

# Effecting Change through Alcohol Control Policies



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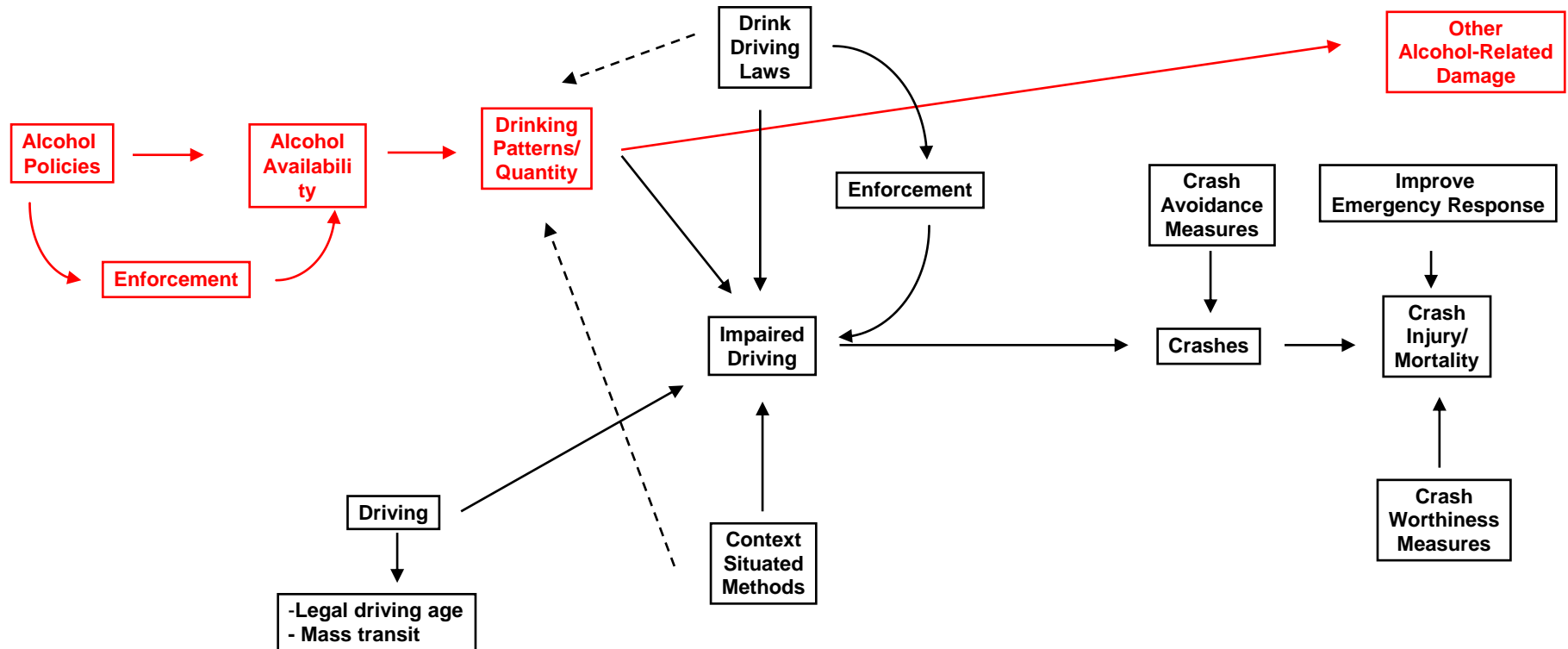
# Alcohol-related Problems

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- Traffic Crashes
- Homicides
- Suicides
- Drownings
- Falls
- Other Drug Use
- Assaults
- Rapes
- Teen Pregnancies
- Snowmobile Crashes



