Using Health Data to Assess the Impact of Alcohol Policy on Your Community

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As required by the Alcohol Policy 18 Conference, I/we have signed a disclosure statement and note the following conflict(s) of interest:

None
Disclaimer

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Outline

1. Identify alcohol policies and potential policy resources
2. Explain how to leverage existing partnerships, and build new ones, to assess alcohol policy
3. Describe public health data available to assess excessive alcohol consumption and alcohol-related harm
4. Introduce a framework to evaluate policy
5. Activity: Using a real policy example, brainstorm how to track changes in the policy, and how to assess the health impact of the policy
Goals and Objectives for Session

Goals:

◦ Describe strategies and methods for tracking alcohol policy development and implementation
◦ Introduce participants to using surveillance data to describe the impact of alcohol policy in their communities

At the end of this session, participants will be able to:

◦ Identify resources to track and understand local alcohol policies
◦ Utilize data to evaluate the health impact of alcohol policy
◦ Formulate a plan to assess the health impact of alcohol policies
Introductions

Patrick J. Hindman, MPH, BSN, Michigan Department of Health and Human Services

Anna M. Buckner, MPH, Utah Department of Health

Kari Gloppen, PhD, MPH, Minnesota Department of Health

Laura E. Tomedi, PhD, MPH, New Mexico Department of Health

Kacy Crawford, MPH, Colorado Dept. of Public Health & Environment
Introduce yourselves!

Raise your hand if you are with:

- Community Prevention
- Policy Maker
- Research
- Other
Policy Impact and Tracking

PATRICK HINDMAN, MPH, BSN
How do policies impact communities?

The four P’s
- Price
- Product
- Place
- Promotion

The fifth P
- Person
Types of policies

- Federal
- State
- County
- Township/city
- Tribal
- Workplace
- School
How does the **price** of alcohol affect communities?

**Bill History**

**HB 4557**

*UNAUTHORIZED BEER, WINE SALE (BELLINO)*

Increases penalties for selling, delivering or importing beer or wine in violation of act.

**Amended Sections**

**Bill History**

**HB 5085**

*Liquor Tax (Marino)*

Earmarks net revenues for substance abuse use disorder prevention and treatment programs.

**Amended Sections**
How do specific alcohol products affect communities?

Bill History

SB 372  BEER KEGS (HANSEN)
Eliminates requirement to tag certain beer kegs.
(PA 166)
Amended Sections

Bill History

HB 5175  BEER GROWLERS (BRANN)
Revises qualifications of an eligible merchant that may fill and sell growlers of beer.
Amended Sections
How does location (place) affect communities?

Bill History

**HB 4169**  
LIQUOR (BRANN)  
Extends prohibition on issuing license within 500 feet of church or school to license issued or renewed before certain date.  
Amended Sections

Bill History

**SB 501**  
LIQUOR LICENSE PROHIBITIONS (JONES)  
Prohibits the issuance of specially designated distributor licenses within one-half mile of an existing specially designated distributor except for where otherwise provided for in law.  
Amended Sections
How does alcohol **promotion** affect communities?
How does a bill affect a person(s)?

Bill History

**HB 4548**
BLOOD ALCOHOL LEVEL (GREEN, P.)
Extends sunset for 0.08 blood alcohol level limit requirement for certain alcohol-related driving violations.
(PA 153)

**HB 4756**
MINOR IN POSSESSION (LUCIDO)
Revises court record abstracts for certain minor in possession violations.
(PA 160)

Amended Sections
Resources for tracking policies

Alcohol Policy Information System -- APIS
  ◦ https://alcoholpolicy.niaaa.nih.gov/

Prevention Status Reports
  ◦ https://wwwn.cdc.gov/psr/NationalSummary/NSARH.aspx
How do you track a bill?

Bill tracking websites

- Keyword search – automatic email updates
What Next?

- Connect with community partners and local coalitions
- Request and/or gather data
- Review the existing literature
Example

Show of hands, who has seen this message in a restaurant, bar, or on a menu?

