

Alcohol Policy:

Demystifying Alcohol Policy Strategies: Planning and Implementation

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Welcome!

Let's learn about who is in this webinar...

1. Please post in the chat:
 - Your Name
 - Organization
2. Respond to the polls



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The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

Thank You for Joining Us!

A few housekeeping items:

- **Technical Issues:** If you are having technical issues, please individually message **Shannon Cassidy** in the **chat section at the bottom of your screen** and we will be happy to assist you.
- If captions or the live transcript would be helpful, please use your Zoom toolbar near the bottom of your screen to enable by going into the More section > select captions > show captions

A Few More Housekeeping Items

- **Questions for the speaker:** Please put any questions for the speaker in the **chat**.
- You will be directed to a link to a short survey after this session and we would really appreciate it if you could fill it out. It takes about 3 minutes.
- Certificates of attendance will be sent out via email to all who attended the full session. It can take up to two weeks to receive certificates.

Brought To You By...



The Great Lakes ATTC, MHTTC, and PTTC are funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) under the following cooperative agreements:

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Objectives

- Identify model policies and their essential components
- Explain the role of leadership in policy development and implementation
- Describe the importance of understanding the opposition in policy implementation
- Define strategies to counteract existing harmful policies



**Maureen
Busalacchi**

Director, Wisconsin
Alcohol Policy Project

Presenter

Maureen Busalacchi, is currently the Director of the Wisconsin Alcohol Policy Project (WisAPP) at the Medical College of Wisconsin Comprehensive Injury Center. She has had decades of experience in public health policy and systems change. She currently is co-chair of Wisconsin Public Health Association (WPHA) Public Affairs Committee.

An aerial photograph of a circular stone staircase, viewed from above. The steps are arranged in concentric circles, creating a strong sense of radial symmetry. The image has a blue color overlay, which is more prominent on the right side and fades towards the left. The stone has a textured, granular appearance.

Planning for Effective Policy: Steps for Success

Policy Change Action Steps

1. Identify the problem in the community
2. Build leadership buy-in
3. Determine where to make change
4. Identify decision makers



Talking About the Problem



Clarity of
focus is
critical



People like to
solve problems
– provide the
opportunity



Be clear
and be
consistent

Build From the Ground Up

- People most impacted
- Different cultural perspectives
- Urban/Rural
- Remember experts and “grasstops”



Step 2: Build Leadership Buy-In



Patience



Persistence



Data



Impact



Return on Investment

Focusing Your Work

- Governmental change:
 - Local
 - State
 - Federal
- System change (sector change or within health care, school, etc.)



Get to Know the Sector

What is the sector's...

- understanding of alcohol related issues?
- readiness to make change?
- resources available for policy change?
- existing relationships and partnerships?
- cultural norms?
- past experience with policy?

Digging Deeper: Get to Know the Decision Makers

- Who do they know?
- What interests them?
- Is there connection with the work you're doing?



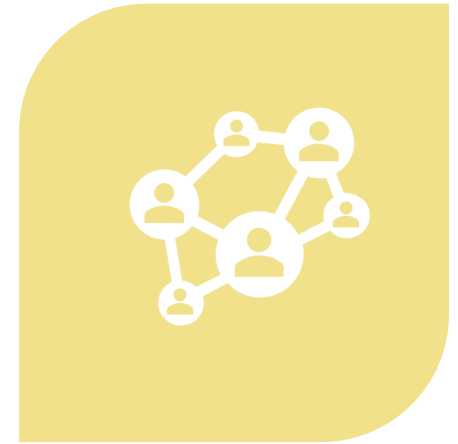
Recognize Decision Makers Don't Have All the Answers



Problems can be complex



Impacted by current crisis



Have multiple relationships

Communicating with Decision Makers

Where do they get information?

Where are you sharing information?

Who do they listen to?

Who is on your coalition?

What events do they attend?

What events do you attend?



Passing and Implementing Effective Policy

Select a Method for Organizing

SAMPLE ORGANIZING CHART

Goal	Organizational Considerations	Constituents, Allies, Opponents	Target	Tactics

Roles That People Can Play



Campaign Organizer



Connector



Expert



Community Organizer



Opposition Watcher



Communicator

Influencing Decision Makers' Environment

- What are the hot button issues in the community?
- How can you impact the grocery store and coffee shop conversations?
- How can you create cover for doing the right thing?



