

Alcohol Policy:

How COVID Changed Alcohol Policy

June 22, 2023

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Wisconsin Alcohol Policy Project

Great Lakes PTTC Consultant

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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At the time of this presentation, Miriam E. Delphin-Rittmon, Ph.D., served as Acting Assistant Secretary for Mental Health and Substance Use at SAMHSA. The opinions expressed herein are the views of the speakers, and do not reflect the official position of the Department of Health and Human Services (DHHS), or SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this presentation is intended or should be inferred.

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

- **Questions for the speaker:** Please put any questions for the speaker in the **Q&A section, also at the bottom of the screen.**
- 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:



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**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.

Objectives

- Review alcohol landscape pre-COVID
- Discuss the rapid policy changes during COVID asking for participant examples
- Share data showing impact of COVID on excessive drinking and alcohol-related mortality
- Explain the Three Tier System and proposals that are breaking that system down



The Pre-COVID Policy Landscape

Please Share...



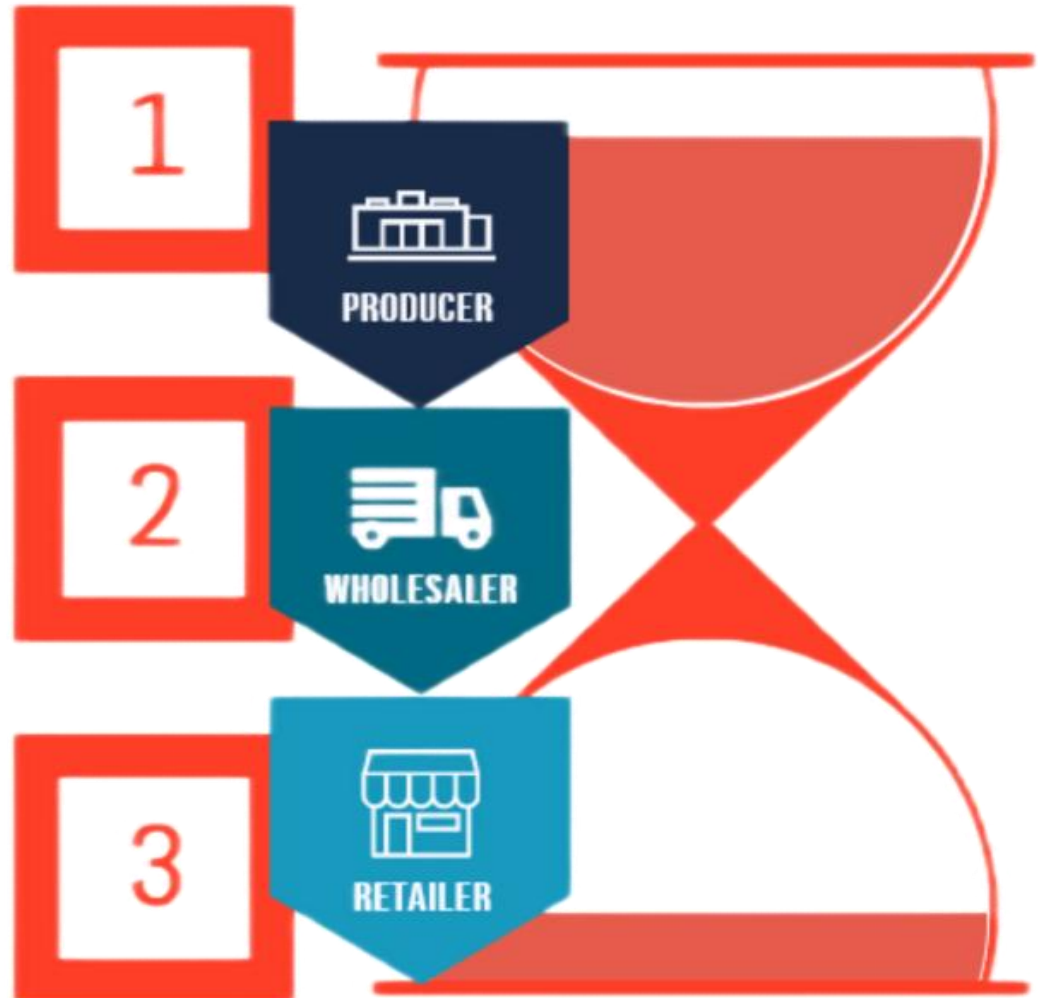
Before March 2020:

- Did your state have delivery of alcohol?
- Did your state have cocktails to go?
- Did your state have pick up or click and collect?