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.
Example cont.

Who has seen this message in a restaurant, bar, or on a menu?

Drinking alcoholic beverages during pregnancy can cause birth defects.
Example cont.

MI FASD Task Force

◦ FASD signage laws
◦ Currently in 23 States
◦ Michigan FASD task force contacted Rep. Vaupel to gauge interest
◦ Interest was high, and a meeting was scheduled
◦ FASD task force members spoke with other coalitions including the Michigan alcohol epidemiologist
◦ Michigan alcohol epidemiologist was able to provide data on mothers who report drinking during pregnancy (PRAMS)
◦ FASD task force presented data and existing literature to Rep. Vaupel
◦ FASD signage bill draft complete, yet to be released/introduced
Leveraging Partnerships to Assess Alcohol Policy

ANNA BUCKNER, MPH
Leveraging people: relationships, ideas and knowledge

Building or maintaining relationships to enable sharing of ideas and knowledge

- Broadening networks
- Developing a directory of your network
- Using online resources

Source: NIEHS, PEPH Evaluation Metrics Manual
Reasons to Partner: What are your needs?

- Understand alcohol policies (the 5 P’s)
- Understand priority population
- Access and request alcohol data
- Analyze alcohol data
- Increase knowledge and skills around alcohol data and policy
- Understand legislative or other policy process
Identify and analyze partners

What is the specific policy issue do you want to address?

1. Who will be impacted by this policy issue?
2. Who else is working on this policy issue?
3. Who could influence this policy issue?

Examples:

- Advocates, policy makers, government organizations, nonprofits and community organizations, media
- Industry leaders, opponents, problem beneficiaries
Example: Allowing Sunday Sales
## Partnership Assessment Tool: What are your needs?

<table>
<thead>
<tr>
<th>Want/Have</th>
<th>Skills/Expertise</th>
<th>Want/Have</th>
<th>Representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>x</td>
<td>Data analysis</td>
<td>x</td>
<td>Epidemiologist</td>
</tr>
<tr>
<td>x</td>
<td>Subject matter expert</td>
<td>x</td>
<td>State legislature/policy makers</td>
</tr>
<tr>
<td>x</td>
<td>Evaluation</td>
<td>x</td>
<td>Schools</td>
</tr>
<tr>
<td>x</td>
<td>Marketing</td>
<td>x</td>
<td>Universities</td>
</tr>
<tr>
<td>x</td>
<td></td>
<td></td>
<td>Community members</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Law Enforcement</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Liquor Control Agency</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Industry leader</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Advocate for policy change</td>
</tr>
</tbody>
</table>

Source: NACCD, Partnership Assessment Tool
List existing partners and determine potential role in policy analysis

<table>
<thead>
<tr>
<th>Partner Name</th>
<th>Partnership Purpose/Policy Issue</th>
<th>Role, Skill, Expertise</th>
<th>Actual or Planned Tasks/Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Alcohol Beverage and Control</td>
<td>Help calculate and understand alcohol outlet density issues</td>
<td>has list and location of alcohol licensees</td>
<td>supply list for mapping</td>
</tr>
<tr>
<td>community member</td>
<td>Help articulate community concerns</td>
<td>understands where problems may occur</td>
<td>provide input from community meetings</td>
</tr>
<tr>
<td>industry member</td>
<td>Business perspective</td>
<td>provide input on impact on business</td>
<td>summarize input from other like businesses</td>
</tr>
<tr>
<td>state epidemiologist</td>
<td>Access to data on use rates and harms</td>
<td>can describe existing use rates and trends</td>
<td>will supply an analysis of alcohol related data</td>
</tr>
<tr>
<td>university students</td>
<td>help with evaluation and research</td>
<td>resources and availability to research and evaluate the policy</td>
<td>will present on information from other areas and potential impacts</td>
</tr>
</tbody>
</table>
Activity: Partnership Assessment Tool
How to engage people who are not natural partners

