

Alcohol, Equity, and Social Justice:

BREAKING THE SILENCE



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David Jernigan, PhD

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Acknowledgement

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of PTTC Network and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

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Learning Objectives



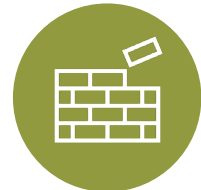
Explain how inequity is infused in the history of alcohol policy in the United States.



Describe health inequities' contribution to alcohol-related harms and explore the role of alcohol in violence.



Describe how the alcohol industry perpetuates and supports inequity and social injustice, at national and local levels.



Examine evidence-based alcohol policies that alleviate inequity and address social justice issues.



Consider the role of ATOD-focused community coalitions in supporting the development of equitable policies.



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Our Roadmap Today

- ✓ Introductions
- ✓ Overview
- ✓ History Of Alcohol and Oppression
- ✓ Oppressive Marketing Practices
- ✓ Policies That Work
- ✓ How To Get There
- ✓ Evaluation



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Who am I?



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Today's "Alcohol Story"

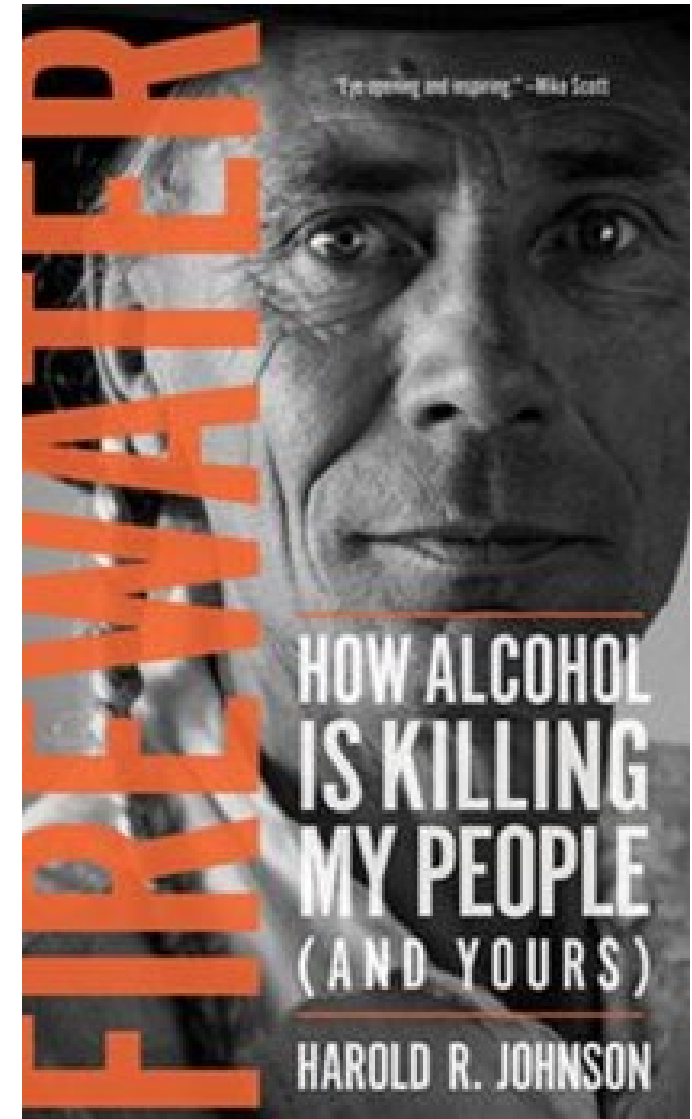
Ignores much of history

Is primarily told by a handful of giant and highly profitable transnational corporations

Is an individual story, not a wider social story

Normalizes alcohol

Needs to tell a different alcohol story



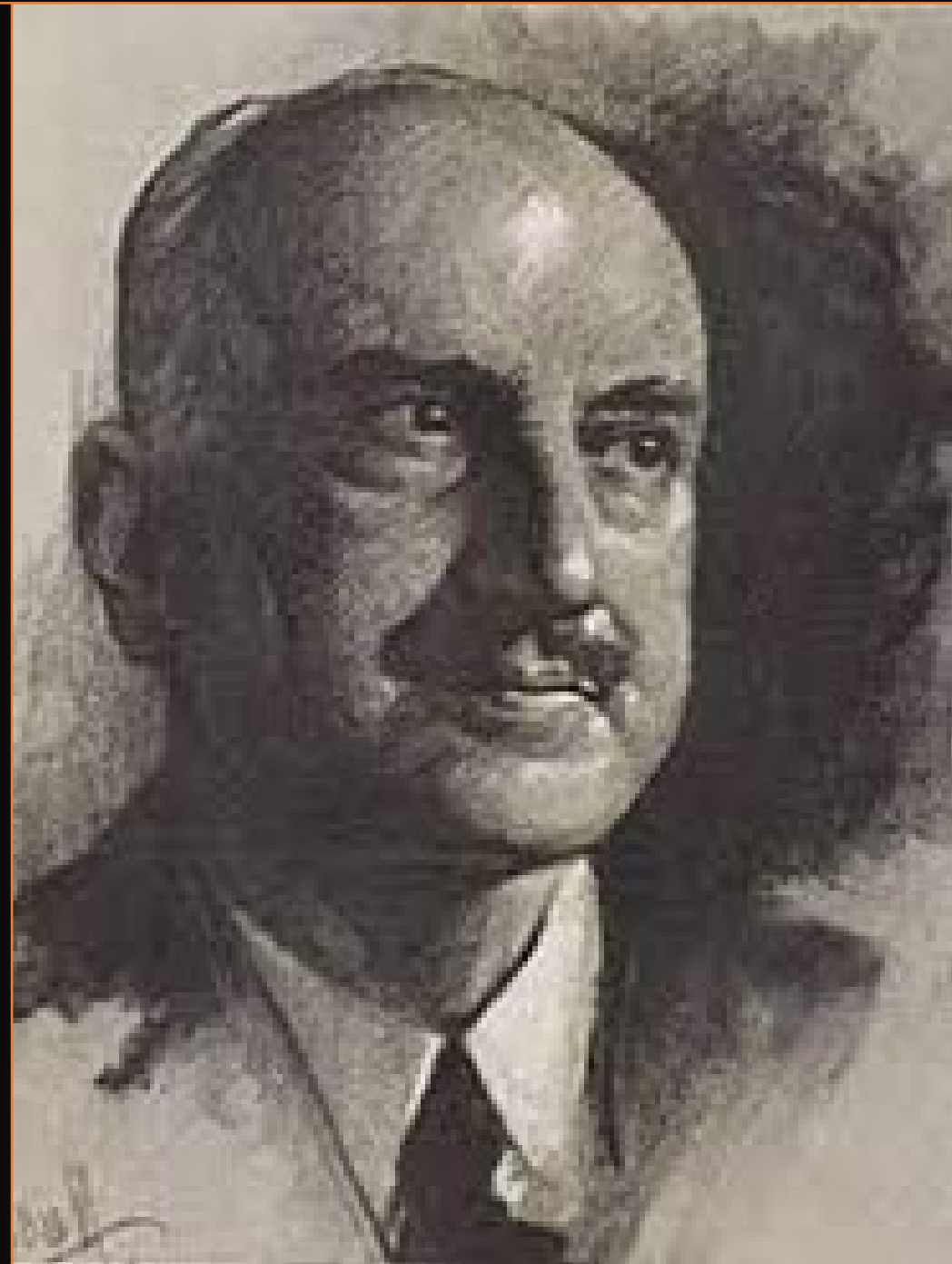
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Those who cannot
remember the past
are condemned to
repeat it.

