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

Disclaimer

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:

Presenter

Maureen Busalacchi
Director, Wisconsin Alcohol Policy Project

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
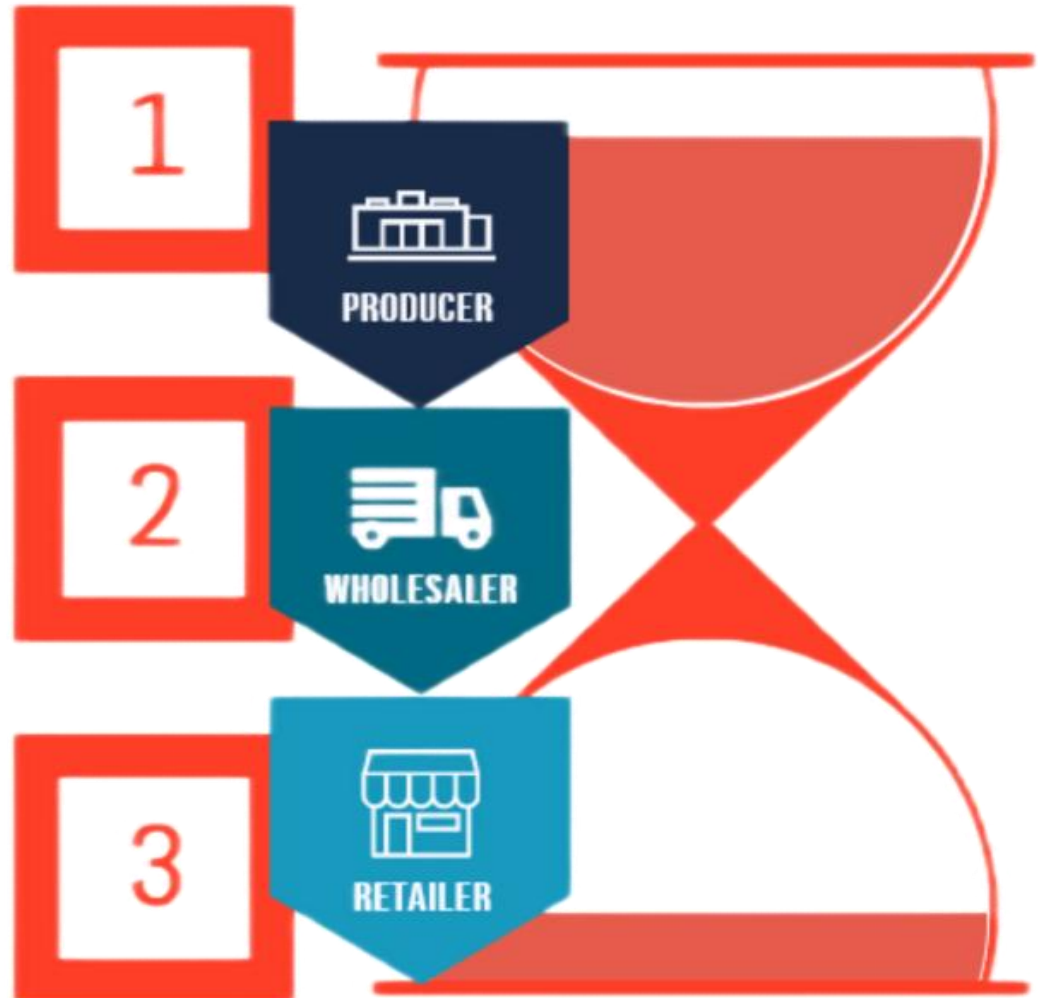
The Changing Landscape