- Focus on a specific issue
- Be realistic: will not be partners on every issue
- Understand partner relationship to the policy issue
- Articulate the policy issue from their perspective
- Find shared commonalities
How to connect with who is missing

- Create a foundation for trust
- Understand that partnerships go both ways
- Look for connections outside of issue
- It takes time
- Quality time and face-to-face time are always valuable
Using Data to understand excessive alcohol use & related harms

KARI GLOPPEN, PHD, MPH
Knowing what you need to know

Consider the question(s) you’re trying to answer:

If you’re evaluating a policy, where do you expect it to have impact?

- Do you need data that is at the
  - Neighborhood or census tract level?
  - City or County level?
  - State level?
Knowing what you need to know

If you’re describing the problem for a grant proposal

• Who is your population of interest?
  • Underage drinking?
  • Drinking among pregnant women?
  • Excessive drinking among all adults?
Where can you access data?

State Departments of Health

- Mortality data
- Hospital data
- Survey data (alcohol consumption, knowledge/attitudes)
Where can you access data?

Departments of Public Safety

◦ Crash data
◦ Crime data
◦ Alcohol licensing data
ALCOHOL

Select a popular function
- Smoke Free Minnesota Initiative
- View tax delinquency list
- Get contact information
- View liquor statutes
- Learn about liquor rules
  - View gambling statutes
  - Learn about Indian compacts for gaming
  - Find agency rules and regulations
  - Daily Retail License Approvals
  - Search Brand Labels

In the 2016 fiscal year, the Alcohol Enforcement Unit activities included:

- 872 investigations regarding alcohol-related complaints. Of those cases, 32 resulted in fines totaling $11,000.
- 993 pre-license inspections - a significant increase directly related to the increase in small breweries, farm wineries and micro distillers.

License History

<table>
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<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Farms Winery</td>
<td>46</td>
<td>56</td>
<td>56</td>
<td>60</td>
<td>76</td>
<td>78</td>
<td>79</td>
</tr>
<tr>
<td>Large Brewers</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>13</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td>Small Brewers</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>5</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Micro Brewer</td>
<td>16</td>
<td>36</td>
<td>34</td>
<td>42</td>
<td>72</td>
<td>75</td>
<td>113</td>
</tr>
<tr>
<td>Micro Distiller</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Micro Distiller Small</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>9</td>
<td>12</td>
<td>18</td>
<td>28</td>
</tr>
</tbody>
</table>

Alcohol Training

- Regional trainer contact information
- Crash facts
- It's the law poster
- Alcohol Warning Poster
- Instruction Permit
- Void Licenses
- Deadbeat Counties

Alcohol Resources

- Liquor Rules 7515
- Chapter 340A Liquor Laws
- Public Health License Information

https://dps.mn.gov/divisions/age/alcohol/Pages/default.aspx
Where can you access data?

Federal websites
- CDC
- SAMHSA
- FBI
- NHTSA
The chronic disease indicators (CDI) are a set of surveillance indicators developed by consensus among CDC, the Council of State and Territorial Epidemiologists (CSTE), and the National Association of Chronic Disease Directors (NACDD). CDI enables public health professionals and policymakers to retrieve uniformly defined state and selected metropolitan-level data for chronic diseases and risk factors that have a substantial impact on public health. These indicators are essential for surveillance, prioritization, and evaluation of public health interventions.

More
## Status of Policy and Practice Solutions

### State beer excise tax

The excise tax rate, in dollars per gallon, imposed by the state on beer containing 5% alcohol by volume. State beer excise tax does not include any additional taxes, such as those based on price rather than volume (e.g., ad valorem or sales taxes) that states have implemented at the wholesale or retail level.