-- George Santayana



History of Alcohol

Beverage alcohol has been present in nearly all societies.

Wine and beer have been present for at least 5000 years

Distilled spirits first appear in human records around the 12th century A.D.



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The Historical Challenge of Alcohol

Many societies treated it as “special”



The privileged quickly learned how to manipulate the alcohol supply to maintain dominance.



This is the “covert violence” of oppression, supported by alcohol.



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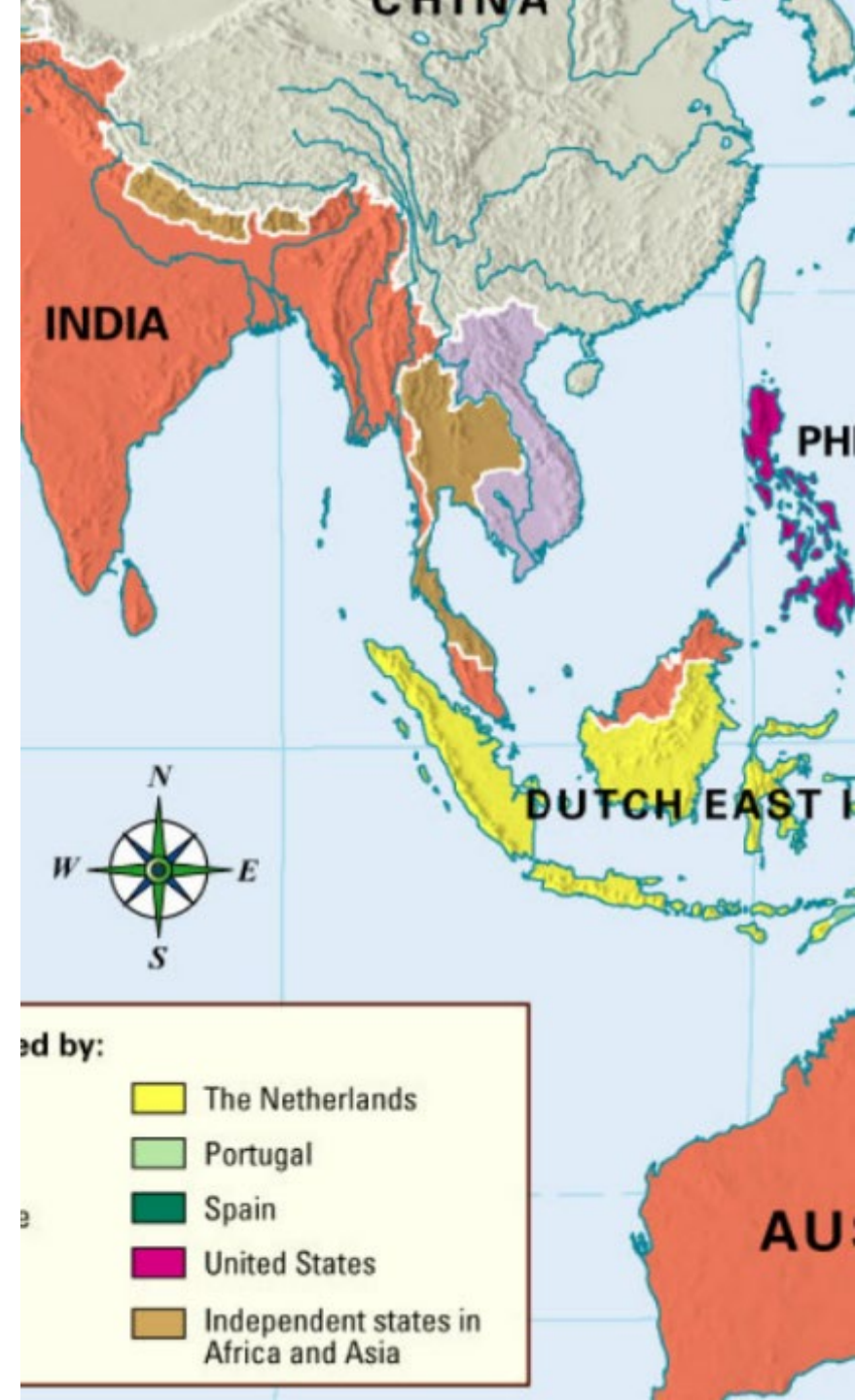
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New England Rum and the Slave Trade



The British in Asia: Building an Empire on Drugs

- “Gave opium to the Chinese and alcohol to the Indians.” –Spokesperson for Customs and Excise Malasia, 1996
- Manipulated the palm wine supply to control workers in Malaya.
- Controlled and manipulated the toddy supply in India.



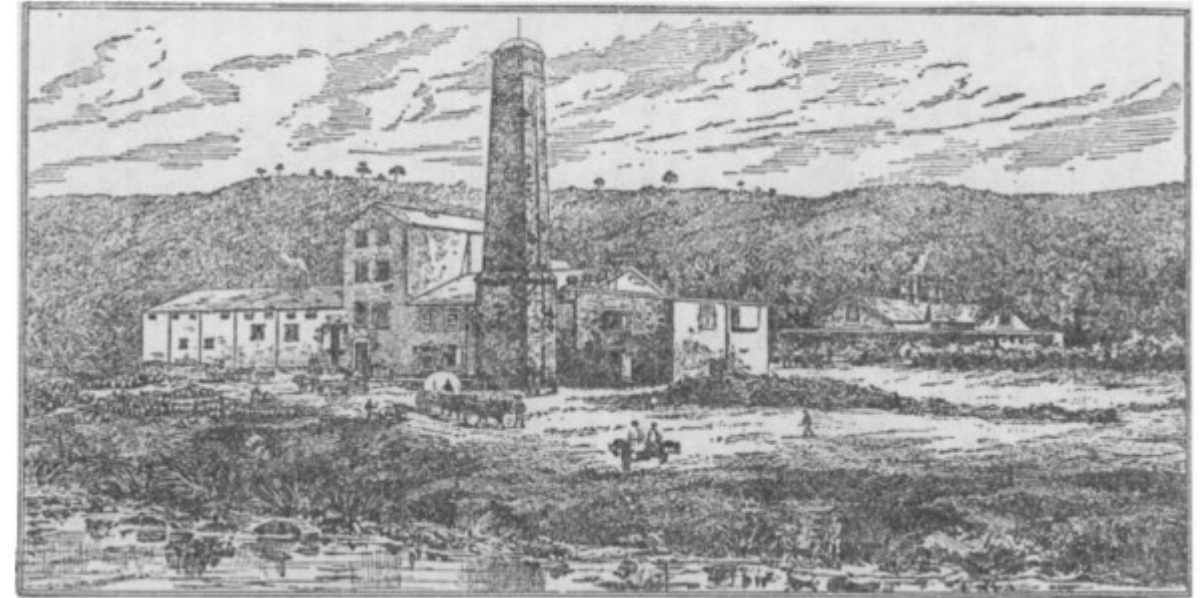
Southern Africa: "Randlords and Rotgut"

Colonizers quandary:

How strong should the alcohol be to keep workers sufficiently addicted so they didn't return to their villages, but not so addicted that they could not work?

