

Supersized alcopops: What can localities do about alcohol products that are attractive and dangerous to youth?

Matthew E. Rossheim, PhD, MPH, CPH
University of North Texas Health Science Center
School of Public Health

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Southeast (HHS Region 4)
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Learning Outcomes

Participants should be able to:

- 1- Explain the **public health implications of alcohol marketing and high alcohol outlet density**
- 2- Discuss **national disparities** in alcohol marketing, access, and consumption
- 3- Describe the characteristics of **supersized alcopops** that make them a threat to public health, which exemplifies problematic aspects of the alcohol marketing mix
- 4- Identify **strategies for collecting local assessment data**, and summarize how they can be used to build support for local-level policy changes

Underage Drinking in the U.S.

- Nearly $\frac{2}{3}$ high school students have consumed alcohol
 - $\frac{1}{3}$ within past 30 days
- Each year underage drinking results in 189,000 ED visits and 4,300 deaths

Centers for Disease Control and Prevention. Alcohol-Related Disease Impact Software. 2015; https://nccd.cdc.gov/DPH_ARDI/default/default.aspx. Accessed December 16, 2015

Kann L, McManus T, Harris WA, et al. Youth Risk Behavior Surveillance -- United States, 2015. Morbidity and Mortality Weekly Report. 2016;65(ss-6):1-174.

Substance Abuse and Mental Health Services Administration. The DAWN Report: Highlights of the 2010 Drug Abuse Warning Network (DAWN) Findings on Drug-Related Emergency Department Visits. 2012; <https://www.samhsa.gov/data/sites/default/files/DAWN096/DAWN096/SR096EDHighlights2010.htm> Accessed June 7, 2015.



Alcopops



More than one-half of underage drinkers consumed an alcopop within the past month

Johnston, L. D., Miech, R. A., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M. E. (2021). Monitoring the Future national survey results on drug use 1975-2020: Overview, key findings on adolescent drug use. Ann Arbor: Institute for Social Research, University of Michigan.

Alcopop



- Introduced 1980's
- Single serving RTD
- Transitional product
- 1 standard alcoholic beverage

Supersized Alcopop



- Introduced 2002 to 2007
- Single serving RTD
- Transitional product
- 4.7 to 5.5 standard alcoholic beverages

2010



Relative alcohol content

2 Supersized
Alcopops

11 Alcopops



=



↓
However, $\frac{1}{3}$ the liquid

Supersized Alcopops: Youth Use

- 2011-2012 nation-wide study
 - 9% of underage drinkers consumed a supersized alcopop in the last 30 days
 - 6% consumed Four Loko
- More likely to consume when they could select the alcohol

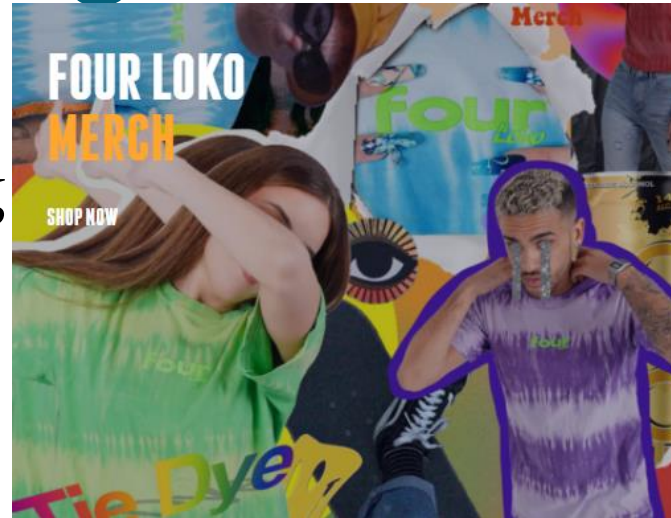


Fortunato, E.K., Siegel, M., Ramirez, R.L., Ross, C., DeJong, W., Albers, A.B., Jernigan, D.H. (2014). Brand-specific consumption of flavored alcoholic beverages among underage youth in the United States. *Am J Drug Alcohol Abuse*, 40,51-57.

Roberts, S.P., Siegel, M.B., DeJong, W., Naimi, T.S., Jernigan, D.H. (2014). The relationships between alcohol source, autonomy in brand selection, and brand preference among youth in the USA. *Alcohol and Alcoholism*, 49(5), 563-571.

Youth-Appealing Characteristics

- High alcohol content
- Youth-oriented marketing
- Fruit flavoring
- Retail availability
- Low price



Cleary, K., Levine, D.A., & Hoffman, R.S. (2012). Adolescents and Young Adults Presenting to the Emergency Department Intoxicated from a Caffeinated Alcoholic Beverage: A Case Series. *Annals of Emergency Medicine*, 59, 67-69.

DiLoreto, J.T., Siegel, M., Hinchey, D., Valerio, H., Kinzel, K., Lee, S., Chen, K., et al. (2012). Assessment of the average price and ethanol content of alcoholic beverages by brand-United States, 2011. *Alcoholism: Clinical and Experimental Research*, 36, 1288-1297.

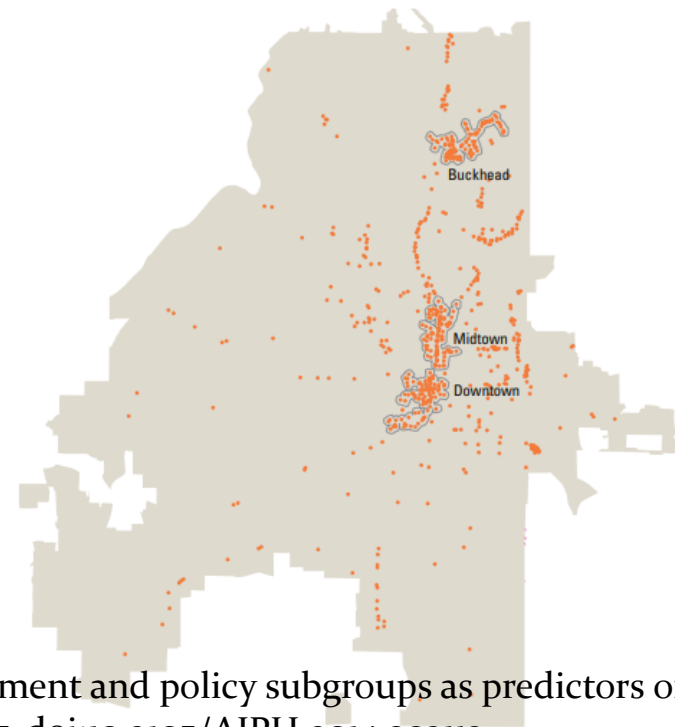
Mart, S.M. (2011). Alcohol Marketing in the 21st Century: New Methods, Old Problems. *Substance Use and Misuse*, 46, 889-892. doi: 10.3109/10826084.2011.570622.