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
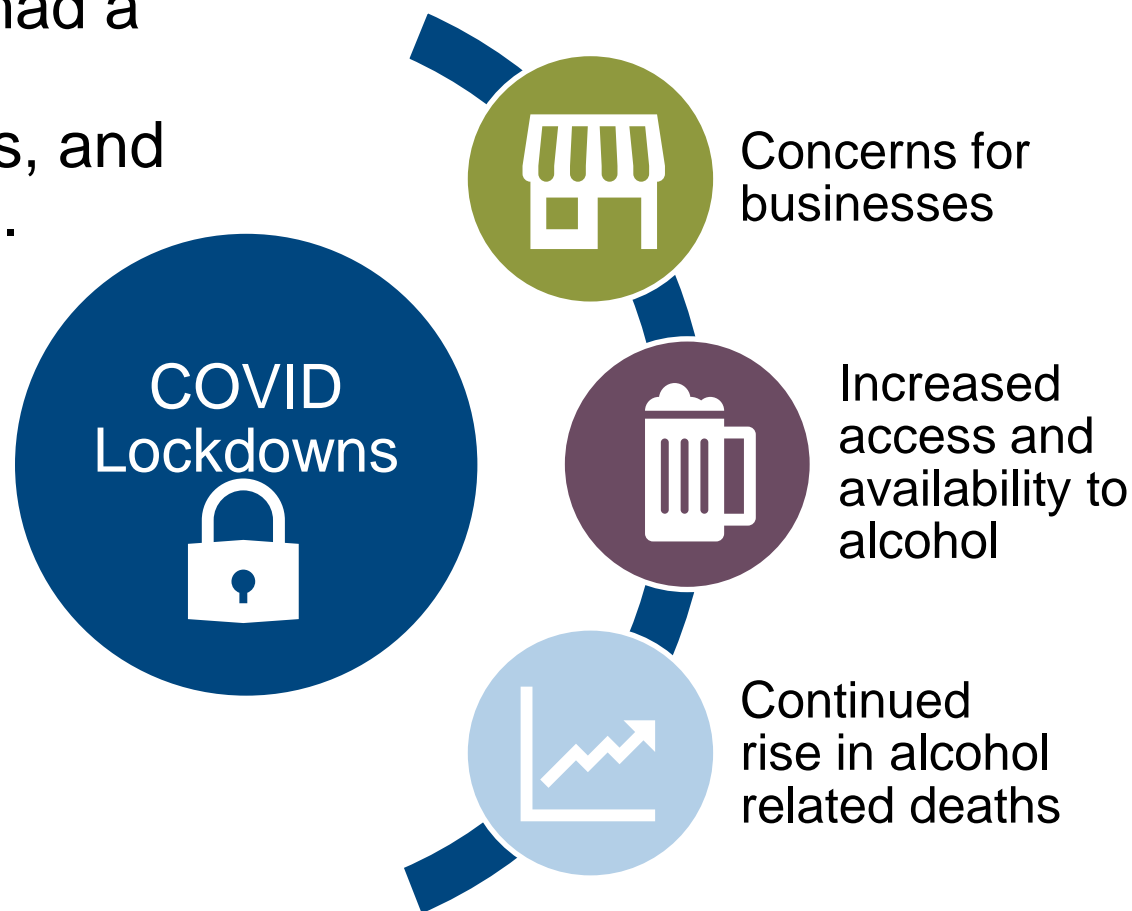