

Alcohol Policy:

Policy and Prevention: Understanding Effective Alcohol Policy Strategies

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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.

Agenda

- Alcohol Policy: The Essentials
 - The Role of Public Health Advocacy in Alcohol Policy
 - Understanding Lobbying Fundamentals
 - Building an Equity Lens
 - Building Relationships with Key Stakeholders
 - Wrap-Up and Questions
- 

Learning Objectives

- Define alcohol policy in a public health context
 - List the steps for initiating and updating alcohol policy in different settings
 - Consider ways to incorporate an equity lens into policy development or modification efforts
 - Describe the key stakeholders and the importance of building strong relationships
- 

Welcome!

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

1. Please post in the chat:

- Your Name
- Organization

2. Respond to the polls



THIS IS NOT A SLIDE

Poll Question 1: Describe your work on policy.

- Expert
- Novice
- Dabbler
- No Experience

Poll Question 2: What roles have you played in advocacy?

- Spokesperson
- Content Expert
- Presenter
- Networker
- Work to Empower Others
- Organizer
- “Campaign” Manger

My Background & Family



Alcohol Policy: The Essentials



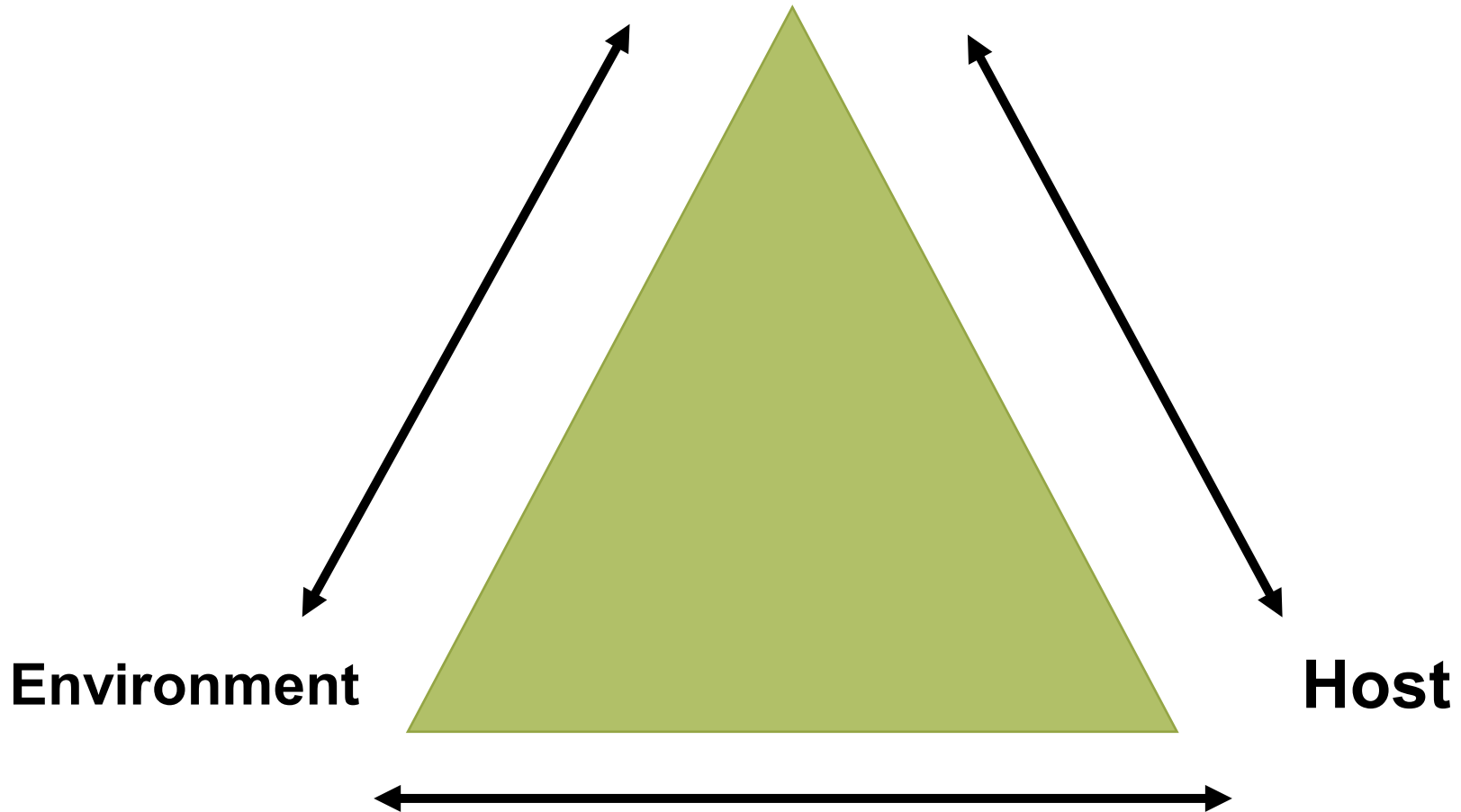
Alcohol Policy Definition