Alcohol Policy Levers

- Differences in alcohol taxes and outlet density account for approximately one-half of the overall effect that state alcohol policy environments have on adult binge drinking



 Figure 2. On-Premises Alcohol Outlets and Cluster Zones in Atlanta, 1997–2007



Alcohol Policies Affecting Price

- Have significant effects on alcohol-related disease and injury rates
 - Mortality
 - Traffic crash deaths
 - Sexually transmitted diseases
 - Violence
 - Crime

Alcohol Outlet Density

- Strong scientific evidence supports that greater retail alcohol outlet density is associated with
 - Increased alcohol consumption
 - Numerous related health and social problems, including:
 - Medical harms
 - Injury
 - Crime
 - Violence
 - Neighborhood disruption
 - Public nuisance activities

Campbell, C.A., Hahn, R.A., Elder, R., Brewer, R., Chattopadhyay, S., Fielding, J., Naimi, T.S., Toomey, T. Lawrence, B., Middleton, J.C., & the Task Force on Community Preventive Services. (2009). The Effectiveness of Limiting Alcohol Outlet Density As a Means of Reducing Excessive Alcohol Consumption and Alcohol-Related Harms. *American Journal of Preventive Medicine*. 37(6), 556-569.

The Task Force on Community Preventive Services. (2009). Recommendations for Reducing Excessive Alcohol Consumption and Alcohol-Related Harms by Limiting Alcohol Outlet Density. *American Journal of Preventive Medicine*. 37(6), 570-571.

Effective Alcohol Policies

- As a result, increasing alcohol prices and reducing alcohol outlet density are two of the most effective public health strategies recommend for preventing excessive alcohol consumption and related harms

Retail Availability

- > 75% of retail locations that sold supersized alcopops were gas stations and convenience/neighborhood stores
 - the types of stores youth most often obtain alcohol from



Rossheim, M.E., Thombs, D.L., Wagenaar, A.C., Xuan, Z., & Aryal, S. (2015). High Alcohol Concentration Products Associated with Poverty and State Alcohol Policies. *American Journal of Public Health*, 105(9), 1886-1892. doi: 10.2105/AJPH.2015.302705

Dent, C., Grube, J., Biglan, A. (2005). Community level alcohol availability and enforcement of possession laws as predictors of youth drinking. *Preventive Medicine*, 40, 355-362.

Harrison, P.A., Fulkerson, J.A., Park, E. (2000). The relative importance of social versus commercial sources in youth access to tobacco, alcohol, and other drugs. *Preventive Medicine*, 31, 39-48.

Wagenaar, A.C., Finnegan, J.R., Wolfson, M., Anstine, P.S., Williams, C.L., Perry, C.L. (1993). Where and how adolescents obtain alcoholic beverages. *Public Health Reports*, 108, 459-464.



Disadvantaged Communities

- Supersized alcopops more likely sold in communities with:
 - **A greater proportion of African-American residents**
 - **A greater proportion of Hispanic residents**
- Adjusting for population size and number of alcohol outlets, greater availability in communities with:
 - **More families below the poverty line and**
 - **Weaker state alcohol control policies**



Rosheim, M.E., Thombs, D.L., Wagenaar, A.C., Xuan, Z., & Aryal, S. (2015). High Alcohol Concentration Products Associated with Poverty and State Alcohol Policies. *American Journal of Public Health*, 105(9), 1886-1892. doi: 10.2105/AJPH.2015.302705

Targeting of low-income, minority communities: high alcohol content products

- Research supports that the alcohol industry has continuously targeted African-American communities with the marketing and retail availability of some of their more dangerous products
 - Malt liquor, which has greater alcohol content than regular beers, has been most heavily advertised and promoted to young African-Americans

Black's Liquor

Works Everytime

The Commodores

Schlitz

...makes it great.

NOBODY DOES IT BETTER.

Willie Chambers

NOBODY DOES IT BIGGER.

N.W.A. AND THE POSSE

A FULL LENGTH LP FEATURING

- EAZY E
- DR. DRE
- ARABYK PRINCE
- PAFUNKSTINE
- YELLA
- M.C. REN
- THE FIL-A-FRESH CREW
- DR. ROCK
- DOC F.
- FRESH K
- ICE CUBE
- RON-10-VU

AFROMAN'S

A Colt 45 Christmas

ORIGINAL UNCLUT VERSION

open up

with the soul grabber!

BUDWEISER malt liquor

ANHEUSER-BUSCH, INC. • ST. LOUIS

WHY DO PEOPLE WITH PULL SAY BULL?

St. Ides Premium Malt Liquor Ice Cube

April - June 1991

Demo Tape - Not for Resale

If unique is what you seek.

Wille Davis, former All pro defensive end 1977.

"Tackle this one!"

Colt 45

MALT LIQUOR

Patricia Richardson

"It works every time!"

OLDE ENGLISH "800"

MALT LIQUOR

Works Everytime

Blast

1255 CBS

Price

- Four Loko is among the least expensive ready-to-drink alcohol product available in the retail market

DiLoreto JT, Siegel M, Hinchey D, et al. Assessment of the Average Price and Ethanol Content of Alcoholic Beverages by Brand-United States, 2011. *Alcoholism: Clinical and Experimental Research*. 2012;36(7):1288–1297. doi:10.1111/j.1530-0277.2011.01721.x.

Rosshem, M.E., Thombs, D.L., Treffers, R.D., Trangenstein, P.J., McDonald, K.K., Ahmad, R., Siklo, S.S., Gonzalez-Pons, K.M., Suzuki, S., Jernigan, D.H. (2019). Price of Four Loko in Large U.S. Cities, 2018. *Alcoholism: Clinical and Experimental Research*. doi:10.1111/acer.14080



\$10 Worth of Alcohol



= 17

Standard Alcoholic Drinks

OR



= 9

Standard Alcoholic Drinks

If you drank \$10 worth of Four Loko within two hours, your peak Blood Alcohol Concentration would be:

- Men: $(63.75/\text{your body weight in pounds}) - 0.034$
- Women: $(76.5/\text{your body weight in pounds}) - 0.034$

