

Lobby

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Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science
Graduate Program
WASHINGTON STATE UNIVERSITY





Northwest (HHS Region 10)

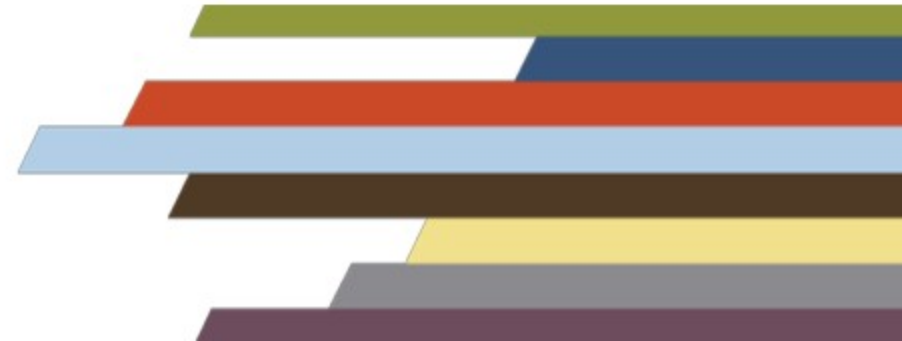
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Alcohol and Social Injustice: The Untold Story

David H. Jernigan PhD



Alcohol and social injustice: The untold story

David H. Jernigan PhD

Boston University School of Public
Health



Boston University School of Public Health
Department of Health Law, Policy & Management

THINK. TEACH. DO.

FOR THE HEALTH OF ALL

Who am I?

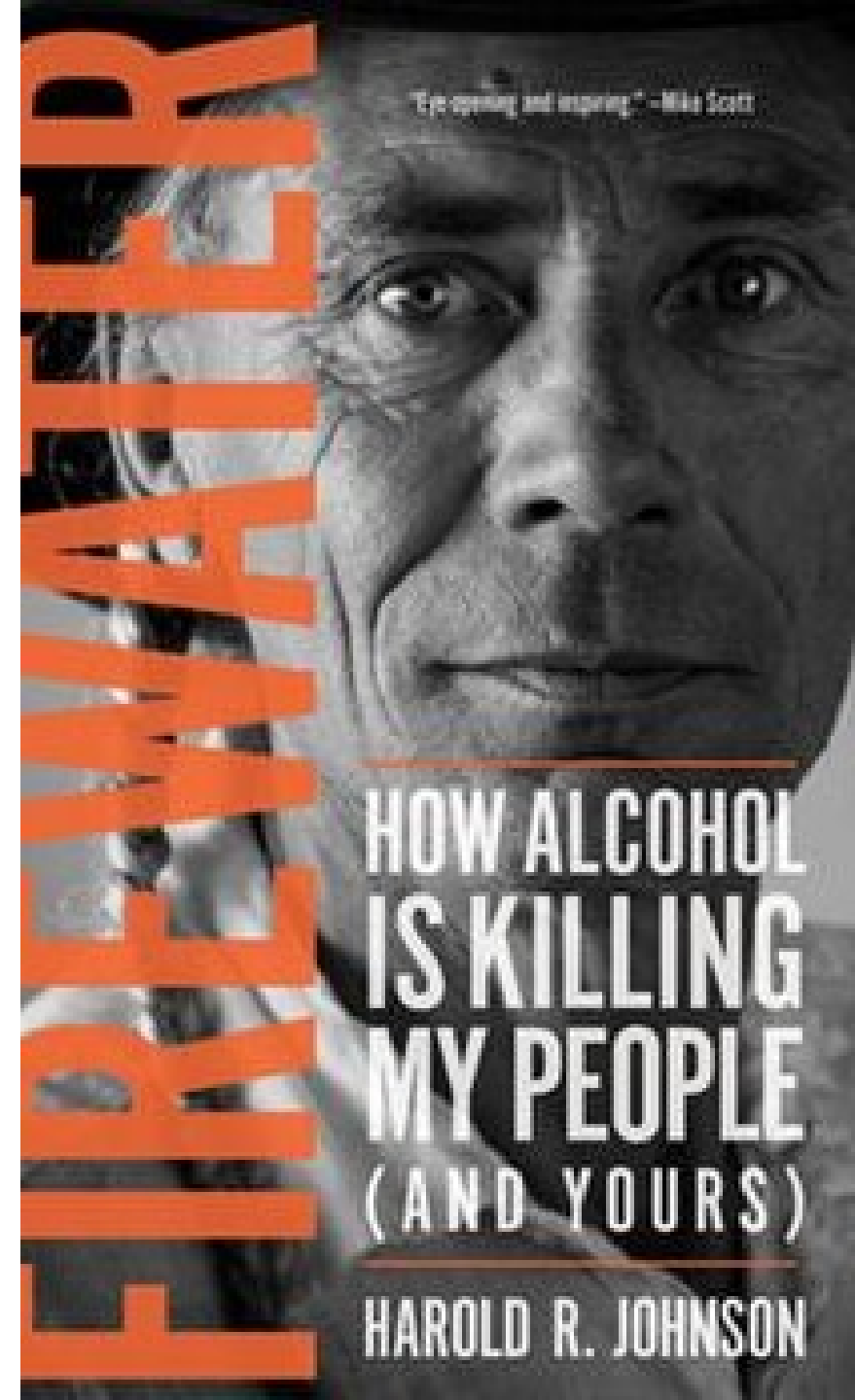
- Son of a Methodist minister and a public health nurse
- Raised in the Protestant tradition of social justice and doing the right thing
- Little or no alcohol at home
- Parent and grandparent
- In this because of my personal story – not about alcohol, but about what I was taught by my parents to do: to speak truth to power, and seek to do the right thing

What unites us?

- The right to life, liberty and the pursuit of happiness
- As part of this, equal access to the opportunity to be healthy, throughout the course of our lives
- The need to protect vulnerable groups – including young people – from being deprived of these rights
- Our common concerns are the basis for our common efforts

Alcohol's historical role in social injustice

- Harvard-educated lawyer and part-Cree former prosecutor invited us to “change our story” around alcohol.
- Who has written that story, throughout history?
- Over and over again, written by colonizers and oppressors, using alcohol as their instrument.
- In their version of the “story”, alcohol’s role is obscured, like so much else.
- We need to learn and tell a different story.



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
 - "Everybody drinks"
 - Alcohol is and should be everywhere
- Going to tell a different alcohol story this morning

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. Exceptions:
 - Oceania
 - North of Mexico
 - Remainder of North America prior to European contacts
- Wine and beer have been present for at least 5000 years
- Distilled spirits first appear in human records around the 12th century A.D.

The historical challenge of alcohol

- Every society has had to figure out how to control it.
- Many societies treated it as “special” – as spiritual, sacramental, etc.
- Many societies also reserved its use for the privileged.
- The privileged quickly learned how to manipulate the alcohol supply as part of maintaining dominance.
- This is the “covert violence” of oppression, supported by alcohol.

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:
 - Among the first laws passed to control indigenous populations were alcohol laws, with the excuse being the “drunk Indian” stereotype.
 - These laws move forward with the ‘frontier’, consistently providing the excuse for direct colonizer control of indigenous populations.



New England rum and the slave trade

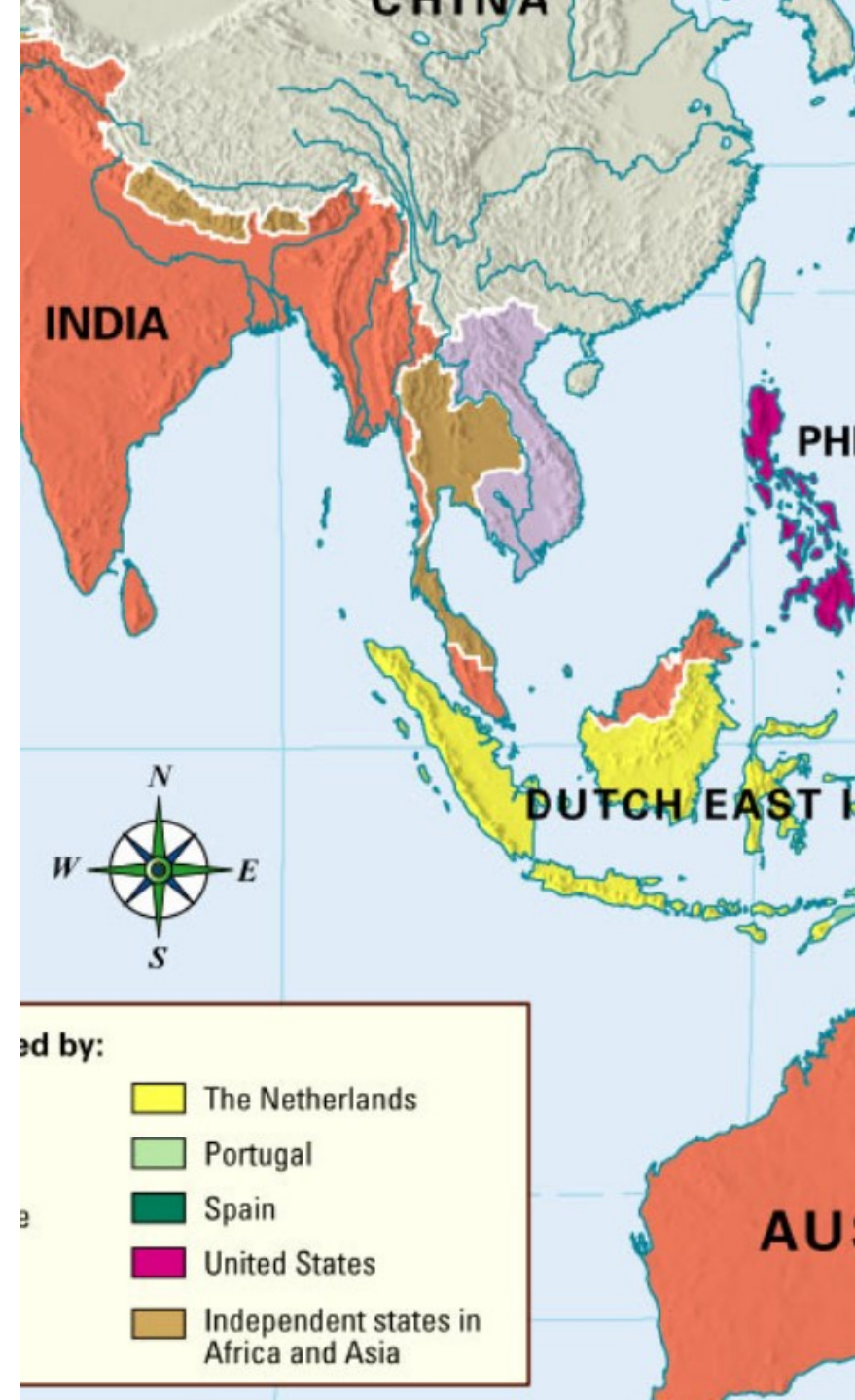


The British in Asia: Building an empire on drugs

- The British “gave opium to the Chinese and alcohol to the Indians.”

-- Spokesperson for Customs and Excise Malaysia, 1996

- They manipulated the palm wine supply to control workers in Malaya.
- They controlled and manipulated the toddy supply in India.



Promoting a
“drunken
Indian”
stereotype

THE DRUNKARD



CONSUMES HIS MONEY
IN DRINK



LEAVES HIS WIFE AND
CHILDREN TO STARVE

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

Alcohol and Jewish oppression in Poland

- Historically, Polish Jews could not become nobility, join craft or professional guilds, or work the land.
- Polish nobles gave to Jews exclusive right to run the country's alcohol industries throughout modern-day Poland, Ukraine and Belarus.
- Just as forcing Jews into the money-lending business helped the nobility turn peasant resentment away from themselves and towards the visible "middle agent" Jews, so with the alcohol supply:
 - the nobility quietly encouraged heavy drinking to increase their income from the alcohol licensing (which sometimes made up as much as 25% of an estate's income), while blaming any problems on Jews.

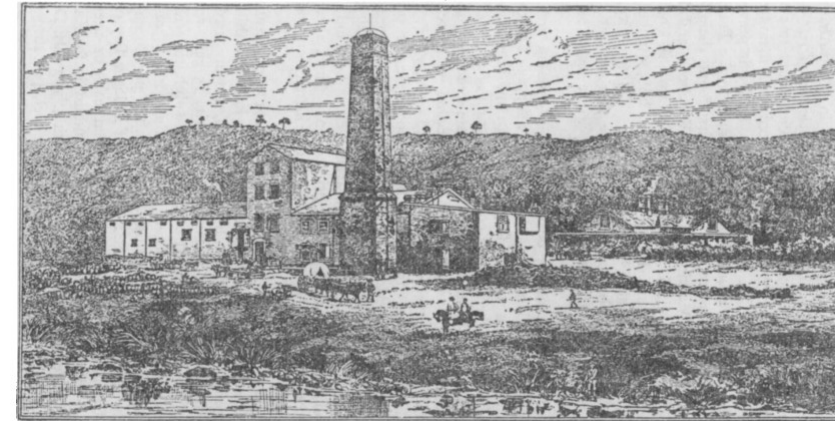


Southern Africa: "Randlords and rotgut"

- The colonizers of Southern Africa debated among themselves: 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.



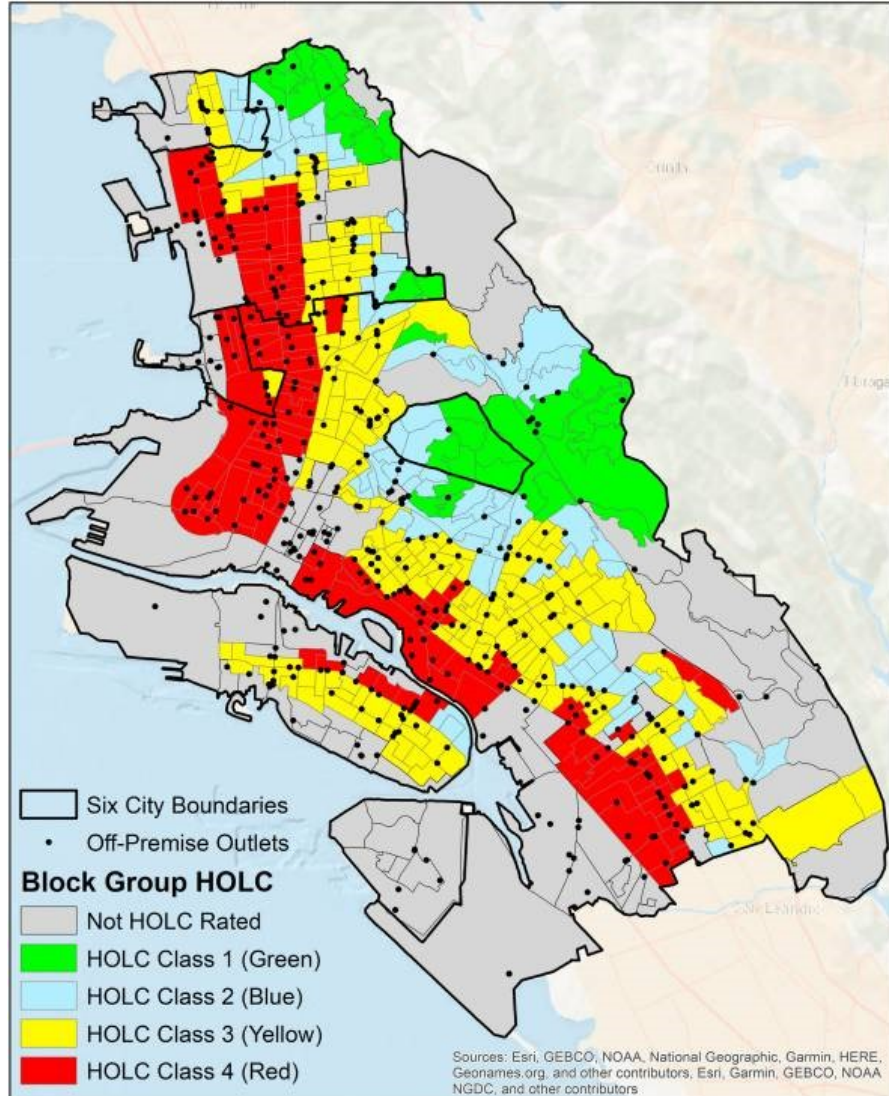
The “dop” system in South Africa and FASD

- Up until this century, workers in the vineyards of South Africa’s Western Cape were paid in alcoholic beverages
- This region has among the highest prevalence of Fetal Alcohol Spectrum Disorders in the world.



“Redlining” and the location of alcohol outlets

OAKLAND, CA



“Present day risks for exposure to retail alcohol availability were delimited by historic exclusionary land use practices. Current inequitable health risks may be founded on racist spatial projects of past decades.”

Source: Lee et al. What explains the concentration of off-premise alcohol outlets in Black neighborhoods? *SSM-Population Health* 12:100669, 2020.

THINK. TEACH. DO.
FOR THE HEALTH OF ALL

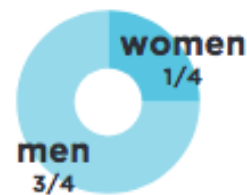
Alcohol and
violence:
four types

	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

Alcohol and health



3 million **deaths**
6 deaths every minute
from harmful use of alcohol
every year



Harmful use of alcohol causes



100% of alcohol use disorders



18% of suicides



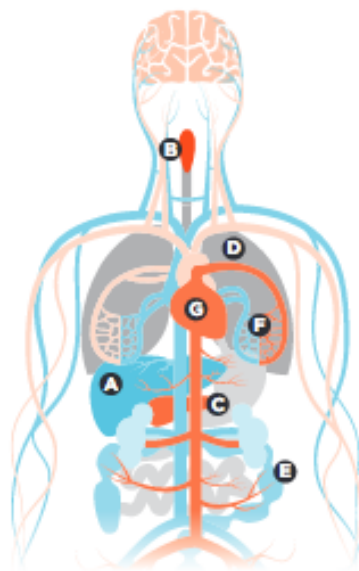
18% of interpersonal violence



27% of traffic injuries



13% of epilepsy



A 48% of liver cirrhosis

B 26% of mouth cancers

C 26% of pancreatitis

D 20% of tuberculosis

E 11% of colorectal cancer

F 5% of breast cancer

G 7% of hypertensive heart disease

A person wearing a cap and glasses is examining a bottle in a store. The background shows shelves stocked with many bottles, likely in a liquor or grocery store. The image has a blue tint.

Alcohol use annually contributes to

178,000 deaths

\$249 billion

was spent on alcohol problems in 2010

Pre-Pandemic Rising Alcohol-Related Harms

↑ 35%

**Alcohol-specific death rate,
2000-2016**

↑ 47%

**Rate of ER visits per 100,000 population
involving alcohol consumption, 2006-
2014**

↑ 47%

**Age-adjusted death rate for alcoholic
liver disease, 2000-2019**

Spillane S, Shiels MS, Best AF, et al. Trends in alcohol-induced deaths in the United States, 2000-2016. *JAMA network open*. 2020;3(2):e1921451-e1921451.

White, A.M.; Slater, M.E.; Ng, G.; et al. Trends in alcohol-related emergency department visits in the United States: Results from the Nationwide Emergency Department Sample, 2006 to 2014. *Alcoholism: Clinical and Experimental Research* 42(2):352-359, 2018.