Alcohol Policy Landscape 1999-2018

- State policy environments vary significantly
- Most policy changes related to impaired-driving laws, not excessive alcohol consumption
- 85% of alcohol-related deaths are not motor vehicle related

The Alcohol Three Tier System





The Changing Landscape

Shifts in Environment

COVID led to ...

- Social isolation
- Increased stress
- Concern for small/local business viability
- Lawmakers anxious to take action
- Lack of attention paid to legislative actions
- Opportunity for alcohol industry to advance policy agenda



Policy Changes: On Premise

- Open for on-premise consumption
- Open for takeout or curbside pick up
- Additional outdoor space to sell and serve alcohol



Policy Changes: Off Premise

- Open for business during lockdown
- Deemed essential business
- Delivery of alcohol to consumer's homes allowed



Alcohol Industry Tactics

- “COVID” related policies were in the alcohol industry playbook
- Movement towards less restrictive alcohol access has been happening for years
- Money donated to political campaigns
- Ready for opportunities



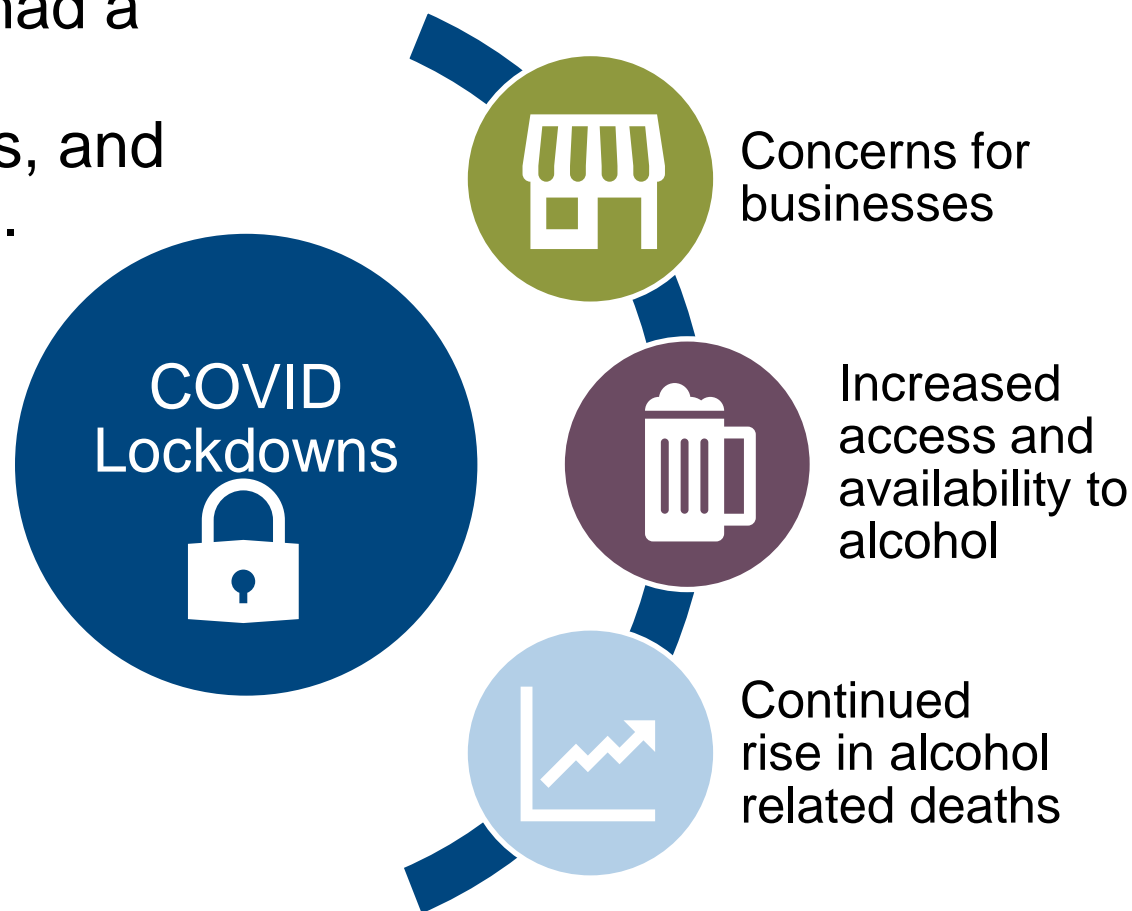
A close-up, shallow depth-of-field photograph of a document. The document features a line graph with a grid. A silver pen is positioned in the upper right corner, pointing towards the graph. The graph shows a line that starts at a point labeled '2.5' on the y-axis and trends upwards with some fluctuations. The overall color palette is cool, dominated by blues and greys.