# Multiple Intervention Points for Each Type of Problem



Source: Wagenaar & Toomey, 1994

**Can we address these alcohol-related problems without policy change?**



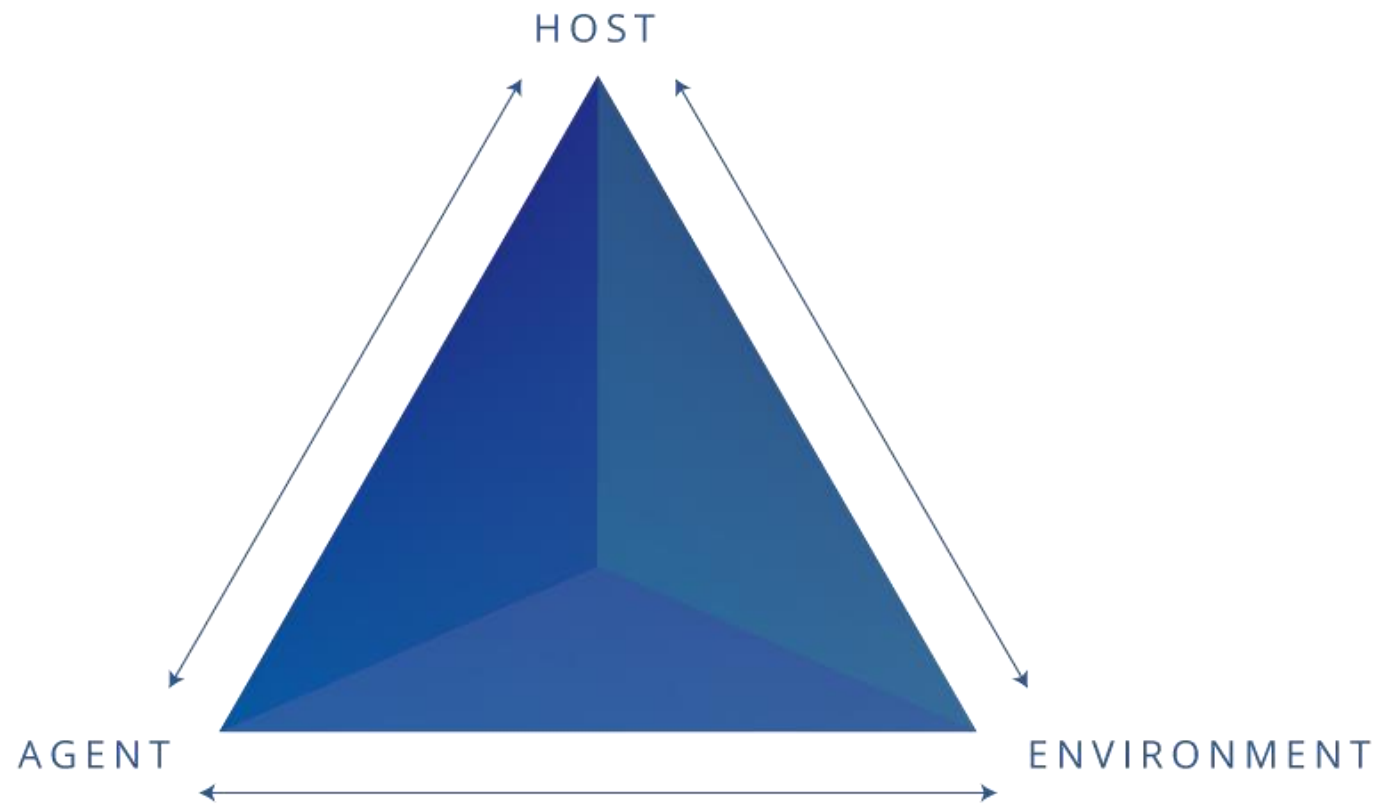
# Presentation Outline

- **Why do we need to focus on alcohol policies?**
- **What alcohol policies and related strategies should we focus on?**
- **How can we increase effectiveness of alcohol policies?**

**Why do we need to focus on  
alcohol policies?**

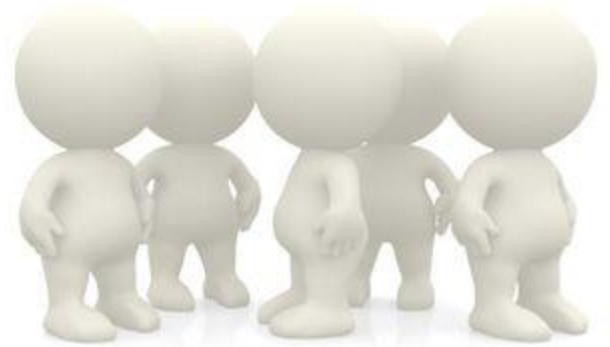


# EPIDEMIOLOGIC TRIANGLE



# Host

- **Knowledge**
- **Attitudes**
- **Perceptions**
- **Genetic susceptibility**
- **Etc.**





# Agent = Product

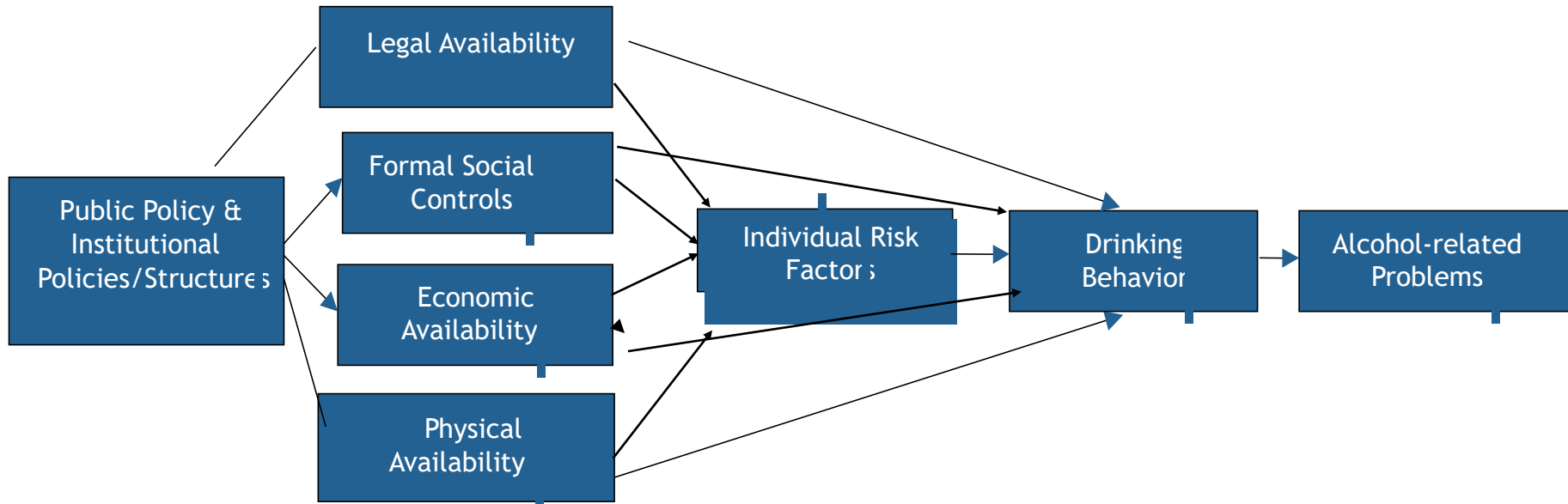
- **Type of product**
- **Amount of alcohol**
- **Price**
- **Promotion**
- **Location**



# Environment

- **Not clean water, trees, pollution prevention!!**
- **Legal availability**
- **Physical availability**
- **Economic availability**

# Integrated Theory of Drinking Behavior



Adapted from Wagenaar & Perry, 1994

# Why Else Change Environment?

- **Turnover in high-risk groups**
- **Individual-oriented efforts typically have short-term effects by themselves**
- **Most alcohol-related problems at population level not attributed to high-risk drinkers**