Hatherley Distillery

Near PRETORIA, TRANSVAAL.



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Promoting a “Drunken Indian” Stereotype

THE DRUNKARD



CONSUMES HIS MONEY
IN DRINK



LEAVES HIS WIFE AND
CHILDREN TO STARVE

குடிபருகான் தான் பாடுபட்டுத் தேடிய பணத்தை கள்ளு
சாராயக் கடைகளில் தொலைக்கிறான். அவனுடைய மனைவி
மக்கள், தெரு வீதிகளில் பிச்சை பெடுத்து அலைகிறார்கள்.

Alcohol and Jewish Oppression in Poland

- Historically, economic activities of Polish Jews limited by law.
- Nobles gave Jews exclusive right to sell alcohol.
- Like tax collection, insulated the nobles (who profited from alcohol) from any complaints or responsibility.



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Alcohol and Indigenous North Americans

One of the few groups worldwide not to have developed alcohol as an intoxicant

No cultural or bio-genetic protections against alcohol

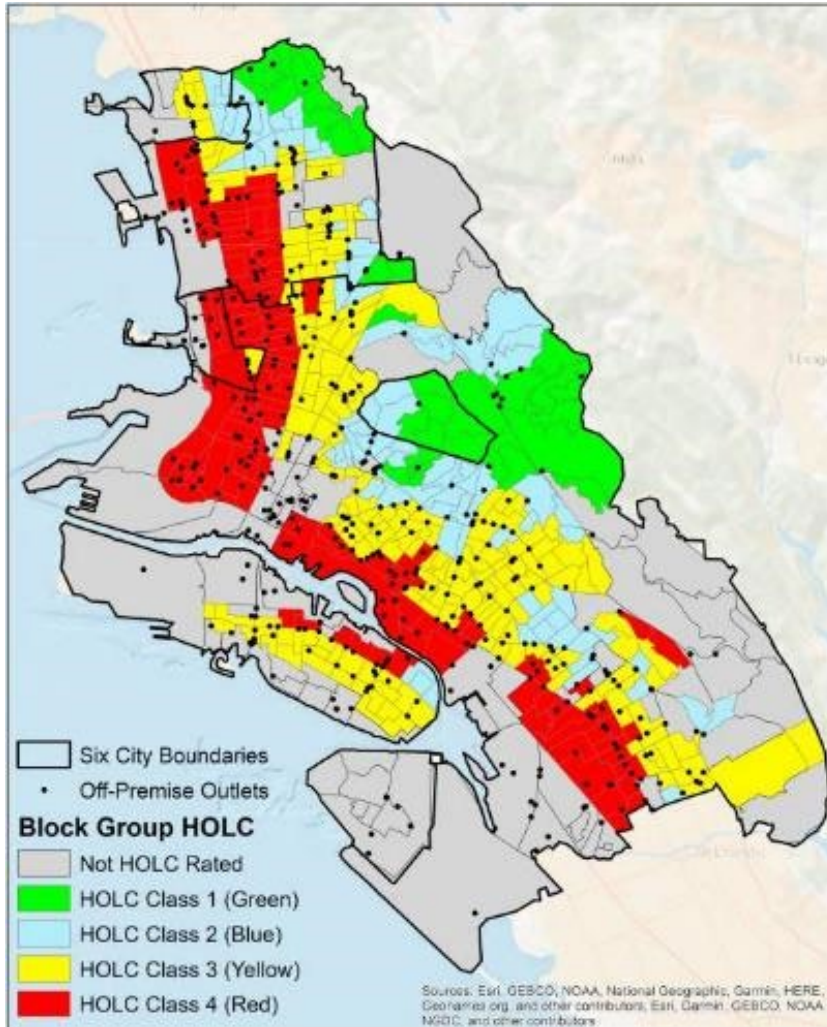
Colonizers used this as an instrument of dominance



Credit: judychartrand.com

Land Use: “Redlining” and the Location of Alcohol Outlets

Oakland, California



“Current inequitable health risks may be founded on racist spatial projects of past decades.”

Alcohol and Violence: Four Types

	Personal	Institutional
Overt	<ul style="list-style-type: none">• Aggravated assault• Sexual assault	<ul style="list-style-type: none">• Slavery• Mass incarceration
Covert	<ul style="list-style-type: none">• Extreme neglect	<ul style="list-style-type: none">• Redlining• Oppressive Marketing



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A person wearing a cap and glasses is examining a bottle in a pharmacy. The background shows shelves filled with various bottles and containers. The image has a blue tint.

Alcohol use annually contributes to

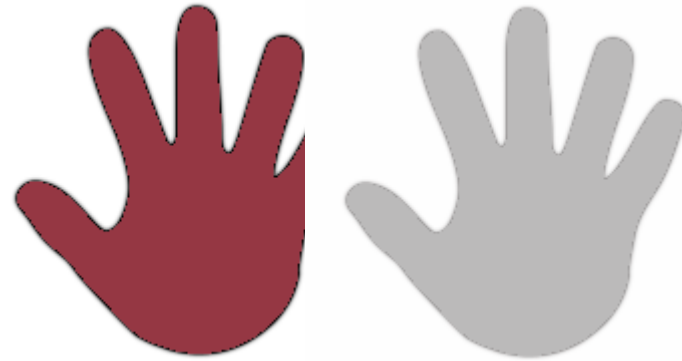
140,000 deaths

\$249 billion

was spent on alcohol problems in 2010

Sexual Assault Perpetration

Alcohol is the substance most frequently used to facilitate sexual assault.