Changes in Alcohol Consumption

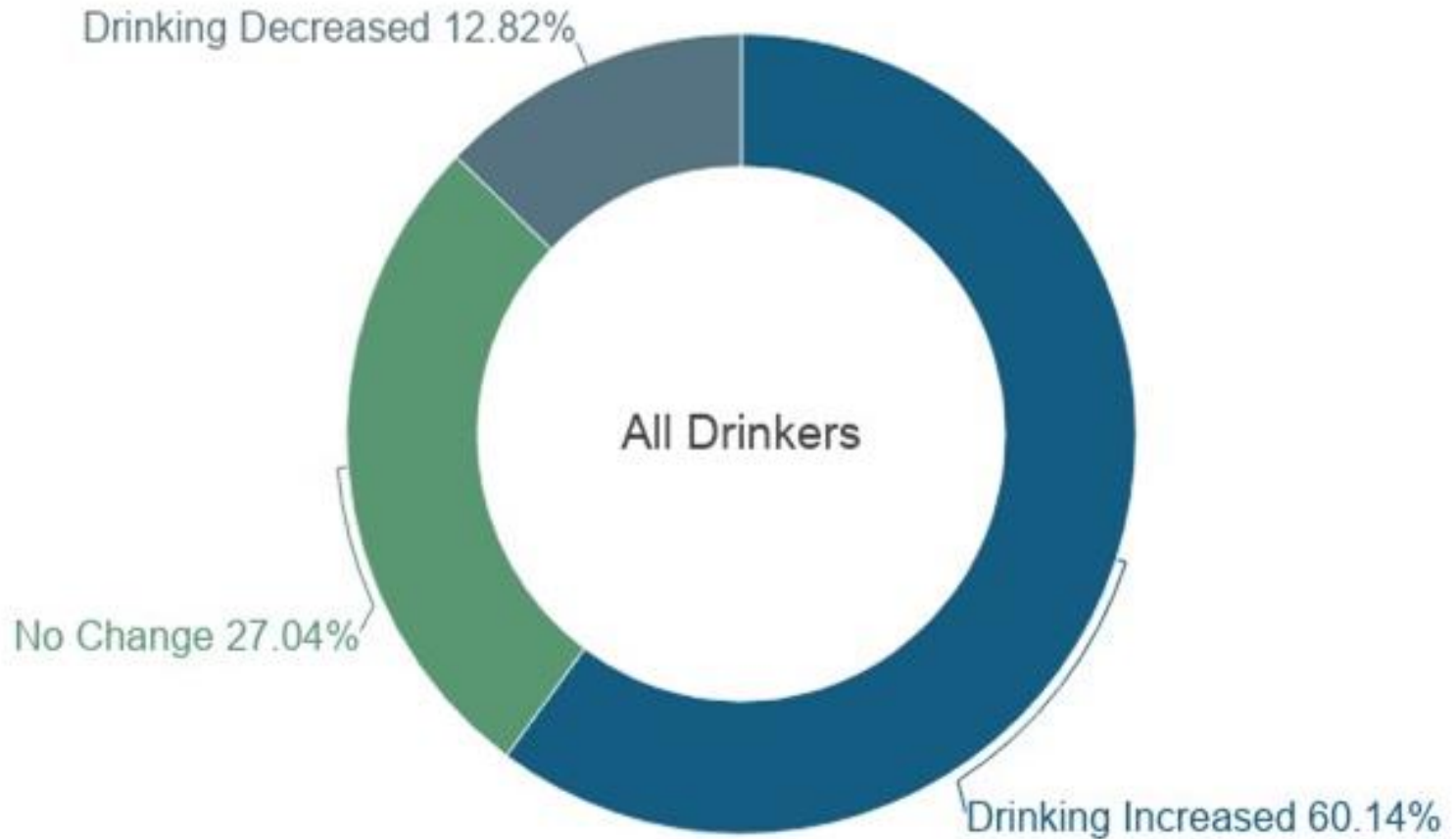
The impact of COVID-era alcohol policy changes

The Perfect Storm

Policy changes had a direct impact on behaviors, norms, and health outcomes.