*The legal driving limit for adults 21 years and older is 0.08

BIG \$2.49
33.3 FL OZ
CANS

\$2.49

GET SPIRITY

HARD-HITTING
FLAVOR

SPECIAL

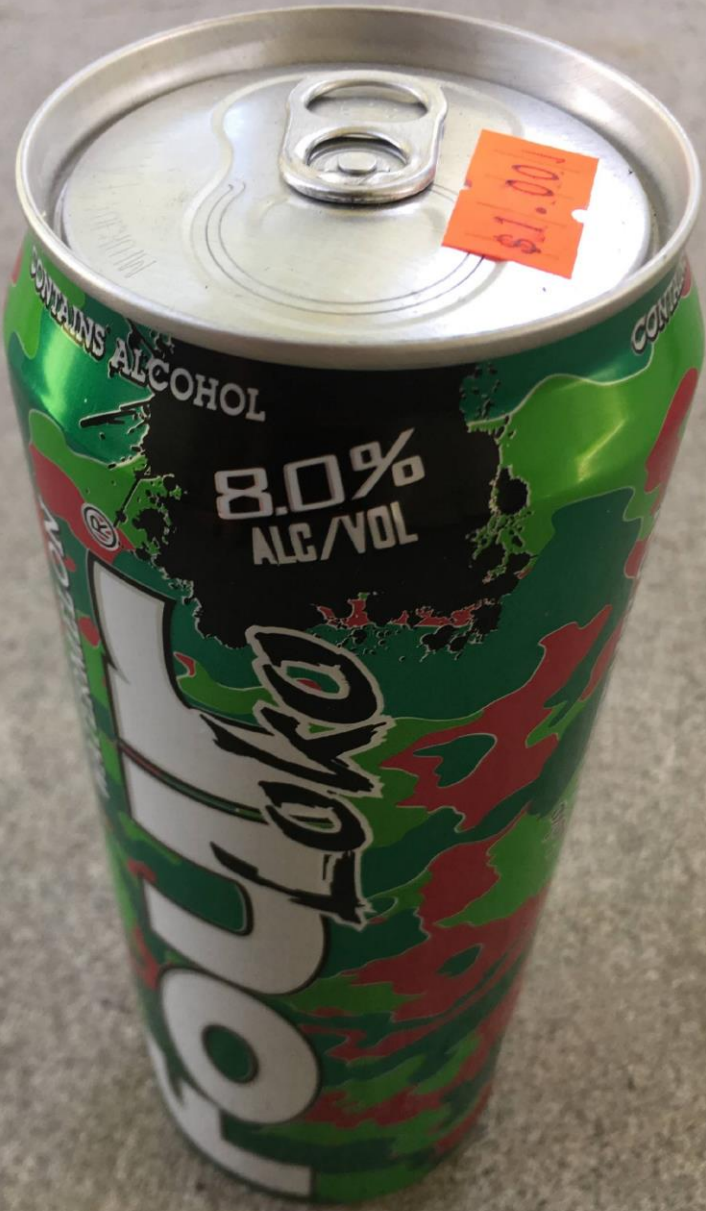


SPECIAL

\$1.25 EACH
OUT THE DOOR



LOA



\$1.00

CONTAINS ALCOHOL

8.0%
ALC/VOL

Loko

Eye-tracking Experiment





Supersized Alcopops: Harms

- In 2011: estimated 5,500 ED visits involving Four Loko
 - Likely an underestimation
 - Pediatric ED visits for consumers as young as 13
- Underage drinkers who consumed supersized alcopops drank more alcohol and had greater odds of being injured while under the influence of alcohol

Albers, A.B., Siegel, M., Ramirez, R.L., Ross, C., DeJong, W., Jernigan, D.H. (2015). Flavored alcoholic beverage use, risky drinking behaviors, and adverse outcomes among underage drinkers: results from the ABRAND study. *American Journal of Public Health*, 105:810–815.

Cleary, K., Levine, D.A., & Hoffman, R.S. (2012). Adolescents and Young Adults Presenting to the Emergency Department Intoxicated from a Caffeinated Alcoholic Beverage: A Case Series. *Annals of Emergency Medicine*, 59, 67–69.

Fortunato, E.K., Siegel, M., Ramirez, R.L., Ross, C., DeJong, W., Albers, A.B., Jernigan, D.H. (2014). Brand-specific consumption of flavored alcoholic beverages among underage youth in the United States. *American Journal of Drug and Alcohol Abuse*, 40,51–57.

Murphy, K. 2010. Four Loko incident in Washington state raises alarm about caffeinated alcoholic drinks. Los Angeles Times. Available from: <http://articles.latimes.com/2010/oct/27/nation/la-na-blackout-in-a-can-20101027> [last accessed 20 November 2017]

Rosshem, M.E., Thombs, D.L., Wagenaar, A.C., Xuan, Z., & Aryal, S. (2015). High Alcohol Concentration Products Associated with Poverty and State Alcohol Policies. *American Journal of Public Health*, 105(9), 1886-1892. doi: 10.2105/AJPH.2015.302705



“To be fair, college students have been hospitalized after using your product.”



CHRIS HUNTER
"FOUR LOKO" CREATOR



“Yeah, after misusing the product. After misusing it, okay. These college kids are drinking the entire can. Now what are they thinking? Ok it’s called servings kids. You gotta look on the side of the can.”

Federal Trade Commission

- 2013: FTC filed a complaint against Phusion Projects
- Marketing and packaging of Four Loko was misleading because it suggested that a 23.5 ounce can of Four Loko contained the alcohol content equivalent to one or two regular 12-ounce beers, when it actually contained the alcohol content of 4.7 regular beers

Federal Trade Commission

Approved (07/25/14)

Alcohol Facts Label Currently on Four Loko Cans

Alcohol Facts	
Serving Size	5 fl oz (148 ml)
Servings Per Container	4 3/4
<hr/>	
Alcohol By Volume	12%
<hr/>	
Alcohol Per Serving	0.6 fl oz

Does “servings per container” clearly communicate alcohol content?

2.0" x .9"

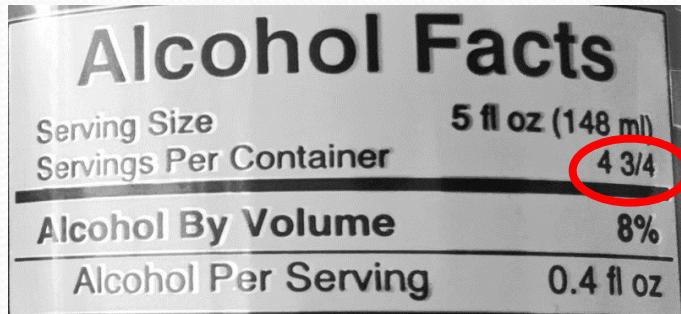
Labeling Fails to Inform Consumers

- College students significantly underestimate the alcohol content of Four Loko, despite bearing the FTC required product labeling intended to communicate this information
- Consumers appear to be estimating alcohol content based on the volume of the product rather than its abv or labeling
 - As a result, **limiting the abv** could improve consumers' estimation of alcohol content

Rossheim, M.E., Thombs, D.L., Krall, J.R., & Jernigan D.H. (2018). College Students' Underestimation of Blood Alcohol Concentration from Hypothetical Consumption of Supersized Alcopops: Results from a Cluster-Randomized Classroom Study. *Alcoholism: Clinical and Experimental Research*, 42(7), 1271-1280. doi: 10.1111/acer.13764

Rossheim, M.E., Yurasek, A.M., Greene, K.M., Gonzalez-Pons, K.M., Barry, A.E., Thombs, D.L., Trangenstein, P.J., Nelson, C., Cavazos, T., Treffers, R.D., & Jernigan, D.H. (in press). The Federal Trade Commission's mandated Four Loko labeling fails to facilitate accurate estimation of alcohol content by college students. *American Journal of Drug and Alcohol Abuse*. doi: 10.1080/00952990.2019.1671438

Labeling Fails to Inform Consumers



Alcohol Facts

Serving Size	5 fl oz (148 ml)
Servings Per Container	4 3/4
Alcohol By Volume	8%
Alcohol Per Serving	0.4 fl oz

The label shows 'Servings Per Container' as 4 3/4, which is circled in red.