**As of January 1, 2014, Minnesota’s excise tax per gallon of beer was $0.15 (12).**

- **Community Preventive Services Task Force recommendation:** Increase alcohol taxes (7). Studies show that a 10% increase in the price of beer would likely reduce beer consumption by approximately 5% (7). Doubling alcohol taxes could reduce alcohol-related mortality by an average of 35% (13).

<table>
<thead>
<tr>
<th>Rating</th>
<th>State beer excise tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>≥ $1.00 per gallon</td>
</tr>
<tr>
<td>Yellow</td>
<td>$0.50–$0.99 per gallon</td>
</tr>
<tr>
<td>Red</td>
<td>&lt; $0.50 per gallon</td>
</tr>
</tbody>
</table>

### State distilled spirits excise tax

The excise tax rate, in dollars per gallon, imposed by the state on distilled spirits containing 40% alcohol by volume. State distilled spirits excise tax does not include any additional taxes, such as those based on price rather than volume (e.g., ad valorem or sales taxes) that states have implemented at the wholesale or retail level.

**As of January 1, 2014, Minnesota’s excise tax per gallon of distilled spirits was $5.03 (14).**

- **Community Preventive Services Task Force recommendation:** Increase alcohol taxes (7). Studies show that a 10% increase in the price of distilled spirits would likely reduce distilled spirits consumption by approximately 8% (7). Doubling alcohol taxes could reduce alcohol-related mortality by an average of 35% (13).

<table>
<thead>
<tr>
<th>Rating</th>
<th>State distilled spirits excise tax</th>
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</thead>
<tbody>
<tr>
<td>Green</td>
<td>≥ $6.60 per gallon</td>
</tr>
<tr>
<td>Yellow</td>
<td>$4.00–$7.99 per gallon</td>
</tr>
<tr>
<td>Red</td>
<td>&lt; $4.00 per gallon</td>
</tr>
</tbody>
</table>

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[https://www.cdc.gov/psr/index.html](https://www.cdc.gov/psr/index.html)
Access State Profiles of Treatment Facilities (N-SSATS data) and State Summaries of Client Admissions Data (TEDS)

Click this information link to see TEDS State data availability.

Click on a State on the map below, or click here for data for the entire United States (all states, combined with other jurisdictions), then choose TEDS or N-SSATS on the next screen.
To begin building a query, select a year from the drop-down list above, and click the 'Submit' button.

The Fatality Analysis Reporting System (FARS) contains data on all vehicle crashes in the United States that occur on a public roadway and involve a fatality. This FARS Query System provides interactive public access to fatality data through this web interface. Due to the complexity of the FARS data, users cannot query across multiple years. If you are interested in trend or cross year information, check out the Trend Reports.

The exercises and final report links listed below point to PDF documents, and require the use of the free Adobe Reader. Links will open in a new browser window or tab.

**If you would like additional training on using this query system, try some of the exercises below.**

- Univariate Report Exercises
- Cross Tab Report Exercises
- Case Listing Report Exercise

**If you would like to see the final reports, click links below.**

- Univariate Tabulation Reports
- Cross Tabulation Reports
- Case Listing Reports

To download the latest version of the Adobe Reader, click the "Get Adobe Reader" image below.

https://www-fars.nhtsa.dot.gov//QueryTool/QuerySection/SelectYear.aspx
The 500 Cities project is a collaboration between CDC, the Robert Wood Johnson Foundation, and the CDC Foundation. The purpose of the 500 Cities Project is to provide city- and census tract-level small area estimates for chronic disease risk factors, health outcomes, and clinical preventive service use for the largest 500 cities in the United States. These small area estimates will allow cities and local health departments to better understand the burden and geographic distribution of health-related variables in their jurisdictions, and assist them in planning public health interventions. See bottom of page for the note for data users. Learn more about the 500 Cities Project.

500 Cities Project Interactive Map

View data across the United States for the largest 500 cities
What question are you trying to answer?

1. Alcohol consumption
   How many people are drinking alcohol?
   How many people are binge drinking?
   Who is most likely to binge drink?
What question are you trying to answer?