Yoon Y-H, Chen CM. Liver cirrhosis mortality in the United States: National, state, and regional Trends, 2000-2019. CSR, Incorporated. Accessed May 1, 2022.

Rising Alcohol-Related Harms during the Pandemic

↑ 25.5%

Deaths involving alcohol, 2019-2020 (99,017)

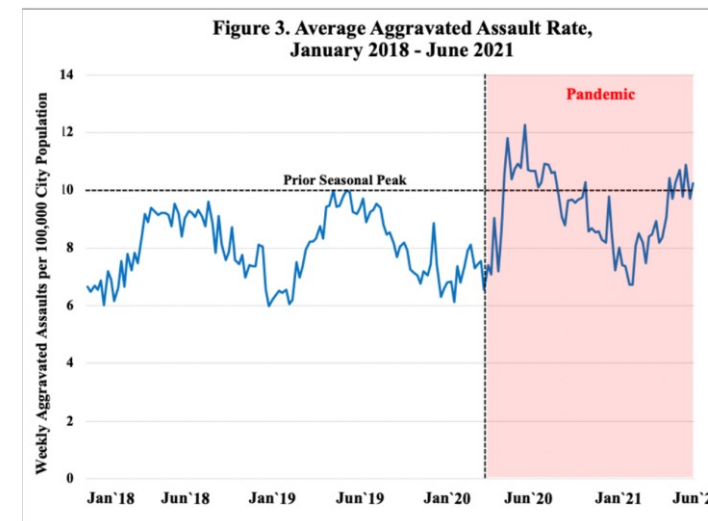
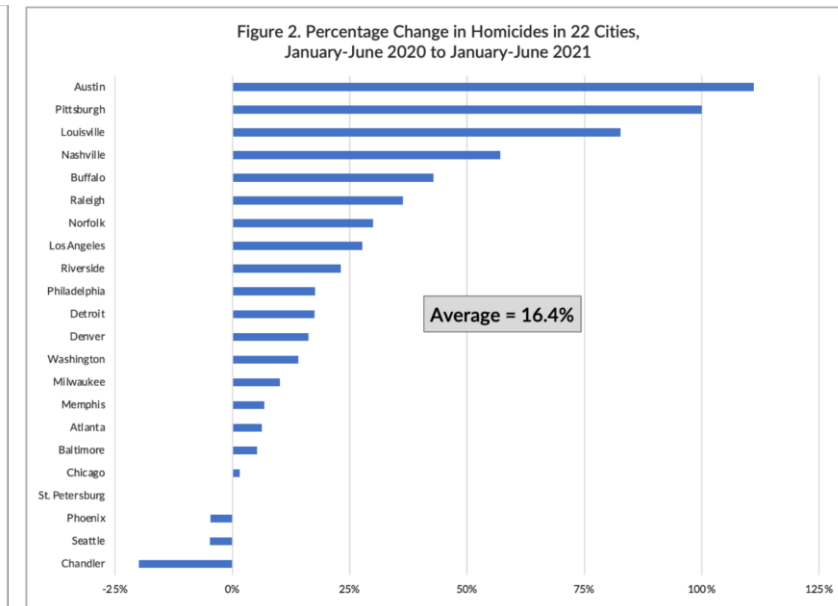
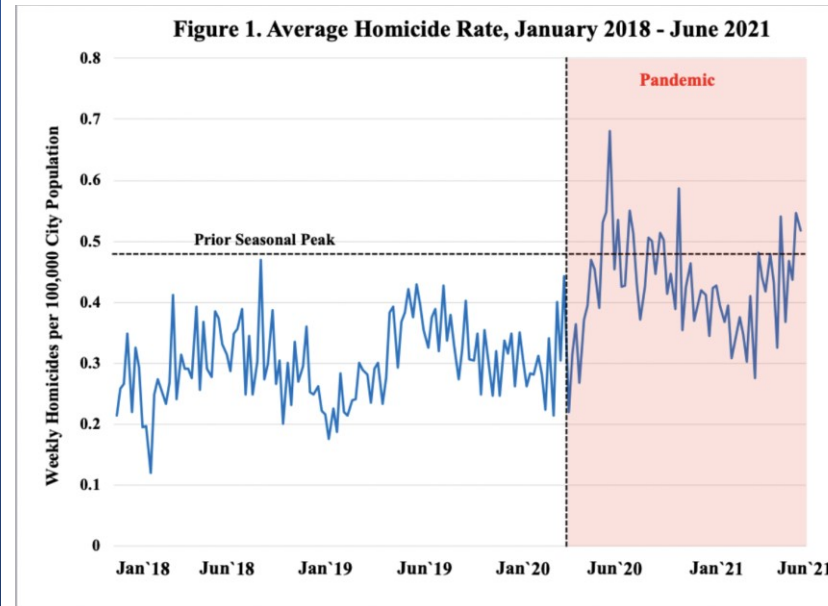
↑ 25.9%

Age-adjusted death rate from alcohol

↑ 39.7%

Largest increase of any age group: 35 to 44 year-olds

Alcohol and violent crime during the pandemic

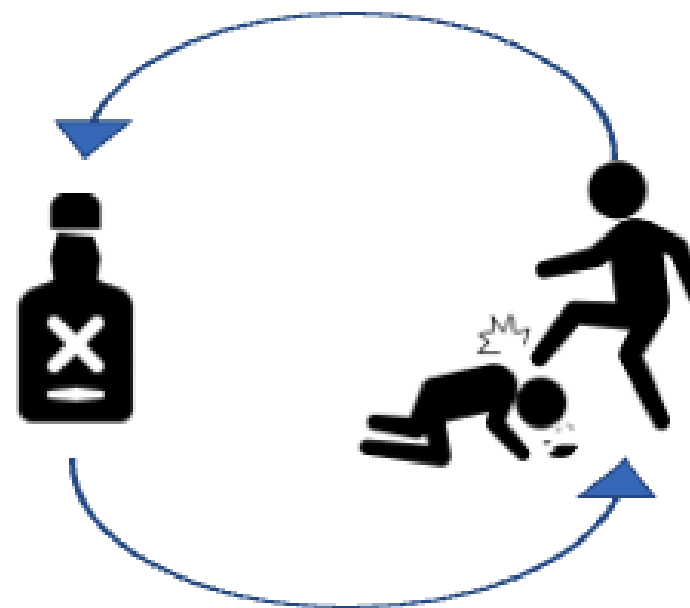


No concomitant increase in robbery, burglary, larceny, drug offenses

What do we know about alcohol's role in violence today?

The relationship between alcohol and violence is *bidirectional*.

Alcohol consumption leads to violence, and victims of violence are more likely to drink alcohol.



Reiss, A.J., Jr., & Roth, J.A., eds. *Understanding and Preventing Violence*. Vol. 3. Washington, DC: National Academy Press, 1994.

Boles, S. M., & Miotto, K. (2003). Substance abuse and violence: A review of the literature. *Aggression and violent behavior*, 8(2), 155-174.

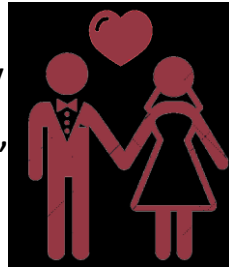
Rehm, J., Mathers, C., Popova, S., Thavorncharoensap, M., Teerawattananon, Y., & Patra, J. (2009). Global burden of disease and injury and economic cost attributable to alcohol use and alcohol-use disorders. *The Lancet*, 373(9682), 2223-2233.

INTIMATE PARTNER VIOLENCE



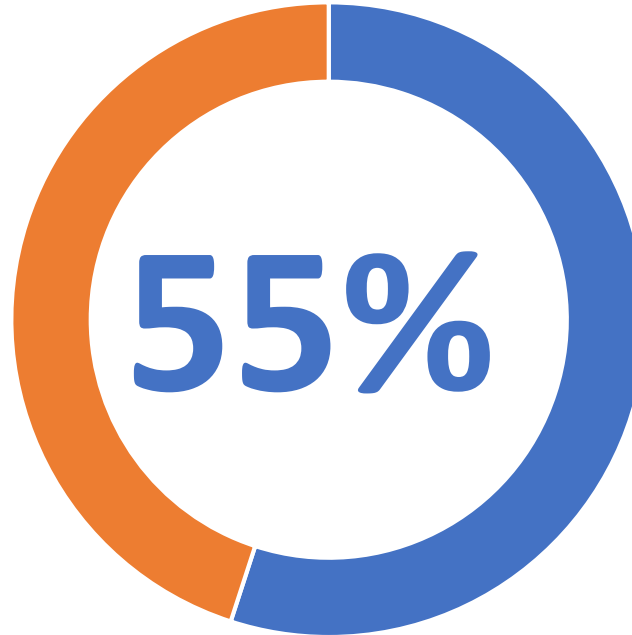
There is a clear association between alcohol use & intimate physical and sexual violence victimization for women.

Longitudinal studies show drinking patterns predict IPV for newlyweds, new parents, and young married couples (among others).



The association between alcohol and IPV has been demonstrated on every continent.

Alcohol use increases the occurrence & severity of IPV.

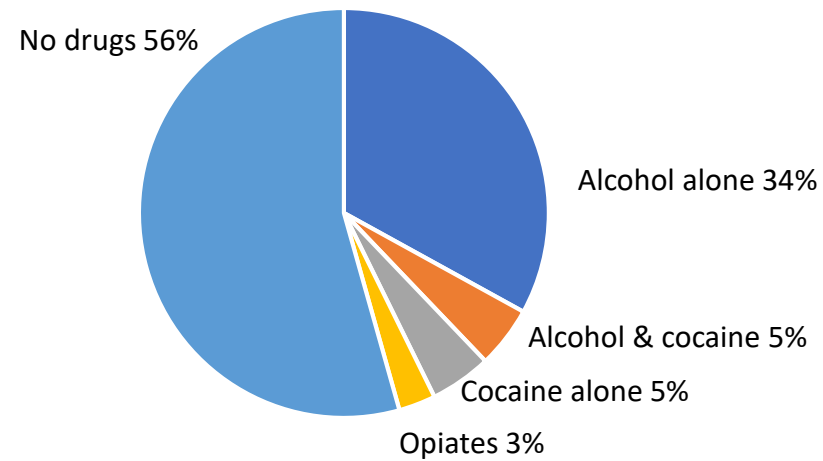
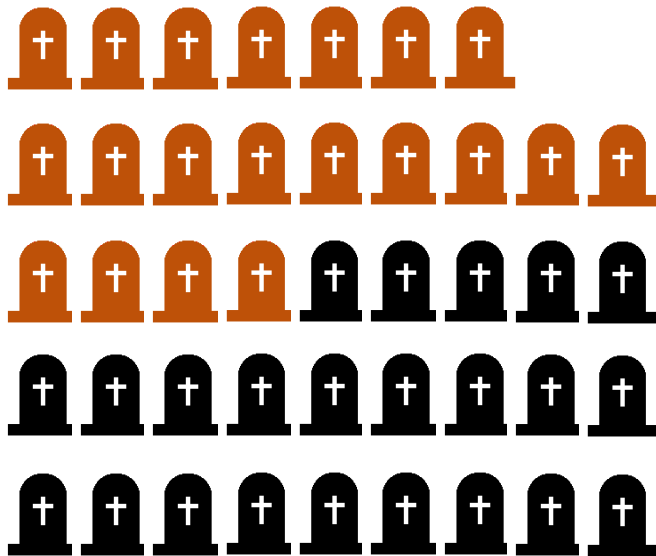


Victims of intimate partner violence who believe their partner had been drinking prior to a physical assault.

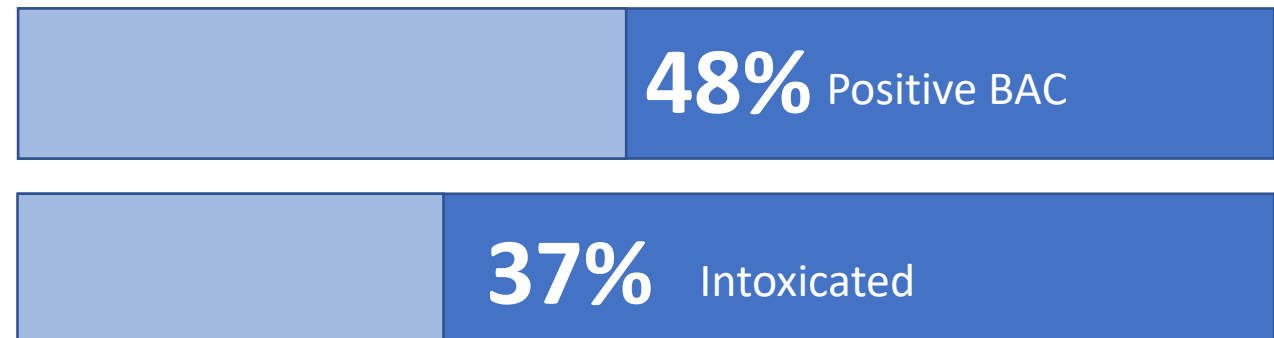
Leonard, KE., Quigley, BM. (1999) Drinking and marital aggression in newlyweds: An event-based analysis of drinking and the occurrence of husband marital aggression. *Journal of Studies on Alcohol*, 60:537-545
Testa, M. Quigley, BM., Leonard, KE. (2003). Does alcohol make a difference? Within-participants comparison of incidents of partner violence. *Journal of Interpersonal Violence*, 18:735-743
Brecklin, LR. (2002). The role of perpetrator alcohol use in the injury outcomes of intimate assaults. *Journal of Family Violence*, 17:185-197
Alcohol and crime: An analysis of national data on the prevalence of alcohol involvement in crime. Washington DC, United States Department of Justice, Office of Justice Programs, Bureau of Justice Statistics, 1998
Leonard, KE & Quigley, BM. (2017). Thirty years of research show alcohol to be a cause of intimate partner violence: Future research needs to identify who to treat and how to treat them. *Drug and Alcohol Review*, 36(1):7-

HOMICIDE PERPETRATION

Every day, there are 67 homicides
32 are assumed to be caused by alcohol.

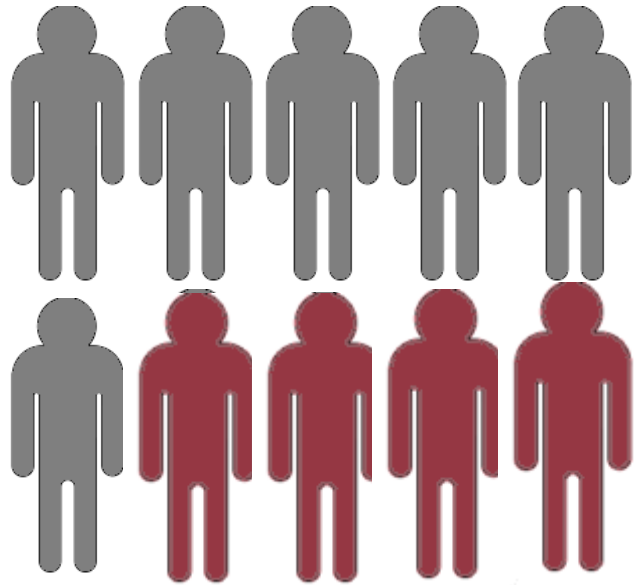


Alcohol is the #1 drug used by homicide offenders.



Darke, S. (2010). The Toxicology of Homicide Offenders and Victims: A review. *Drug and Alcohol Review*, 29(2):202-215.
Kuhns, J. B., Exum, M. L., Clodfelter, T. A., & Bottia, M. C. (2014). The Prevalence of Alcohol-Involved Homicide Offending: A Meta-Analytic Review. *Homicide Studies*, 18(3):251-270.
Centers for Disease Control (CDC). Alcohol and Public Health: Alcohol-Related Disease Impact (ARDI) Application, 2020. <https://www.cdc.gov/nchs/fastats/homicide.htm>.