COVID Effect on Alcohol Consumption



HEALTH NEWS

Alcohol deaths spiked among middle-aged adults, especially women, during pandemic

... has been increasingly killing Americans for nearly two decades. The



NEWS

CULTURE

MUSIC

PODCASTS & SHOWS

SEARCH

SIGN IN

NPR SHO

HEALTH

The rate of alcohol-related deaths in the U.S. rose 30% in the first year of the pandemic, CDC data shows

November 5, 2022 · 10:43 AM ET

By The Associated Press



Deaths caused by alcohol use in the US spiked during the Covid-19 pandemic, CDC data shows

McPhillips, CNN

11:00 AM EDT, Fri November 4, 2022

Life, But Better

Fitness

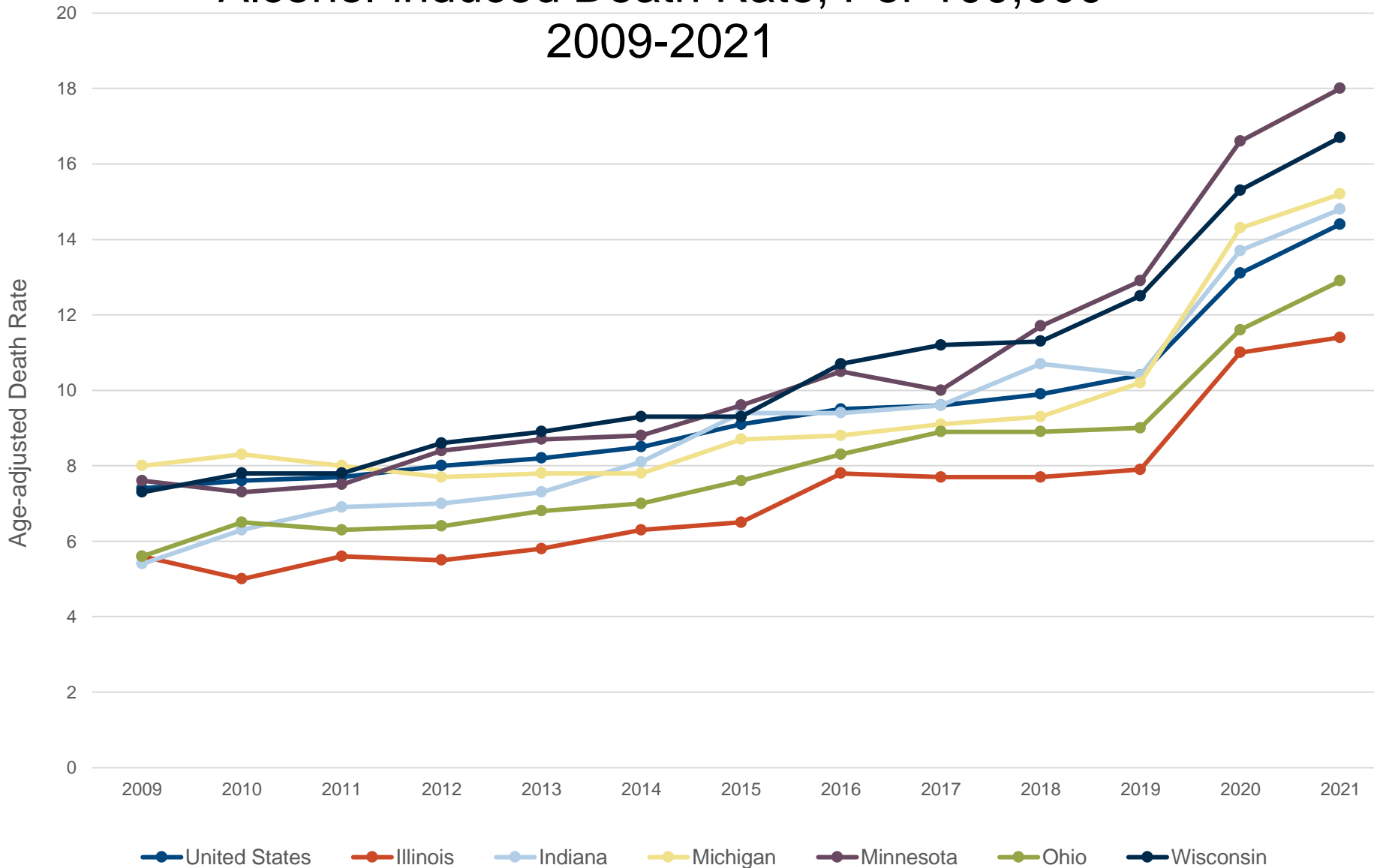
Food

Sleep

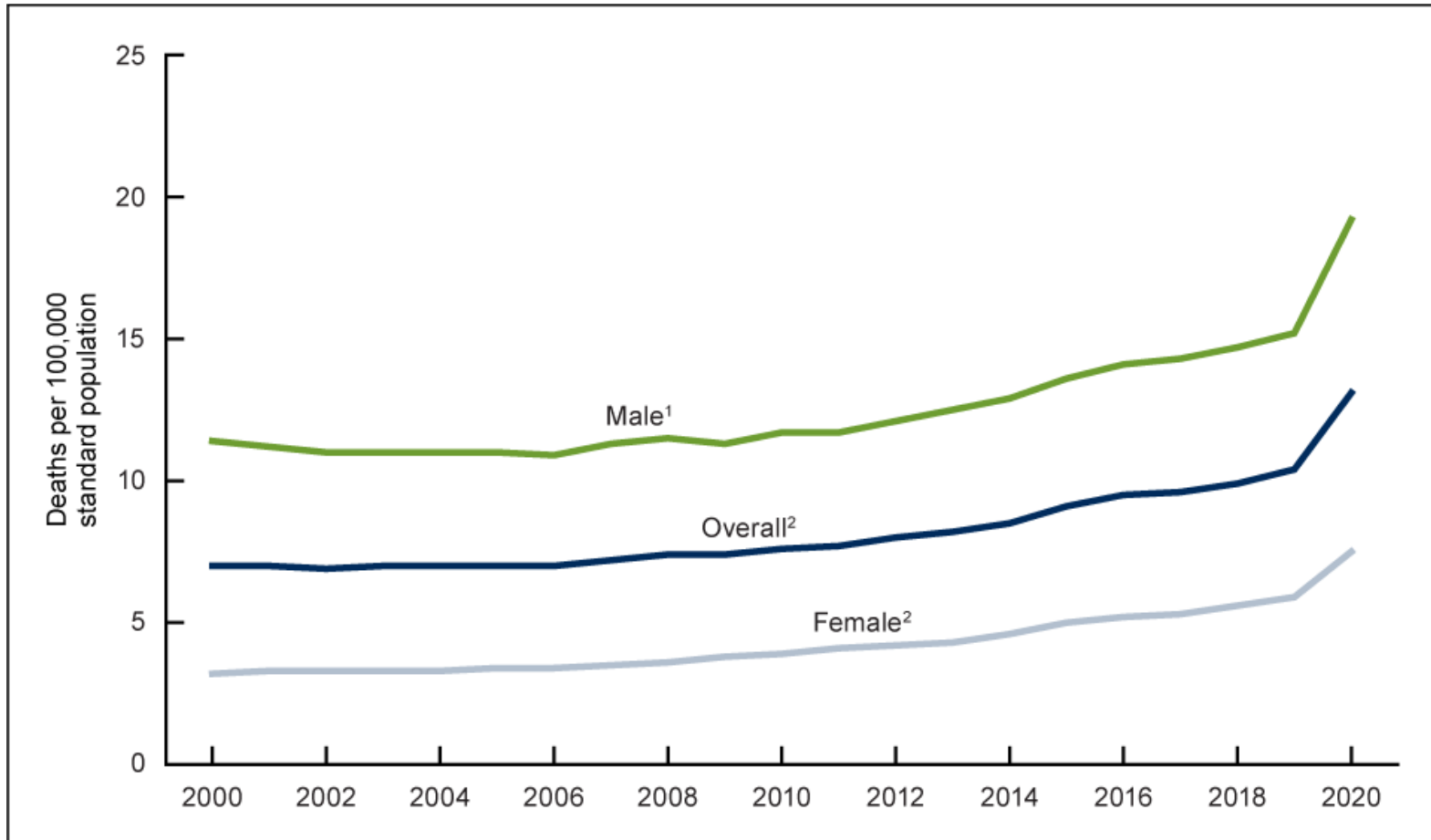
Mindfulness

Relationships

Alcohol-induced Death Rate, Per 100,000 2009-2021

