation Exchange*](#), Spring 2007. Focus on evaluation of advocacy efforts includes components of effective advocacy strategies.
- [*FrameWorks*](#). Framing 101 and other resources
- [*The Aspen Institute*](#). Advocacy resources, including interactive tool for developing and advocacy strategy.

Resources

Alliance for Justice. Being a Player: A Guide to the IRS Lobbying Regulations for Advocacy

Charities. <https://bolderadvocacy.org/resource/being-a-player-a-guide-to-the-irs-lobbying-regulations-for-advocacy-charities/>

Alliance for Justice. The Rules of the Game: An Election Year Legal Guide for Nonprofit Organizations. <https://bolderadvocacy.org/wp-content/uploads/2012/01/Rules-of-the-Game.pdf>

Independent Sector. Lobby? You? Yes, Your Organization Can and It Should! <https://nonprofitquarterly.org/yes-can-nonprofit-advocacy-core-competency/>



Many Thanks to:

- Julia Dilley
- Sara Cooley Broschart
- Julie Peterson
- Cassandra Tourre
- Michelle Frye-Spray
- Janet Porter
- Alicia Sparks

Poll:

Does your city/town have a Social Host Ordinance?

- a. Yes
- b. No
- c. Don't Know

Advocating for Policy Change: What has Worked for Us



TOBACCO
~~eighteen~~ **twenty-one**

Strategic Prevention Framework helps to lead policy enforcement/change





- **Assessment** – is there currently a policy in place
- **Capacity** – who is responsible for enforcing or enacting the policy
- **Planning** – who, what, when, where, why (remember WIFM)
- **Implementation** – meetings, presentations, environmental scans, surveys, etc.
- **Evaluation** – Strengths, Weakness, Opportunities, Threats
- **Sustainability** – how will we keep this movement going, what will we need
- **Cultural Competence** – what are the specific needs of our community/culture

Social Host Ordinance in Globe, Arizona

Physical Barriers



Data Base

Date _____

I/We, _____ Pledge to keep our home located at _____ free from Underage Drinking. I/We support the right of our children and family to enjoy a safe and healthy life without underage drinking. I/We will support our community and its citizens, families, schools, and businesses that make up our community, as we free our youth from the problems caused by underage drinking.

- I will NOT purchase or provide alcoholic beverages to minors (youth under the age of 21)
- I will not serve alcohol to minors (youth under the age of 21) in my home
- I will not allow underage drinking in my home or on my property
- I will support the retailers that support the Party Foul movement.

I/We are saying NO to underage drinking.

Parent Name & Signature: _____

- I will not purchase or ask someone else to purchase alcohol for me while I am under the age of 21 years old
- I will not drink alcohol while I am under the age of 21 years old
- I will not attend parties or events where minors (youth under the age of 21 years old) are being served or consuming alcohol
- I will support retailers that support the Party Foul movement.

Youth Name & Signature: _____

Poll:

Does your city/town have a Tobacco Ordinance specific to public parks?

- a. Yes
- b. No
- c. Don't Know

Students Taking a New Direction STAND

Local Park Ordinances

- Kingman - KYCBUTT
- Miami - MATS
- San Luis - RYYOT
- Phoenix - TGB SWAT
- Sahuarita - Anza Trail SWAT
- Douglas - D-Crew
- Cottonwood – YATCY
- Somerton – RYYOT
- Safford/Thatcher – Graham STARS
- Pinetop/Lakeside – ELEVATE
- Flagstaff – CATS/ASAP






No Smoking in Vehicles with a Minor Present

Home Schedule Programs News Events About Support Connect Contest Rules Search

Kingman Passes Ban On Smoking In Cars With Kids Present

By ASSOCIATED PRESS • MAY 21, 2015

Share
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Kingman drivers will have to put out their cigarettes if they have kids in the car under a new smoking ban that takes effect this summer.

The Kingman Daily Miner reports councilmembers narrowly approved the ban with a 4-3 vote Tuesday, making it a secondary offense to smoke in a car with people under the age of 18 present.

E-cigarettes are also covered under the ban. Retailers from Phoenix asked the council during the meeting to consider exempting vapor products.

The ban goes into effect June 18.

TAGS: PUBLIC HEALTH CHILDREN'S HEALTHCARE LOCAL NEWS

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Tobacco-21

CRITICAL ISSUES

E-CIGARETTES & TEENS

NICOTINE BRAIN

ALCOHOL TO 21

Teens Convincing Cottonwood to Raise Tobacco Age!



References

www.samhsa.gov

www.standaz.com

www.tobacco21.org

@YATCYyouthAZ

@KYCBUTTAZ

@nacaASAP

CCHYC Dcrew

Contact Information

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What questions do you have?



Please Provide Your Feedback!

Please fill out the evaluation for today's webinar.
The link is in the chat!