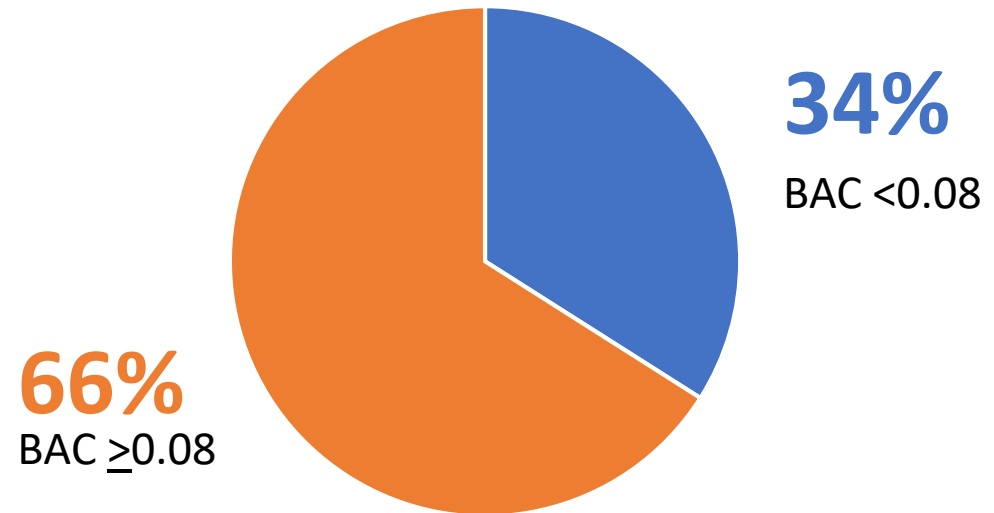
HOMICIDE VICTIMIZATION



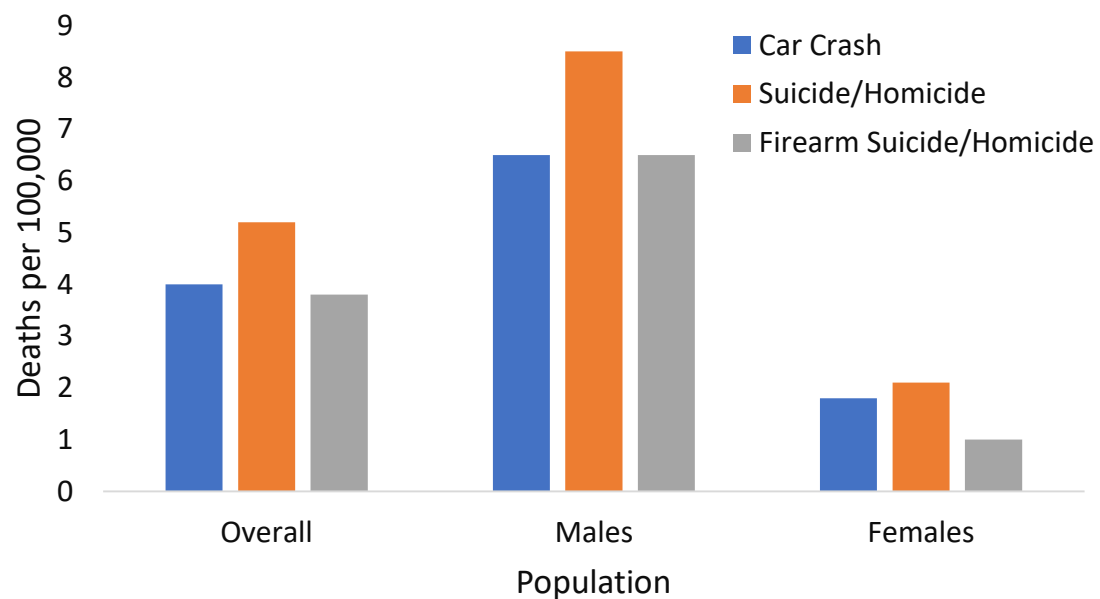
39.9%

of homicide victims had a positive BAC

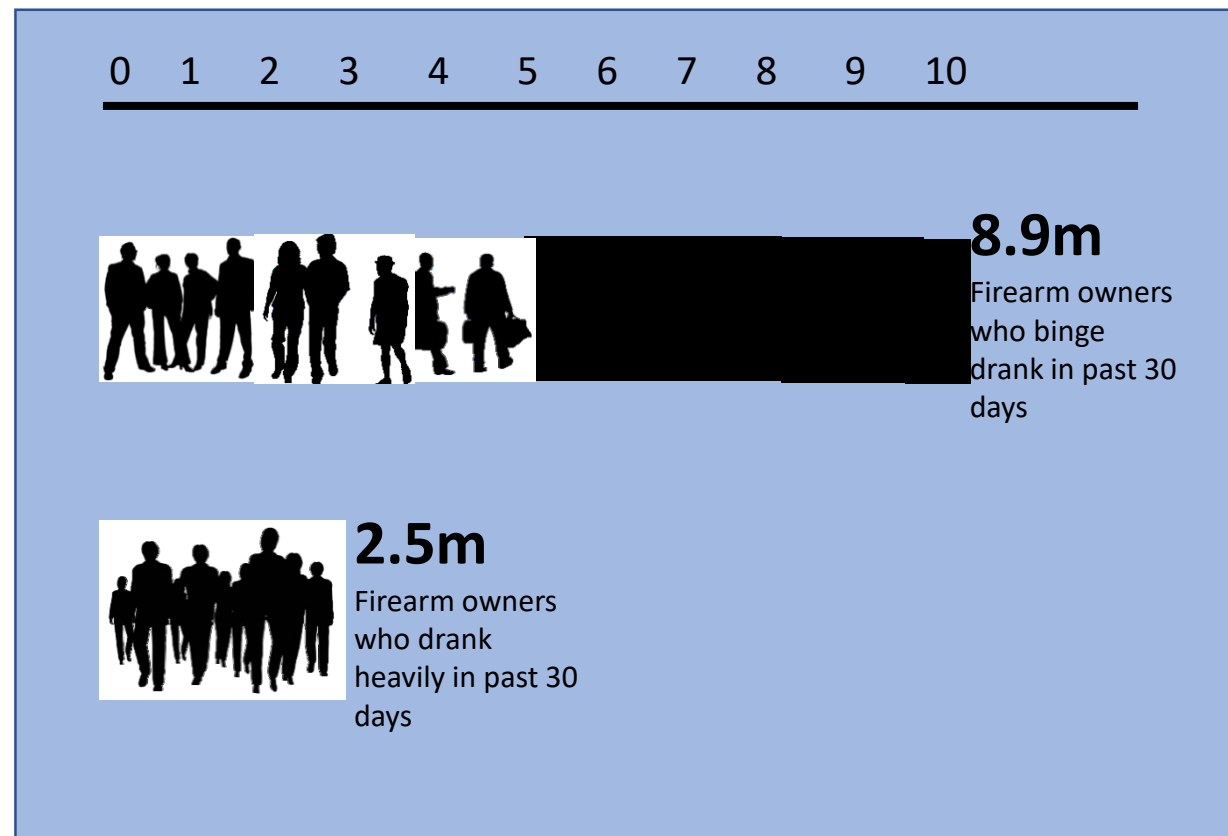
Among those with a positive BAC:



FIREARM VIOLENCE



Rates of alcohol-attributable violence exceed rates of alcohol-attributable motor vehicle crashes for both men and women.

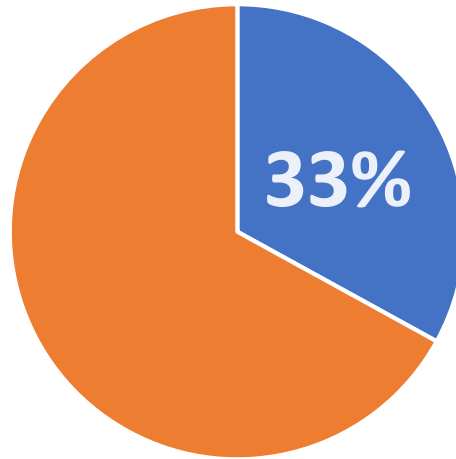
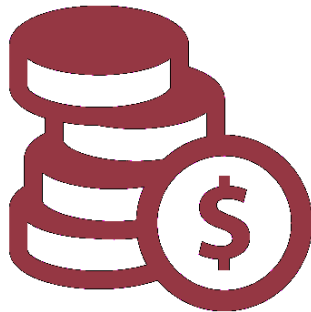


SUICIDE



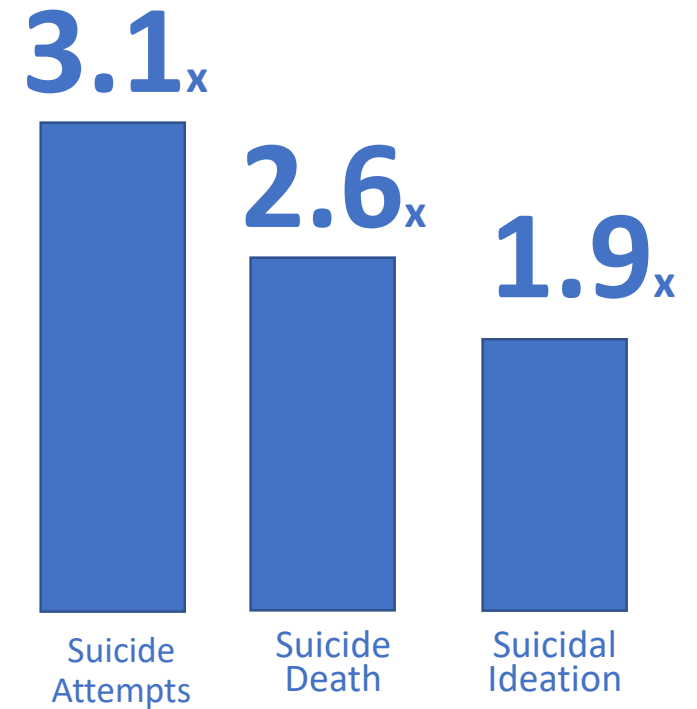
Of the 44,000 suicides in the US each year, 10,120 are attributable to alcohol use.

These suicides cost approximately \$21 billion annually.



One third of suicide victims test positive for alcohol use.

As compared to the general population, persons with alcohol use disorders have greater odds of:



Darvishi N, Farhadi M, Haghtalab T, Poorolajal J. Alcohol-related risk of suicidal ideation, suicide attempt, and completed suicide: A meta-analysis. *PLoS ONE*. 2015;10(5):e0126870.

Hayward L, Zubrick SR, Silburn S. Blood alcohol levels in suicide cases. *J Epidemiol Community Health*. 1992;46(3):256-260.

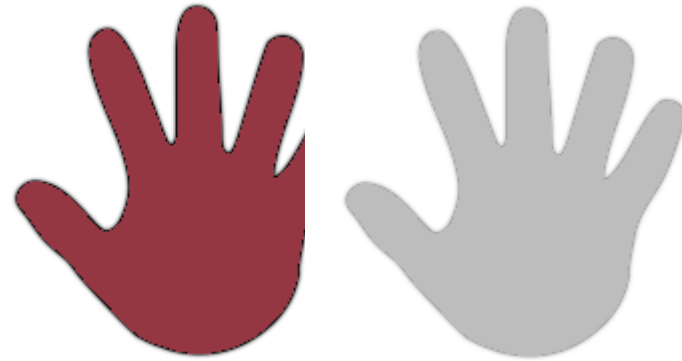
Centers for Disease Control and Prevention. Injury prevention & control: Data & statistics (WISQARS). National Violent Death Reporting System Web site. <https://www.cdc.gov/injury/wisqars/nvdrs.html>.

Updated 2016. Accessed 2/27, 2017.

Centers for Disease Control and Prevention. WISQARS years of potential life lost (YPLL) reports, 1999 - 2015. <https://webappa.cdc.gov/sasweb/ncipc/ypll10.html>. Updated 2015. Accessed 03/11, 2017.

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.



Abbey A, Zawacki T, Buck PO, Clinton AM, McAuslan P. Alcohol and sexual assault. *Alcohol Res Health*. 2001;25(1):43-51.

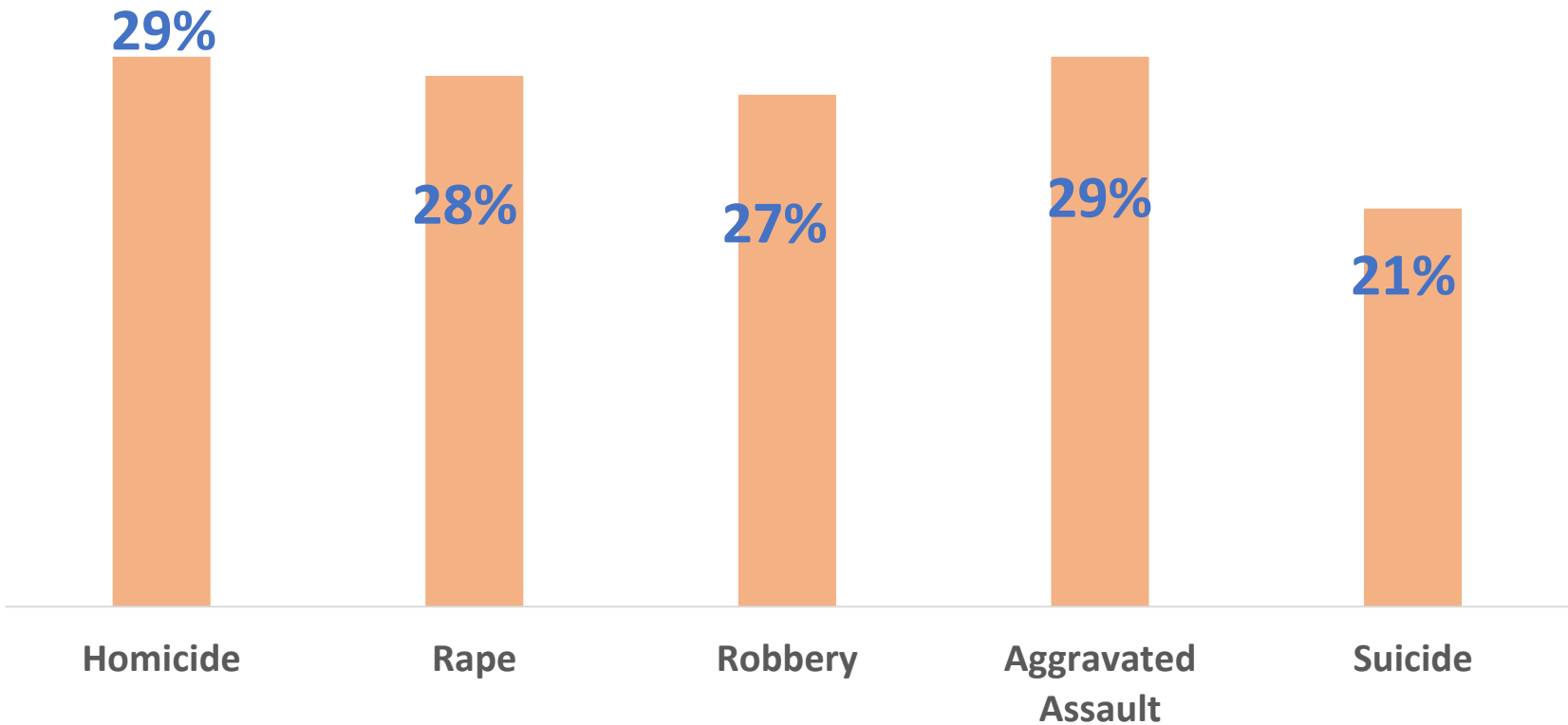
Sexual assault was measured using the revised Sexual Experiences Survey. Kingree, J. B. and Thompson, M. (2015). A Comparison of Risk Factors for Alcohol-Involved and Alcohol-Uninvolved Sexual Aggression Perpetration. *Journal of Interpersonal Violence*, 30(9):1478–1492.

US Department of Justice Office of Justice Programs. (2014). Rape and Sexual Assault Victimization among College-Age Females, 1995–2013. Accessed November 7, 2015 at: <http://www.bjs.gov/content/pub/pdf/rsavcaf9513.pdf>

Hingson, R. W., Zha, W., and Weitzman, E. R. (2009). Magnitude of and Trends in Alcohol-Related Mortality and Morbidity among U.S. College Students Ages 18-24, 1998-2005. *Journal of Studies on Alcohol Drugs*, 16:12-20.

ALCOHOL-ATTRIBUTABLE FRACTIONS

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



Centers for Disease Control (CDC). Alcohol and Public Health: Alcohol-Related Disease Impact (ARDI) Application, 2013. Accessed November 8, 2015 at: http://nccd.cdc.gov/DPH_ARDI/Default/Default.aspx
Bouchery, E., C. Simon, and H. Harwood, *Economic costs of excessive alcohol consumption in the United States, 2006*. 2013, Centers for Disease Control and Prevention.



Alcohol and Racial/ethnic disparities

Inequity in consumption

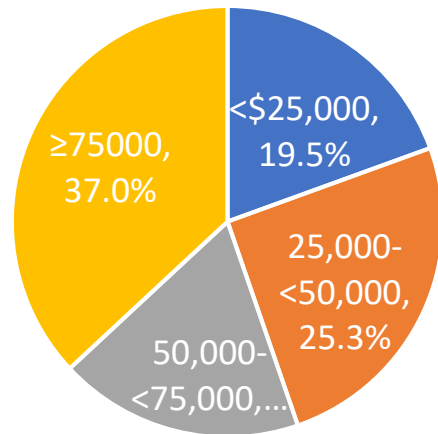
Who drinks most of the alcohol?

Heavy drinkers (NSDUH):

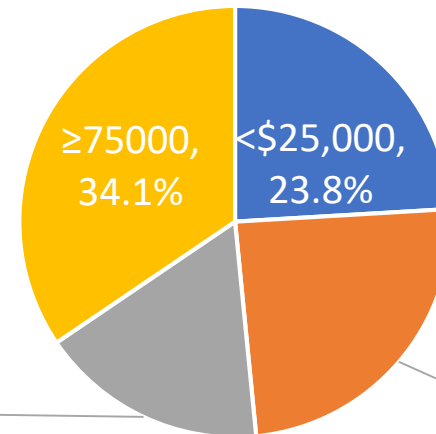
- 11.3 million White adults 18+
- 1.8 million Black or African American adults 18+
- 129,000 American Indian or Alaska Native adults 18+
- 57,000 Native Hawaiian or other Pacific Islander adults 18+
- 318,000 Asian adults 18+
- 300,000 adults of two or more races 18+
- 2.3 million Hispanic or Latino adults 18+

Inequity in consumption

Non-excessive drinkers



Excessive drinkers



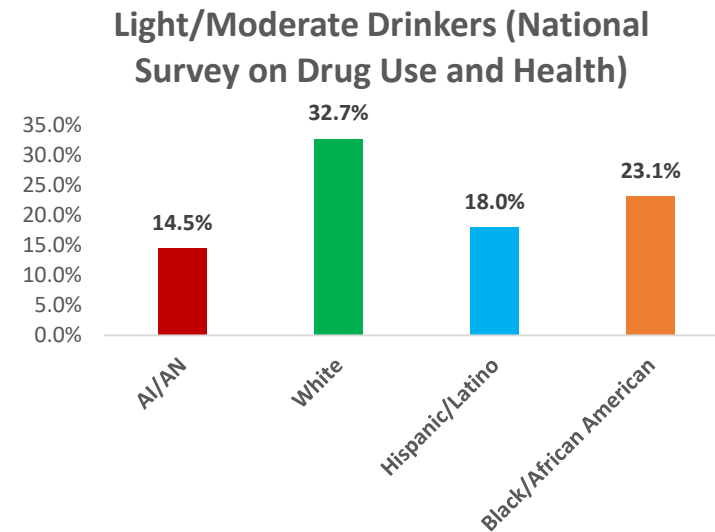
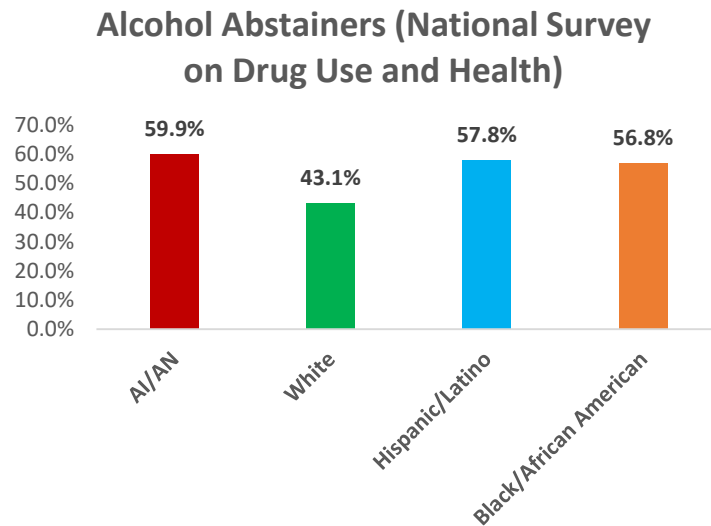
■ <\$25,000 ■ 25,000-<50,000 ■ 50,000-<75,000 ■ ≥75,000 ■ <\$25,000 ■ 25,000-<50,000 ■ 50,000-<75,000 ■ ≥75,000

Drinking rises with income, and both non-excessive and excessive drinking are most common in the highest income groups

Inequity in consumption

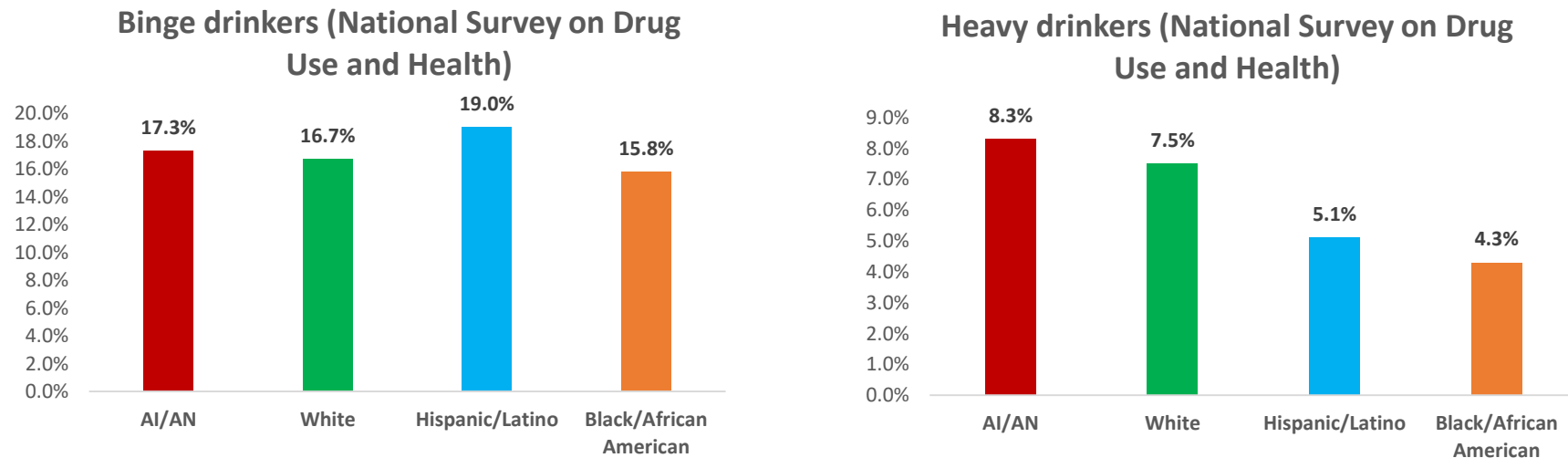
- Top 2.5% of drinkers consume roughly $\frac{1}{4}$ of the alcohol
- Top 5% of drinkers consume roughly 40% of the alcohol
- Top 20% of drinkers consume roughly 88% of the alcohol
- WHO ARE THESE PEOPLE?
 - White
 - Higher income
 - The people who write the laws...