**1 in 2
sexual assaults
involve alcohol**



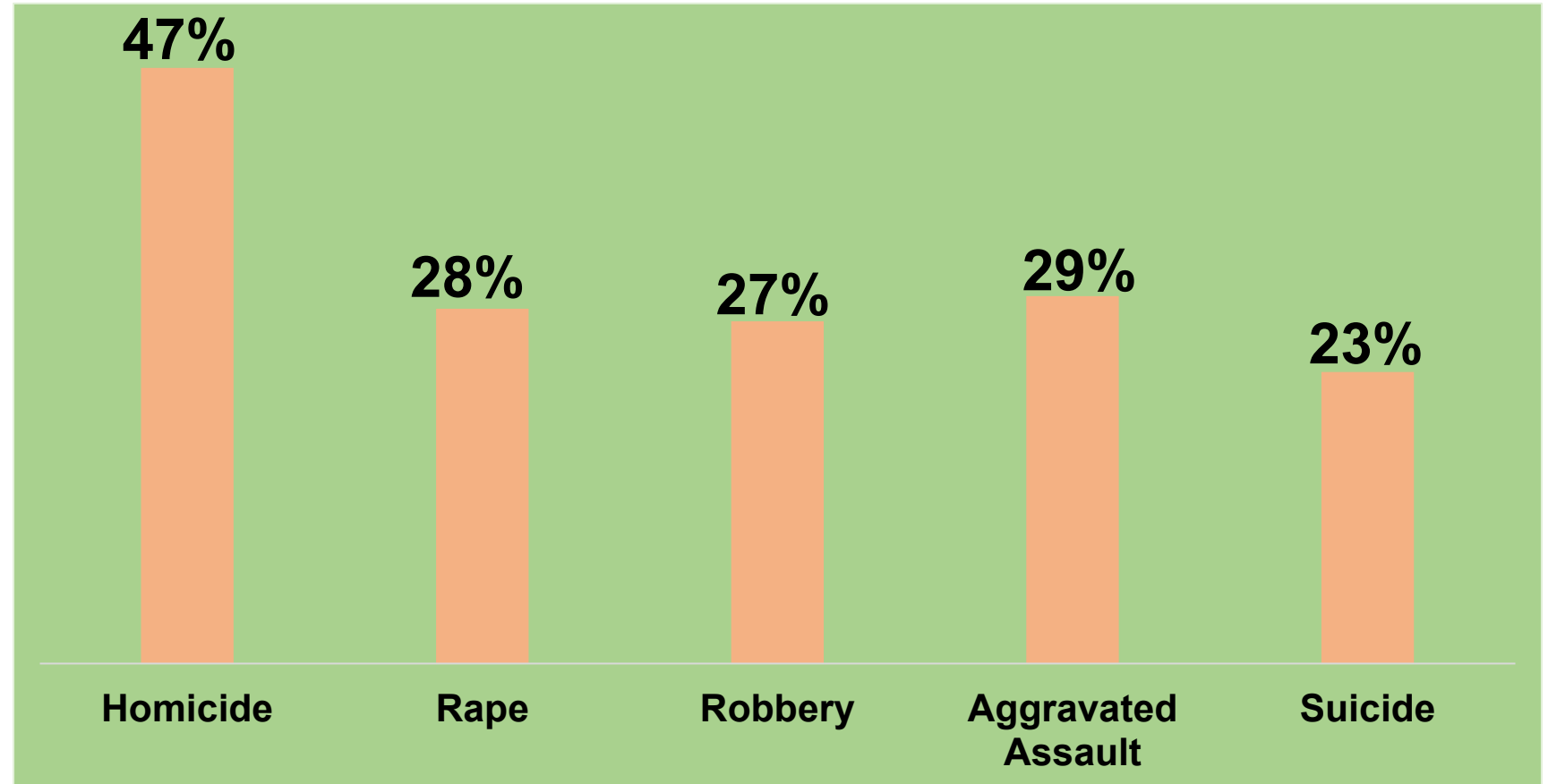
Sexual assaults involving alcohol more often occur among individuals who know each other casually.

In 2001, 97,000 college students between the ages of 18 and 24 were sexually assaulted or date raped by another drinking college student.

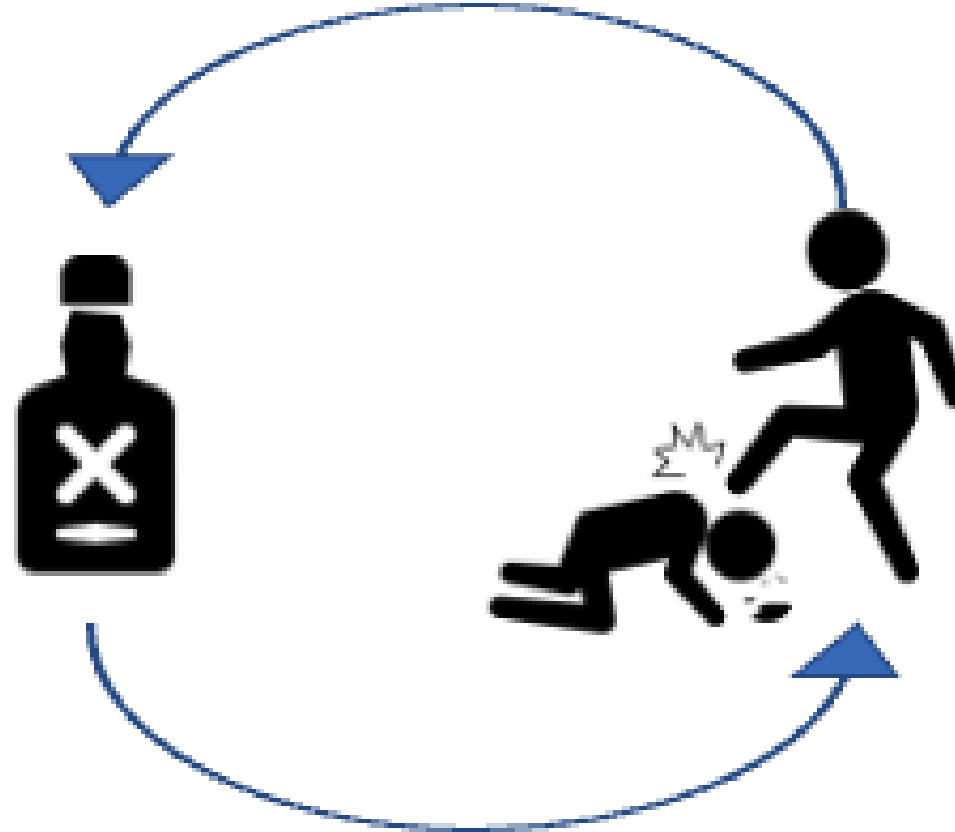


Percent of Problems Caused by Alcohol Use

Alcohol-attributable fractions (AAFs) are the proportion of outcomes that are causally attributable to alcohol.



The relationship between alcohol and violence is *bidirectional*.



Reiss, A.J., Jr. et al. (1994).
Boles, S. M., et al. (2003).
Rehm, J., et al. (2009).



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The background features a series of parallel, glowing lines in shades of green and blue that recede into the distance, creating a strong sense of perspective. The lines are arranged in two main groups, one on the left and one on the right, both converging towards a vanishing point in the center. The overall effect is reminiscent of a futuristic or digital environment.

Alcohol and Racial/Ethnic Disparities



Blacks/African American and Hispanic/Latine people consume less alcohol than White people

American Indian and Alaska Native (AI/AN) people binge and drink heavily at close to the same rates as White people

BUT -- groups experience higher levels of negative consequences from drinking.



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Alcohol-Related Problems

Cancer: Higher prevalence and mortality in Black/African Americans compared to White individuals

Same situation for:

- Liver disease†
- Alcohol dependence*
- Alcohol-related motor vehicle deaths*†
- Intimate partner violence*

*Latine people too!

†AI/AN people too!



Rumgay, H et al., (2021)
Lancet Oncol, (2020)
Polednak, A. P. (2007)
Caetano, R., et al (2014)

Howlader, N. et al. (2016)
Chartier, K. G., (2013)
Williams, D. R., (2005)
Giesbrecht N. (2000)

Social Consequences

Among those reporting little or no heavy drinking, African American and Latine adults are more likely to be at risk for social consequences than White adults.



Mulia N, et al (2009).



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Alcohol and Inequities: A Recap

Lower-income, indigenous people and people of color are less likely to drink than White people but suffer higher levels of harm.



The same amount of alcohol, in a lower income family, community or country, will cause far more damage than in a wealthier setting.