**What alcohol policies and related strategies should we focus on?**



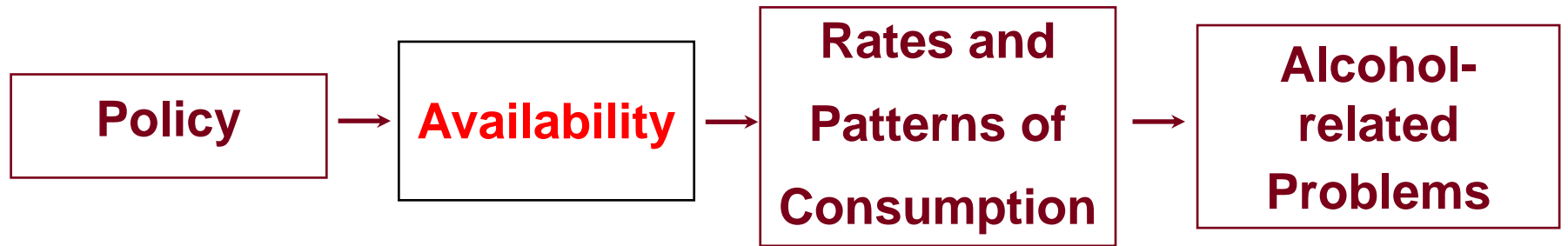
# **Alcohol Policies**

- **Can regulate consumption, products, and environment (availability)**
- **Different levels:**
  - **Federal**
  - **State**
  - **Local**
  - **Institutional**

# Supply vs. Demand Approach

**Where should we focus?**

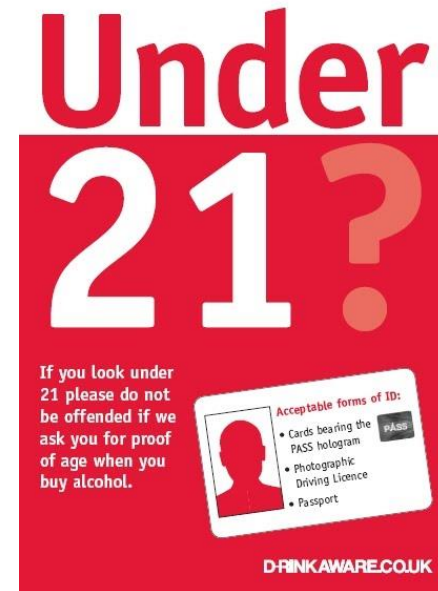






# Policies: Legal Availability

- **Age-21 Drinking Age**
- **No sales to obviously intoxicated individuals**



## **Policies: Physical Availability**

- **Density of alcohol establishments**
- **Days & hours of sale**
- **Types of licensed alcohol establishments & other venues**
- **Responsible beverage service**
- **Dram shop liability (over service of alcohol)**
- **Non-licensed locations**

# Policies: Economic Availability (Price)

- **Excise tax**
- **Drink special restrictions**
- **Minimum price**



# Community Prevention Guide

- **Increase alcohol tax**
- **Regulate density of alcohol establishments**
- **Maintain current minimum legal drinking age**
- **Maintain limits on days/hours of sale**
- **Implement/maintain dramshop liability**
- **Do not privatize alcohol retail systems**
- **Enhance enforcement of laws prohibiting sales to minors**



# Community Prevention Guide, cont'd

- **Insufficient evidence:**
  - **Responsible beverage service training**
  - **Overservice law enforcement initiatives**
  - **Limited studies....**



**How can we increase  
effectiveness of alcohol  
policies?**



# Optimize Effectiveness: Include Most Important Components

- **Review of state RBS laws**
  - **Most state RBS laws are “weak”**
- **Review of state keg registration laws**
  - **Lack of deposits**
- **Compliance checks**
  - **Once per year is not enough**

# Alcohol Policy Information System (APIS)

- **Great resource**
- **State alcohol policy tracking system**
- **Includes information about components of state alcohol policies**
- **<https://alcoholpolicy.niaaa.nih.gov/>**