Alcohol Facts

Serving Size	5 fl oz (148 ml)
Servings Per Container	4 3/4
Alcohol By Volume	12%
Alcohol Per Serving	0.6 fl oz

The label shows 'Servings Per Container' as 4 3/4, which is circled in red.



Alcohol Facts

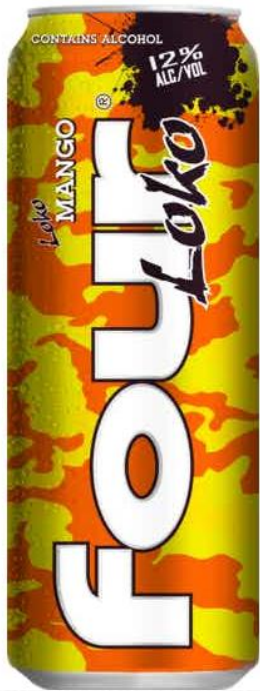
Serving Size	5 fl oz (148 ml)
Servings Per Container	4 3/4
Alcohol By Volume	14%
Alcohol Per Serving	0.7 fl oz

The label shows 'Servings Per Container' as 4 3/4, which is circled in red.

- Labels all depict 4 $\frac{3}{4}$ servings
- However, 3.1, 4.7, and 5.5 standard alcoholic drinks, respectively
- Even when “servings” reflects the number of standard alcoholic drinks, alcohol content is unclear
- Intent of labels was clearly communicating alcohol content
 - How could consumers possibly understand this labeling?

Federal Trade Commission

- also noted ...



Binge
Drinking

First Time Consumption of Four Loko

- Classroom surveys at public universities in FL, MT, and VA
- Undergraduate lifetime drinkers ($n = 1,036$)
- **46% had consumed Four Loko ($n=474$)**
- 40% age ≥ 21 , but **93% first drank Four Loko when age < 21**
- **58% consumed at least 1 entire can**
 - 10% drank ≥ 2 cans their first time drinking it
- Among those who finished ≥ 1 can
 - **34% blacked out**
 - **18% vomited**

First Time Consumption of Four Loko

- A large proportion of college students report underage consumption of Four Loko, drink the entire can (or more), and black out and/or vomit during these drinking episodes
- Compared to MT (8%), FL and VA sell higher abv Four Loko (12 to 14%)
 - **Students in FL and VA were more likely to black out (AOR=1.9) and/or vomit (AOR=2.0)**
 - Suggests that capping the abv could reduce the proportion of young consumers who experience negative alcohol-related consequences

Estimated BAC Levels

In 2015, 17 State Attorneys General urged Phusion to lower alcohol content

https://www.iowaattorneygeneral.gov/media/cms/Four_Loko_signon_letter_34A5E757CCB29.pdf

Phusion Projects, LLC **ignored this request** and, moreover, introduced new flavors with **even higher alcohol content**

Underage drinkers with dangerously high BAC levels (up to 0.40 g/dL)
 Could result from consuming just 2 supersized alcopops

Table 1. Estimated blood alcohol concentration from drinking the following amounts of alcohol over the course of 2 hours.

Sex	Age (years)	Median weight for age	1 beer 5%, 12 oz	1 supersized alcopop 12%, 23.5 oz	1 supersized alcopop 14%, 23.5 oz	2 beers 5%, 12 oz	2 supersized alcopops 12%, 23.5 oz	2 supersized alcopops 14%, 23.5 oz
Female	13	115 lbs	0.01 g/dL	0.15 g/dL	0.18 g/dL	0.04 g/dL	0.33 g/dL	0.40 g/dL
	18	129 lbs	0.00 g/dL	0.13 g/dL	0.16 g/dL	0.04 g/dL	0.29 g/dL	0.35 g/dL
	20–29	149 lbs	0.00 g/dL	0.11 g/dL	0.13 g/dL	0.03 g/dL	0.25 g/dL	0.30 g/dL
Male	13	125 lbs	0.00 g/dL	0.11 g/dL	0.13 g/dL	0.03 g/dL	0.25 g/dL	0.30 g/dL
	18	173 lbs	0.00 g/dL	0.07 g/dL	0.09 g/dL	0.01 g/dL	0.17 g/dL	0.20 g/dL
	20–29	177 lbs	0.00 g/dL	0.07 g/dL	0.08 g/dL	0.01 g/dL	0.17 g/dL	0.20 g/dL



Rossheim, M.E., Gonzalez-Pons, K.M., Thombs, D.L., Jernigan, D.H., Barry, A.E., Treffers, R.D., Greene, K.M., & Yurasek, A.M. (2019). Rapid Ingestion of Supersized Alcopops: An Examination of YouTube Videos. *Health Behavior and Policy Review*, 6(4),395-401.
doi:10.14485/HBPR.6.4.7<https://www.youtube.com/watch?v=JbqeNcXl>
e34

Percent of calls for consumers under the legal drinking age (< 21 years old)