Understanding the Community's Use of Media

- What does the community listen to?
- Who are important audiences?
- Where can you create meaningful conversations?
- Earned and social media strategies



Determine Your Capacity

- Time
- Funding
- Interest

Things to Consider for Successful Policy Implementation

- Stay organized
- Delineate roles
- Influence decision makers environments
- Understand the community's use of media



Discussion

What insights do you have as you have watched or experienced policy conversations play out?

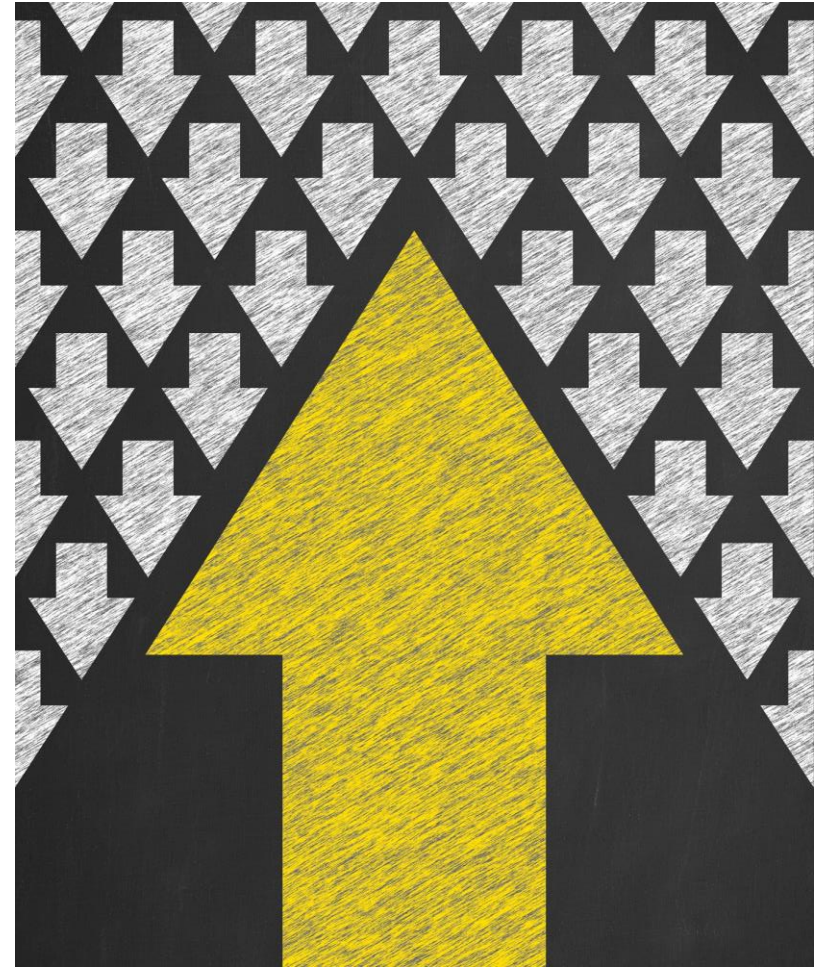




Troubleshooting: When Implementation Does Not Go According to Plan

Remember It's Not Over When the Policy Passes

- How will it be monitored?
- Who is accountable?
- Are there feedback opportunities for improvements and ensuring policy or services are working appropriately?



Unintended Policy Consequences

- Migration of harm
- Populations that don't benefit
- Community backlash
- Negative economic impact