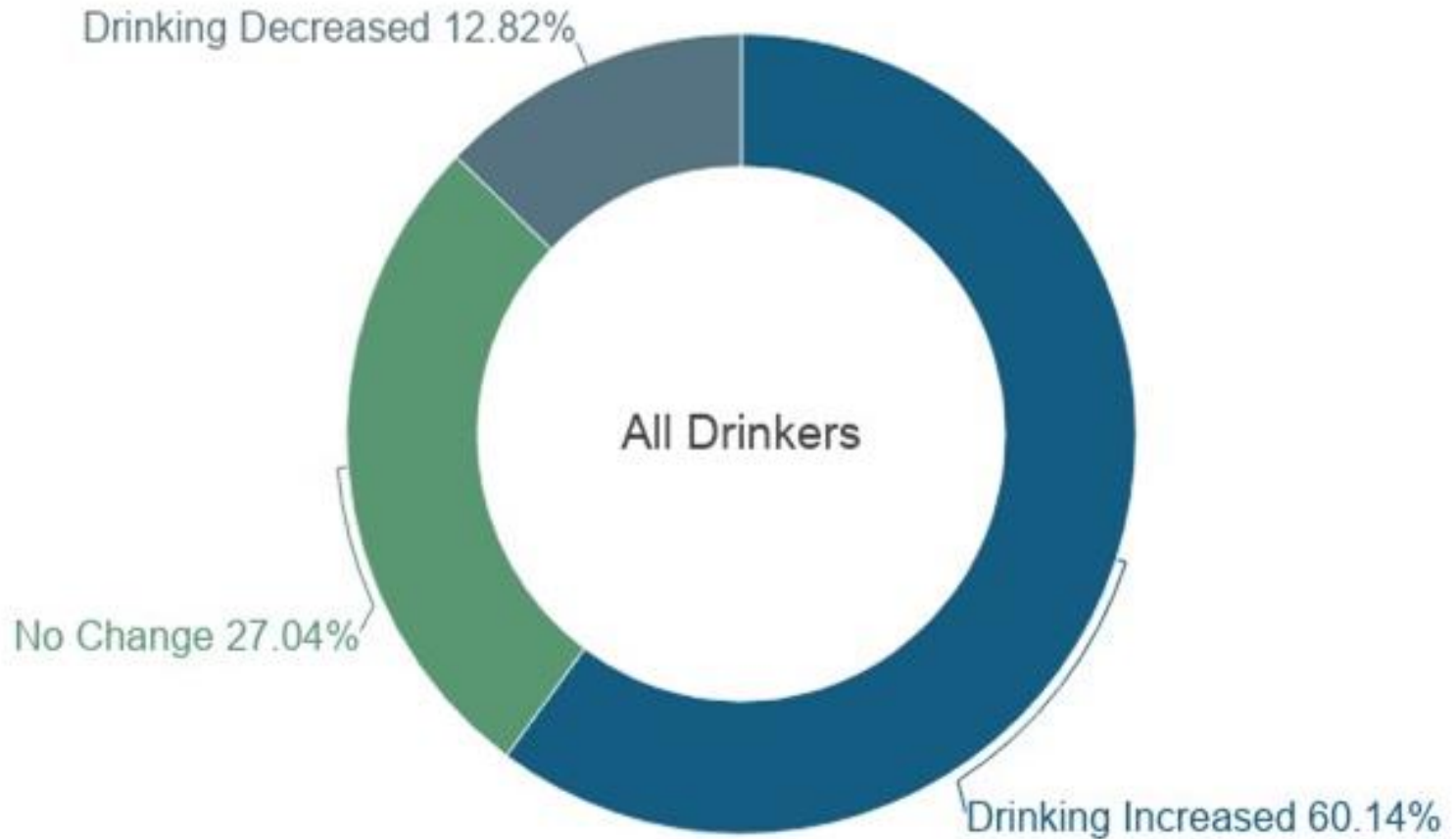- Ready for opportunities