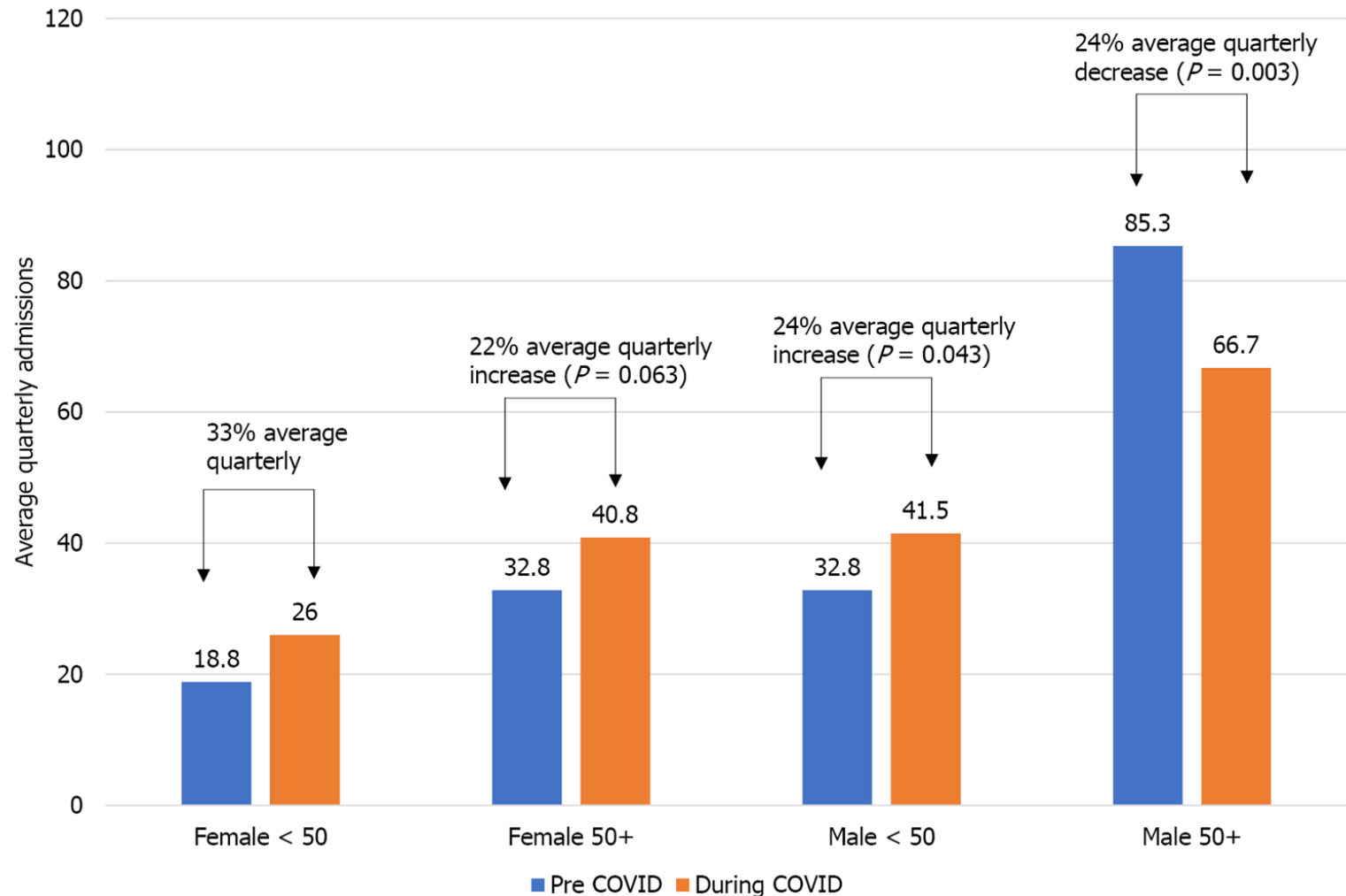


Alcohol-induced Deaths 2000-2020



Spencer MR, Curtin SC, Garnett MF. Alcohol-induced death rates in the United States, 2019–2020. NCHS Data Brief, no 448. Hyattsville, MD: National Center for Health Statistics. 2022. DOI: <https://dx.doi.org/10.15620/cdc:121795>

Impact on Women's Health



Ongoing Impact

- Consumption patterns have not yet shown a sign of returning to pre-COVID levels.
- Alcohol consumption during lockdown may appear in long-term health outcomes in the future.
- Policy changes are driving consumption trends, and ultimately health outcomes.
- What other impacts do you see in your communities?

Potential Impact

- Ample access to alcohol may **increase alcohol harms and death**
- Changes to Three Tier System could result in **unintentional consequences**