Percentage of Calls Underage

100%
75%
50%
25%
0%

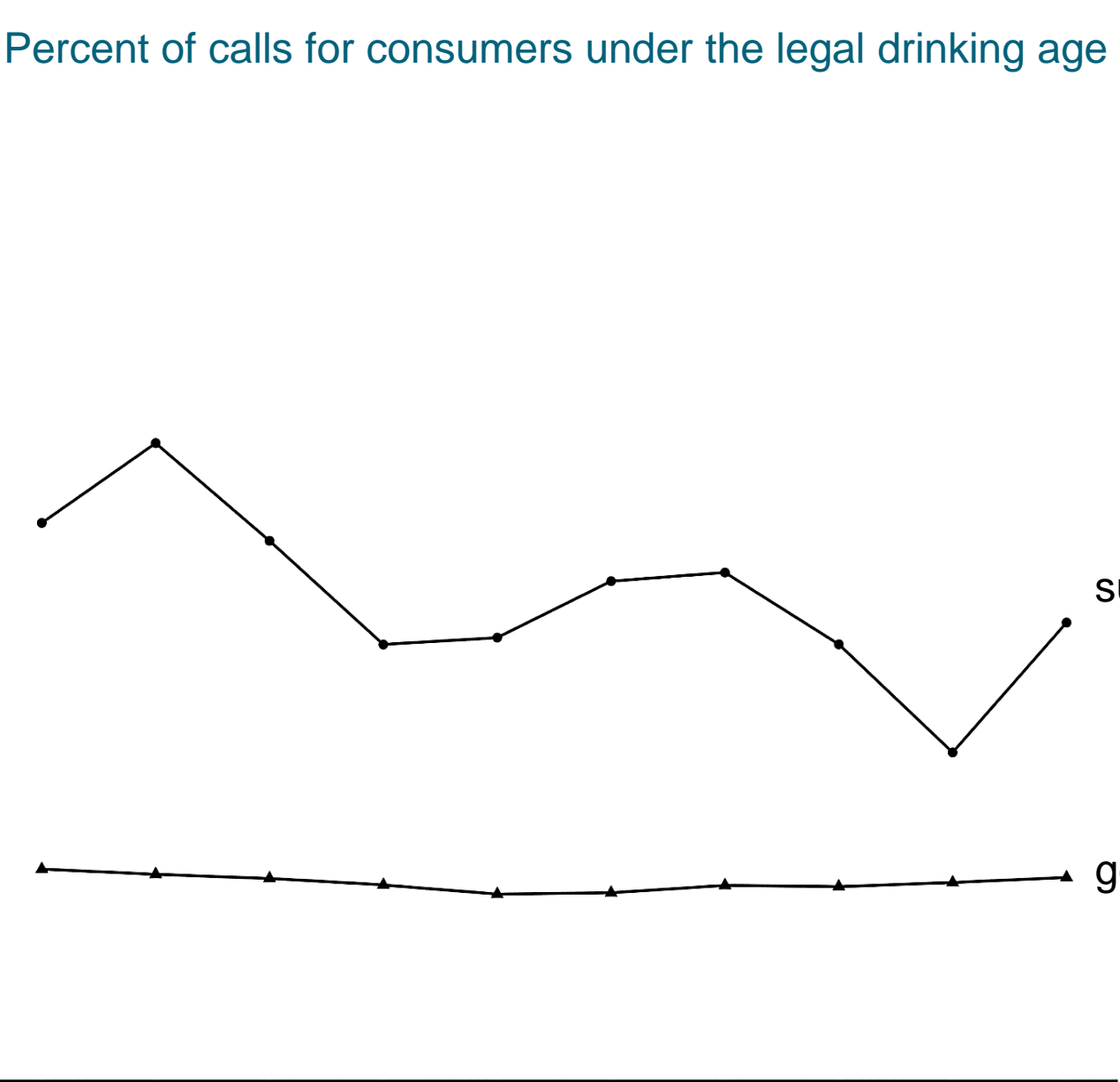
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

Year

supersized alcopop
general alcohol

● Supersized Alcopop Poisoning Calls ▲ General Alcohol Poisoning Calls

Rosshiem, M.E., Livingston, M.D., Walker, D., Reid, N.E., Liu, L.P., & Mazer-Amirshahi, M. Supersized Alcopop Related Calls in the National Poison Data System, 2010-2019. Submitted to *Drug and Alcohol Dependence*.



Supersized Alcopop Publications

- **Rossheim, M.E.**, Peterson, M.S., Livingston, M.D., Dunlap, P., Tran, K., Emechebe, O.C., McDonald, K.K., Trangenstein, P.J., Treffers, R.D., Jernigan, D.H., & Thombs, D.L. (2022). Eye-tracking to Examine Alcohol Product Packaging Appeal Among Young People. *American Journal of Drug and Alcohol Abuse*. doi: 10.1080/00952990.2022.2129062
- **Rossheim, M.E.**, Livingston, M.D., Walker, D., Reid, N.E., Liu, L.P., & Mazer-Amirshahi, M. (2021). Supersized Alcopop Related Calls in the National Poison Data System, 2010-2019. *Drug and Alcohol Dependence*. <https://doi.org/10.1016/j.drugalcdep.2021.108657>
- **Rossheim, M.E.**, Lerch, J.A., Walters, S.T., Livingston, M.D., & Taxman, F.S. (2020). Supersized alcopop consumption associated with homelessness and gang membership. *Alcoholism: Clinical and Experimental Research*, 44(11), 2373-2378. DOI: 10.1111/acer.14469
- Olson, M.L., **Rossheim, M.E.**, Sanders, S.B., & Yurasek, A.M. (2020). Alcohol Demand and Supersized Alcopop Consumption among Undergraduate College Students. *Experimental and Clinical Psychopharmacology*. doi: 10.1037/pha0000380.
- **Rossheim, M.E.**, Yurasek, A.M., Greene, K.M., Gonzalez-Pons, K.M., Barry, A.E., Thombs, D.L., Trangenstein, P.J., Nelson, C., Cavazos, T., Treffers, R.D., & Jernigan, D.H. (2019). The Federal Trade Commission's mandated Four Loko labeling fails to facilitate accurate estimation of alcohol content by college students. *American Journal of Drug and Alcohol Abuse*, 46(4), 430-437. doi: 10.1080/00952990.2019.1671438
- **Rossheim, M.E.**, Greene, K.M., Yurasek, A.M., Barry, A.E., Gonzalez-Pons, K.M., Trangenstein, P.J., Cavazos, T., Nelson, C., Treffers, R.D., Thombs, D.L., & Jernigan, D.H. (2019). Underage drinkers' first experience consuming a popular brand of supersized alcopop. *American Journal of Drug and Alcohol Abuse*, 46(4):421-429. doi: 10.1080/00952990.2019.1653316
- **Rossheim, M.E.**, Gonzalez-Pons, K.M., Thombs, D.L., Jernigan, D.H., Barry, A.E., Treffers, R.D., Greene, K.M., & Yurasek, A.M. (2019). Rapid Ingestion of Supersized Alcopops: An Examination of YouTube Videos. *Health Behavior and Policy Review*, 6(4),395-401. doi:10.14485/HBPR.6.4.7
- **Rossheim, M.E.**, Thombs, D.L., Treffers, R.D., Trangenstein, P.J., McDonald, K.K., Ahmad, R., Siklo, S.S., Gonzalez-Pons, K.M., Suzuki, S., & Jernigan, D.H. (2019). Price of Four Loko in Large U.S. Cities, 2018. *Alcoholism: Clinical and Experimental Research*, 43(7), 1585-1590. doi:10.1111/acer.14080
- **Rossheim, M.E.**, Thombs, D.L., Krall, J.R., & Jernigan D.H. (2018). College Students' Underestimation of Blood Alcohol Concentration from Hypothetical Consumption of Supersized Alcopops: Results from a Cluster-Randomized Classroom Study. *Alcoholism: Clinical and Experimental Research*, 42(7), 1271-1280. doi: 10.1111/acer.13764
- **Rossheim, M.E.**, Thombs, D.L., & Treffers, R.D. (2018). High-alcohol-content flavored alcoholic beverages (supersized alcopops) should be reclassified to reduce public health hazard. *The American Journal of Drug and Alcohol Abuse*, 44(4), 413-417. doi: 10.1080/00952990.2018.1460375
- **Rossheim, M.E.**, & Thombs, D.L. (2018). Estimated Blood Alcohol Concentrations Achieved by Consuming Supersized Alcopops. *The American Journal of Drug and Alcohol Abuse*, 44(3), 317-320. doi: 10.1080/00952990.2017.1334210.
- **Rossheim, M.E.**, Thombs, D.L., Wagenaar, A.C., Xuan, Z., & Aryal, S. (2015). High Alcohol Concentration Products Associated with Poverty and State Alcohol Policies. *American Journal of Public Health*, 105(9), 1886-1892. doi: 10.2105/AJPH.2015.302705
- **Rossheim, M.E.** & Thombs, D.L. (2013). Multiple Fruit-Flavored Alcoholic Drinks in a Can (MFAC): An Overlooked Class of Potentially Harmful Alcohol Products. *The American Journal of Drug and Alcohol Abuse*, 39(5), 280–283. doi: 10.3109/00952990.2013.818681