Disparities in alcohol use



Whites are least likely and AI/AN people are most likely to abstain.
AI/AN people are least likely to report light or moderate use, and White people are most likely to report this.

Disparities in alcohol use – binge (4+ for females, 5+ for males) and heavy (binged 5+ days in last 30) use

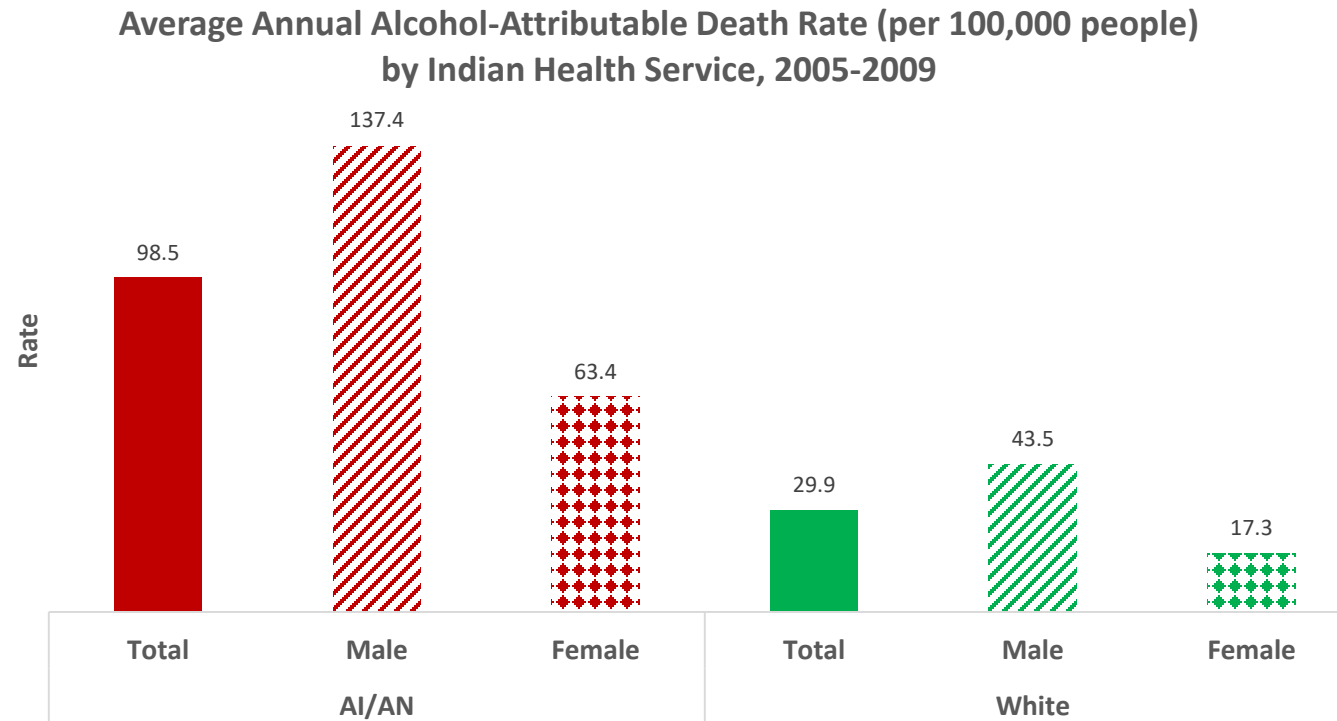


AI/AN people and White people are most likely to be heavy drinkers; Hispanic/Latinx people slightly more likely to self-report as binge drinkers.

Note: Estimates of prevalence of both binge and heavy drinking among AI/AN and White people differ by less than 1 percentage point..

Although Blacks/African American and Hispanics/Latinx people in particular consume less alcohol than White people, and AI/AN people binge and drink heavily at close to the same rates as White people, member so these groups experience higher levels of negative consequences from drinking.

Alcohol-attributable deaths



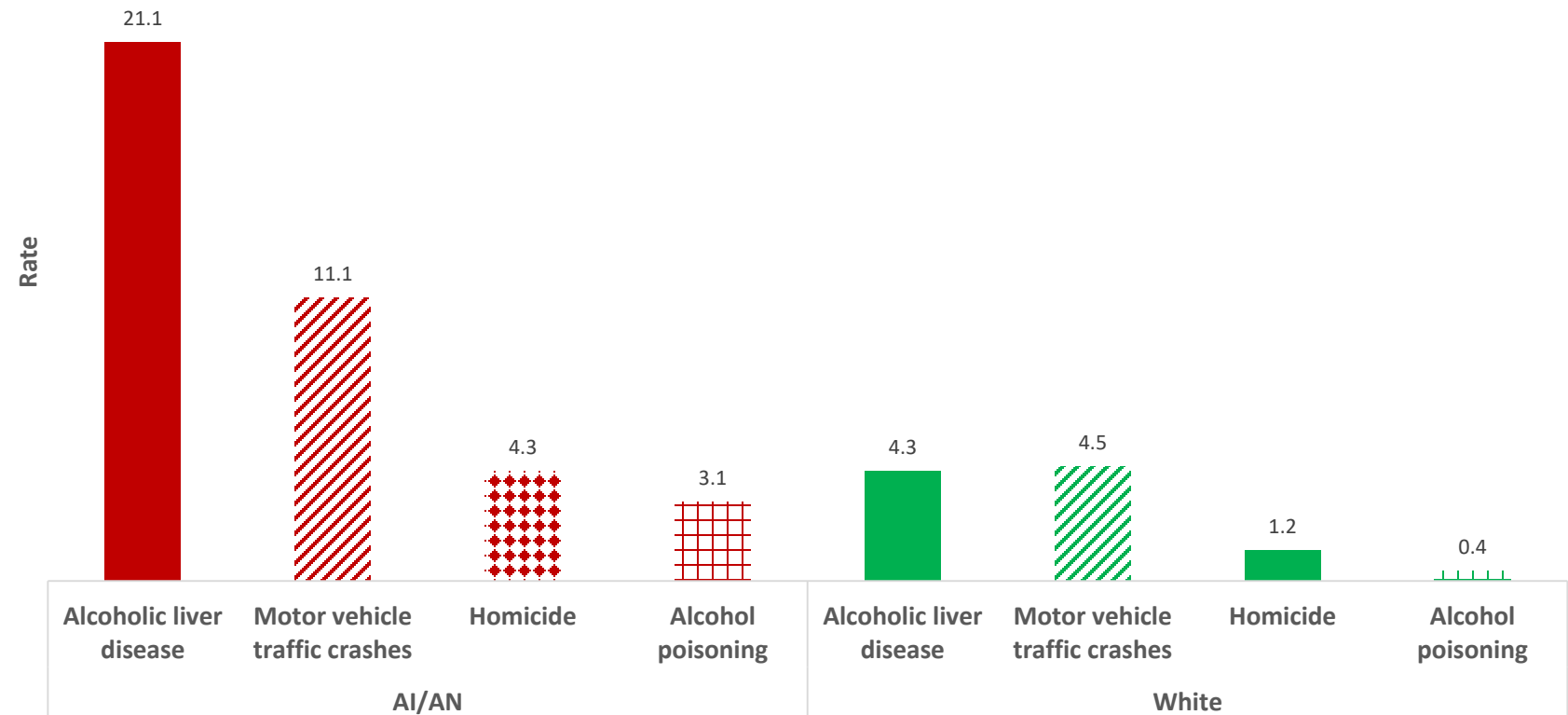
AI/ANs have substantially higher rates of alcohol-attributable death than Whites.

AI/AN males have the highest rates, followed by AI/AN females, White males, and then White females.

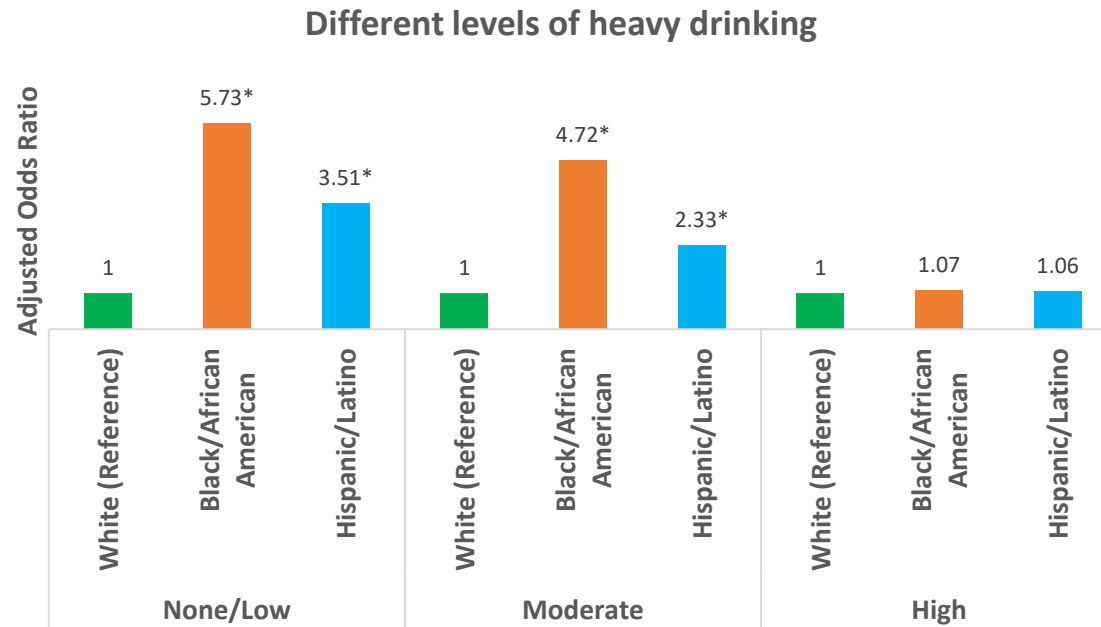
Alcohol-attributable deaths

Average Annual Number of Alcohol-Attributable Death Rates (per 100,000 people) by Leading Causes of Alcohol-Related Death, 2005–2009

- AI/ANs have substantially higher rates of alcohol-attributable death than Whites.
- AI/AN males have the highest rates, followed by AI/AN females, White males, and then White females.



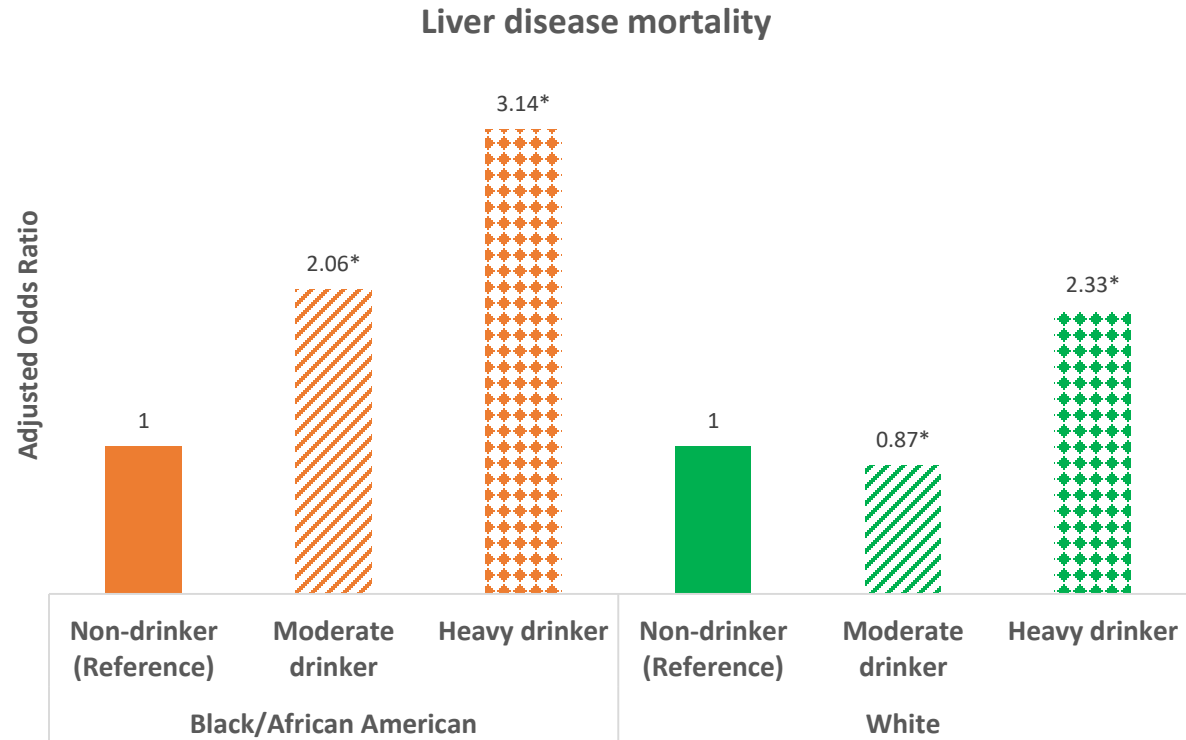
Alcohol dependence



*Dependence symptoms include loss of control, blackouts, hands shaking and other physiological symptoms of excessive alcohol use

Among those reporting little or no heavy drinking and moderate heavy drinkers, African American and Latinx adults more likely to be at risk for alcohol dependence symptoms than White adults.

Alcohol-related liver disease



“Compared to non-drinkers, moderate alcohol drinking is associated with an increased risk of mortality due to liver disease among Black individuals but this association was not significant among White individuals”

Alcohol-related cancer

- 4% of all cases of cancer worldwide in 2020 (~750,000 cases) attributable to alcohol consumption
- Higher prevalence in Black/African Americans compared to White individuals
 - Oropharynx, larynx, esophagus, liver, colon, rectum and breast cancer
- Higher mortality from alcohol-related cancers in Black/African American adults
 - Oropharynx, larynx, and breast cancer



Alcohol- related cancer

- The alcohol industry has contributed to disparities in cancer by directly targeting populations of low socioeconomic status and racial minority groups across the U.S.
 - Made alcohol more available in and targeted specific higher-alcohol products to low-income and Black/African American communities



Alcohol-impaired driving

- Based on vehicle miles traveled (VMT), both Black/African Americans and Hispanic/Latinos have higher prevalence of drinking-driving fatalities than Whites

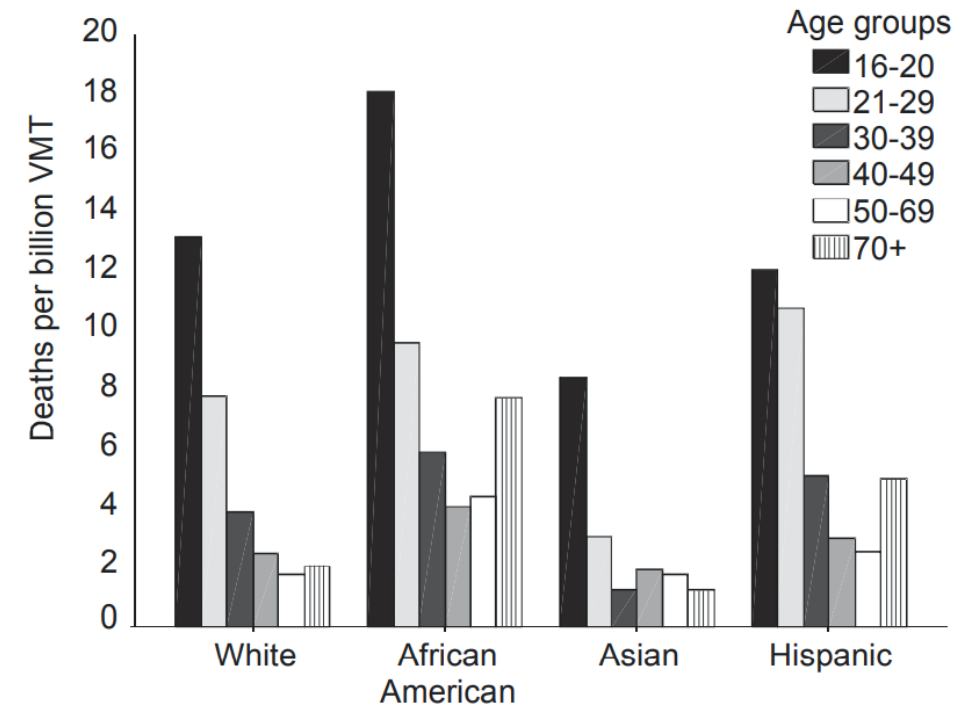
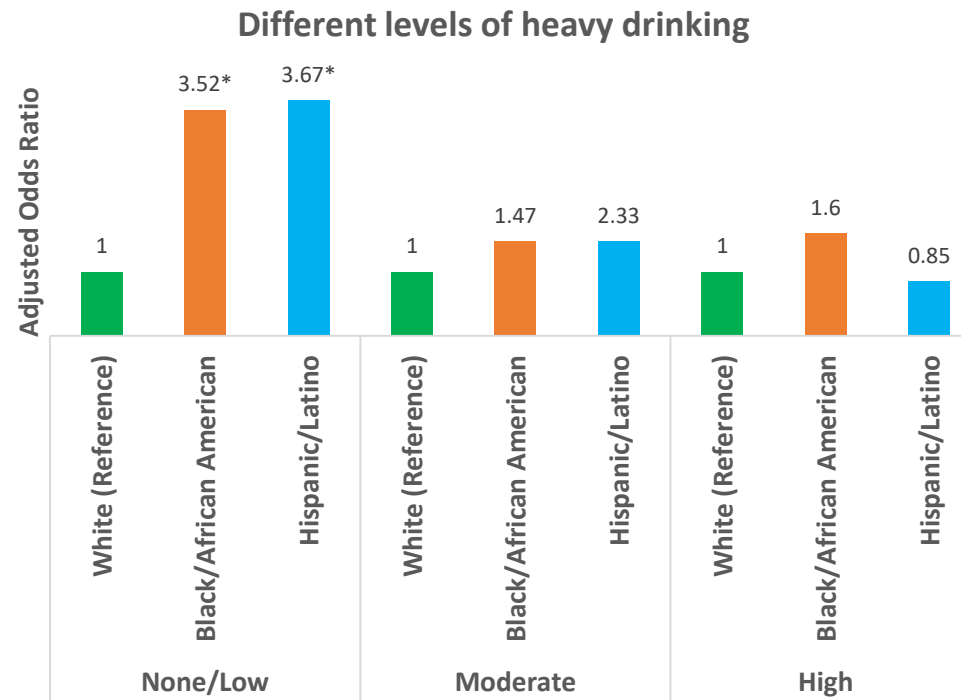