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 Lockdowns

Concerns for businesses

Increased access and availability to alcohol

Continued rise in alcohol related deaths

COVID Effect on Alcohol Consumption

HEALTH NEWS

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

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

npr   WISCONSIN PUBLIC RADIO

NEWS   CULTURE   MUSIC   PODCASTS & SHOWS   SEARCH   SIGN IN   NPR SHO

HEALTH

The rate of alcohol-related de
U.S. rose 30% in the first y

November 5, 2022 · 10:43 AM ET

By The Associated Press

Life, But Better   Fitness   Food   Sleep   Mindfulness   Relationships

health

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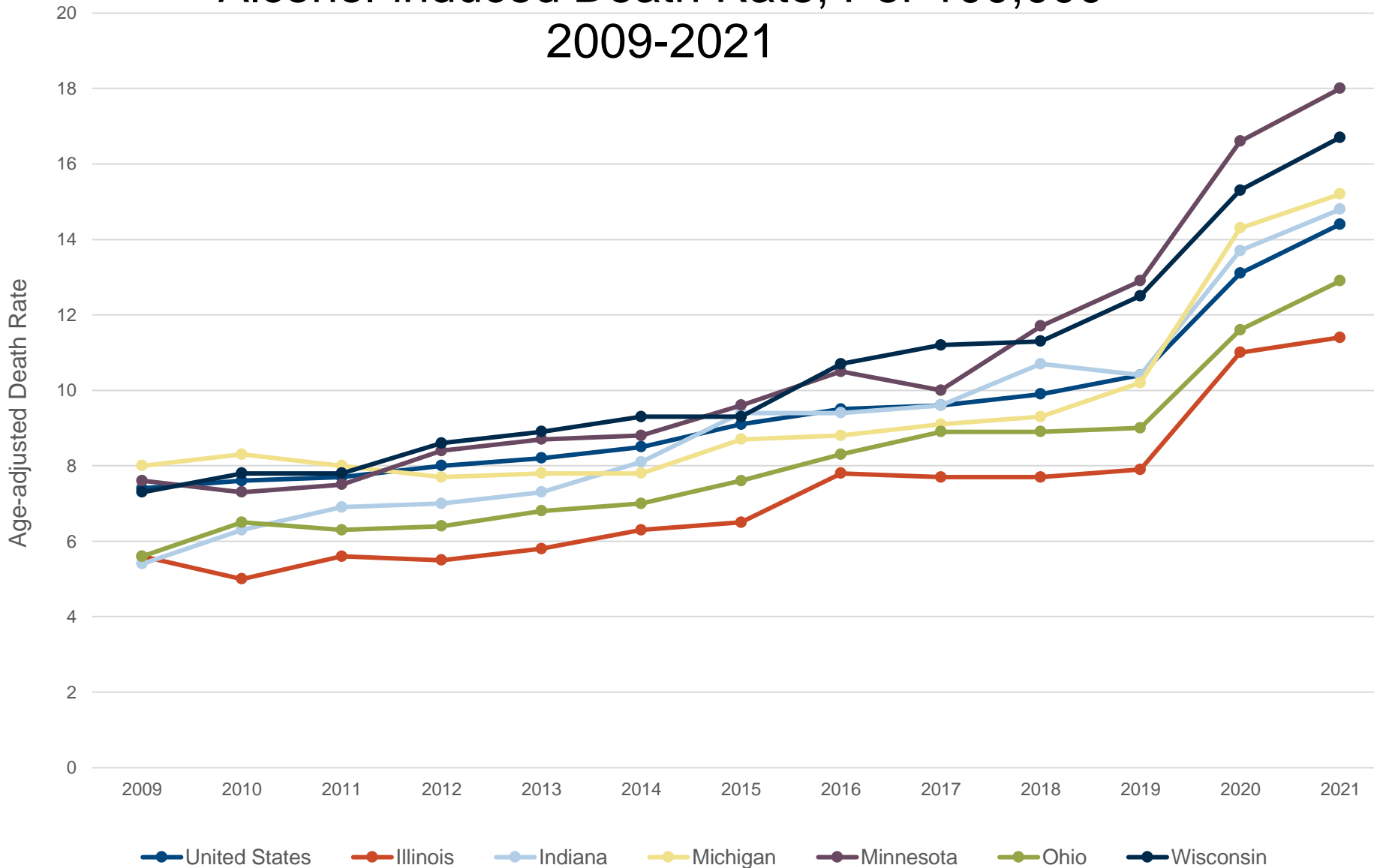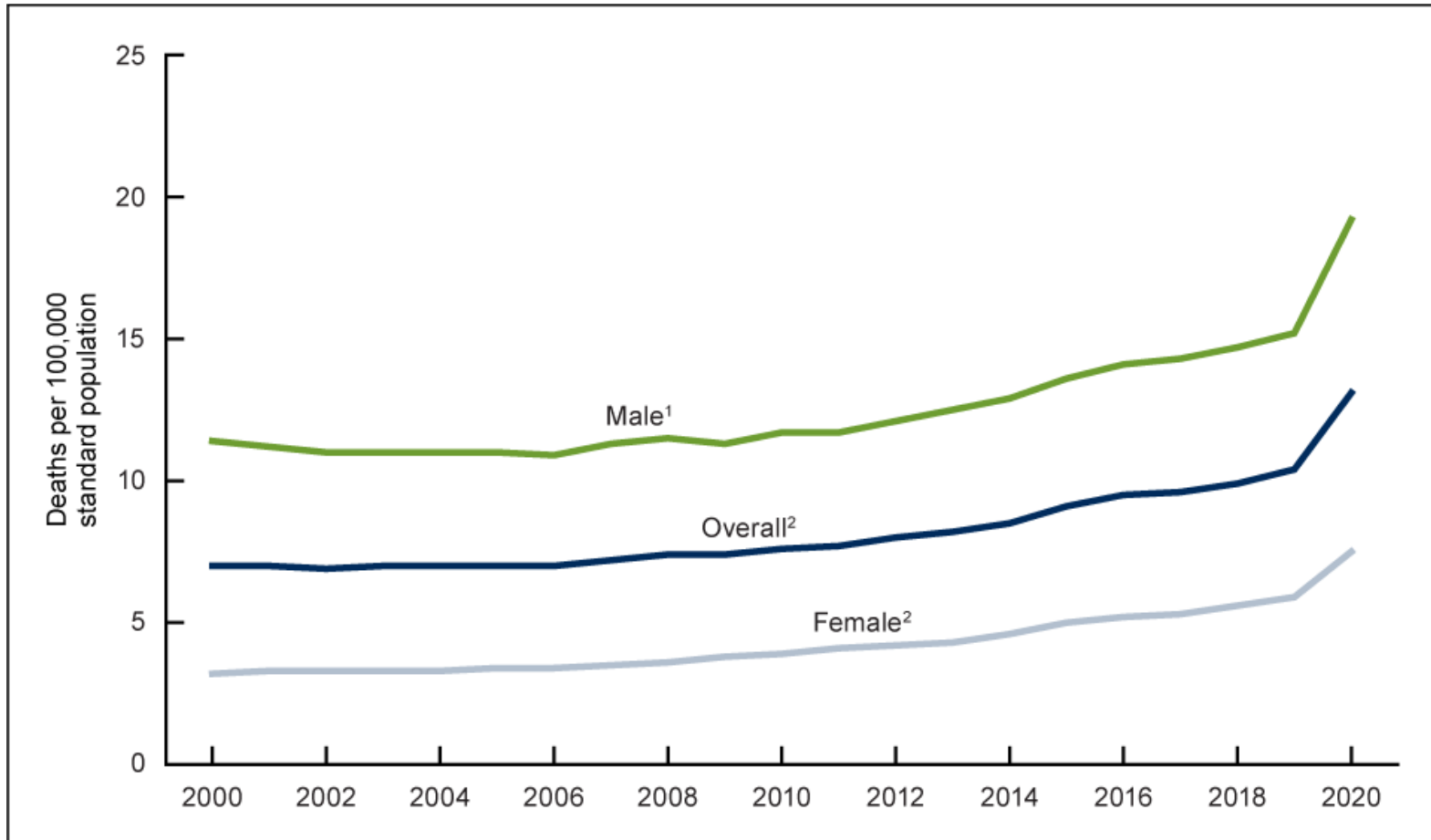
McPhillips, CNN