The Perfect Storm

Appealing Marketing!

Low tax!

Large Container!

Retail Availability!

Alcohol Content?

Cheap!

Strong!

Heavily Flavored!



Regulated as “Malt” Alcohol

Appropriately classifying as distilled spirit would:

- Remove from the stores that youth most often obtain alcohol from
- Increase price



A major issue for the protection of public health and safety!

Benowitz-Fredericks C, Livingston BL. Alcopops 2020: Time to End Big Alcohol’s Predation on Youth. San Rafael, CA: Alcohol Justice; 2019.

Rosshem, M.E., Thombs, D.L., & Treffers, R.D. (2018). High-alcohol-content flavored alcoholic beverages (supersized alcopops) should be reclassified to reduce public health hazard. *The American Journal of Drug and Alcohol Abuse*, 44(4), 413-417. doi: 10.1080/00952990.2018.1460375

State Pre-emption

- Although most examples of progress in this area has been met with notable setbacks...
- Even in the face of strong state pre-emption:
 - There is something nearly every community can do to better regulate these products (specifically) and alcohol (generally)



Potential Local Options

- Alcopop-free zones
 - Voluntary or through local ordinances
- Single serve bans on malt liquor/supersized alcopops
 - Through local ordinances (entire areas) or enforcement of alcohol-related nuisance laws (specific stores)
 - These policies targeting malt liquor sales associated with reduced assaults, vandalism, and other crimes
- Enhanced enforcement of laws related to selling or giving alcohol to those under 21 years old

Benowitz-Fredericks C, Livingston BL. Alcopops 2020: Time to End Big Alcohol's Predation on Youth. San Rafael, CA: Alcohol Justice; 2019.

<https://alcoholjustice.org/images/reports/AlcopopsReportFinalWeb.pdf>

McKee, P., Erickson, D.J., Toomey, T., Nelson, T., Less, E.L., Joshi, S., & Jones-Webb, R. (2017). The Impact of Single-Container Malt Liquor Sales Restrictions on Urban Crime. *Journal of Urban Health*, 94, 289-300.

What should be done?

- We know these are problematic nationally
 - Why should your community care?
 - What are the local alcohol-related issues in your community?
 - How are those linked to aspects of social justice or quality of life that people in your community care about?
- Local data collection can help understand these issues and build a strong case for change
 - How can data be leveraged to tell stories that support local policy changes?
 - Who is the target audience?
 - What is the important message for that audience?

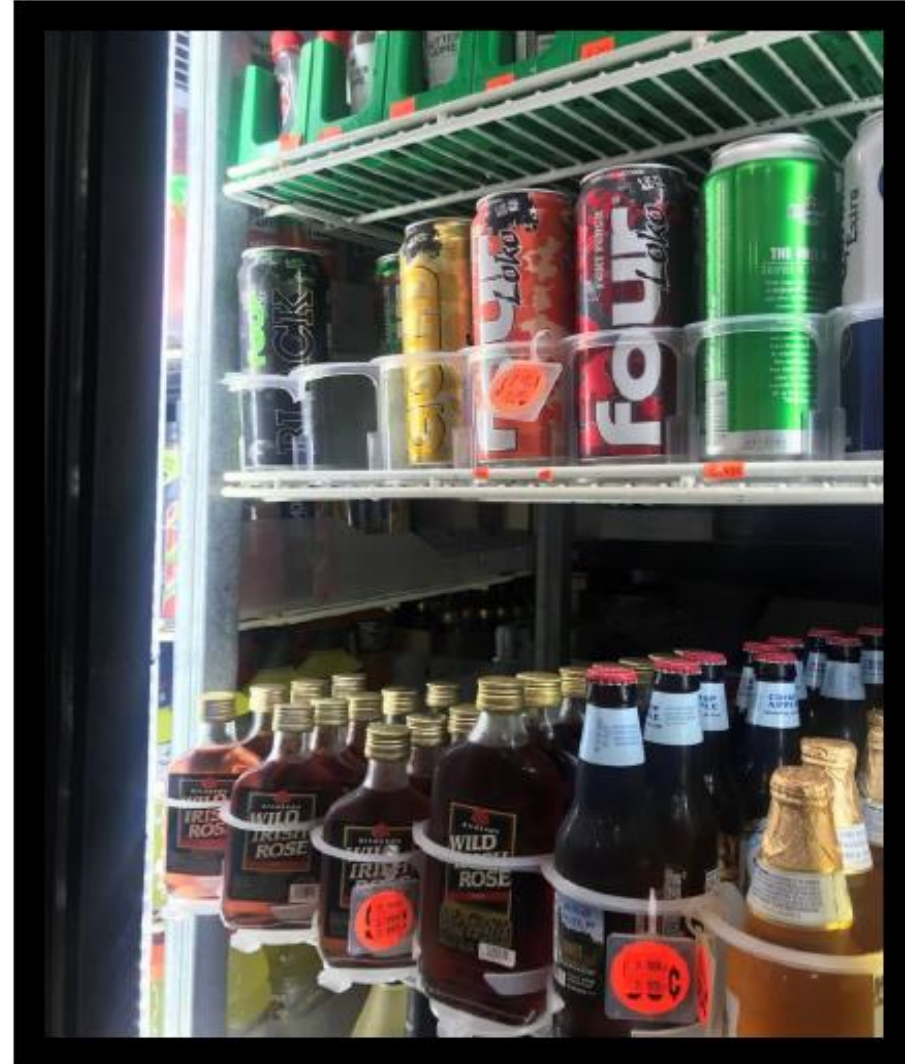
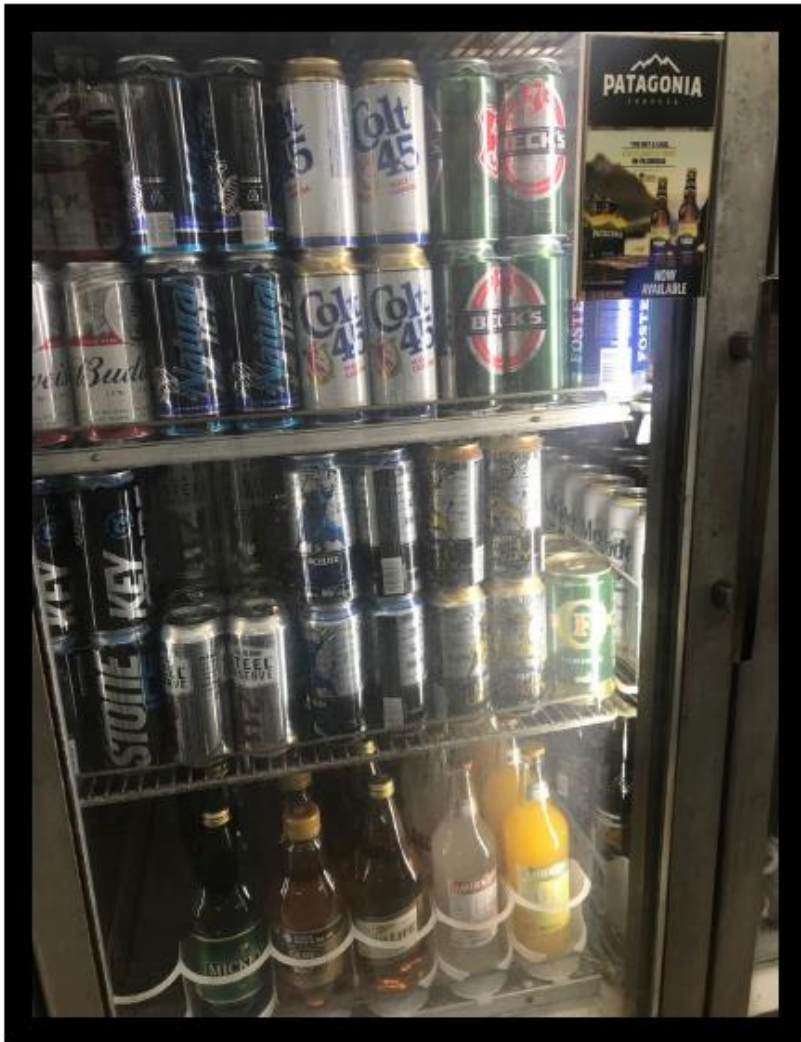
Local Data Collection