Figure 1. VMT-based measure (fatalities per VMT) of drinking drivers killed in crashes across racial/ethnic groups

Social consequences

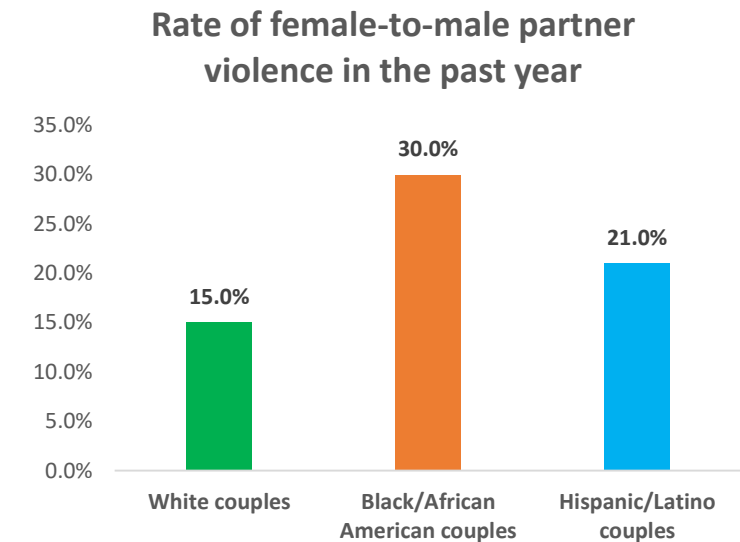
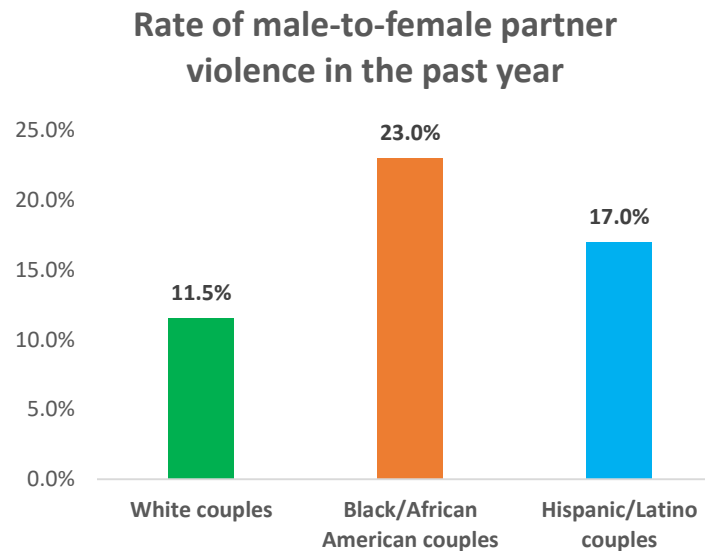


*Social consequences include arguments or fights, such as with a spouse or people with whom the respondent lives, injuries, and workplace, legal, and health problems as a result of drinking

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

Intimate partner violence (IPV)

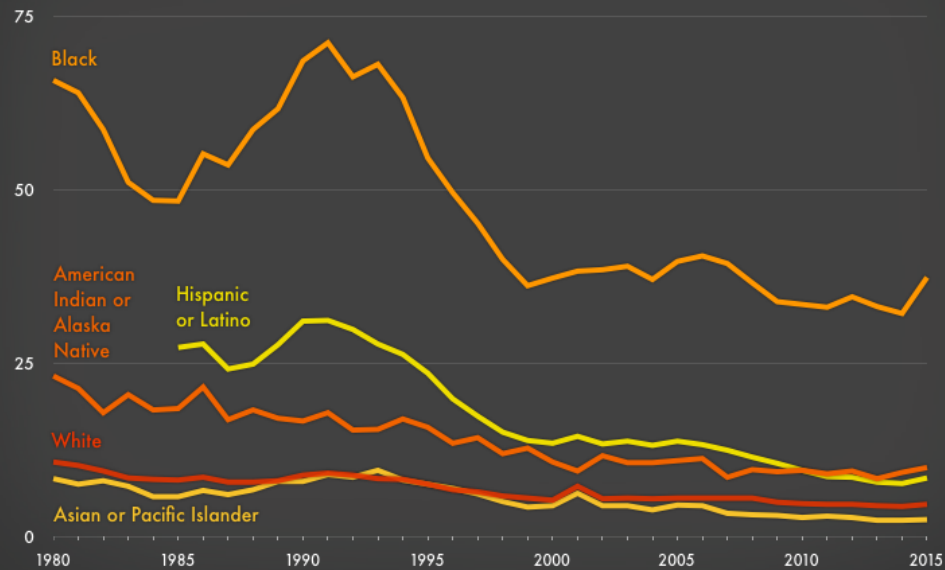
- Alcohol plays an important part in IPV
 - The consistent evidence that alcohol use by one or both partners contributes to the risk and severity of IPV



“30-40% of men and 27-34% of women who perpetrated violence against their partners were drinking at the time of the event.”

Black men and boys remain most at risk of homicide victimization

Number of homicides of males per 100,000 population, 1980 – 2015

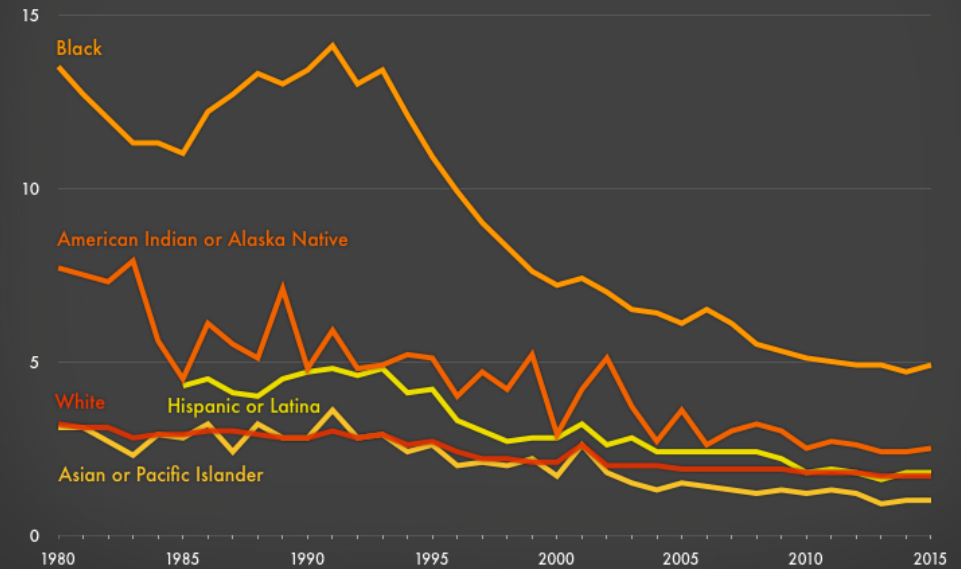


Source: Data compiled from the CDC's National Center for Health Statistics National Vital Statistics Reports

PRISON
POLICY INITIATIVE

Homicide victimization rates are still higher among Black and Indigenous women and girls

Number of homicides of females per 100,000 population, 1980 – 2015



Source: Data compiled from the CDC's National Center for Health Statistics National Vital Statistics Reports

PRISON
POLICY INITIATIVE

CDC estimates that 47% of homicides are alcohol-attributable (ARDI).

Centers for Disease Control (CDC). Alcohol and Public Health: Alcohol-Related Disease Impact (ARDI) Application, 2013. Accessed November 8, 2015 at: http://nccd.cdc.gov/DPH_ARDI/Default/Default.aspx

https://www.prisonpolicy.org/blog/2018/05/03/homicide_overtime/

Homicide

Alcohol and inequities: a recap

- In general, 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 poor family, community or country, will cause far more damage than in a wealthier setting.
- According to one analysis, alcohol use explains as much as 27% of socioeconomic differences in mortality.

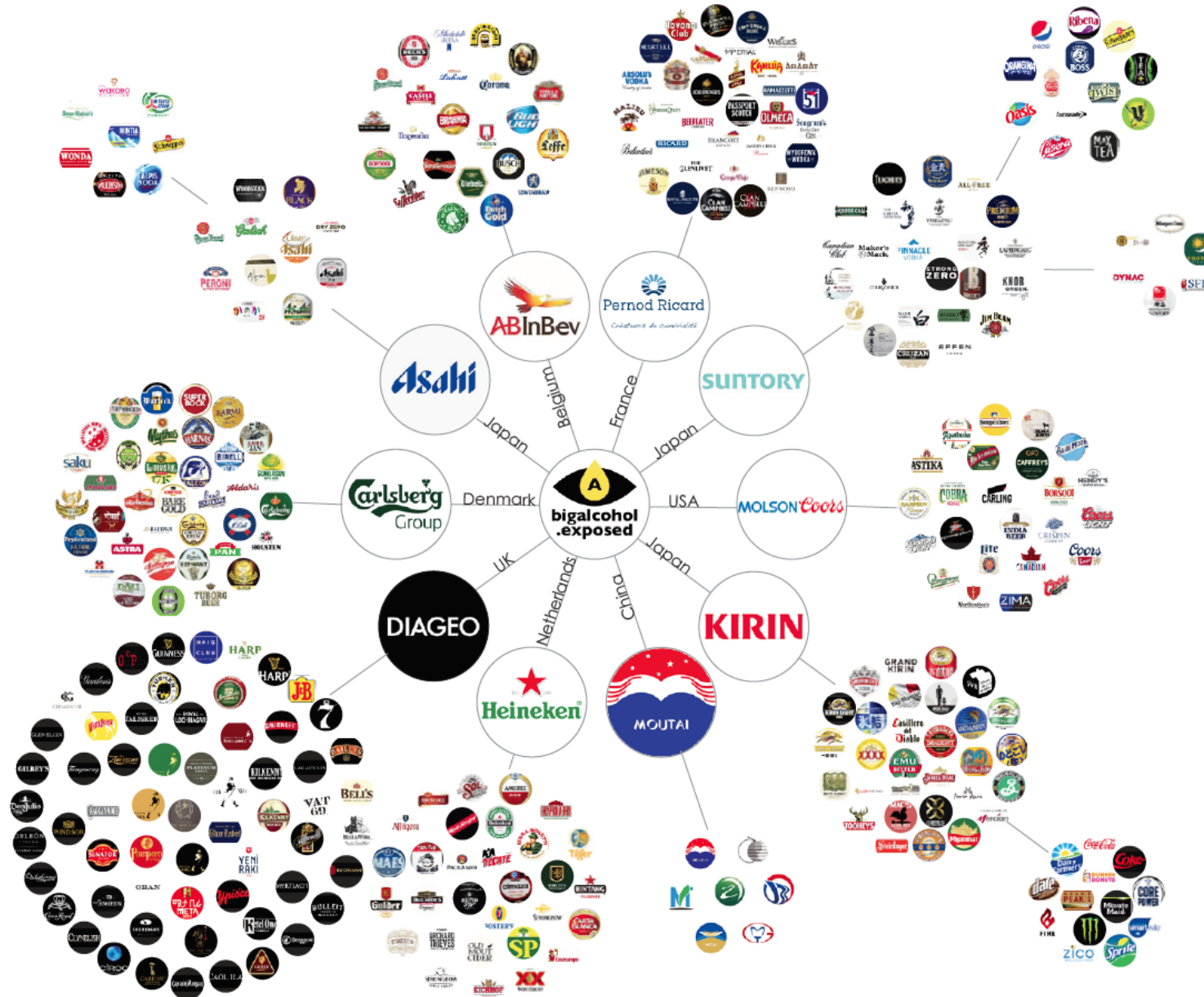
Alcohol's transition in the 20th century

- In the latter half of the 20th century, alcohol as a social phenomenon changed.
- Around the world, it transitioned thoroughly from being traditional, communally-based beverage, to a global beverage, produced by huge and hugely profitable global corporations.
- In the US, there was a sea-change in alcohol marketing when Philip Morris bought Miller beer in the 1970s.

The global alcohol industry

- \$1.8 trillion per year in sales worldwide
- Highly concentrated, e.g. 10 companies sell two-thirds of the world's beer
 - If the nine largest alcohol companies for which data are available were a country, they would be the 55th largest economy in the world
- As of 2019, alcohol was the 8th most profitable industry in the world

TOP 10 ALCOHOL PRODUCERS ACROSS THE WORLD



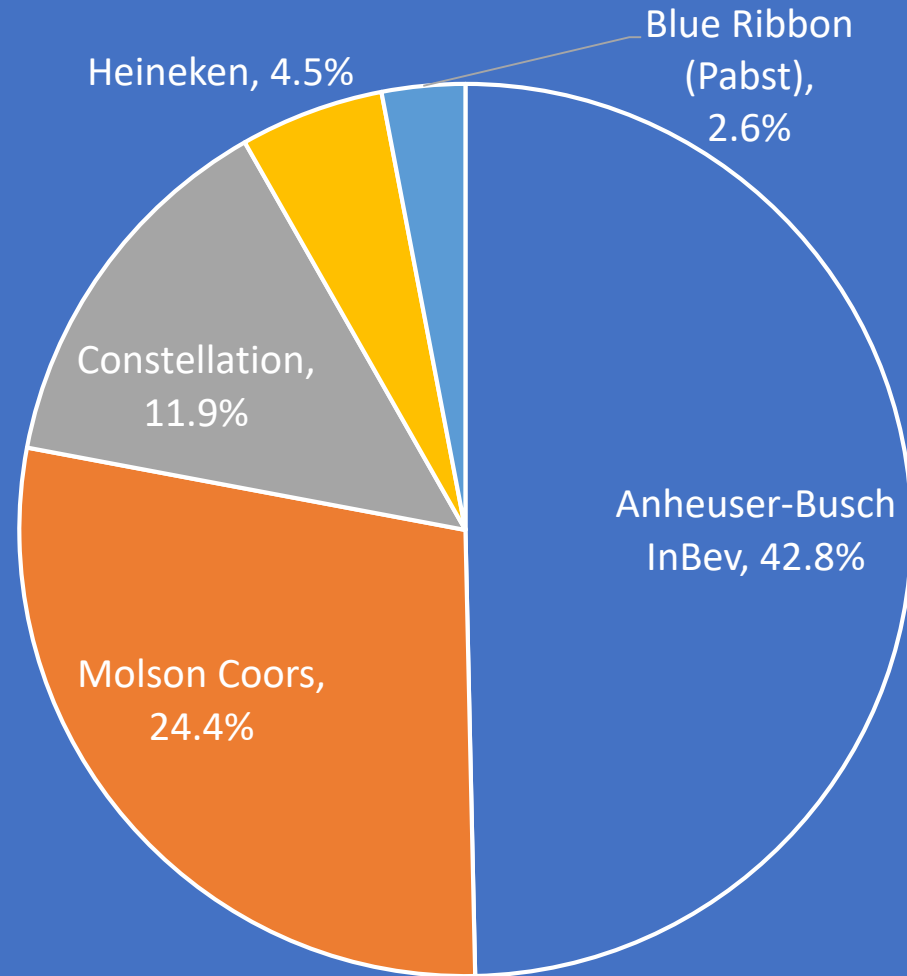
Source: Movendi. Alcohol Industry Interference Worldwide: Big Alcohol Exposed. 2019.

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Leading US Beer

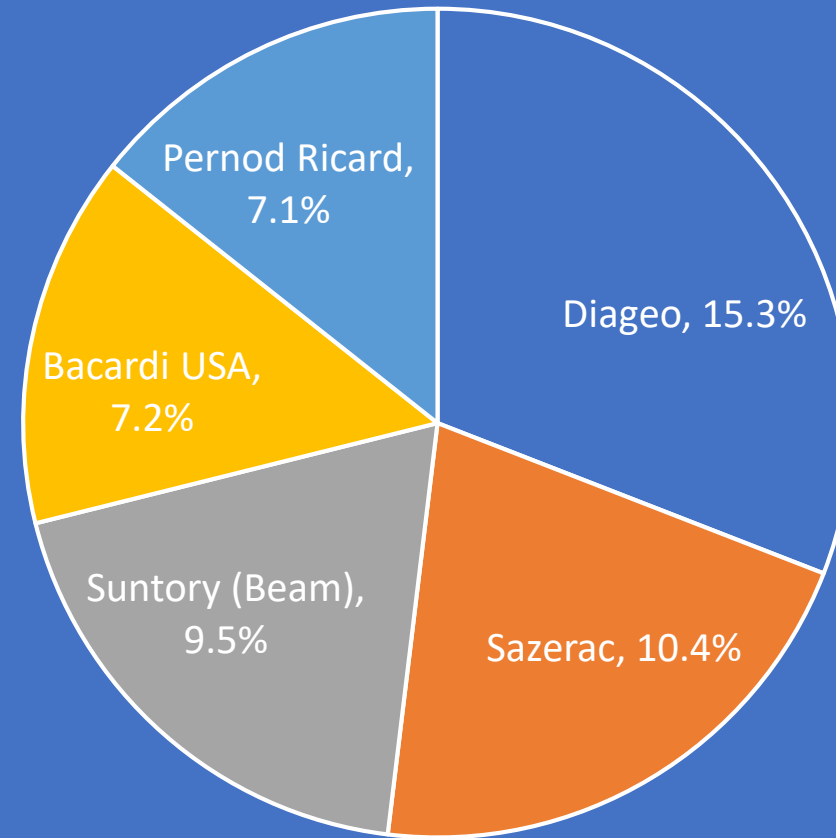
Companies,
2020

- Five brewers account for **86.2%** of the US beer market.