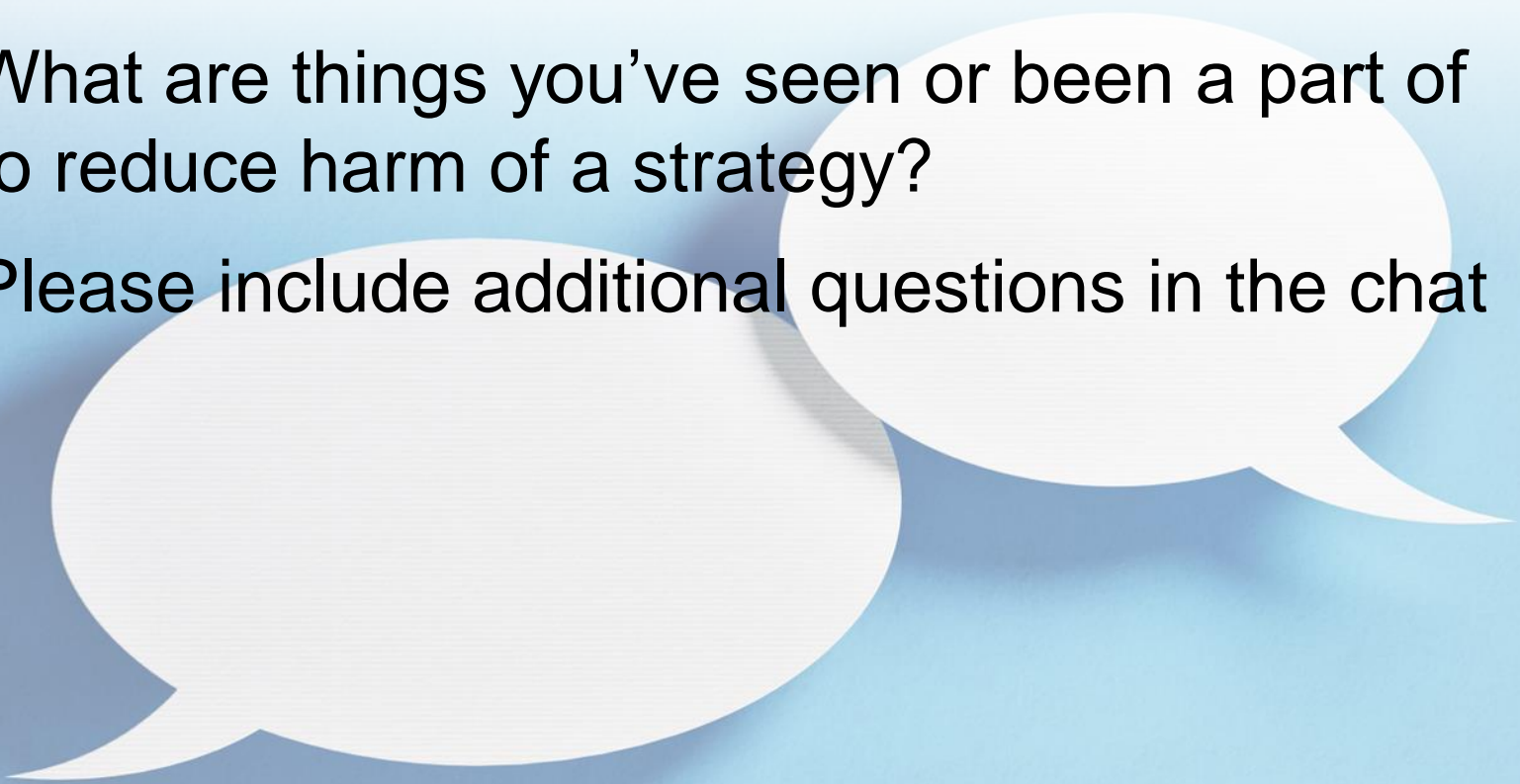


Addressing Unintended Policy Consequences

- Remind partners and decision makers that policy change is a process
- Focus on maintaining positive relationships
- Become a trusted source of information
- Educate on ideas that have flaws



Share

- What have you seen that was supposed to improve conditions and didn't?
 - What are things you've seen or been a part of to reduce harm of a strategy?
 - Please include additional questions in the chat
- 
- The image features two large, white, rounded speech bubbles with a slight drop shadow, set against a light blue background. One bubble is positioned lower and to the left, while the other is higher and to the right, partially overlapping the first. The overall aesthetic is clean and modern.

Summary

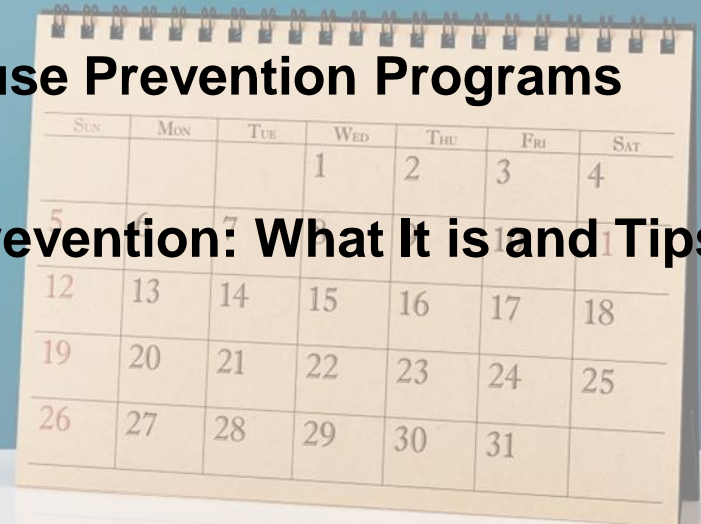
- Good planning is essential.
- Think through critical policy components before you begin.
- Include all community voices.
- Be ready to react as circumstances change.
- There's a network across the country willing to help.



