





18th Alcohol Policy Conference |  April 11-13, 2018 |  Washington, DC - USA

Wednesday April 11, 2018
2:45pm - 4:15pm Concurrent Sessions

C-2 ALCOHOL MESSAGING: FROM INDUSTRY TO PUBLIC HEALTH

Deceptive Industry Messages of “Healthy Drinking”

Carson Benowitz-Fredericks, MSPH, CHES
Alcohol Justice

Excessive drinking kills thousands of people in the U.S. yearly with many of these deaths coming as a result of chronic health issues. Despite U.S. Tax and Trade Bureau regulations prohibiting the use of “any health-related statement . . . that is untrue . . . or tends to create a misleading impression as to the effects on health of alcohol consumption,” a lack of enforcement has freed the alcohol industry to answer only to internal standards, resulting in a growing body of deceptive health claims in the United States. The idea of ‘responsible drinking’ has supplanted meaningful data regarding quantities and effects of alcohol intake. The ‘j-curve’ arguments use a small range of health outcomes to justify regular alcohol intake. Through the promotion of ‘healthy’ alcohol products, alcohol companies deny the toxic nature of ethanol. Through participation in breast cancer and other health charities, the industry ‘pink-washes’ away the carcinogenic properties of its products. As the alcohol industry consolidates and grows into new markets domestically and worldwide, public health advocates and promoters must anticipate and offset these practices and push for transparency where possible. This workshop presents the scientific evidence for the range of alcohol harm, identifies situations where the alcohol industry uses deceptive messaging or lie by omission, and helps develops strategies for counter-messaging and policy.

C-4 POLICIES AND ACTIONS LIMITING ALCOHOL’S PHYSICAL AVAILABILITY

Last Call: Evidence and Campaigns to Reduce Trading Hours

Bruce Livingston, MPP, and Sara Cooley Broschart, MPH
Alcohol Justice
Tim Stockwell, PhD
University of Victoria, Canada

A growing body of international studies shows that reducing bar trading hours decreases violence, nuisance, emergency room utilization and drunk driving, and extending last call has a reverse, harmful effect. This panel will summarize the evidence from studies of Australia, the UK, Canada, the U.S. and Iceland. The U.S. Community Preventive Services Task Force recommends: “. . . maintaining existing limits on the hours during which alcoholic beverages are sold at on-premises outlets as another strategy for preventing alcohol-related harms.” Ongoing struggles in Australia to roll back bar closure times from 5am to 2 or 3am have ensued with efforts to maintain those standards against political pressure from the late-night industry. Evidence of harm reduction in Australia is overwhelming and will be shown. In 2006, 2013 and 2017, there were attempts to extend last call in California from 2am to 4am with local options. The recent successful campaign to defeat that by California Alcohol Policy Alliance will be presented, referred to as ‘Stop Wiener’s 4am Bar Bill’ campaign. While the late-night bars and their advocates shift arguments continually, what is clear is that the evidence against later last call is overwhelming. Further, in the U.S., the Miami Beach government is trying to curtail late night hours, and results of the recent initiative there will be discussed.

Thursday, April 12, 2018

7:30am - 9:00am Poster Session

P-8 A Coalition Model for Advocacy: California Alcohol Policy Alliance
Bruce Livingston, MPP
Alcohol Justice

40 MEMBER ORGANIZATIONS

Alcohol Justice
 Alcohol-Narcotics Education Foundation
 AADAP, Inc.
 ADAPT San Ramon Valley
 Bay Area Community Resources
 Behavioral Health Services, Inc.
 CA Council on Alcohol Problems
 CASA for Safe & Healthy Neighborhoods
 Center for Human Development
 Center for Open Recovery
 Eden Youth and Family Center
 Escondido Education COMPACT
 Institute for Public Strategies
 FASD Network of Southern CA
 FreeMUNI – SF
 Friday Night Live Partnership
 Koreatown Youth & Community Center
 Laytonville Healthy Start
 L.A. County Friday Night Live
 L.A. Drug & Alcohol Policy Alliance
 Lutheran Office of Public Policy – CA
 MFI Recovery Center
 Mountain Communities Family Resource Center
 National Asian Pacific American Families Against Substance Abuse Partnership for a Positive Pomona
 Paso por Paso, Inc.
 Project SAFER
 Pueblo y Salud
 Reach Out
 San Marcos Prevention Coalition
 San Rafael Alcohol & Drug Coalition
 SF DogPAC
 SAY San Diego
 Saving Lives Drug & Alcohol Coalition
 South Orange County Coalition
 Tarzana Treatment Centers, Inc.
 The Wall Las Memorias Project
 UCEPP Social Model Recovery Systems
 Women Against Gun Violence
 Youth for Justice

PRESENTER

Bruce Lee Livingston
 Executive Director/CEO, Alcohol Justice
 BruceL@alcoholjustice.org



THE CAPA STORY

California is under the political influence of Big Alcohol. In 2016, we brought organizations together from around the state to form a permanent alliance to advocate for prevention policies. Since then, we have:

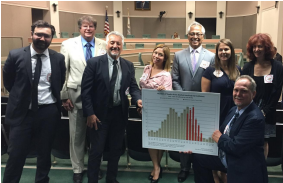
- taken action on 19 bills
- held over 30 district meetings with electeds
- held 2 statewide summits
- negotiated with ABC
- held 7 press conferences/rallies
- testified at 2 dozen public legislative hearings
- appeared on talk shows & in hundreds of articles

In 2016, CAPA passed 2 laws to ban powdered alcohol in CA. We failed to stop beer and wine tasting at barbershops and beauty salons. In 2017, we defeated a bill to extend drinking hours statewide from 2 a.m. to 4 a.m. -- but it's back in a new form this year for 6 major cities.

CAPA PLATFORM

- "Charge for Harm:" Higher taxes, higher prices
- Limit alcohol advertising in all media, especially on government-controlled property
- Make ABC effective, efficient, transparent & accountable to public health and safety
- Eliminate products oriented to underage youth and vulnerable populations like powdered alcohol, alcopops & malt liquor
- "Point .05 Saves Lives"

CAPA shall unite diverse organizations and communities in California to protect health and safety, and prevent alcohol-related harm through statewide action.



AlcoholPolicyAlliance.org A project of **ALCOHOL JUSTICE** The Industry Watchdog

Friday, April 13, 2018

10:30am - 11:30am Concurrent Sessions

C-30 EFFECTIVELY ENGAGING YOUTH IN POLICY ADVOCACY

Alcohol-Related Violence and Suicide in Adolescents: Harm Beyond the Wheel

Carson Benowitz-Fredericks, MSPH, CHES
Alcohol Justice

Alcohol-related causes kill over 4,300 adolescents in the United States each year. Much attention has been paid to the contribution dangerous driving makes to this tally. While government agencies have generated comprehensive strategy guides aimed to control this cause of death, and laudable efforts such as National Teen Driver Safety Week garner headlines, it often overlooks violence. California data show that deaths from alcohol-related homicides outnumber death from dangerous driving among residents under 21 years of age, with suicides a close third; nationally, the combined incidence of suicide and homicide equals or exceeds motor vehicle deaths. These rates are driven in part by high rates of homicide deaths in males. Racial and ethnic minorities may be more vulnerable to alcohol-related violence as well. This suggests that, as valuable as anti-drunk-driving campaigns are, they could be neglecting large swaths of the United States. This presentation seeks to show the current state of knowledge, examine current prevention messaging and campaigns, and suggest further directions of research and health promotion to strengthen our response to adolescent alcohol-related deaths from violence.