A combination of Federal, State, and local laws help shape the role alcohol plays in the United States, including how we:

- Manufacture alcohol
- Sell alcohol
- Decide who can drink alcohol
- Respond to alcohol-related problems

Alcohol Policy: Part of a Comprehensive Approach

Individual



The Goal of Alcohol Policy

- Decrease negative consequences of excessive alcohol consumption.
- Influence individuals' risky alcohol consumption practices.
- Reduce risk factors associated with alcohol related problems and consequences.
- Develop disincentives for individuals and organizations that contribute to risky alcohol behaviors.

Sample Alcohol Policies

- Regulating alcohol density
- Increasing alcohol taxes
- Dram shop liability
- Limits on day of sale
- Limits on hours of sale
- Electronic Screening and Brief Intervention (eSBI)
- Enhanced enforcement of law prohibiting sales to minors

Applying What You've Learned



Locating Alcohol Policy

The Community Guide

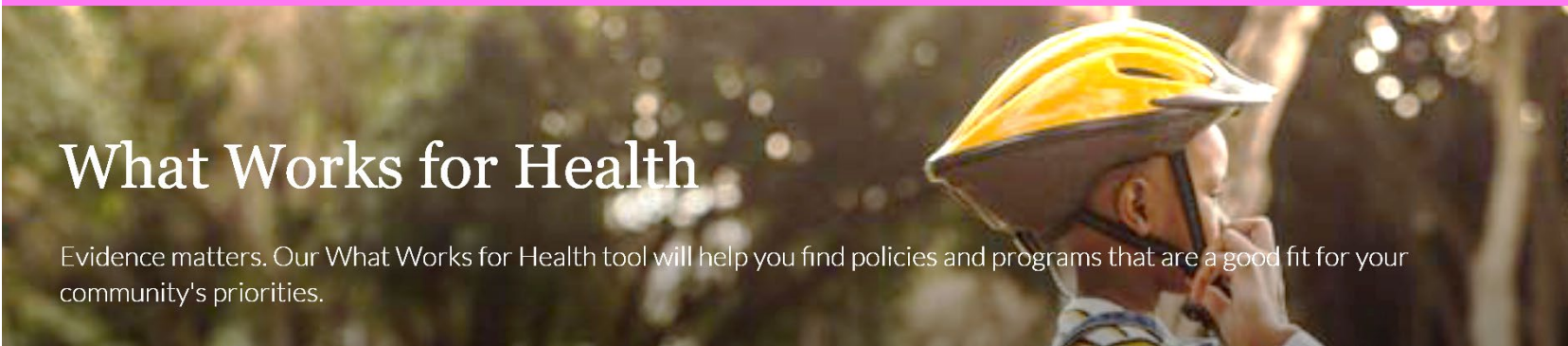
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What Works for Health

Evidence matters. Our What Works for Health tool will help you find policies and programs that are a good fit for your community's priorities.

Considerations With Model Policies

State's regulatory and legal framework

Alcohol Control: Local, state or both?