**Have you used APIS?**

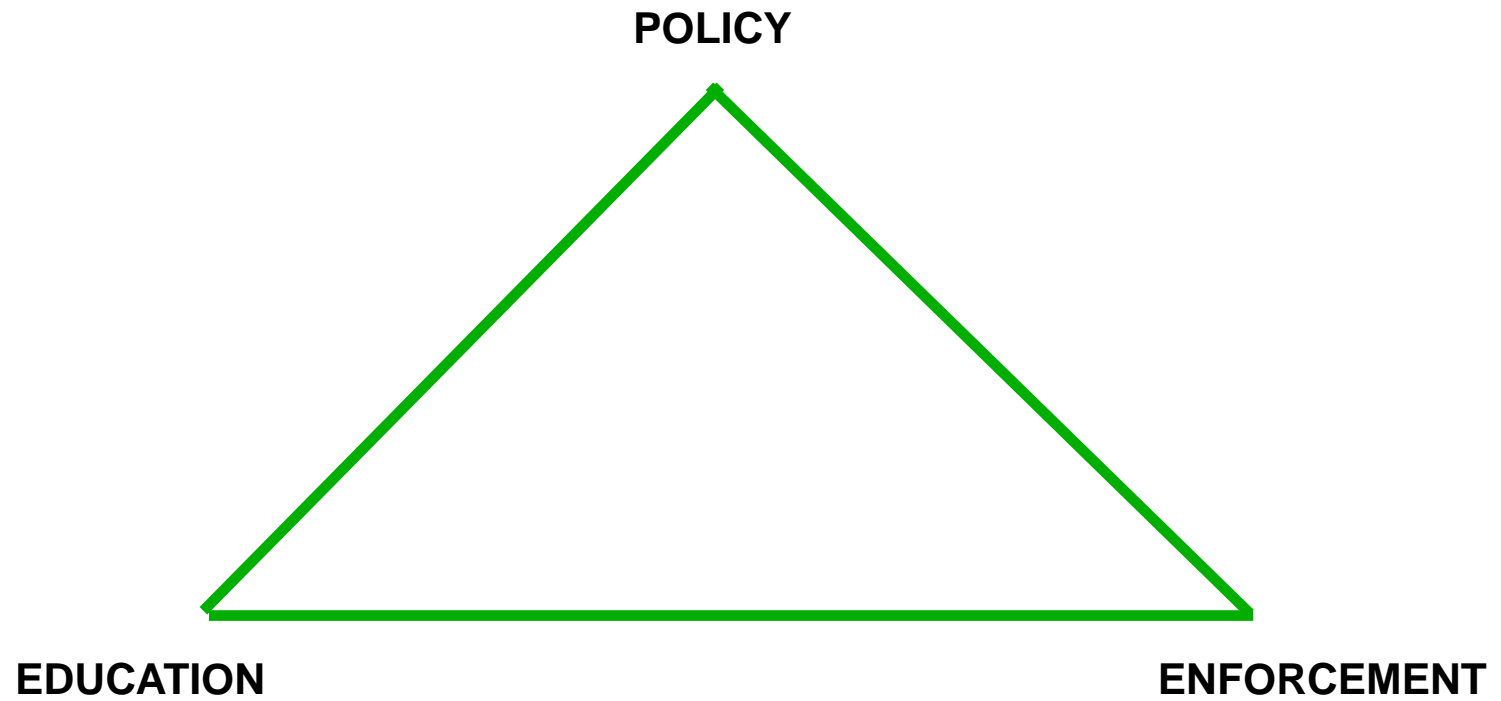


# **Optimize Effectiveness: Fully Implement Policies**

- **Increase awareness of policies**
  - **General population**
  - **Key implementers**
- **Increase enforcement of policies**
  - **Increase awareness of policy**
  - **Support law enforcement**
- **Work with judicial system**
- **Monitor to make sure policy is fully implemented**

# Think About Implementation from the Beginning!

- **Often times we pass policies and then think our work is done**
- **A poorly implemented policy may be as bad or worse than not having a policy at all**
- **Need to consider early what resources and management is needed to fully implement each policy**



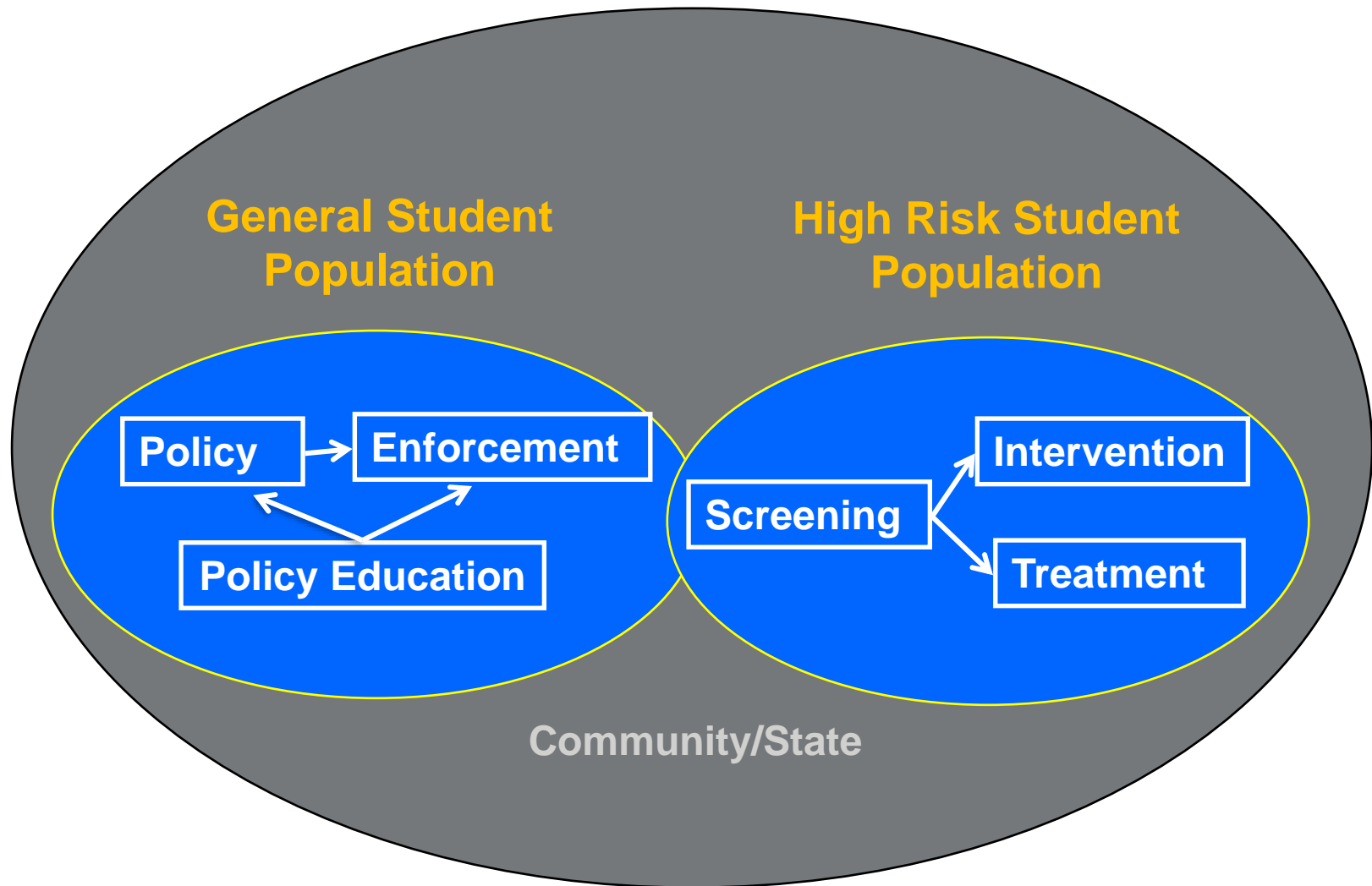
**Will one policy eliminate alcohol-related problems?**



# Each Policy/Strategy is One Piece of Large Puzzle: Make Pieces Fit Together



# Campus Alcohol System



# **Multiple Environmental Strategy Approach Works**

- **Communities Mobilizing for Change on Alcohol**
- **Community Prevention Trial**
- **A Matter of Degree**
- **Reducing Underage Drinking Through Coalitions**