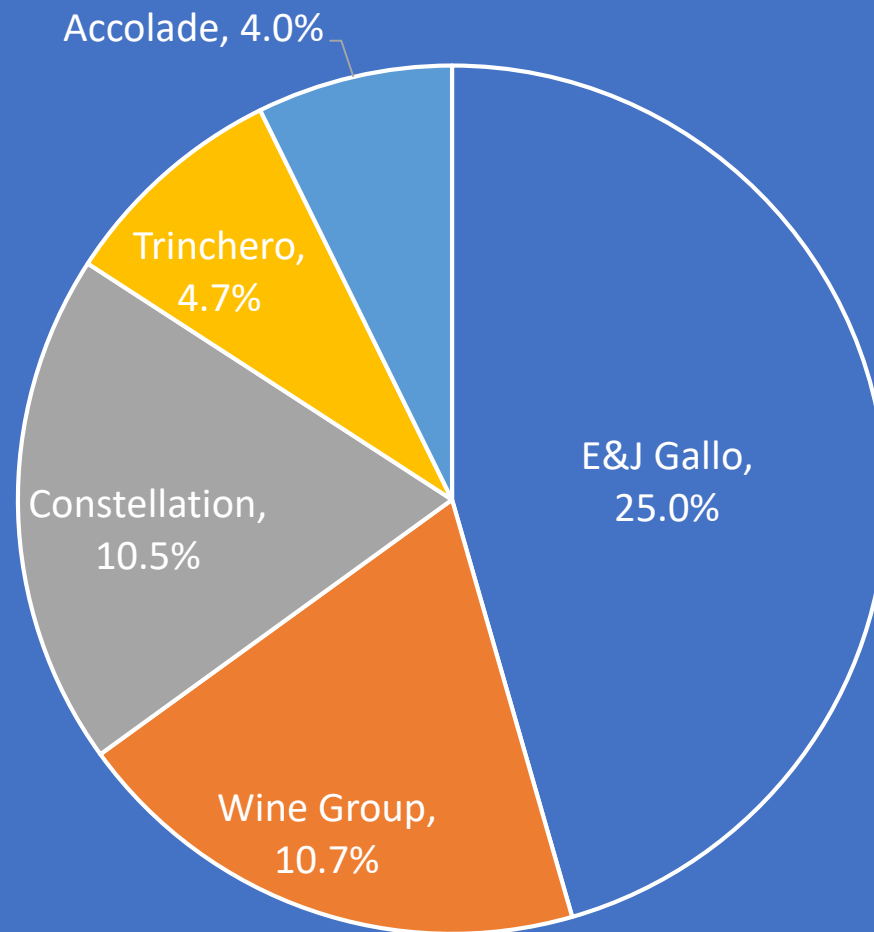
Leading US Distillers, 2020

- Five distillers account for **49.5%** of the US spirits market.



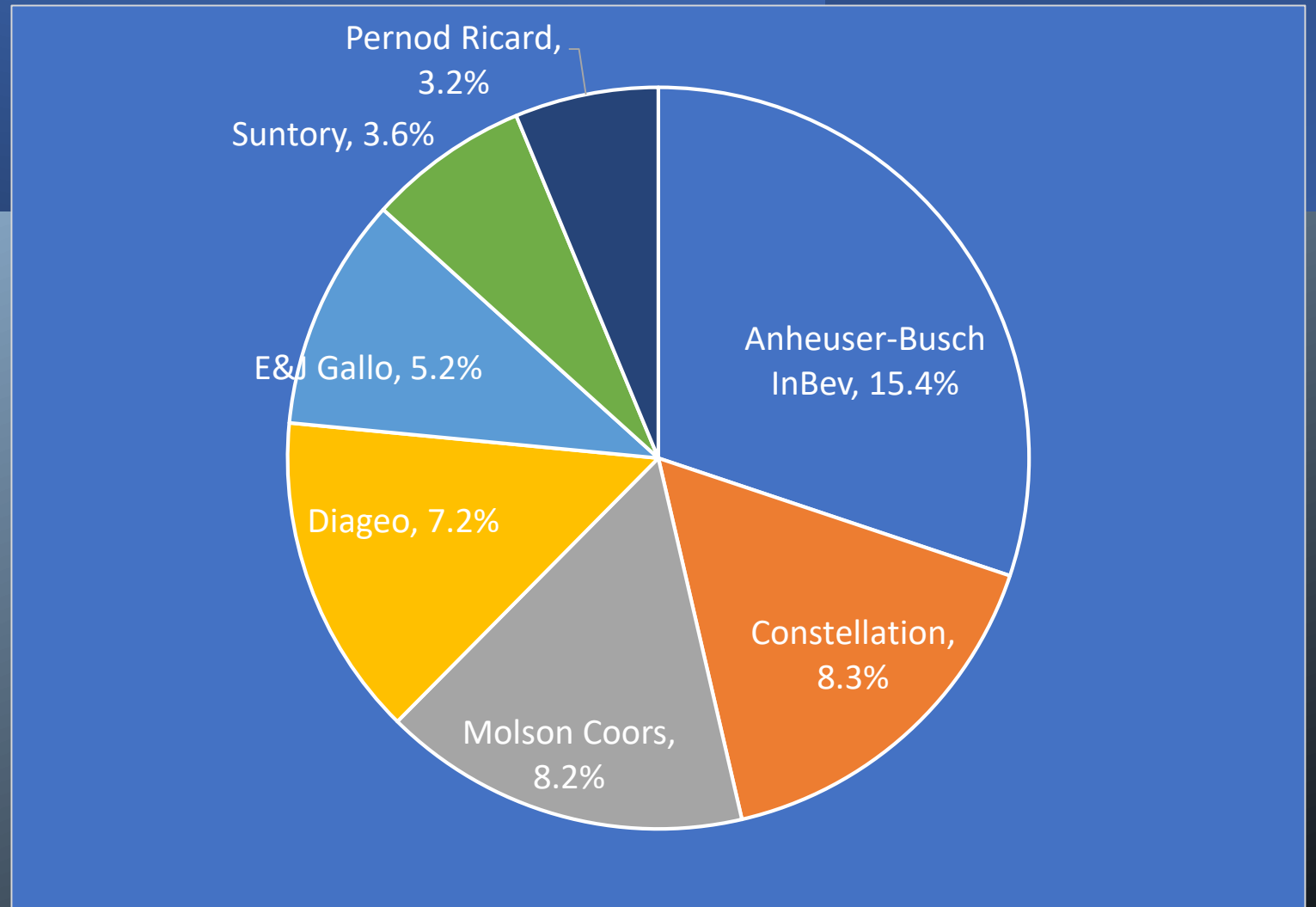
Leading US Wine Producers, 2020

- Five wine producers account for **54.9%** of the US market.



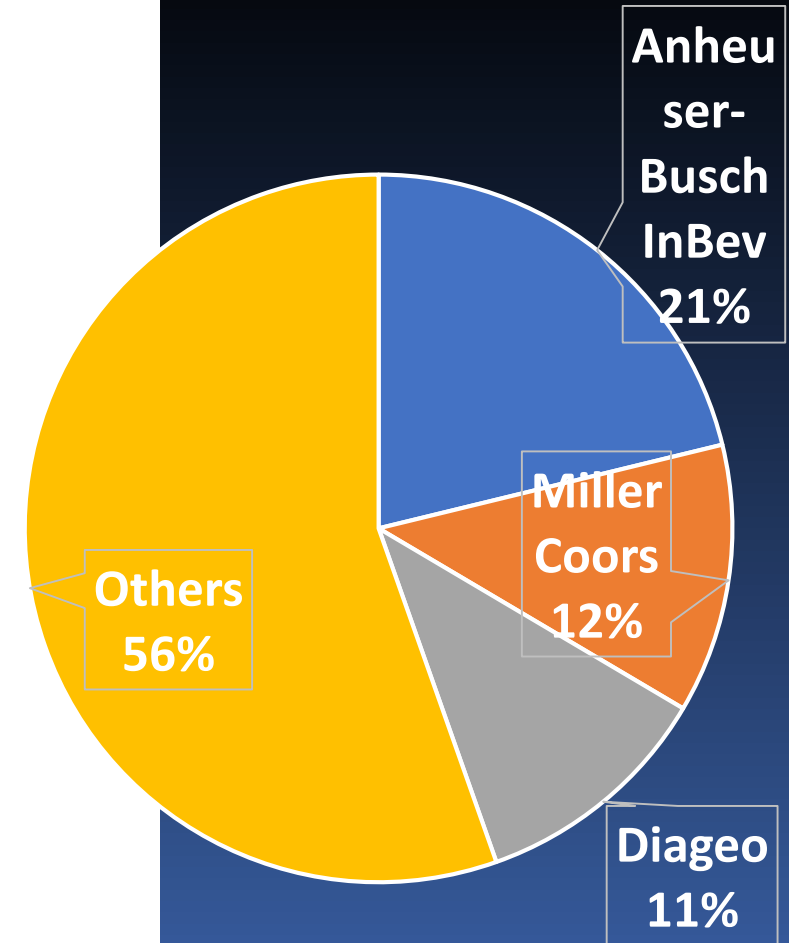
Share of revenues, 2020

- Seven companies earn 51.1% of the revenues from alcohol in the USA.



Profits from underage drinking (2016)

- In 2016, people under 21 consumed **8.6%** of the alcohol drunk in the US
- This translated into **\$17.5 billion** in sales for alcohol companies



Largest Alcohol Marketers by Global Spending, 2019

- Six alcohol companies rank among the world's largest spenders on advertising.
- Together they spent US \$17.2 billion on advertising worldwide in 2019.

RANK (ALCOHOL COS.)	RANK (ALL COS.)	BRAND NAME (PARENT COMPANY)	TOTAL WORLDWIDE ADVERTISING SPENDING (MILLIONS USD)
1	11	Anheuser-Busch InBev	5,756.19
2	26	Suntory Holdings (Beam Suntory)	3,538.27
3	36	Heineken	2,947.63
4	48	Diageo	2,320.6
5	81	Pernod Ricard	1,467.78
6	98	Molson Coors Beverage Co.	1,200

*Source for global spending on advertising is Ad Age's database of the world's 100 largest marketers. If companies did not rank in the top 100 advertisers worldwide, figures for their advertising spending were not available.

The importance of alcohol advertising and promotion

- Marketing plays a key role for the industry nationally and globally
 - Functions as significant barrier to entry
 - AB Inbev's cost of advertising per barrel sold significantly lower than its competitors – same is likely true of Diageo
 - Helps to generate oligopoly profits, which in turn support more marketing spend
 - Alcoholic beverages are the 8th most profitable industry – more profitable than soft drinks, less so than tobacco
- Counters increasingly bad health news
- Increasingly happening on social media

Alcohol
industry
“stakeholder
marketing”

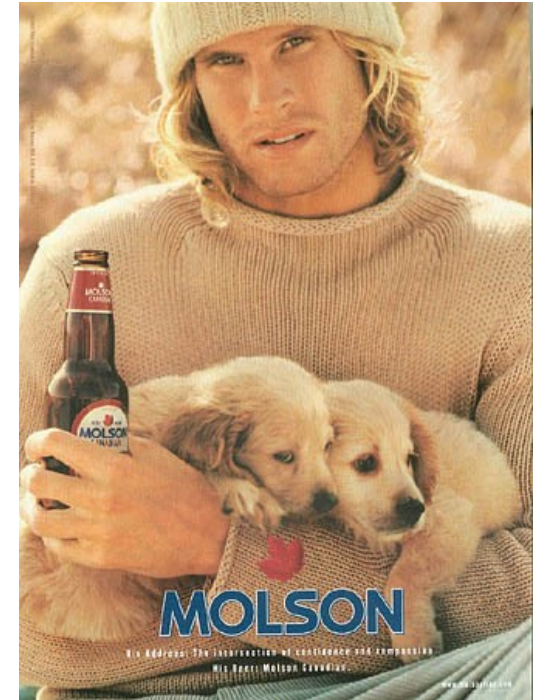
- One key area of marketing spend is on stakeholder marketing
- As of 2021:
 - The alcohol industry spent \$30 million on lobbying at the federal level
 - They reported 282 registered lobbyists
 - They spent \$15 million at the state level

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 EFFECTS
- BLAMING THE VICTIM

SEXISM



The Miracle of Molson Twin Advertising™ Technology

HUNDREDS OF THOUSANDS OF WOMEN. PRE-PROGRAMMED FOR YOUR CONVENIENCE.

As you read this, women across America are reading something very different: an advertisement (fig.1) scientifically formulated to enhance their perception of men who drink Molson. The ad shown below, currently running in Cosmopolitan magazine, is a perfectly tuned combination of words and images designed by trained professionals. Women who are exposed to it experience a very positive feeling. A feeling which they will later project directly onto you. Triggering the process is as simple as ordering a Molson Canadian (fig. 2).

Fig. 1 To learn why this is so important, contact Consumer Research and Marketing Department at 1-800-368-5273.

Fig. 2 To learn why this is so important, contact Consumer Research and Marketing Department at 1-800-368-5273.

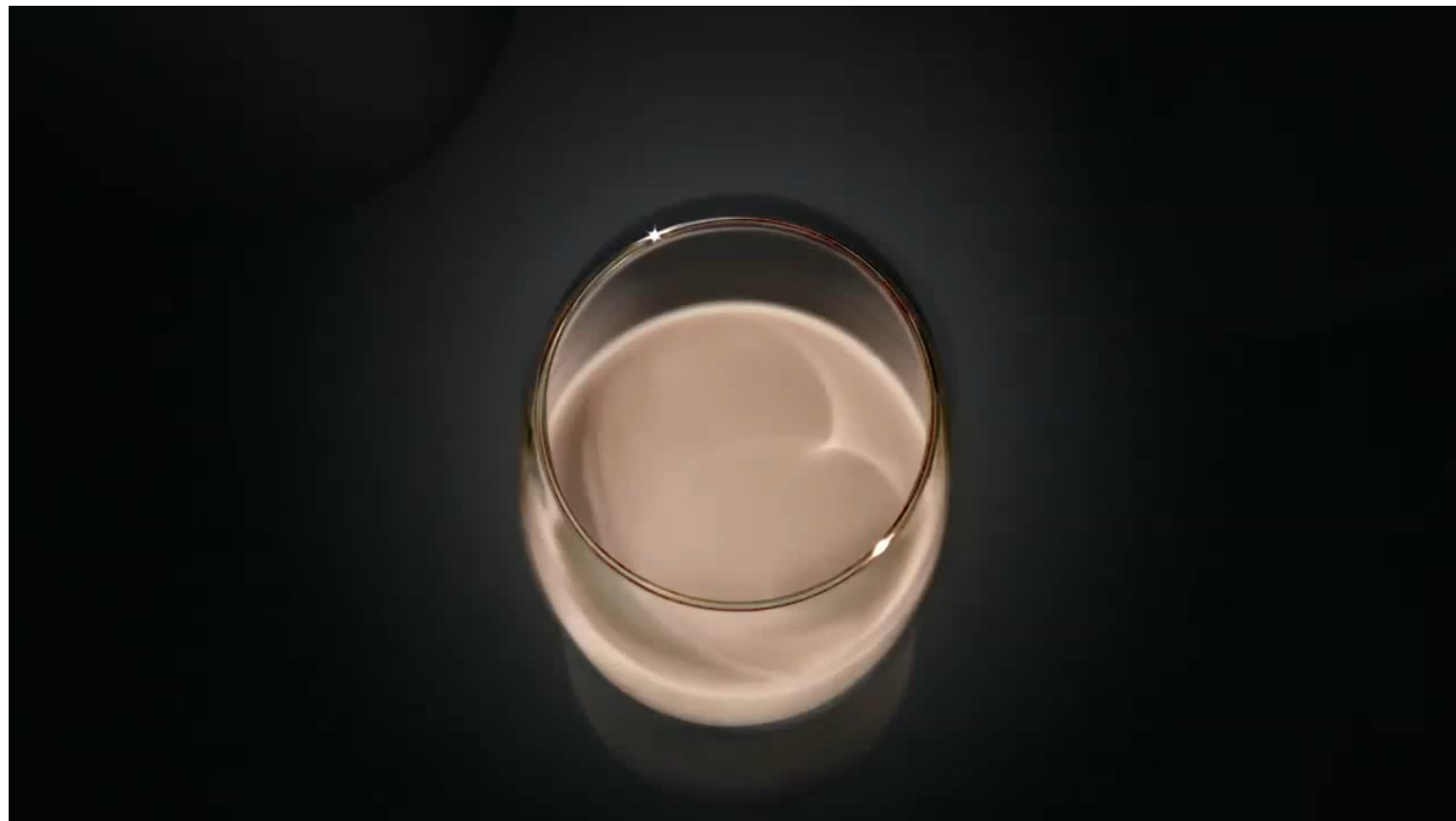
The game is about to change, and you're the heavy favorite. Extravagant dinners. Subtitled movies. Floral arrangements tied together with little pieces of hay it gets old. And it gets expensive, depleting funds that could go to a new set of 20-inch rims. But thanks to the miracle of Twin Advertising Technology, you can achieve success without putting in any time or effort. So drop the leasagat and pick up a Molson Canadian. That's not just a crisp, clean import from Canada you're tasting. It's victory, my friend.

MOLSON
LET YOUR MOLSON DO THE TALKING.

www.molsonmarketing.com

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FOR THE HEALTH OF ALL

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.

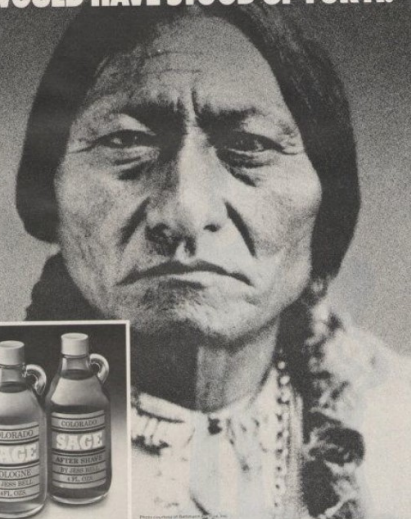


Bring on the Mist.




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.**



I. DO.

CULTURAL APPROPRIATION



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FOR THE HEALTH OF ALL

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

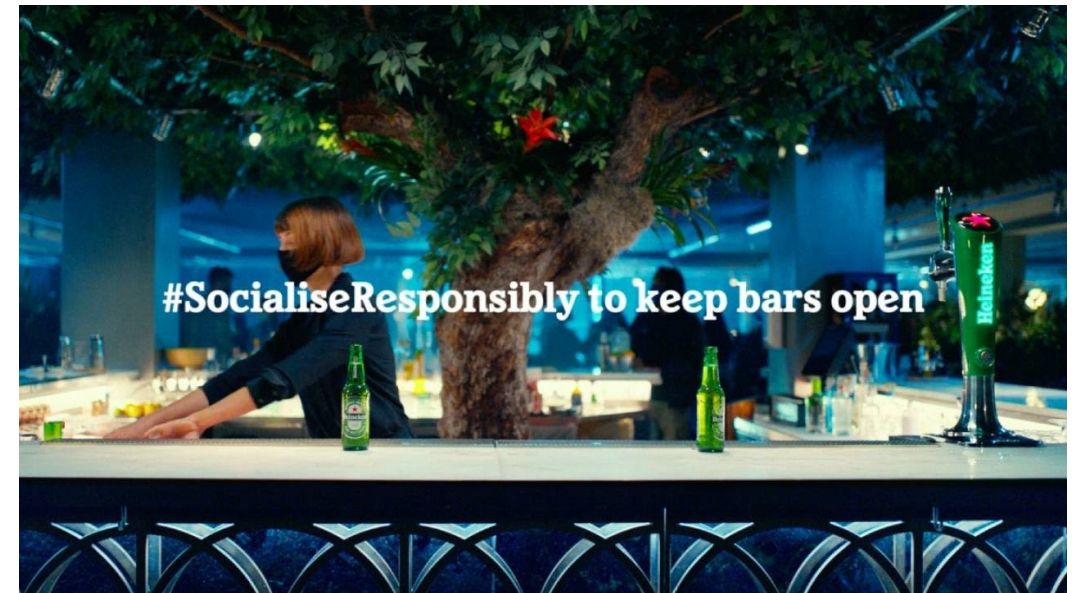
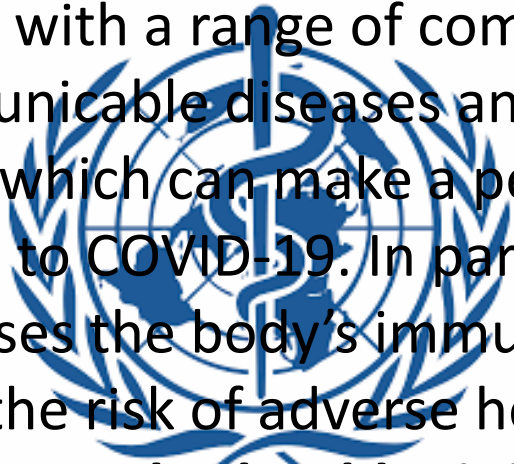
“... there is not necessarily a causal relationship between all potential risk factors and FASD. For example, **other maternal risk factors** include drinking alone, family members who abuse alcohol, having less stable domestic partnerships, and being at risk for domestic violence.”