More Upcoming Great Lakes PTTC Trainings

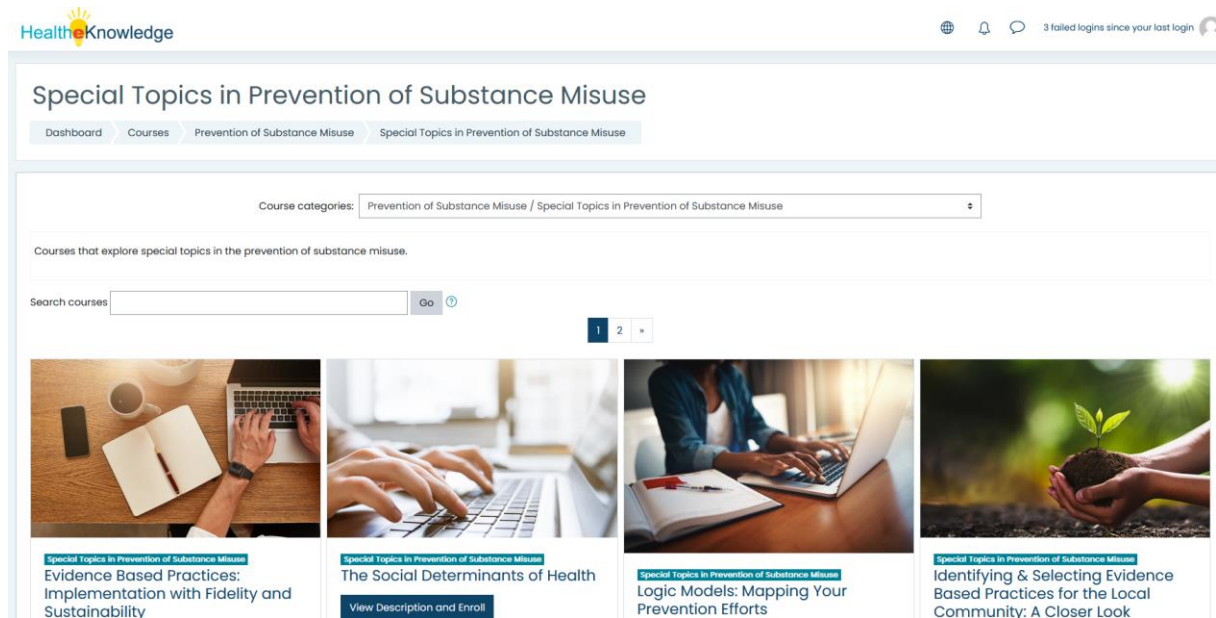
<https://tinyurl.com/GLPTTCevents>

- **Change Leader Academy for Prevention Practitioners**
July 11, 18, 25, August 1, 2023 from 10-11:30 CT
- **Working Together: Understanding How Community Coalitions Can Partner with College Campus Prevention**
July 26 from 10-11:30 CT
- **Effective Group Facilitation Skills for Prevention Professionals**
August 24 from 10-1:00 CT
- **Engaging Youth in Substance Misuse Prevention Programs**
August 29 from 10-1:00 CT
- **The Importance of Advocacy for Prevention: What It is and Tips for Conducting It**
September 20 from 11-12:30 CT



HealthKnowledge Courses

- Self-paced, free online courses
- Earn certificates of participation
- Currently 41 courses on Substance Misuse Prevention



The screenshot displays the HealthKnowledge website interface. At the top, the logo 'HealthKnowledge' is visible on the left, and navigation icons (globe, bell, chat) along with the text '3 failed logins since your last login' are on the right. The main heading is 'Special Topics in Prevention of Substance Misuse'. Below this, a breadcrumb trail shows 'Dashboard > Courses > Prevention of Substance Misuse > Special Topics in Prevention of Substance Misuse'. A dropdown menu for 'Course categories' is set to 'Prevention of Substance Misuse / Special Topics in Prevention of Substance Misuse'. A search bar with a 'Go' button and a search icon is present. Below the search bar, a grid of four course cards is shown, each with a representative image and a title:

- Evidence Based Practices: Implementation with Fidelity and Sustainability** (Image: hands writing in a notebook)
- The Social Determinants of Health** (Image: hands typing on a laptop)
- Logic Models: Mapping Your Prevention Efforts** (Image: person working at a laptop)
- Identifying & Selecting Evidence Based Practices for the Local Community: A Closer Look** (Image: hands holding a small plant)

Please Complete the Event Survey



Post-Event Survey URL:

<https://ttc-gpra.org/P?s=677235>

Your feedback is important to us!