# **Need to Identify Optimal Combination of Policies/Strategies**



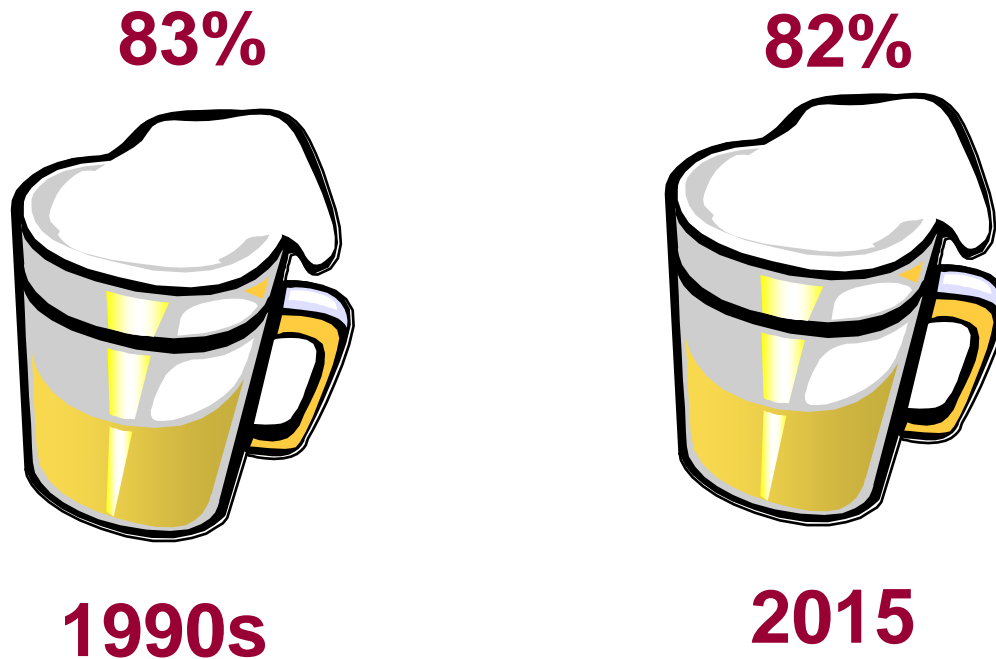
# Example: Ongoing Work to Reduce Overservice

- **Overservice** – serving alcohol to obviously intoxicated people
- Currently prohibited in 48 states
- Associated with problems such as DUI & assaults

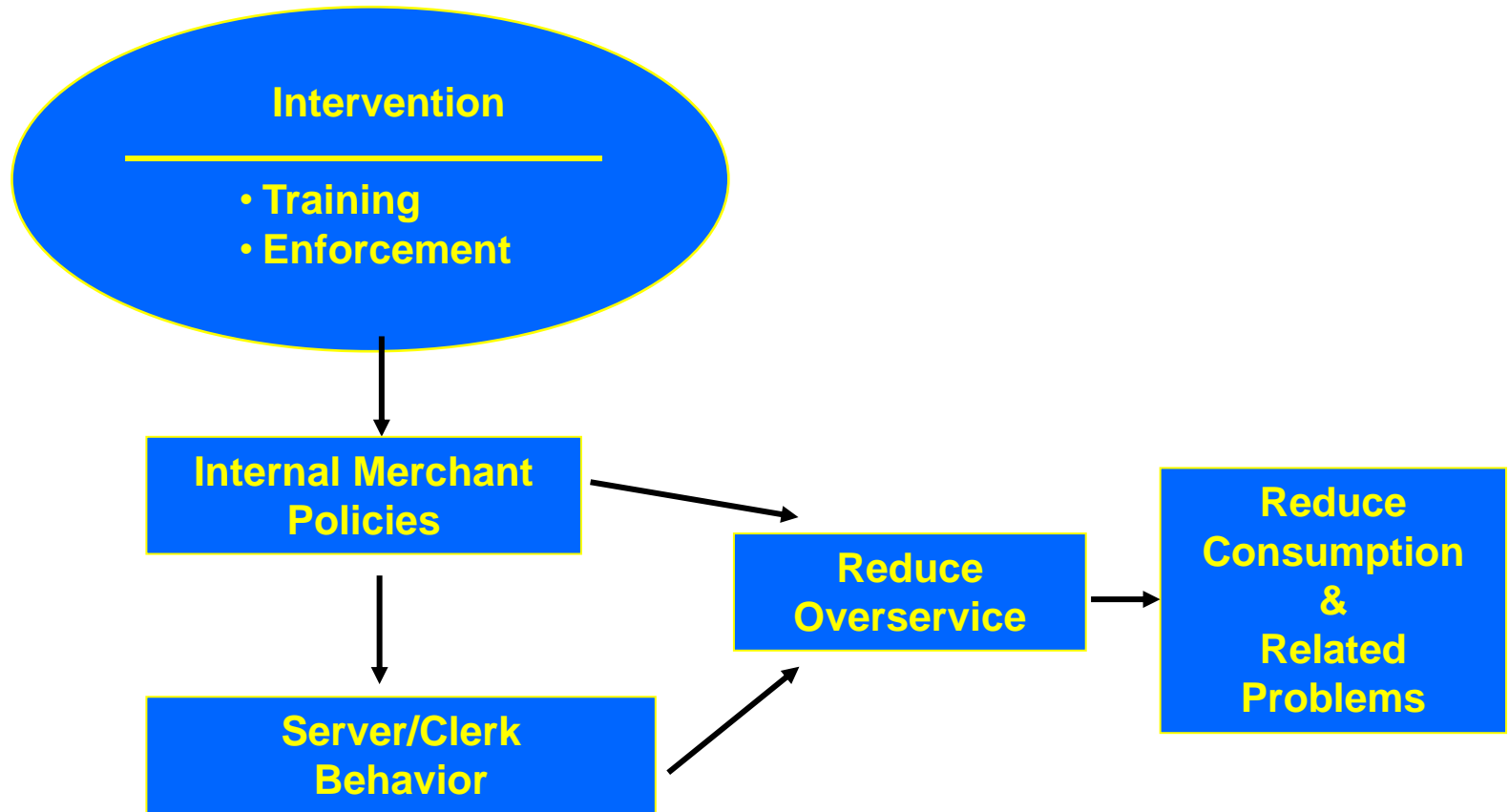


1. Babor, T. F., Caulkins, J. P., Edwards, G., Fischer, B., Foxcroft, D. R., Humphreys, K., ... & Reuter, P. (2010). Drug policy and the public good.
2. Branas, C. C., Han, S., & Wiebe, D. J. (2016). Alcohol use and firearm violence. *Epidemiologic reviews*, 38(1), 32-45.
3. Smith, G. S., Branas, C. C., & Miller, T. R. (1999). Fatal nontraffic injuries involving alcohol: a metaanalysis. *Annals of emergency medicine*, 33(6), 659-668.