2. Alcohol use disorder treatment

How many people have been treated for alcohol use disorder?
- Self-reported
- Facility reported
3. Deaths

How many people have died from alcohol-attributable causes?

How many people were killed in drunk driving crashes?

What proportion of homicides were alcohol-involved?
What question are you trying to answer?

3. Injuries & treatments

How many injuries from motor vehicle crashes in the past 5 years?

How many hospital treatments for liver disease?

What are the estimated costs of these ED and hospital treatments?

Were there common locations EMS was called to (e.g., bars, location of social gatherings)?
What question are you trying to answer?

2. Place-based questions

What is the alcohol outlet density in my neighborhood/district/county?

Are there higher levels of crime or violence in neighborhoods with greater outlet density?

Are there alcohol outlets in close proximity to places where youth hang out?
Other considerations

How timely is the data?
- Mortality data is typically available 6 months after the end of the year
- EMS data may be available almost in ‘real time’

Can the data be obtained at the level you need? If not, are there other options?
Small group discussion

In groups of 3-4 people

1. Talk about an experience you’ve had requesting data.
2. What challenges did you have in getting the data you need?
3. What relationships with agencies, departments, or universities do you have who might be able to help you access data you need?
4. What data sources are not on the data wheel but should be?
Framework for Evaluating Policy

LAURA TOMEDI, PHD, MPH
Describe the Policy

Create a timeline of the policy!
- When was it passed?
- When was it implemented?
- When was it enforced?
Focus the Evaluation Design

- Can you compare before and after time periods (e.g. does the data span the timeline)?
- Are there potential comparison groups?
Gather Credible Evidence

Is the data that is available to you sensitive enough to pick up the impact of your policy?

- For example, death data may be easy to obtain, but because it is an extreme health outcome, it may not change perceptibly because of your policy.
Justify the Conclusions

➢ What are your stakeholders’ standards?
➢ What type or level of performance must be reached for the policy to be considered effective?
Disseminate

What’s the timeline for dissemination?
   - Seeing an impact of a policy can sometimes take years, are your stakeholders comfortable with this timeline?

https://www.cdc.gov/pcd/issues/2015/14_0317.htm
Small Group Activity: Alcohol Outlet Density

KACY CRAWFORD, MPH
Current Policies at the State-level

- An individual or company can only hold one retail sales license (e.g. Joe Smith, Wal-Mart, Whole Foods, Trader Joe’s, etc.)
- No current distance requirements between licensees
- 3.2% ABV beer can be sold in grocery and convenience stores
Proposed State-level Policy

- Increases liquor licenses for current *retail* license holders (beer, wine, spirits)
  - January 1, 2017 – can obtain up to **two** licenses
  - January 1, 2022 – can obtain up to **three** licenses
  - January 1, 2027 – can obtain up to **four** licenses

- Increases liquor licenses for current *drug store* license holders (beer, wine, spirits)
  - January 1, 2017 – can obtain up to **five** licenses
  - January 1, 2022 – can obtain up to **eight** licenses
  - January 1, 2027 – can obtain up to **thirteen** licenses
  - January 1, 2032 – can obtain up to **twenty** licenses
  - January 1, 2037 – can obtain **unlimited** licenses
Proposed State-level Policy

- No new *retail* or *drug store* license can be issued within 1,500 feet in metropolitan areas and 3,000 feet in rural areas

- Allows full strength *beer* in *grocery* and *convenience* stores (*no* distance or license limit)
  - Begins on January 1, 2019
Activity Overview

- Breakout into small groups of 2-4 people
- Review the key points of the policy with your group members
- Walk through the activity worksheet to determine steps to assessing the impact of the policy on your community’s health
- Raise your hand if you have any questions!
Summary

- Evaluation of alcohol policies is critical to showing the impact on a community’s health.
- There are many types of health data available for your evaluation needs.
- Reach out to your friendly epidemiologist or statistical analyst for help!
Thank you!

Questions?

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