- Lots of types of data that may be of interest depending on your local community's conditions and values
 - Retail environment scans
 - Mapping
 - Surveys, interviews, focus groups

Retail Environment Scans

- Environmental scans of the retail alcohol environment
 - Alcohol marketing:
 - Products
 - Prices
 - Promotion
 - Placement

Products



Prices



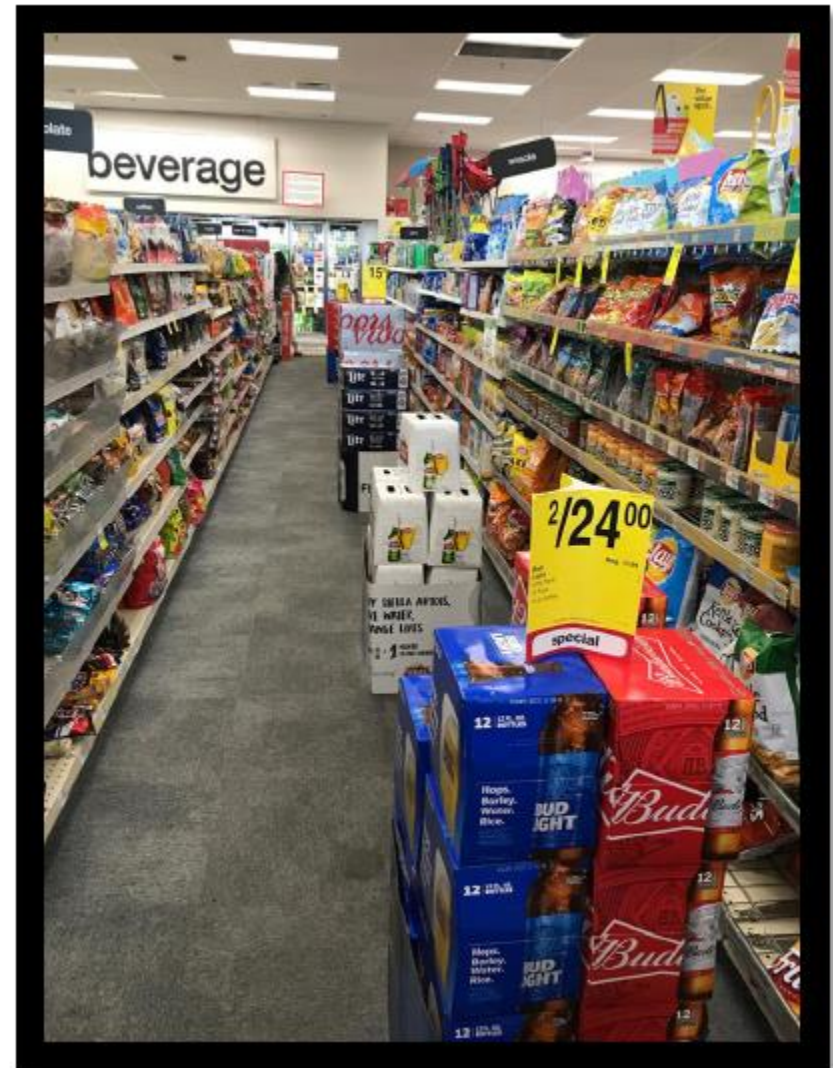
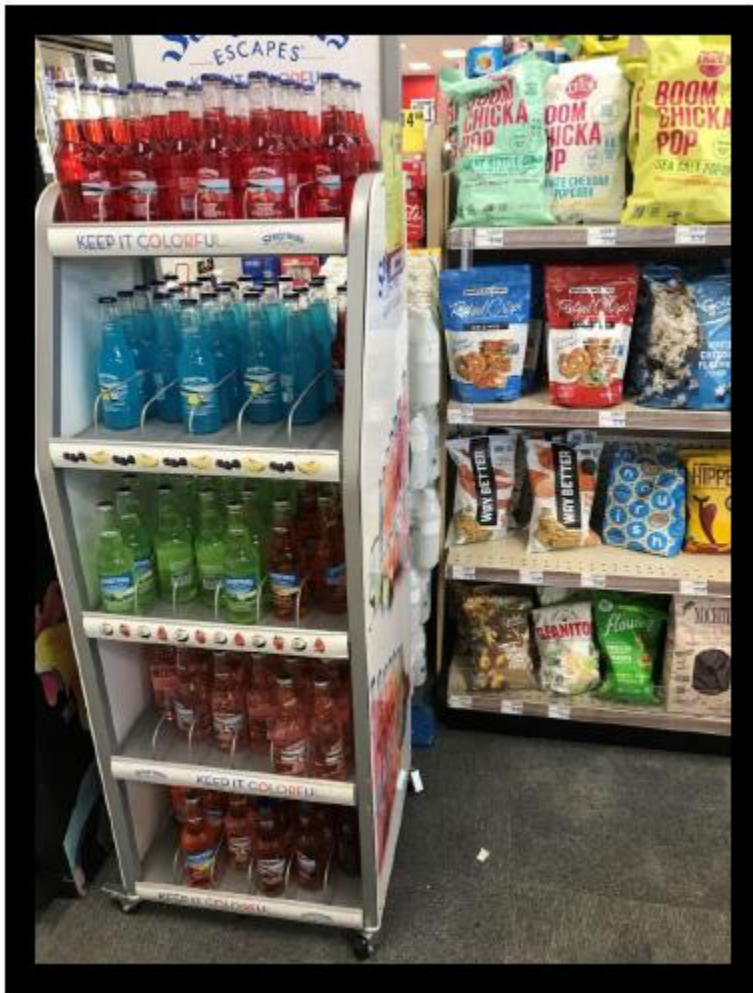
Promotion: Exterior Advertising