# High likelihood of alcohol sales to intoxicated patrons at bars & restaurants



# Conceptual Model



# ARM

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ALCOHOL RISK MANAGEMENT

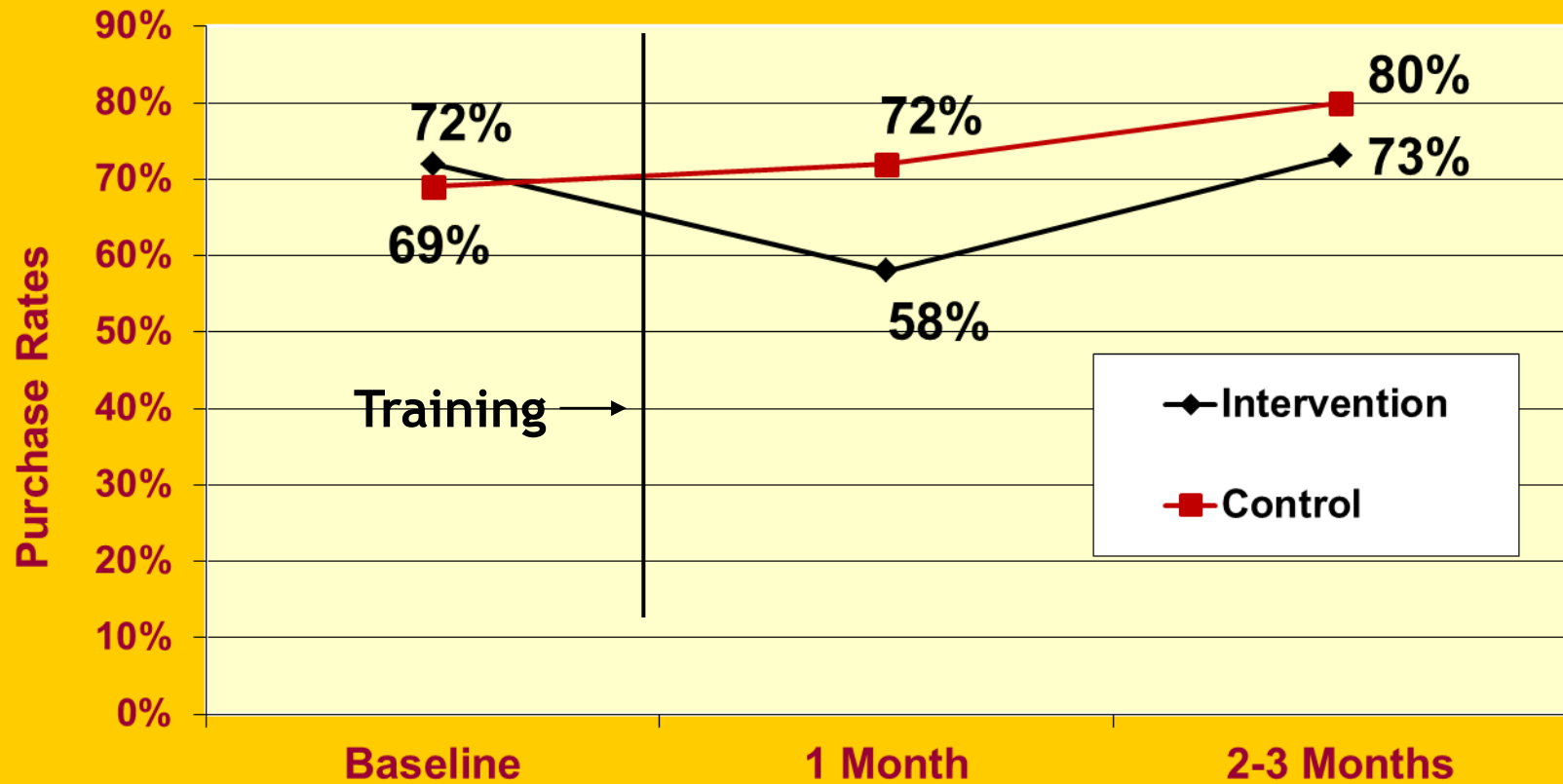
Toomey et al., 2008

# ARM Key Features

- **Focus on managers**
- **Trainers w/ hospitality industry experience**
- **One-on-one consultation**
- **Focus = policy development**
- **Establishment-specific policy manual**
- **Co-led staff meeting**



# Pseudo-intoxicated Purchase Rates





Toomey et al., 2017

# Hybrid version of ARM


- **In-person session**
- **In-person staff meeting**
- **Interactive website to create policy manual, with extensive resources**
- **Online customized server training program**





# Policy Implementation

- Helped participants think about how to implement and enforce policies
- Developed recommendations for how to implement each policy



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[Home](#) > [Policy Manual](#) > How to Build a Policy