M EDT, Fri November 4, 2022

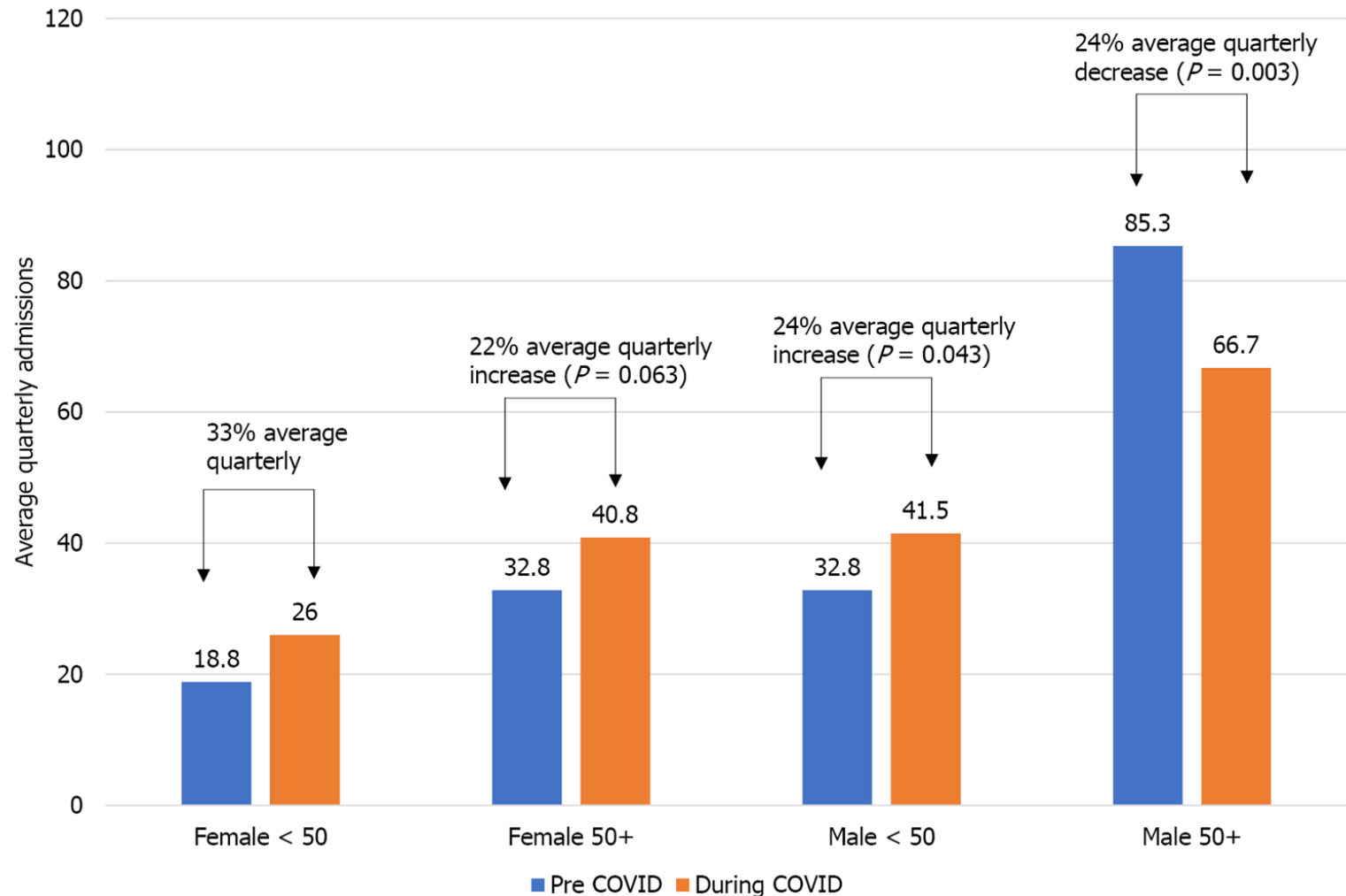Alcohol-induced Death Rate, Per 100,000
2009-2021

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
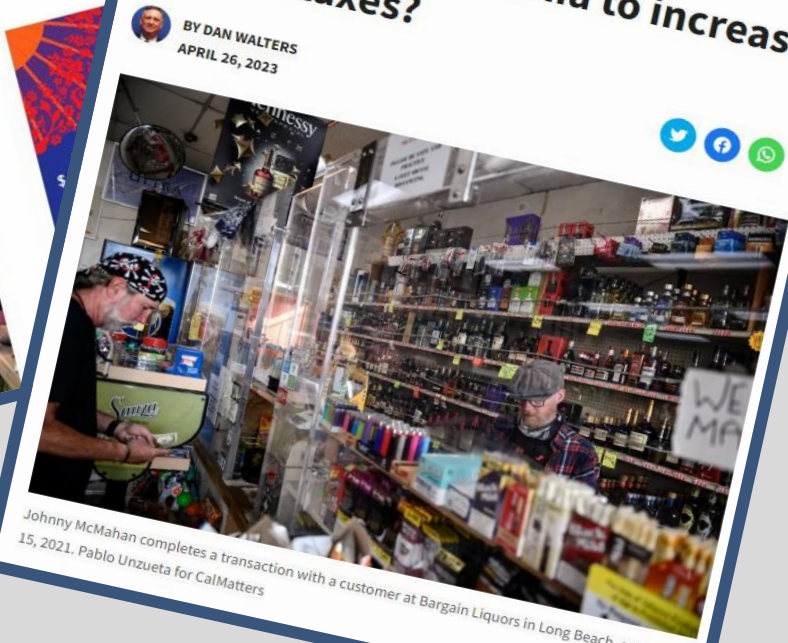
Reversing COVID Policies

- 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

‹ PREV

By Daniel J. Chacón dchacon@sfnewmexican.com   Jun 30, 2021 Updated Aug 5, 2022   💬 0   1 of 2 ‹ ›

CAL MATTERS

COMMENTARY   Donate ☰

Is it time for California to increase alcohol taxes?