Promotion: Interior Advertising



Placement



Mapping Alcohol Outlets

- Can help examine issues of:
 - social justice
 - youth access
 - crime/nuisance prevention
- Geographic inequities
 - In alcohol availability (generally) or supersized alcopops
 - Race/ethnicity
 - Economically deprived areas
 - Distance from schools
 - Proximity to crimes



GUIDE FOR MEASURING
ALCOHOL
OUTLET
DENSITY



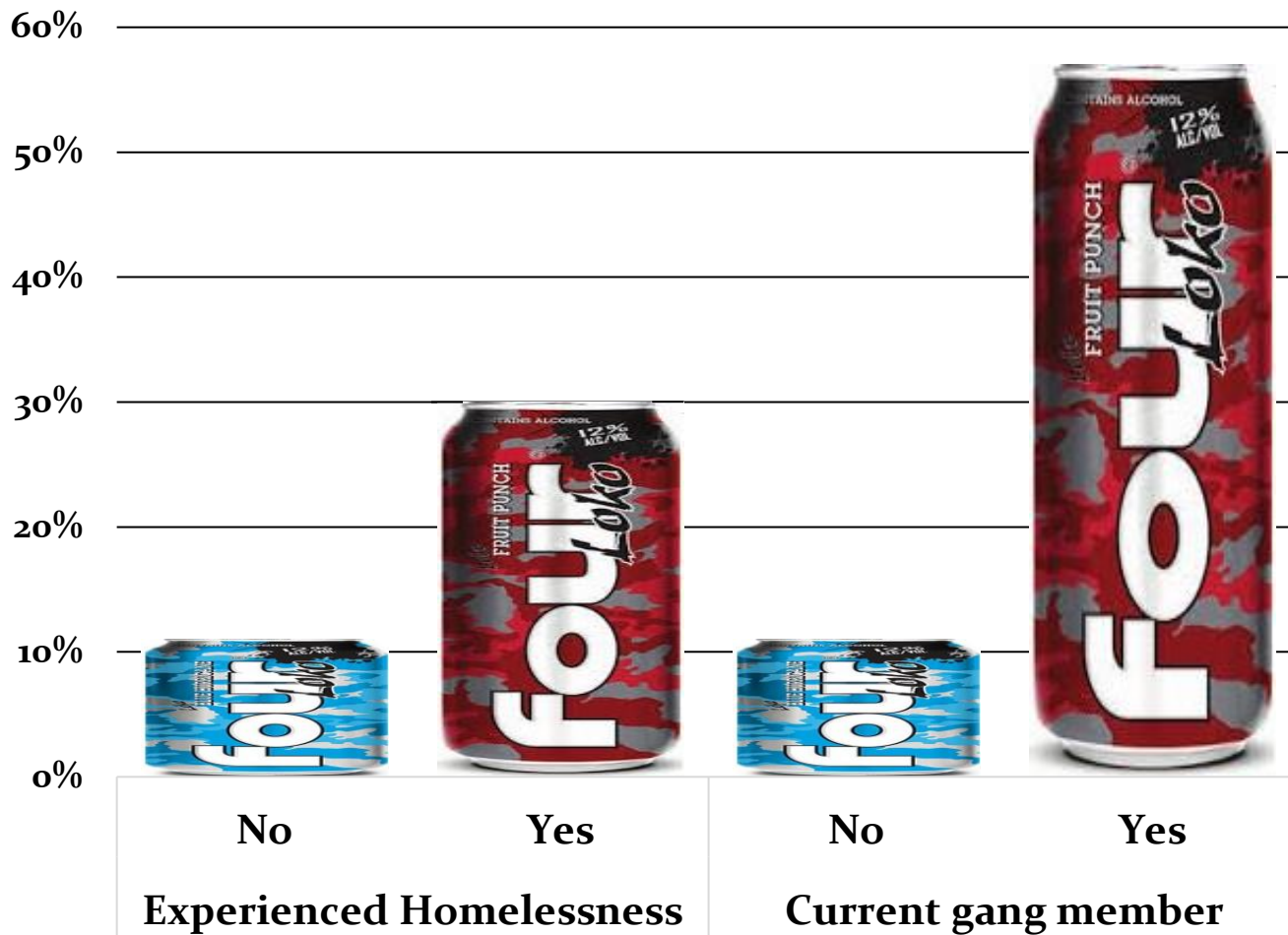
U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Surveys, Interviews, Focus Groups

Who is drinking supersized alcopops in your community?

- How prevalent is consumption among underage young people?
 - How are they obtaining them?
 - What do they find appealing about them?
 - How much are they consuming?
 - What are the negative consequences?
- Are supersized alcopops consumed disproportionately more by other especially at-risk or vulnerable sub-groups?

Supersized Alcopop Consumers



How can I help?

Matt Rossheim, PhD, MPH, CPH

Matthew.Rossheim@unthsc.edu



For retail environmental scan forms:

U.S. Alcohol Policy Alliance

info@alcoholpolicy.org





Questions?

Discussion Questions

- 1- What are the local alcohol related problems and related social justice, safety, and/or quality of life issues that your community cares about? Is underage drinking, crime, or justice a priority?
- 2- How might alcohol (generally) or supersized alcopops (specifically) contribute to these problems?
- 3- What local data collection methods could you see being useful for understanding and telling your community's story? These could include but are not limited to:
 - Retail environment scans
 - Geographic Information System (GIS) mapping
 - Surveys, Interviews, Focus groups

How might these data help you better understand community factors and tell an important story about your community?