Collins SE. (2016)
Rehm J, (2017)



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Alcohol's Transition in the 20th Century

- Big change in second half of century
- Move from traditional and local to global and corporate
- Game-changer: Philip Morris bought Miller Brewing in the 1970s



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The Global Alcohol Industry

- \$1.8 trillion per year in sales worldwide
- Highly concentrated
- Nine companies = 55th largest economy in the world
- In 2019, 8th most profitable industry in the world



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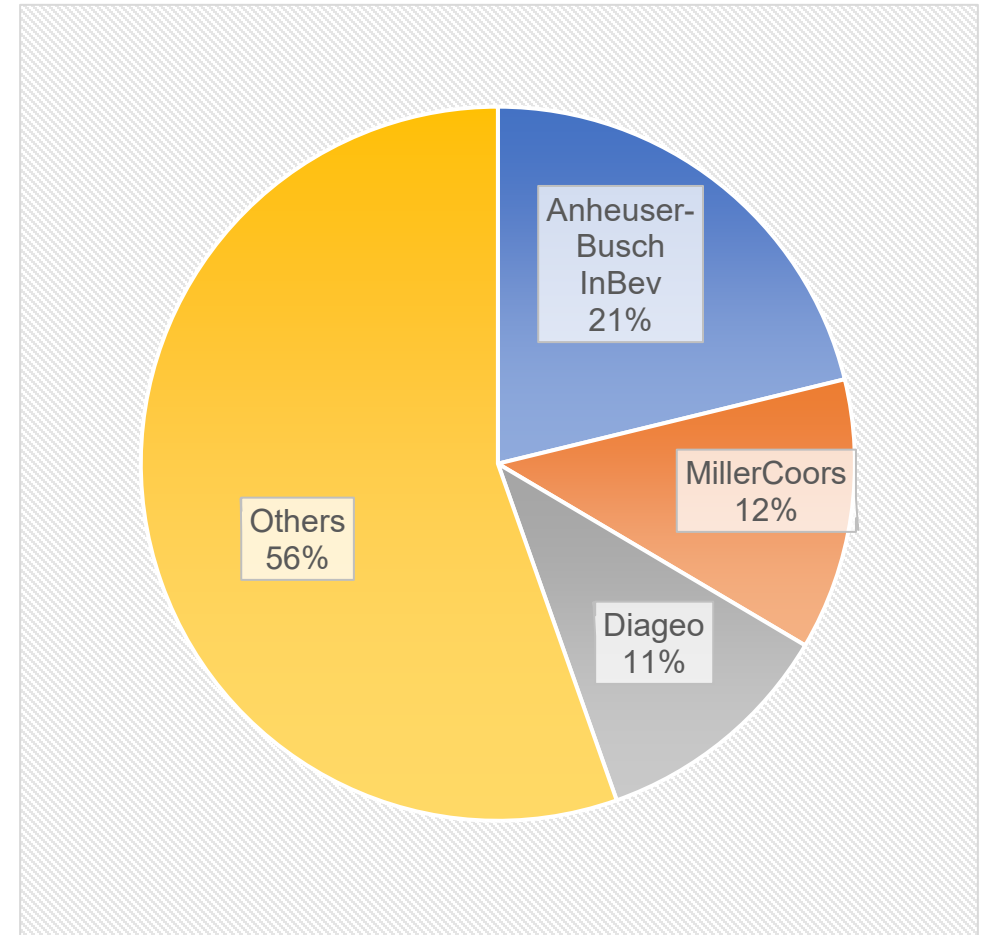
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Profits from Underage Drinking (2016)

In 2016, people under 21 consumed **8.6%** of the alcohol drunk in the U.S.

This translated to **\$17.5** billion in sales for alcohol companies



The Importance of Alcohol Advertising and Promotion

Marketing plays a key role for the industry nationally and globally.

- Significant barrier to entry
- Generates oligopoly profits, which in turn support more marketing spend
- Counters increasingly bad health news



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Alcohol Industry “Stakeholder Marketing”

In 2021:

- \$30 million on lobbying at the federal level
- 282 registered lobbyists
- \$15 million at the state level



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Today's alcohol marketers tell the majority of the alcohol stories, and this is key to their role in oppression.

Alcohol and Social Injustice Today

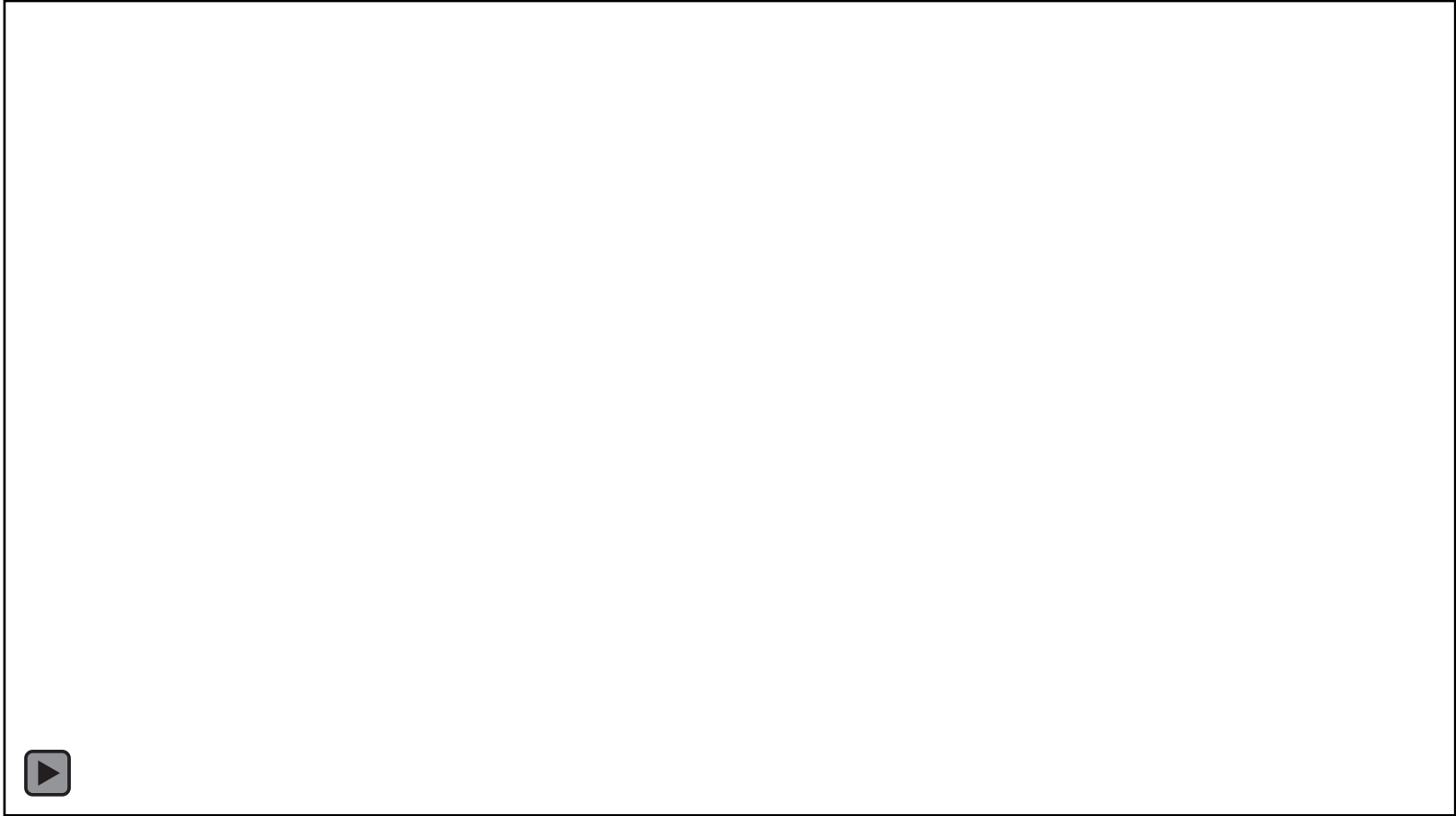
- Sexism
- Racism
- Cultural Appropriation
- Lying about the Effects
- Blaming the Victim