- Shifts in liability from retailer to delivery company **could make minimum drinking age laws harder to enforce**

Turning the Tide on Alcohol Policies



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



Ingredients to Change Alcohol Policy

- Define the problem
- Identify solutions/changes needed
- Build relationships with key partners
- Develop and implement a solid strategy
- Gather community support for change
- Increase awareness through media
- Be persistent



Reversing COVID Policies

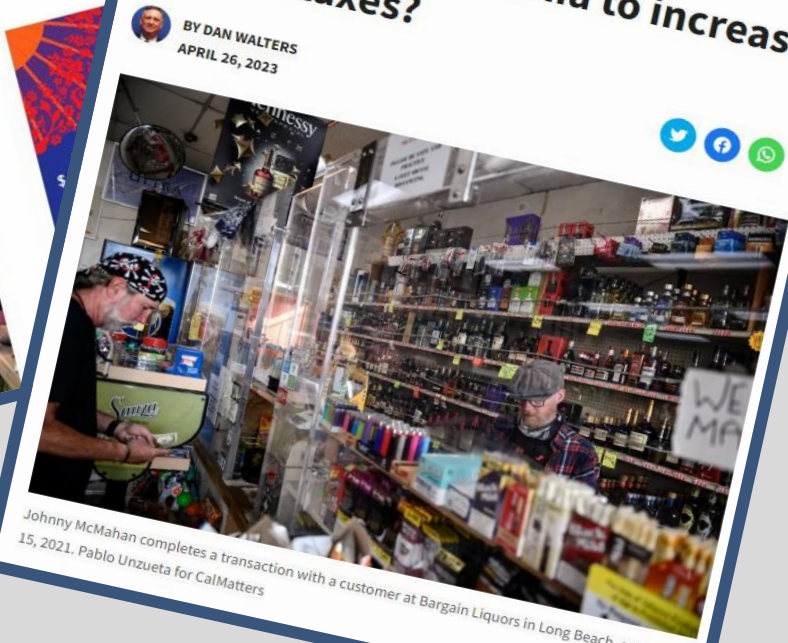
- Harness the current media coverage of these topics
- Educate other sectors on the impact of COVID-era policy change
- Build new relationships based on emerging issues
- Build support using the new information/data on the impact of COVID-era policies

Alaska House approves major update to alcohol laws, including changes for breweries

Major overhaul of liquor laws takes effect in New Mexico



Is it time for California to increase alcohol taxes?



Johnny McMahan completes a transaction with a customer at Bargain Liquors in Long Beach, on June 15, 2021. Pablo Unzueta for CalMatters

Keys to Successful Long-Term Change

- Strong coalition of partners
- Clear strategy
- Using data to make decisions and build support
- Educating public and policy makers
- Changing narrative on issues
- Persistent advocacy



What's Next

In the chat, tell us... What will you do with this learning in the next 30 days?

Consider:

- What is your next step to make change?
- What do you need to do?
- Who do you need as a support?
- What resources do you need?