Constitution

Legal precedents

The Role of Public Health Advocacy in Alcohol Policy



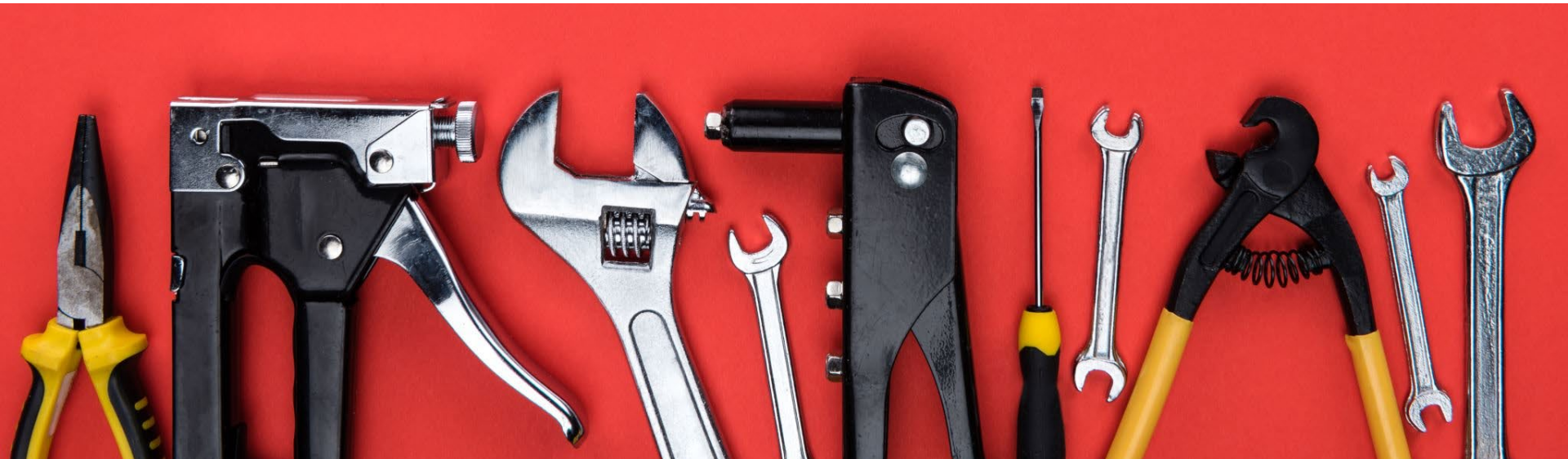
Public Policy Advocacy Roles

- Public Health Expert
- Educating the Public
- Educating Policy Decision Makers
- Engaging the Community



Building Capacity to Advocate

- Community Members
- Multiple Sectors
- Multiple Spokespeople
- Data and Research
- Media Relations
- Grassroots
- Grasstops
- Others?