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Women as the product

Racism

For *Double Reason* you'll prefer the
"DOUBLE-RICH" Bourbon



It's the "CREAM" of Kentucky



It's the "CREAM" of Kentucky

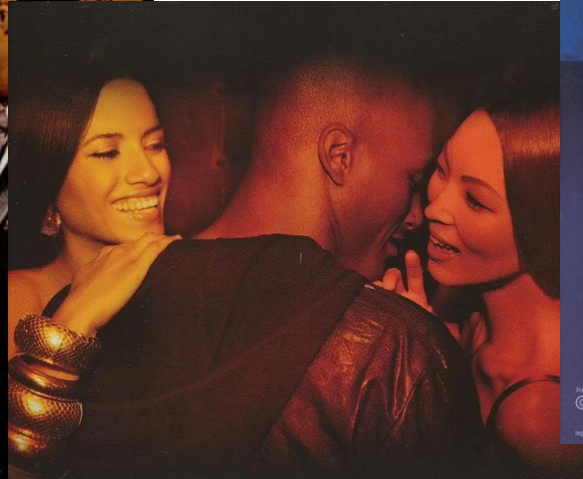
Cream of Kentucky
STRAIGHT BOURBON WHISKEY

Hennessy
the civilized way
to charm the ladies



The world's most civilized spirit

THINGS ARE GETTING INTERESTING™



RÉMY MARTIN®

Nothing real heavy.
Not even the conversation.



Bring on the Mist.



Enjoy Life. Drink Mist Responsibly.

SITTING BULL
WOULD HAVE STOOD UP FOR IT.



COLORADO SAGE. BOLD, HONEST, HEROIC.
A GENUINE FRAGRANCE OF THE AMERICAN WEST.

For the name of the store nearest you that sells Colorado Sage, call toll-free: (800) 321-9965.





Cultural
Appropriation

It is a mistake to blame the 'product' for alcohol abuse. Individual drinkers are responsible for their behavior.

-Phillip Morris

As long as the public continues to view ANY consumption of alcohol and ABUSIVE use of alcohol as two different subjects– the majority of the anti-alcohol agenda will not be met with much success.

-Miller Brewing Company

Blaming the Victims

Lying About Effects: FASD

“...many feel that there is **insufficient evidence** regarding moderate consumption of alcohol during pregnancy and the effect it may have on a developing fetus...”

- Industry-funded International Center on Alcohol Policies

“... there is not necessarily a causal relationship...**other maternal risk factors** include drinking alone, family members who abuse alcohol, having less stable domestic partnerships, and being at risk for domestic violence.”

- Industry-funded International Alliance for Responsible Drinking

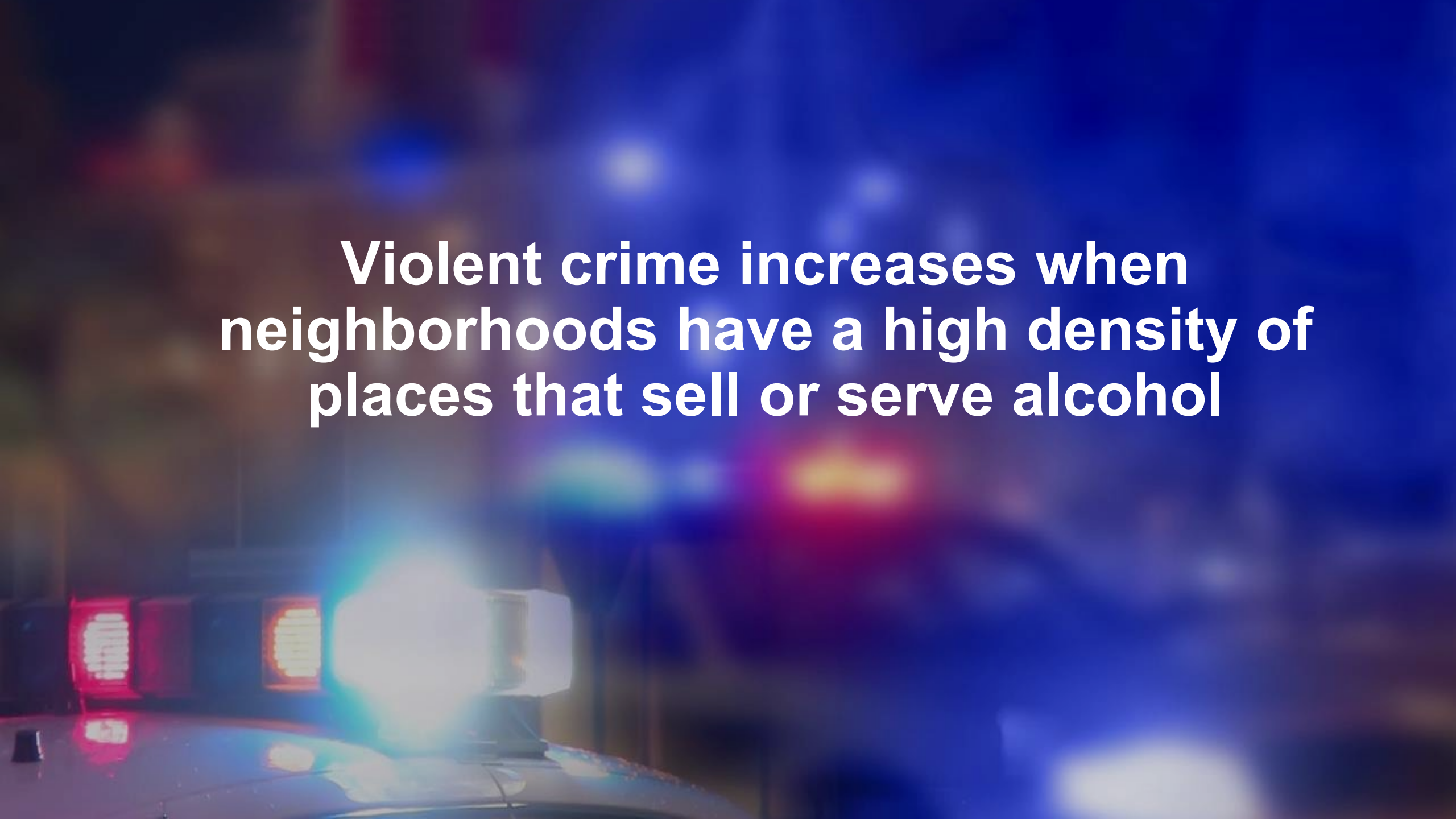


...”too many domestic abusers use alcohol as an excuse not to change.”

“Alcohol does not cause the battery – any more than stress, illness, or being ‘out of control’ does. Domestic violence, they tell us, is a learned and chosen behaviour intended to control an intimate partner.”

-Philip Morris

Industry on Alcohol-Violence Association

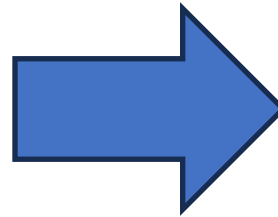
The background of the image is a blurred scene of police lights at night. The lights are primarily blue and red, with some white lights visible. The lights are out of focus, creating a bokeh effect. The overall color palette is dominated by dark blues and purples, with the bright colors of the lights providing contrast.