## HOW TO BUILD A POLICY MANUAL

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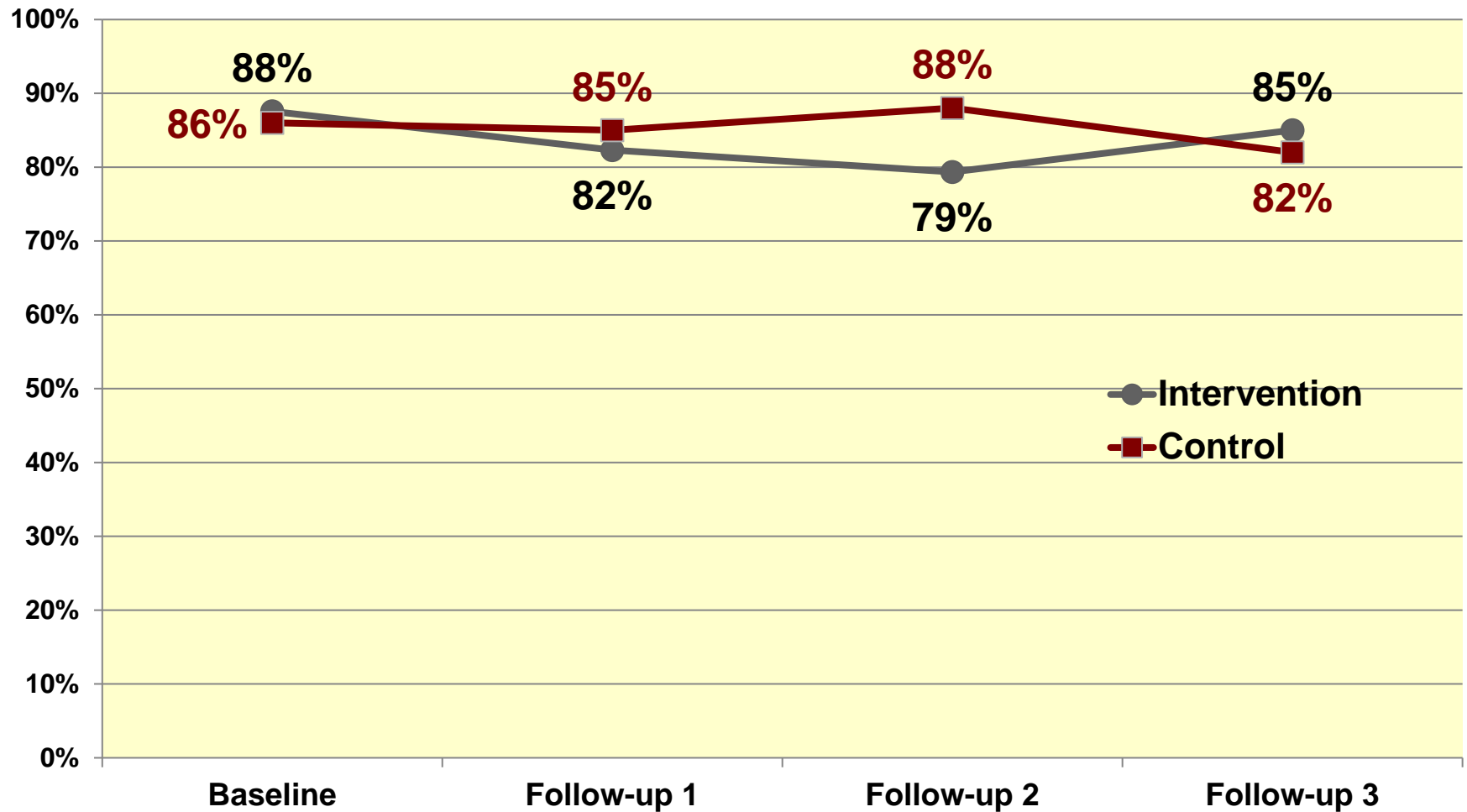
BACK
 CONTINUE

### PUTTING THE PIECES TOGETHER

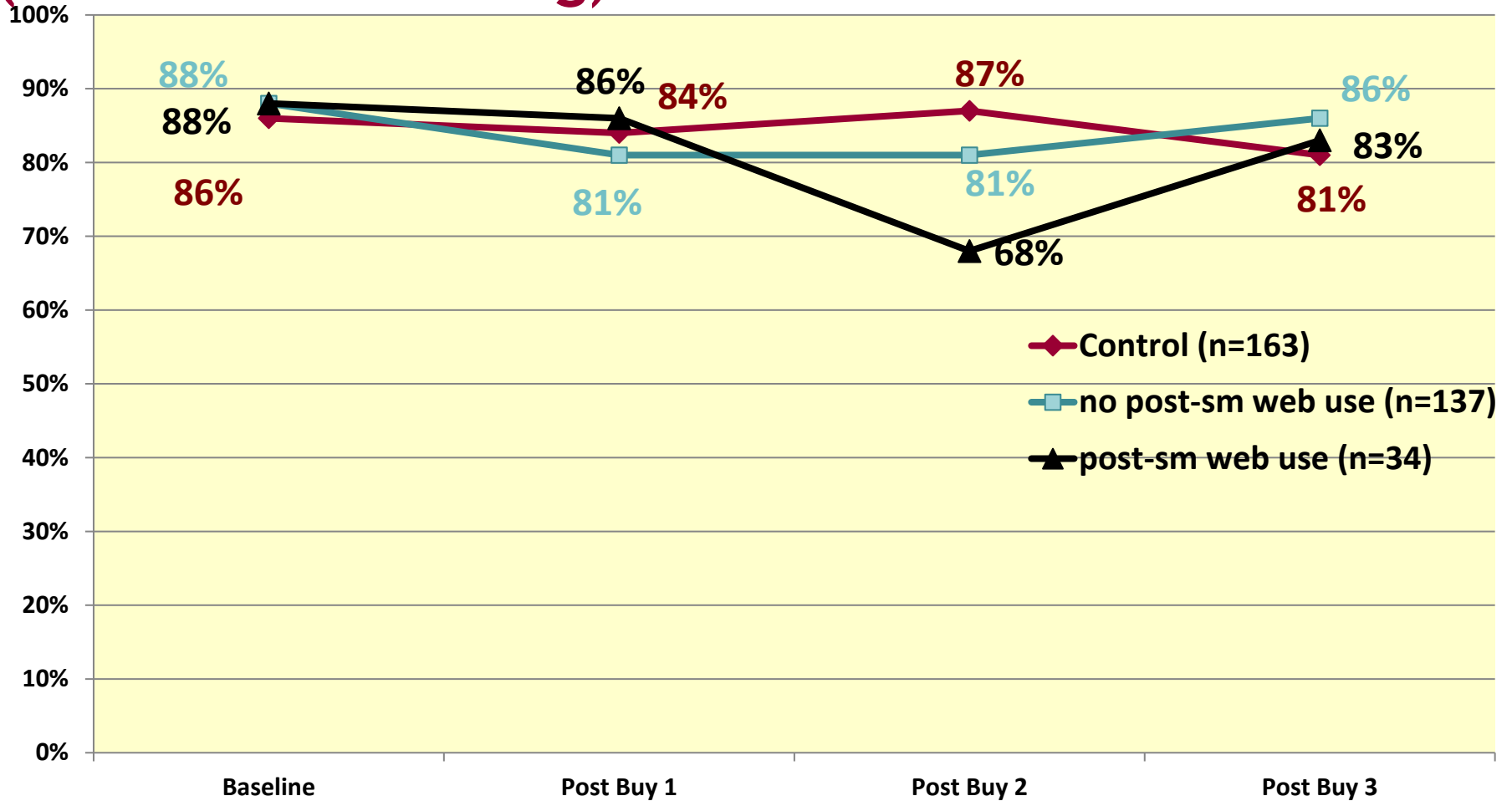
Both managers and service staff have responsibilities when it comes to turning policies into daily practice. For each of the 14 eARM policies, we have developed a chart of the general and specific implementation tips to help both managers and service staff. The Implementation Tips chart shows all of the steps for successfully adopting, developing and improving a policy. You can find the *Implementation Tips* in the *Build Your Policy Manual* section and in the *Resource Center*. You can choose to customize the policies for your establishment, however it is not possible to customize the implementation charts. The next few pages will highlight key parts of the chart so that they are easier to understand.