- Industry-funded International Alliance for Responsible Drinking



CONCEALING EFFECTS: COVID

World Health Organization's advice during COVID pandemic: Alcohol consumption is associated with a range of communicable and noncommunicable diseases and mental health disorders, which can make a person more vulnerable to COVID-19. In particular, alcohol compromises the body's immune system and increases the risk of adverse health outcomes. Therefore, **people should minimize their alcohol consumption and any time, and particularly during the COVID-19 pandemic.**

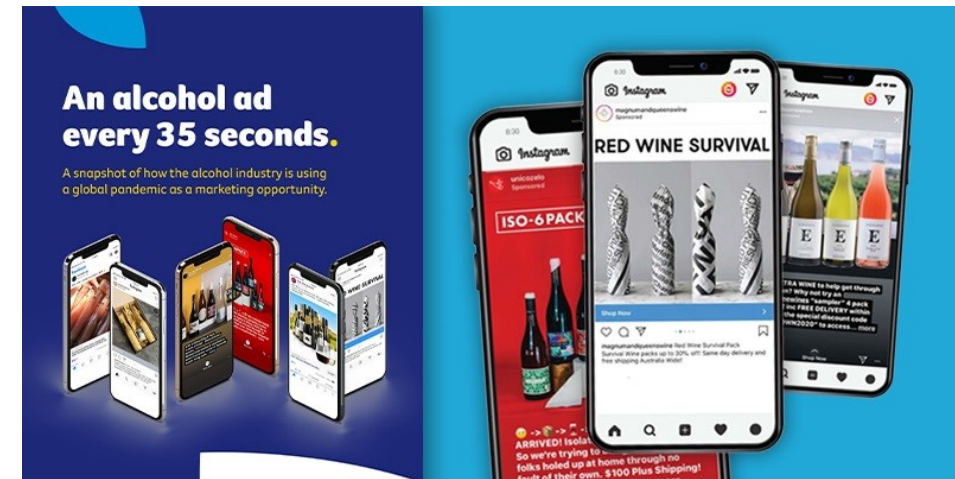


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Facebook and Instagram messages during COVID

In one hour on a single Friday night in Australia in April 2020, one alcohol ad every 35 seconds, saying:

- Get easy access to alcohol without leaving your home (58%),
- Save money (55%),
- Buy more (35%),
- Drink alcohol during the COVID-19 pandemic (24%),
- Use alcohol to cope, 'survive', or feel better (16%), and
- Choose 'healthier' alcohol products (14%).



Blaming the victims

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 – a view the brewing industry has successfully encouraged – the majority of the anti-alcohol agenda will not be met with much success.

-Miller Brewing Company

Violence:
four types

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

INDUSTRY ON ALCOHOL-VIOLENCE ASSOCIATION

“...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

IF NOTHING ELSE

The relationship between alcohol and violence is bidirectional.

Alcohol increases the risk of violence perpetration and victimization, and it increases the severity of violent episodes.

Alcohol is involved in 1/3 to 1/2 of violent crimes.

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



Alcohol Outlet Density

OPEN

LIQUOR



What is Alcohol Outlet Density?

The *Community Guide* defines alcohol outlet density as:

- The number of physical locations in which alcoholic beverages are available for purchase either per area or per population.
- “Alcohol outlets” include all commercial businesses that sell and serve alcohol including on- and off-premise sales.

What is Alcohol Outlet Density?



Off- premise locations



On-premise locations

ALCOHOL OUTLET DENSITY: THE SCIENCE

The Community Preventive Services Task Force recommends limiting alcohol outlet density to reduce excessive drinking through the use of licensing or zoning processes.



EFFECTIVENESS:
Moderate effectiveness



BREADTH OF SUPPORT:
Enough studies for systematic reviews and meta-analyses



CROSS-NATIONAL TESTING:
Testing in several countries



COST TO SUSTAIN:
Low

Babor, T. et al. (2010). *Alcohol: No ordinary commodity research and public policy* (2nd ed). New York: Oxford University Press.

Campbell, Carla Alexia, Robert A. Hahn, Randy Elder, Robert Brewer, Sajal Chattopadhyay, Jonathan Fielding, Timothy S. Naimi et al. "The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms." *American Journal of Preventive Medicine* 37, no. 6 (2009): 556-569

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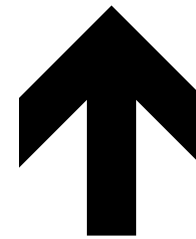
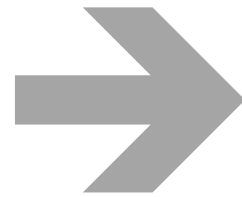
BU

Boston University School of Public Health

When the # of alcohol outlets increases...

So do the problems:

- violence/crime¹
- sexually transmitted infections²
- noise³
- injuries⁴
- property damage⁵



Sources: 1. Speer et al. 1998; 2. Scribner et al. 1998; 3. Livingston et al. 2007; 4. Holder et al. 2000; 5. Donnelly et al. 2006.

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City-specific Findings



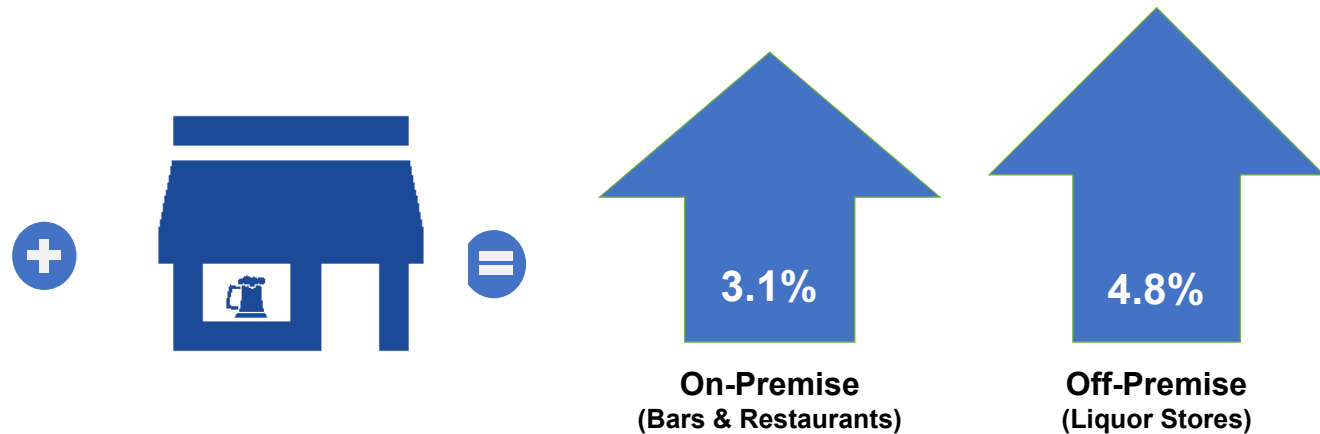
- Philadelphia: increased risk of being shot in an assault in an area of high alcohol outlet availability¹⁰
- New Orleans: 10% rise in density \uparrow 5.8% rise in gonorrhea rates¹¹
- California: # off-premise outlets associated with rates of child abuse, # bars associated with rates of child neglect¹²
 - Sacramento: each additional off-premise outlet associated with 4% increase in IPV-related police calls, and 3% increase in IPV-related crime reports¹³
- Minneapolis, MN: neighborhoods with highest density also have highest density of criminal violence¹⁴
- Washington, DC: # alcohol outlets in a census tract related to robbery, assault, and sexual offense¹⁵
 - Assaultive violence increases 4% for each additional outlet
- Baltimore: Every additional outlet per census tract associated with 2.2% increase in violent crime (Jennings et al.)



CROWDING OF OUTLETS 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., Milam, A.J., Greiner, A., Furr-Holden, C.D., Curriero, F.C., & Thornton, R.J. 2014. Neighborhood alcohol outlets and the association with violent crime in one Mid-Atlantic city: The implications for zoning policy. *Journal of Urban Health*, 91, (1) 62-71

Parker, R.N., Williams, K.R., McCaffree, K.J., Acensio, E.K., Browne, A., Strom, K.J., & Barrick, K. 2011. Alcohol availability and youth homicide in the 91 largest US cities, 1984-2006. *Drug and alcohol review*, 30, (5) 505-514

Pridemore, W.A. & Grubestic, T.H. 2011. Alcohol Outlets and Community Levels of Interpersonal Violence: Spatial Density, Outlet Type, and Seriousness of Assault. *Journal of Research in Crime and Delinquency* 0022427810397952

Cameron, M. P., Cochrane, W., Gordon, C., & Livingston, M. (2016). Alcohol outlet density and violence: A geographically weighted regression approach. *Drug Alcohol Rev*, 35(3), 280-288. doi:10.1111/dar.12295

Grubestic, T., & Pridemore, W. (2011). Alcohol outlets and clusters of violence. *International journal of health geographics*, 10(30).

Iritani, B. J., Waller, M. W., Halpern, C. T., Moracco, K. E., Christ, S. L., & Flewelling, R. L. (2013). Alcohol outlet density and young women's perpetration of violence toward male intimate partners. *Journal of Family Violence*, 28(5), 459-470. doi:10.1007/s10896-013-9516-y

Liang, W., & Chikritzhs, T. (2011). Revealing the link between licensed outlets and violence: counting venues versus measuring alcohol availability. *Drug Alcohol Rev*, 30(5), 524-535. doi:10.1111/j.1465-3362.2010.00281.x

Pridemore, W., & Grubestic, T. (2013). Alcohol outlets and community levels of interpersonal violence: spatial density, outlet type, and seriousness of assault. *Journal of Research in Crime and Delinquency*, 50(1), 132-159.

Snowden, A., & Pridemore, W. (2013). Alcohol and violence in a nonmetropolitan college town: Alcohol outlet density, outlet type, and assault. *Journal of Drug Issues*, 43(3), 357-373.

Zhang, X., Hatcher, B., Clarkson, L., Holt, J., Bagchi, S., Kanny, D., & Brewer, R. D. (2015). Changes in density of on-premises alcohol outlets and impact on violent crime, Atlanta, Georgia, 1997-2007. *Prev Chronic Dis*, 12, E84. doi:10.5888/pcd12.140317

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BUSINESS PRACTICES

The following business practices are associated with increased violence:



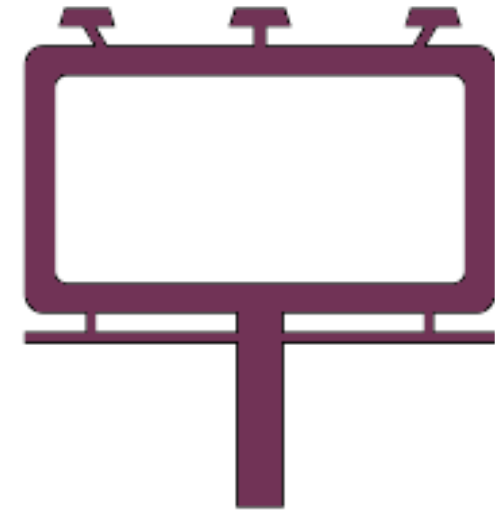
Operating Hours

(each 1 hr increase is associated with increased assaults)



Single Serves

(More shelf space devoted to single serving containers associated with violence)



Advertising

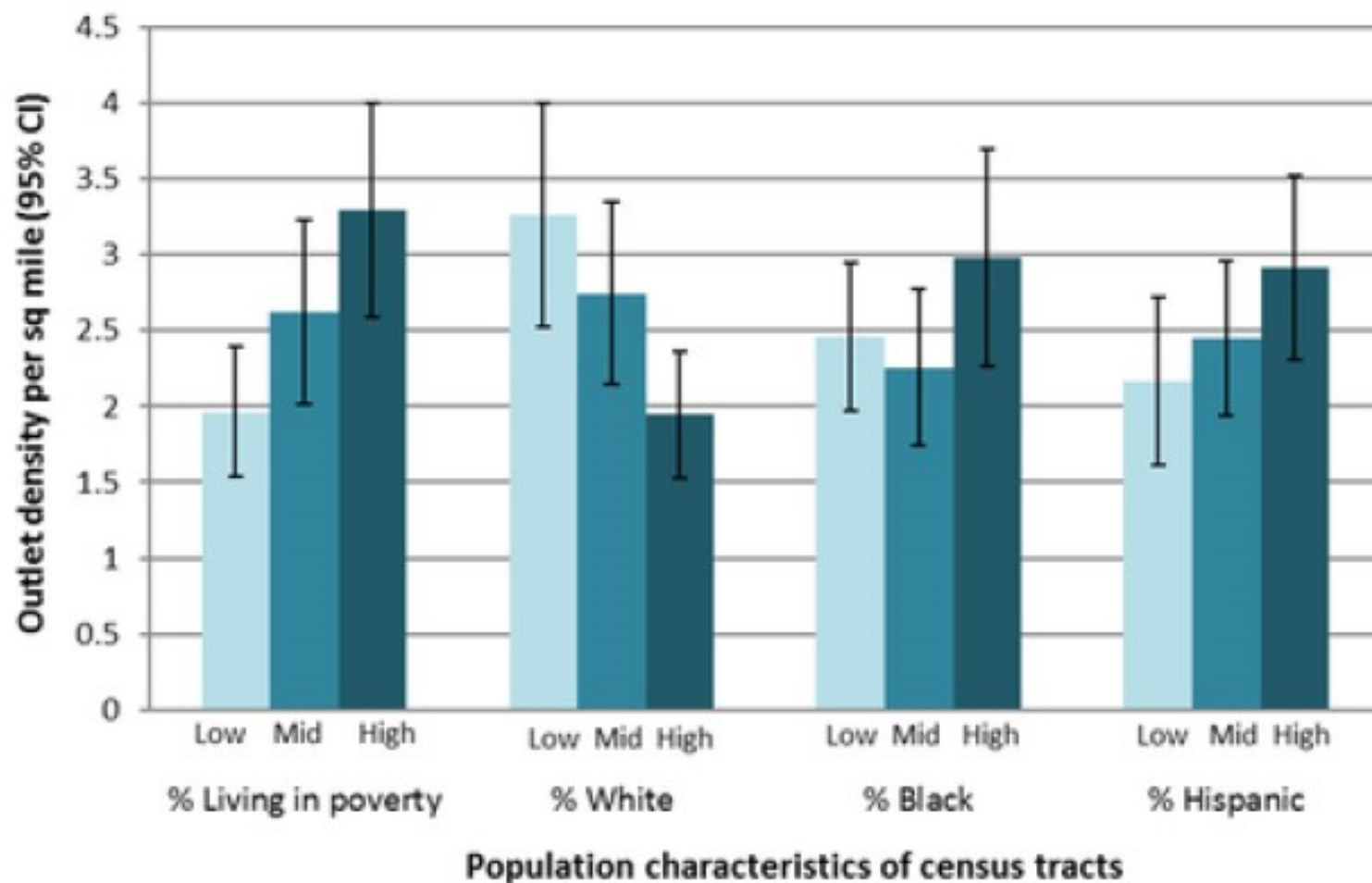
(Associated with sexual violence)

Schofield, T.P. & Denson, T.F. (2013). Alcohol Outlet Business Hours and Violent Crime in New York State. *Alcohol and Alcoholism*, 48(3):363-369. Accessed November 22, 2015 at: <http://alcalc.oxfordjournals.org/content/48/3/363.full>

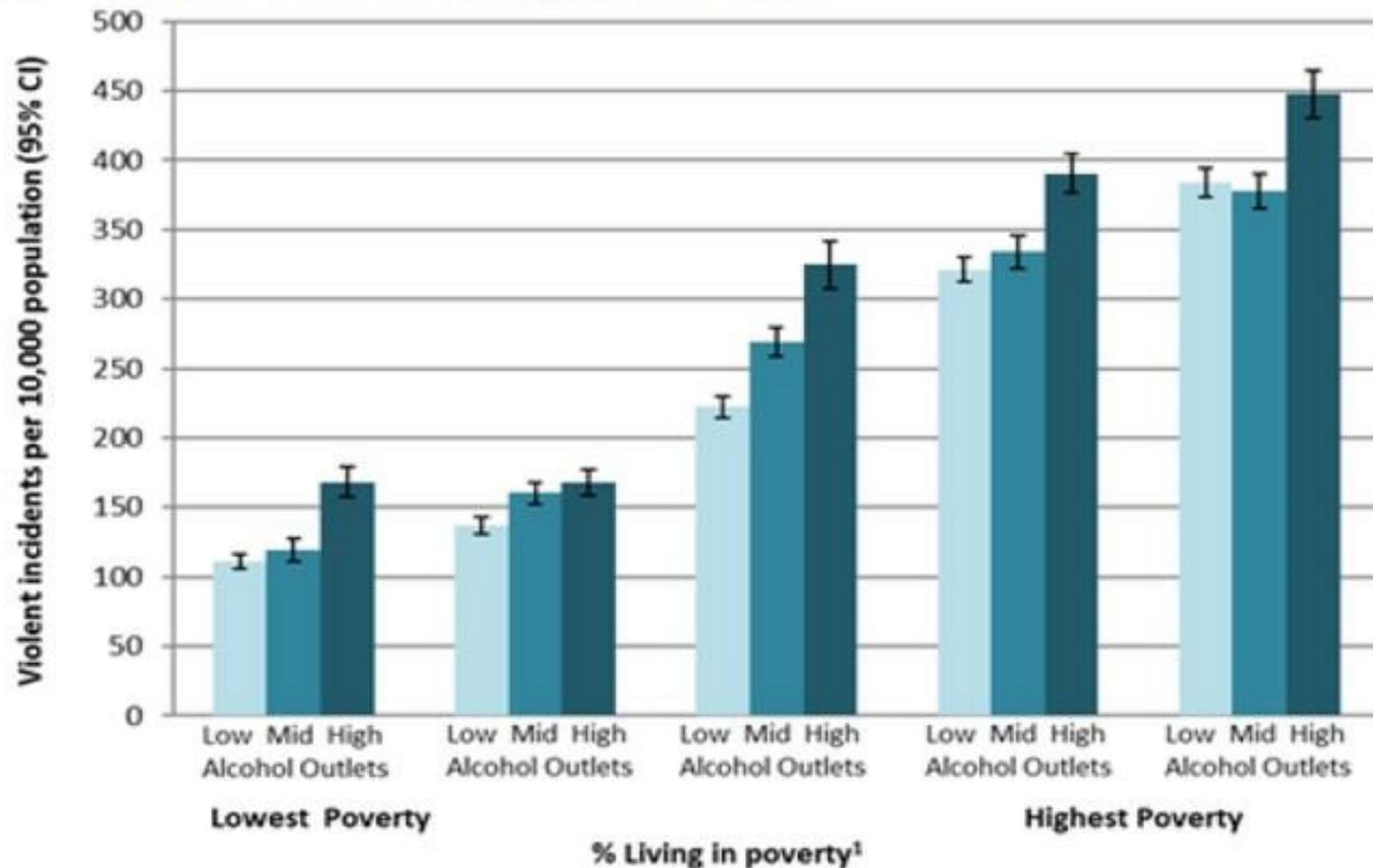
Parker, R. N., McCaffree, K. J., & Skiles, D. (2011). The Impact of Retail Practices on Violence: The Case of Single Serve Alcohol Beverage Containers. *Drug and Alcohol Review*, 30:496-504.