Violent crime increases when neighborhoods have a high density of places that sell or serve alcohol

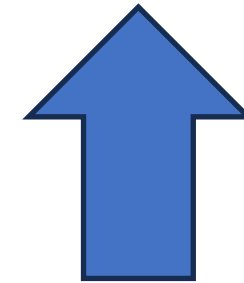
When the Number of Alcohol Outlets Increase...



Then



So do the problems:



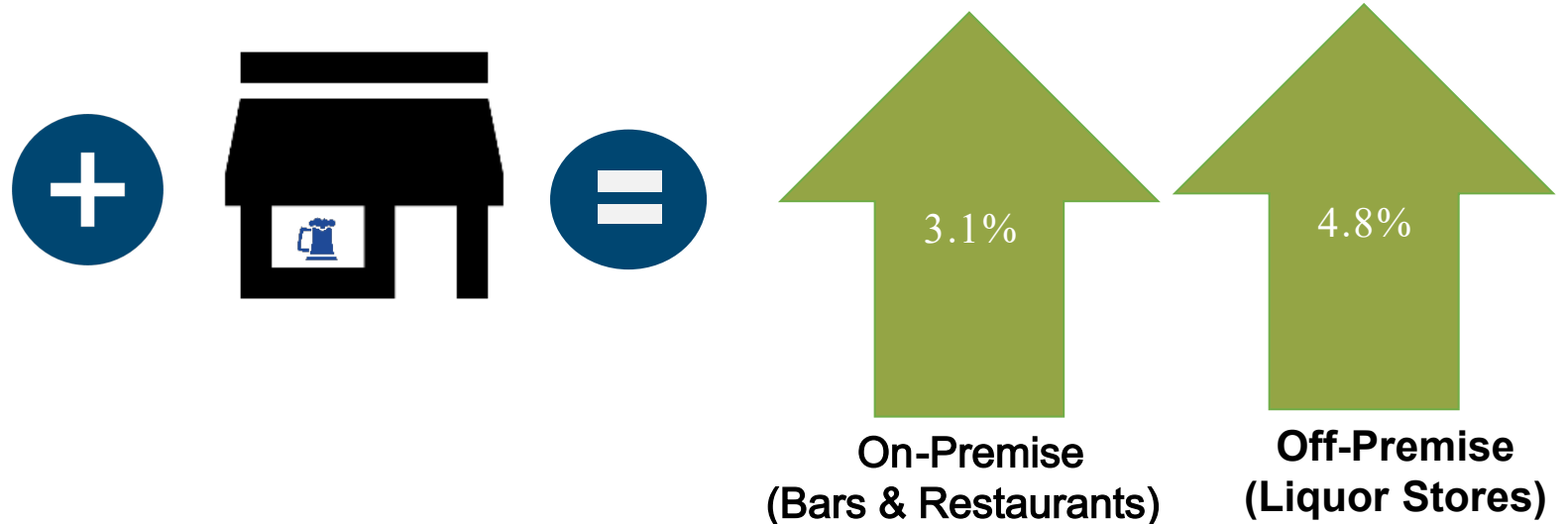
- Violence/Crime
- Sexually Transmitted Infections
- Noise
- Injuries
- Property Damage

Speer et al. (1998).
Scribner et al. (1998).
Livingston et al. (2007).
Holder et al. (2000).
Donnelly et al. (2006).

Outlet Crowding Leads to Violence

Greater alcohol outlet density has been repeatedly shown to be associated with increased violence.

In Baltimore City as of 2010, each additional alcohol outlet in a census tract is associated with increases in violent crime:



Jennings, J.M., et al (2014).
Parker, R.N., et al (2011).
Pridemore, W.A. et al (2011).
Cameron, M. P., (2016).
Grubestic, T., et al (2011).

Iritani, B. J., et al (2013).
Liang, W., et al (2011).
Pridemore, W., & Grubestic, T. (2013).
Snowden, A., & Pridemore, W. (2013).
Zhang, X., et al (2015).

Business Practices

The following business practices are associated with increased violence:



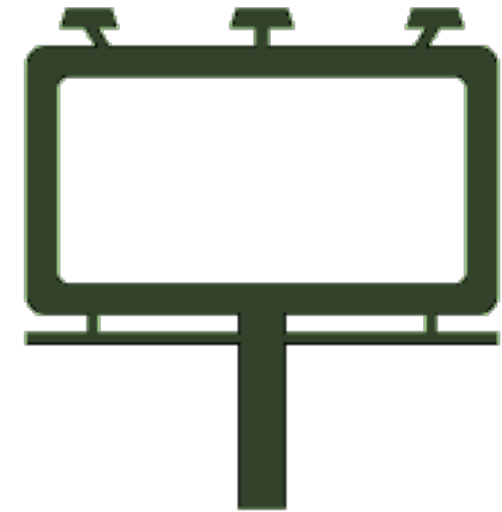
Operating Hours

Each 1-hour increase is associated with increased assaults.



Single Serve

More shelf space devoted to single serving containers associated with violence.



Advertising

Associated with sexual violence

Schofield, T.P. (2013).
Parker, R. N., (2011).
Parker, R. N., et al (2013).

Redlining and Equity Implications

Alcohol outlets are more likely to be located in **low-income communities** and **communities of color**.

CASE STUDY: BALTIMORE

Roland Park

82% White

Median Income: \$104k

2.7 liquor stores/10,000 people

Greenmount East

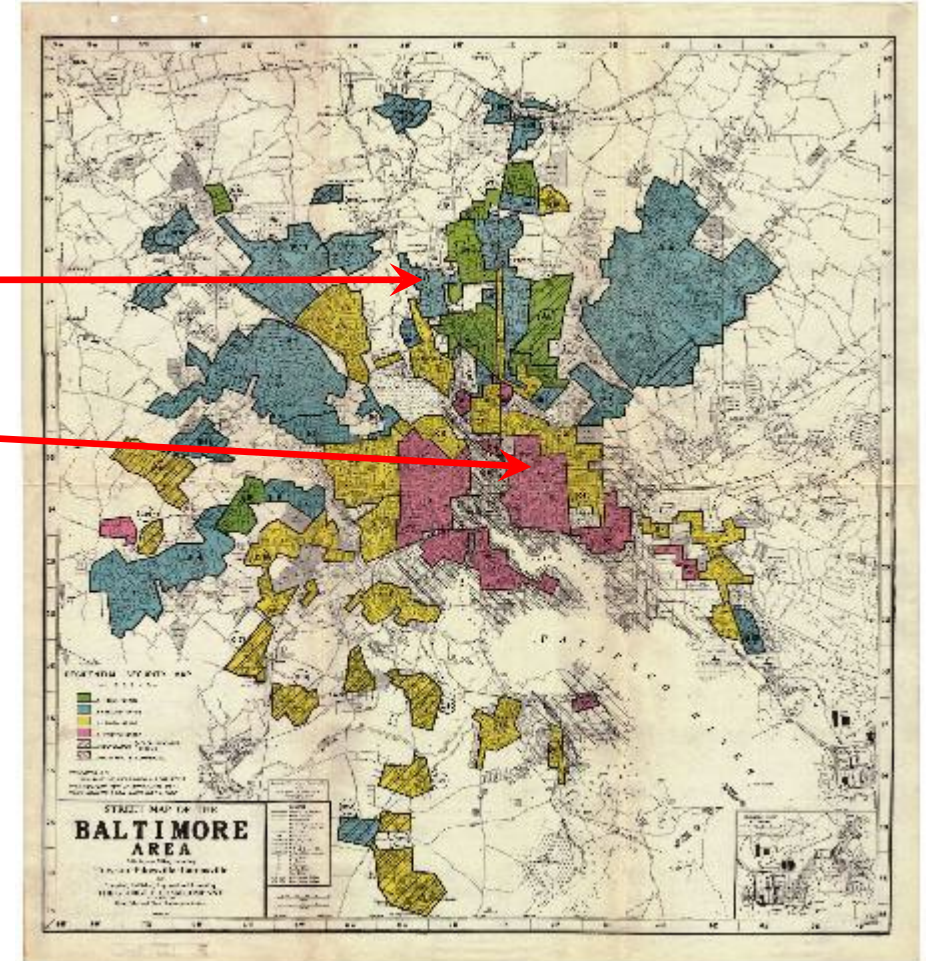
97% Black

Median Income: \$23k

7.3 liquor stores/10,000 people

Roland Park

Greenmount East



Map of Baltimore, MD (Home Owners' Loan Corporation, 1937)