|         |                           | MANAGERS  |  | SERVICE STAFF   |   |
|---------|---------------------------|---|--|---|---|
|         |                           | FOR THIS POLICY   | FOR EVERY POLICY   | FOR THIS POLICY   | FOR EVERY POLICY  |
| ADOPT   | CHOOSE POLICIES           |   | Consider what may protect your business<br><br>Discuss questions about policies with your attorney   |   |   |
|         | INTRODUCE POLICIES        |   | Introduce written policies to all alcohol service staff<br><br>Communicate consequences for staff who do not follow policies<br><br>Maintain records on when and how staff receive policies (i.e. paper, online, etc.) |   | Sign statement that the policies are understood and accepted as a condition of employment |
| DEVELOP | DEVELOP POLICY PROCEDURES | Establish a system for service staff to effectively communicate about the intoxication status of their customers<br><br>Notify all front house staff if a customer has been refused alcohol | Back up servers who comply with policies<br><br>Be the lead contact if law enforcement needs to be called and allow servers to maintain job duties<br><br>Never make exceptions to alcohol policies                    | Communicate with other service staff or security the intoxication status of your customers before transferring tables or at shift change<br><br>Notify other service staff if a customer has been refused service | Never make exceptions to alcohol policies   |
| IMPROVE | MONITOR STAFF             | Print tickets for tables that have multiple servers (due to shift change) and count the number of drinks served   | Hire "secret shoppers" for compliance checks   |   |   |
|         | ENFORCE POLICIES          |   | Have discussions and re-train staff who do not comply with policies<br><br>Discipline or terminate employees as necessary  |   |   |
|         | DISCUSS AT STAFF MEETINGS |   | Discuss concerns about service practices and policies at staff meetings  |   | Discuss concerns about service practices and policies at staff meetings                   |

# Intention-to-treat Analyses



# Additional Use of Website (after staff meeting)



# Our conclusion about RBS....

**RBS for managers alone unlikely to  
create sustained reductions in  
overservice**

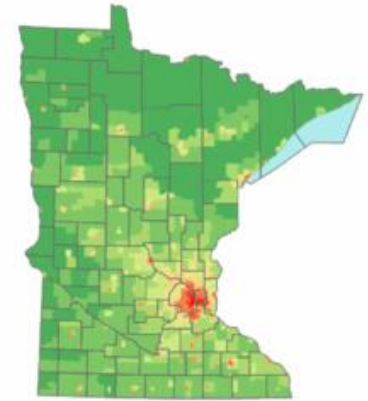


# Background - Place of Last Drink (POLD)

- Ask about and **record** the place where an intoxicated individual last drank alcohol
- Data are monitored for **patterns** of overservice
- **Follow up** with sources that are regular POLD



# POLD in Minnesota



- **Began in 2014**
- **Shared database across agencies**
- **Collaboration of law enforcement agencies and coalition**
- **Variable length of participation across agencies**
- **Create to: focus on all incidents, all types of POLD**

# POLD Component Scores

## Number of POLD agencies by Component Score

| Component                 | Higher | Lower |
|---------------------------|--------|-------|
| Start up                  | 13     | 13    |
| Data Collection Practices | 14     | 12    |
| Stakeholder Awareness     | 7      | 19    |
| Follow-up                 | 12     | 14    |

# POLD Implementation Scores in Minnesota

- **Overall scoring**

- If 3 or 4 components=higher, then overall=high
- If 2 components= higher, then overall=moderate
- If 0 or 1 components=higher, then overall=low

- **Final Implementation Measure Results**

- High: 9
- Moderate: 5
- Low: 12



# How do we optimize each strategy and then combine them to try to reduce overservice of alcohol?

- **RBS**
- **POLD**
- **Density/problem mapping**
- **Enhanced Enforcement**
- **Administrative penalties**
- **Other??**

# How do we address inequities?

- **Alcohol policy often is a social justice issue**
- **Need to ensure we don't introduce additional harms**
- **Work with more communities**
- **Bring new leaders into the field**

# Summary

- **What problems are you trying to address?**
- **What is the most promising policy/environmental change?**
- **What are the most important components of the proposed change?**
- **Is policy being fully implemented?**
- **What combination of environmental strategies is most effective?**
- **How do we avoid unintended harms?**

# Some Important Skills for Policy Development

- **Strategic planning**
- **Community organizing/coalition building**
- **Advocacy/lobbying**
- **Media advocacy**
- **Fundraising/development**
- **Legal**



**Be skeptical**



**Be hopeful**





# Questions?

<http://www.aep.umn.edu/>



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