Parker, R. N., McCaffree, K. J., Alaniz, M. L., & Cartmill, R. J. Sexual Violence, Alcohol, and Advertising. In: Parker R, McCaffree K, editors. *Alcohol and Violence: The Nature of the Relationship and the Promise of Prevention*. Lexington Books; 2013. 13-30.

Density of off-premise alcohol outlets per square mile, by census tract population characteristics, Philadelphia, 2015



Violent incidents per 10,000 population, by tertile of census tract off-premise alcohol outlet density per square mile, and quintile of percentage of residents living in poverty



What Cities Can Do

Three ways cities can address problem alcohol outlets:

Licensing authority – available to cities in some by not all states

Planning/zoning – far more available and generally within city control

Nuisance powers – applies to more than alcohol outlets, but gives cities powers to regulate nuisance activities within their borders



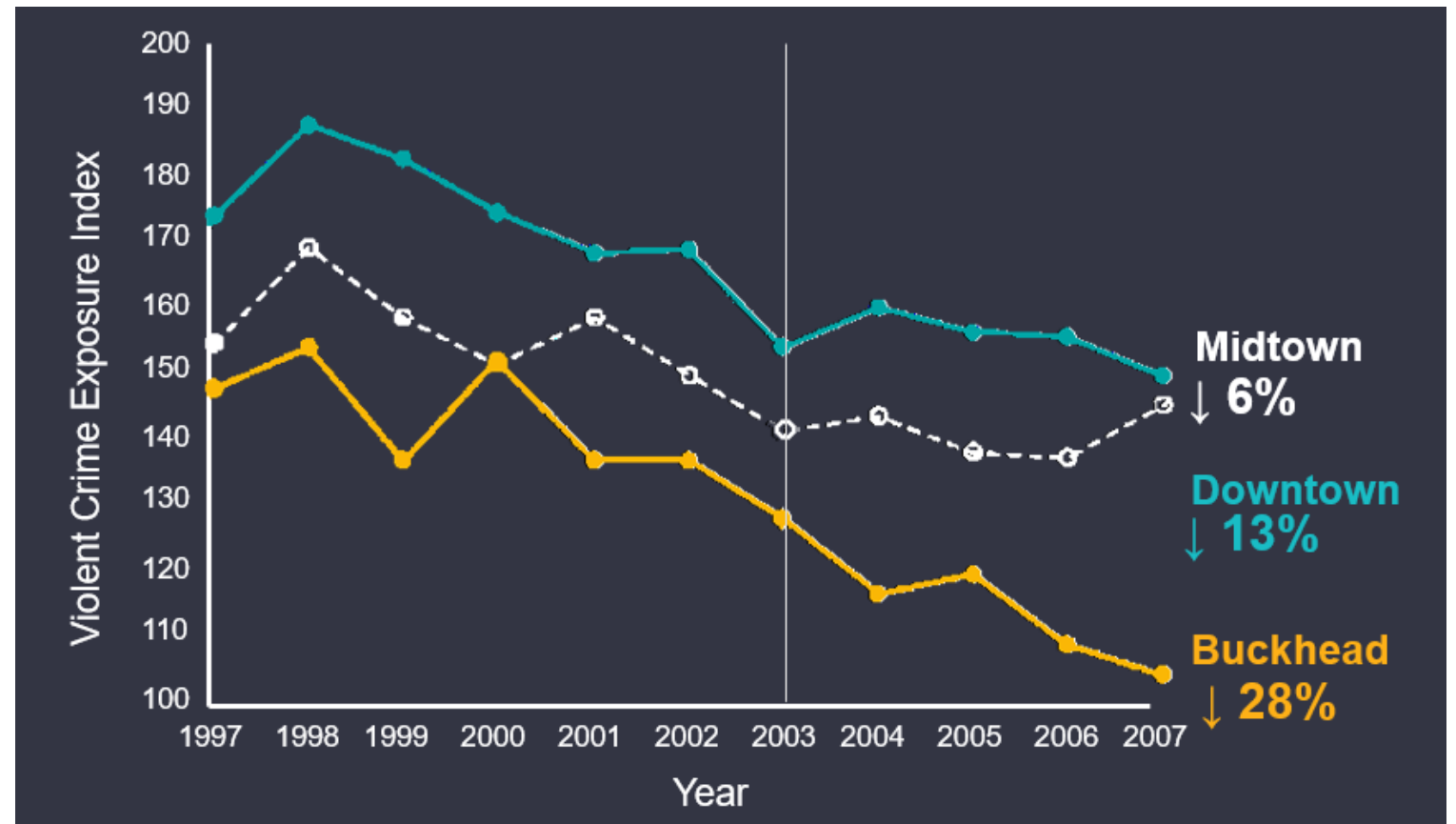
Rules for alcohol outlets **can reduce excessive alcohol consumption and related harms**

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

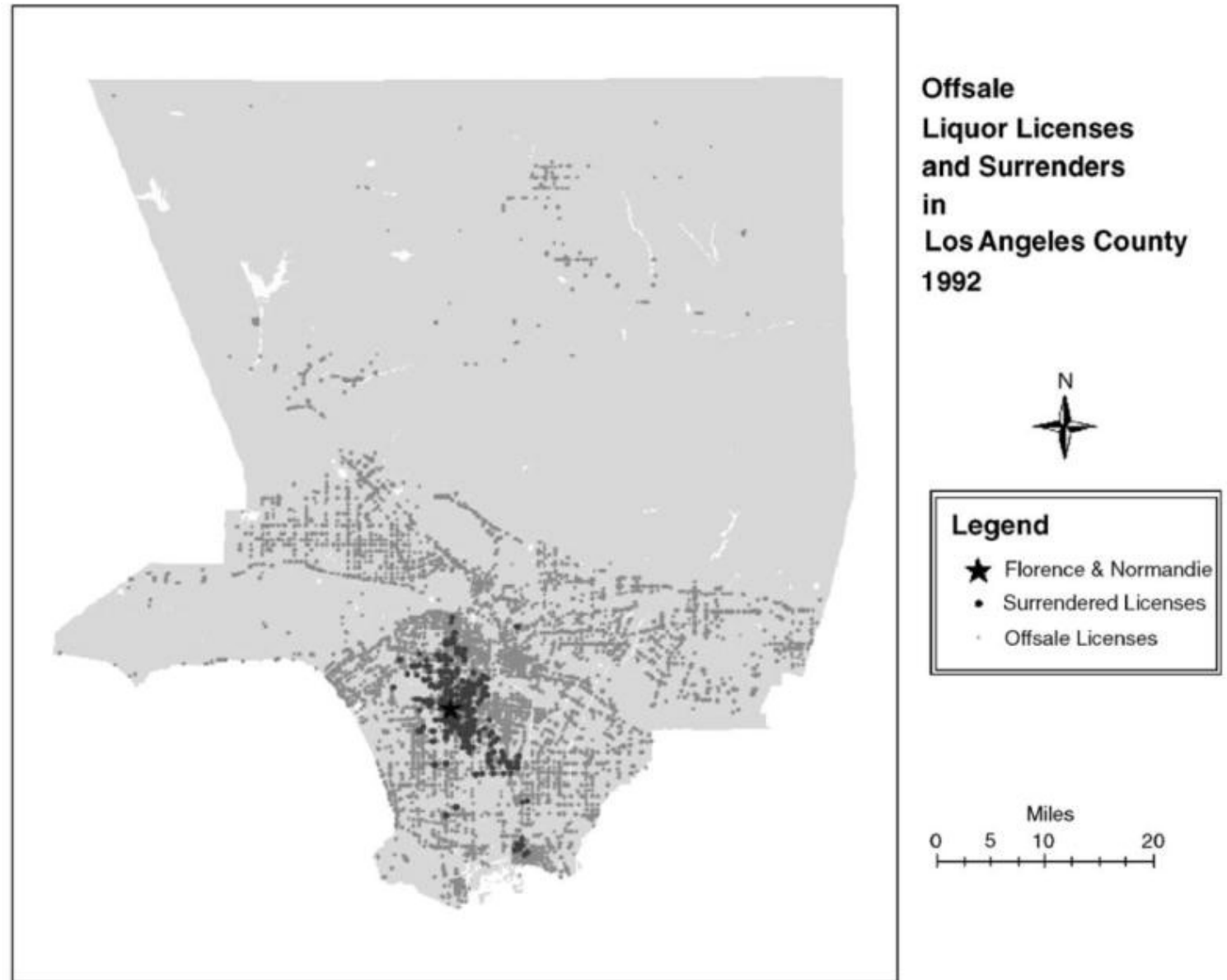
- Baltimore example



Zhang, X., Hatcher, B., Clarkson, L., Holt, J., Bagchi, S., Kanny, D., & Brewer, R. D. (2015). Peer Reviewed: Changes in Density of On-Premises Alcohol Outlets and Impact on Violent Crime, Atlanta, Georgia, 1997–2007. *Preventing chronic disease*, 12.

Evidence Of Effectiveness

- **Los Angeles, CA**
Census tracts had reductions in violent crime that were **proportional to their reductions in alcohol outlets**



Cohen, D. A., Ghosh-Dastidar, B., Scribner, R., Miu, A., Scott, M., Robinson, P., ... & Brown-Taylor, D. (2006). Alcohol outlets, gonorrhea, and the Los Angeles civil unrest: a longitudinal analysis. *Social science & medicine*, 62(12), 3062-3071.

Redlining & 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

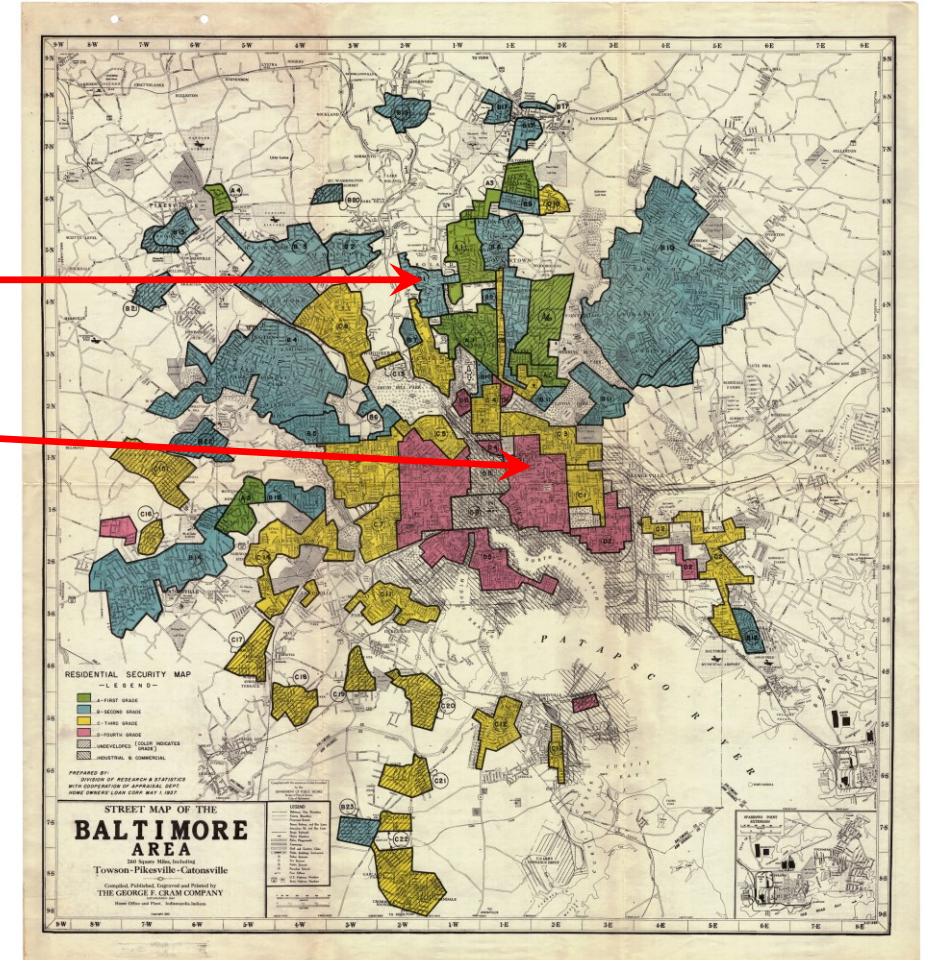
97% Black

Median Income: \$23k

7.3 liquor stores/10,000 people

Roland Park

Greenmount East



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

Alcohol policy
is political

What works...

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

...Is rarely done



The price of liberty is
eternal vigilance.

-- Frederick Douglass

We have to
wake up

- 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

A different alcohol story

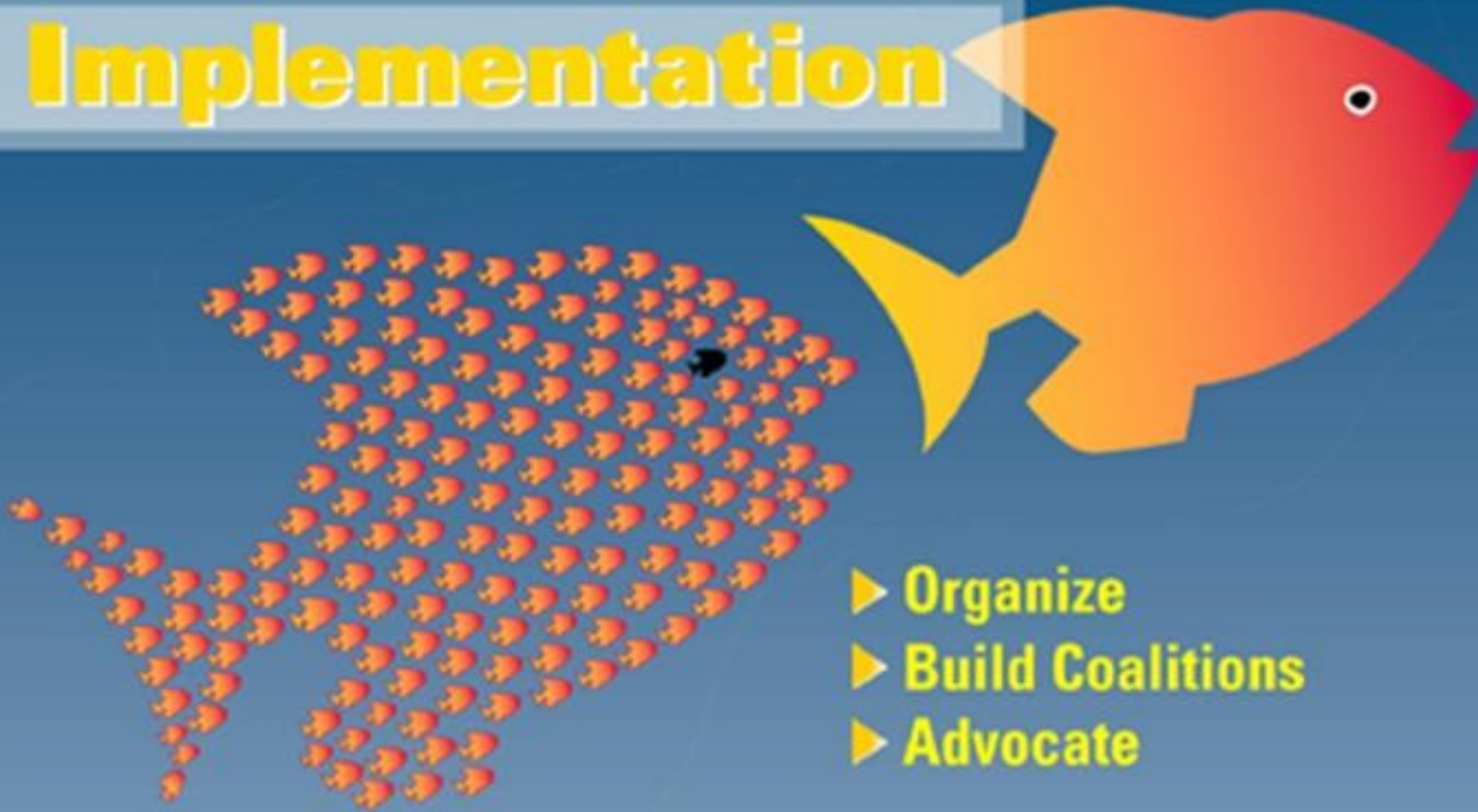
- **Our stories matter**
- We can tell a new and better alcohol story:
 - Of children growing up free from pressures to drink;
 - Of Black, Indigenous and people of color and women being respected;
 - Of individual drinkers not being blamed for the actions of a hugely profitable industry;
 - Of poor 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**

In closing:

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

-- James Baldwin

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

THANK YOU!

dhjern@bu.edu

 @dhjalcohol



UPCOMING EVENTS

- Prevention Across the Lifespan –
- Substance Use Prevention Among Young Adults
- Date: April 11, 2024
- Time:10:30 -12:00 Pacific Time
- Prevention Across the Lifespan –
- Substance Use Prevention Among Young Adults Date:
- April 11, 2024
- Time:10:30 -12:00 Pacific Time

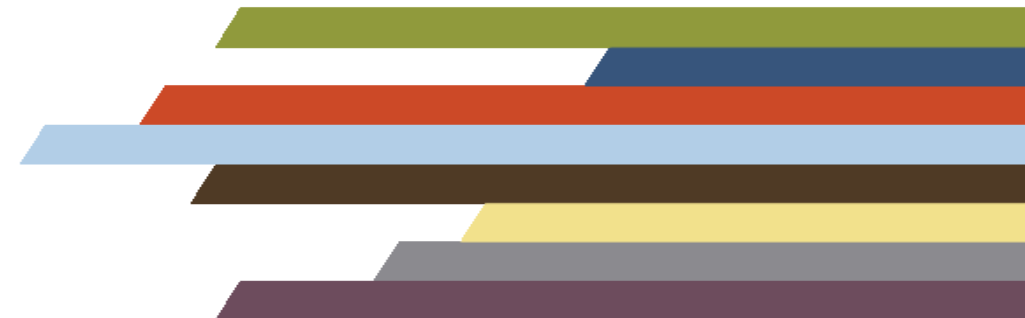


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