What Cities Can Do

Three ways cities can address problem alcohol outlets:

- Licensing Authority
- Planning/Zoning
- Nuisance Powers

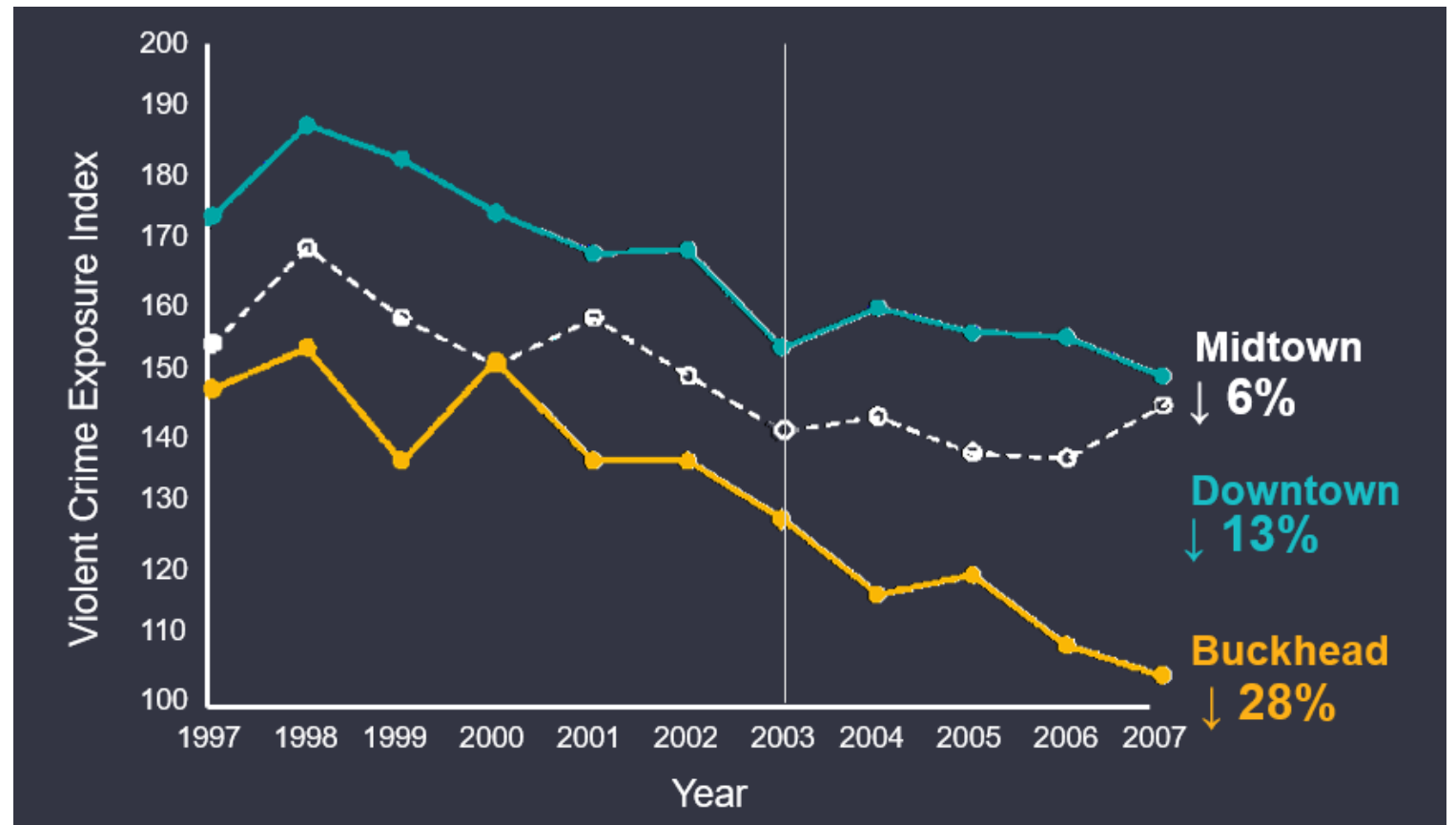


Rules for alcohol outlets can reduce **excessive alcohol consumption** and **related harms**

Evidence Of Effectiveness

Atlanta GA

A 3% reduction in alcohol outlets in the Buckhead neighborhood resulted in a 2-fold greater reduction in exposure to violent crime in the neighborhood than in two other comparable neighborhoods



Alcohol Policy is Political

What works...

- Reducing alcohol outlet density
- Increasing alcohol taxes
- Limiting alcohol advertising and promotion

...Is rarely done



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The price of liberty is
eternal vigilance.

-- Frederick Douglass



Our Voices Matter

In closing:

“Not everything that is faced can be changed. But nothing can be changed until it is faced.”

- James Baldwin



What we have to face

Alcohol companies have literally “wallpapered” our lives with their version of the alcohol “story”:

- Alcohol is everywhere, and belongs there
- Everyone drinks
- Drinking = freedom, independence, success
- The industry wants us to believe this is not about a system and a product with a legacy, and a present that feeds injustice and misery
- This is all about individual people with an individual problem
- We have to take back the alcohol story



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A Different Alcohol Story

Our Stories Matter

We can tell a new and better alcohol story:

- Of children growing up free from pressures to drink;
- Of Black, Indigenous and people of color and women being respected;
- Of individual drinkers not being blamed for the actions of a hugely profitable industry;
- Of poor communities and communities of color not being flooded with alcohol outlets and associated violence
- Of alcohol prices that reflect the real cost of alcohol, and that don't just function to make a rich industry richer

Our Voices Matter



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Implementation



- ▶ Organize
- ▶ Build Coalitions
- ▶ Advocate

Artwork courtesy of Jenny Anderson

- We are many
- We are powerful
- Our stories are powerful
- We can act as one
- Change begins with us

Group Discussion





Let's hear from you!
What are your questions?



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Slide 27 - Global burden of cancer in 2020 attributable to alcohol consumption: A population-based study

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doi:10.1016/S1470-2045(21)00279-5 [https://www.thelancet.com/article/S1470-2045\(21\)00279-5/fulltext](https://www.thelancet.com/article/S1470-2045(21)00279-5/fulltext)

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Polednak, A. P. (2007). Secular trend in u.S. Black-white disparities in selected alcohol-related cancer incidence rates. *Alcohol Alcohol*, 42(2), 125-130. doi:10.1093/alcalc/agl121 <https://pubmed.ncbi.nlm.nih.gov/17255152/>

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