BY DAN WALTERS
APRIL 26, 2023

🐦 ⓕ 🟢

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
- Who do you need as
- What resources do yo

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
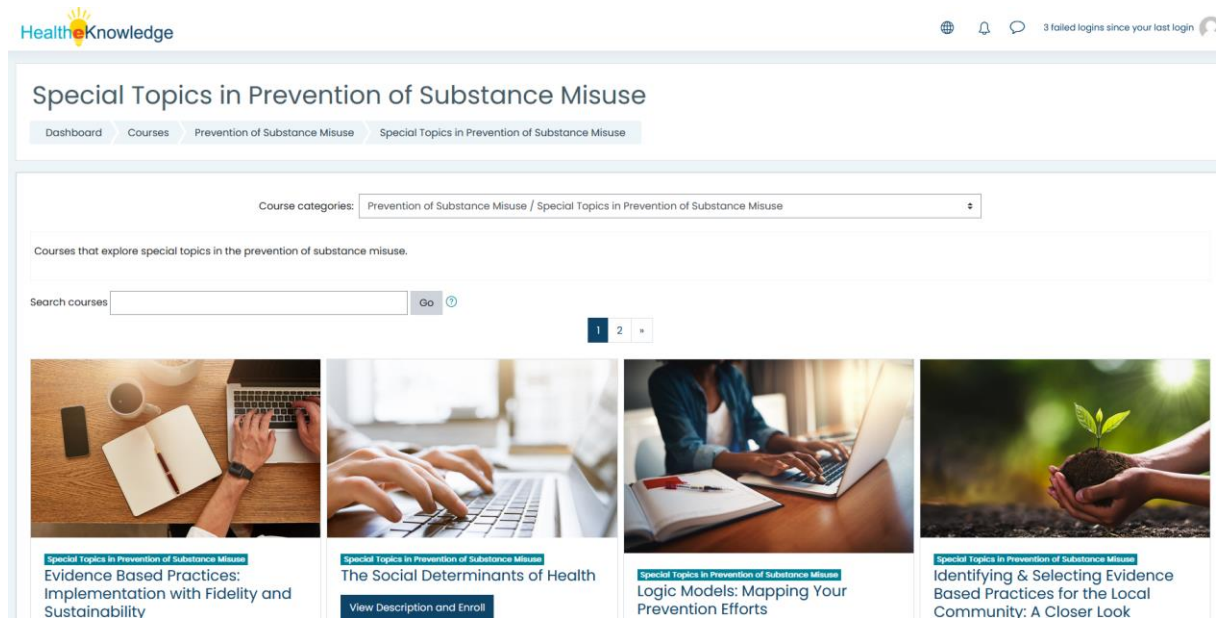
- **Change Leader Academy for Prevention Practitioners**
  July 11, 18, 25, August 1, 2023 from 10-11:30 CT

- **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
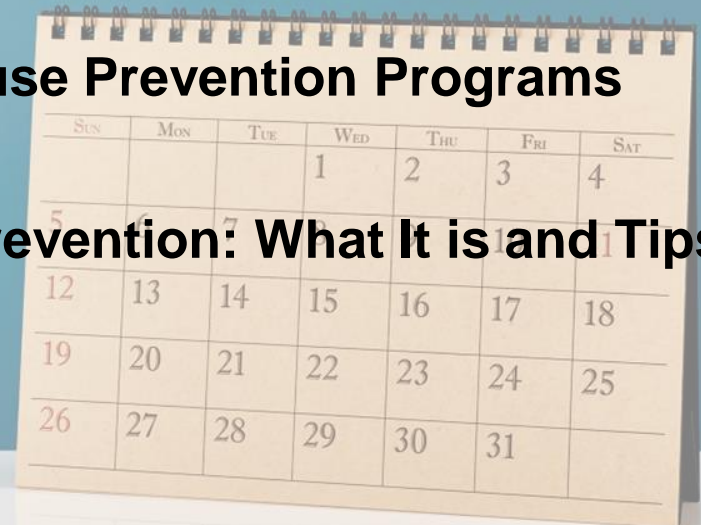
HealtheKnowlege Courses

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

Please Complete the Survey

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

Your feedback is important to us!