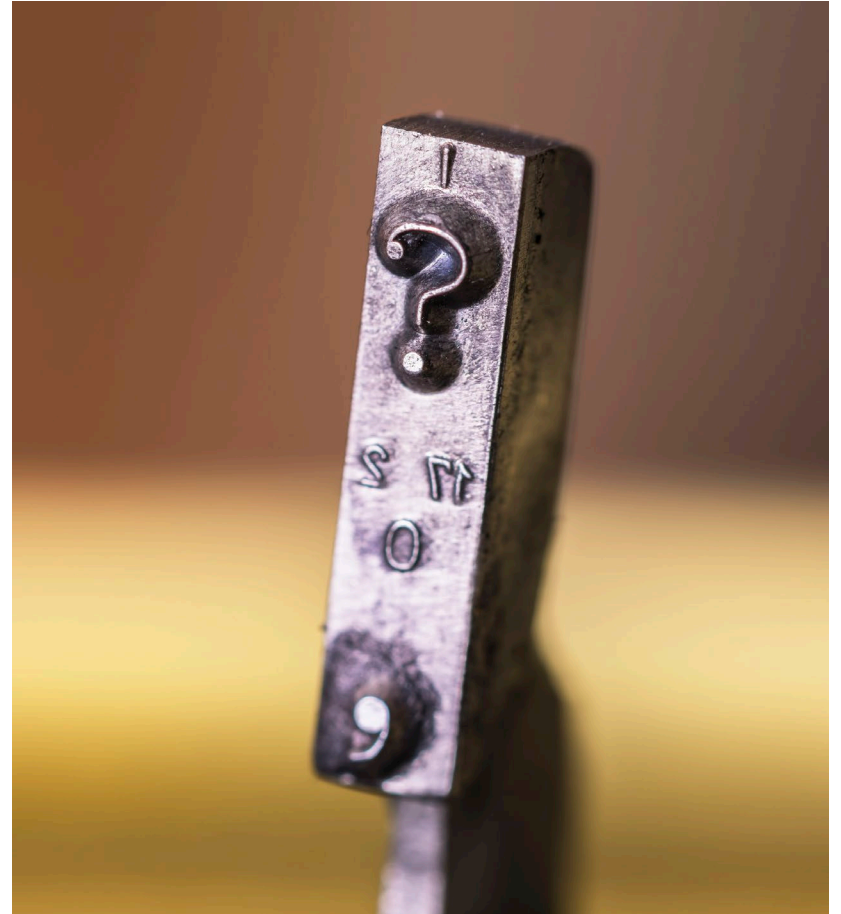


Alcohol Policy: Understanding Lobbying Fundamentals



What's Lobbying?

- Federal, state, and local lobbying laws may differ significantly.
- Always clarify which level of government and be aware of regulations surrounding it.
- School boards can be an exception.



Contemplating Lobbying: Things to Consider



What is NOT Lobbying



Providing legislative updates to coalition members and partners



Mass communication through speech, article, publication or other material.



Testimony given before congress or submitted for inclusion in the public record.

What is NOT Lobbying, cont.



Providing written in response to request



Providing a response to a request for public comments.



Anything required by subpoena or through civil investigative demand.



Providing information through the media: interviews, op-eds, etc.

Lobbying Summary

- Advocacy and Lobbying have different roles to play
- Consider those who are best positioned for each role (research, media relations, community empowerment, etc.)
- Lobbying is critical but relationships with your own legislators can be more important.

Local Alcohol Policy: Getting Started



Planning Policy: Action Steps



- Identify the Problem in the Community
- Build Leadership Buy-in
- Determine Where to Make Change
- Determine Decision Makers

Step 1: Identify the Problem

Use	Use Assessment Data
Consider	Consider who is most impacted and engage them
Deploy	Deploy all the tools available to understand the problem

Who is impacted?



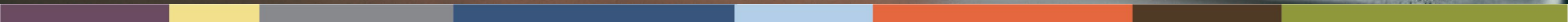
Build From the Ground Up



Building an Equity Lens

Involve those who are...

- most impacted by excessive alcohol use,
- victims of alcohol related violence, injuries and harms, and
- negatively impacted by excessive alcohol use.



Cultural Humility

- Determine the best way to approach partners.
- Ensure information provided is culturally responsive.
- Take time to build relationships and to get to know potential partners.
- Use a culturally humble approach when working with partners.

Step 2: Build Leadership Buy-In



Patience



Persistence



Data



Impact



Return on Investment

Step 3: Determine Where to Make Policy Change

Be clear on what your goal is meant to change:

Government?

- Local
 - State
 - Federal
 - System change (Sector change or within health care, school, etc.)?
- 

Step 4: Determine Who Are the Decision Makers

- Get familiar with the decision-makers
- Subscribe to newsletters
- Follow on social
- Keep track of the news



Review Action Steps

1. Identify the problem in the community
2. Build Leadership Buy-in
3. Determining Where to Make Change
4. Determine Decision Makers
5. None of the above



Questions?



Please complete the event survey.



Post-Event Survey URL:
<https://ttc-gpra.org/P?s=216912>

Your feedback is important to us!

Join Us!

- Register for Part 2 How COVID Changed Alcohol Policy
- Thursday, June 22nd at 11:00am ET/ 10:00am CT/ 8:00am PT

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