Questions?



Join Us!

Demystifying Alcohol Policy Strategies: Planning and Implementation

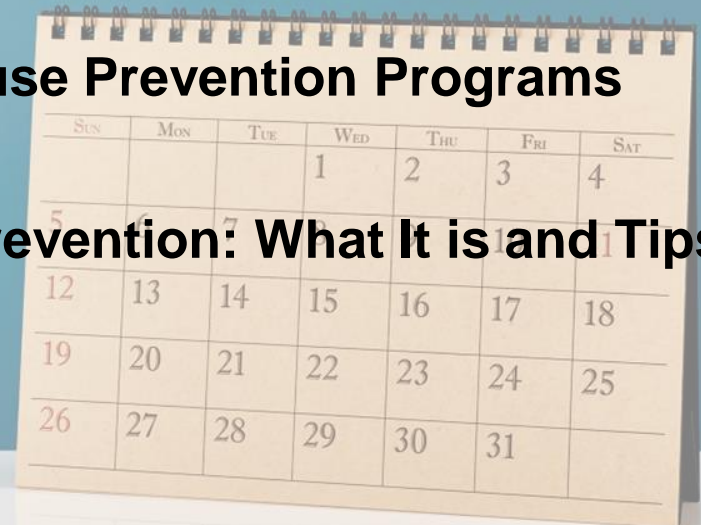
June 29 from 10-11:30 CT



More Upcoming Great Lakes PTTC Trainings

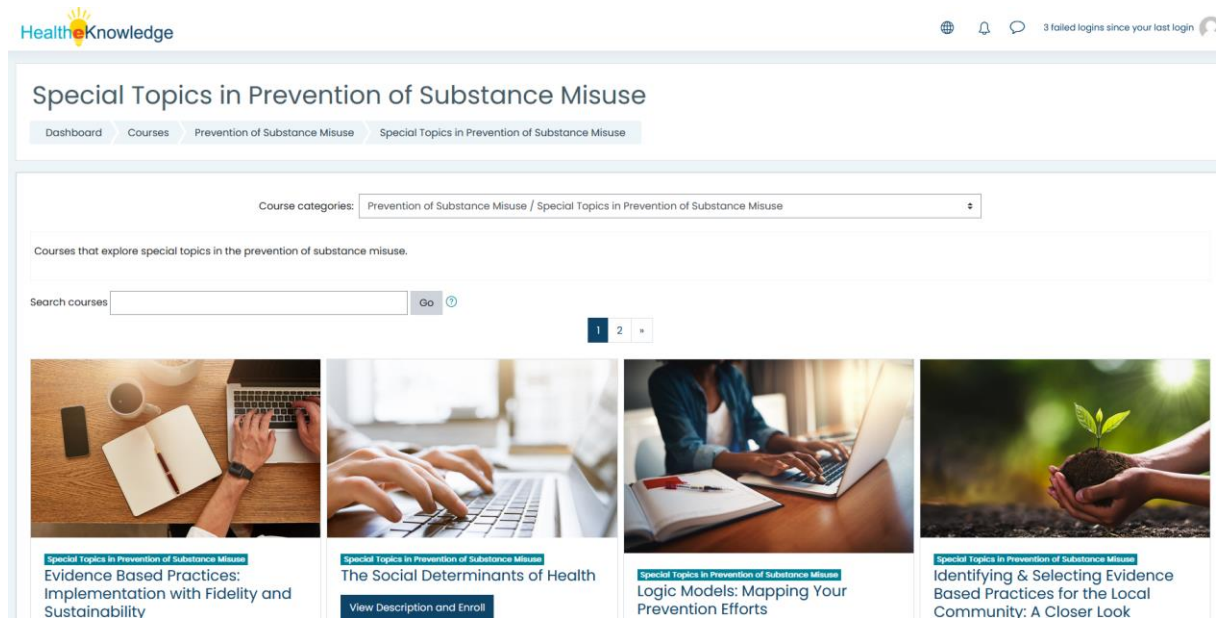
<https://tinyurl.com/GLPTTCevents>

- **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) and a login status '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 refresh 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 keyboard)
- 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 Survey



<https://ttc-gpra.org/P?s=473848>

Your feedback is important to us!