Lessons Learned from Community Alcohol Policy Advocacy

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<tr>
<th>Rebecca Ramirez, MPH</th>
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<td>National Liquor Law Enforcement Assoc.</td>
<td>Maryland Citizens’ Health Initiative</td>
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<th>Cassandra Greisen, MPA</th>
<th>Robert Pezzolesi, MPH</th>
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<td>Baltimore Good Neighbors Coalition</td>
<td>New York Alcohol Policy Alliance</td>
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• Increasing price of alcohol through taxation
• Limiting alcohol outlet density and other retail availability
• Restricting alcohol advertising and marketing
• Enforcing underage drinking and adult excessive drinking laws

• Reducing harmful use of alcohol

• Reducing incidence and mortality of alcohol-related cancers
State, Provincial, County, Municipal & Campus Law Enforcement Personnel
- Sworn and non-sworn officers
- Vested interest in alcohol law enforcement matters

501(c)6 Non-profit association
- Unaffiliated with the alcohol industry

www.nllea.org
Where does excessive drinking take place?

- Among adults who self-report binge drinking and then driving (12%), 54% of the most recent binge drinking episodes took place at a bar, club, or restaurant, compared to 36 percent in homes and 10 percent elsewhere (Naimi, 2009).
- Drivers who drank most of their alcohol in licensed establishments consumed an average of 8.1 drinks and 25.7% consumed 10 or more drinks (Naimi, 2009).
- Approximately 50% of drivers arrested for alcohol-impaired driving had their last drink at a licensed establishment (O’Donnell, 1985; Anglin, 1997; Gallup, 2000, Fell 2010).
General Alcohol Enforcement Approaches

Routine Enforcement: compliance checks, bar inspections, undercover operations, etc.
   The objectives of these operations are to educate licensees and to increase the overall compliance of on- and off-premise locations with all alcohol laws.

Targeted Data Driven Enforcement: Problem Bars
   Data based, intensive enforcement at licensed establishments identified as potential sources of impaired driving and other alcohol-related calls for service (e.g., fights, disturbing the peace, etc.)

Enhanced Enforcement and Educational Operations
   Seasonal enforcement programs to address problem times and locations.
How Marylanders beat the alcohol lobby

By David Jernigan and Vincent DeMarco  May 20, 2011

In a budget season filled with controversies over taxes, deficits and cuts across the country, Maryland just took a historic step: The General Assembly passed and Gov. Martin O’Malley signed the first increase in beer and wine taxes in 38 years, and the first increase in distilled spirits taxes in 55 years.

The case for the new alcohol tax — a 3-percentage-point addition to the state’s 6 percent sales tax — was strong. It will save lives, prevent crime and help to avert thousands of cases of alcohol abuse or dependence. It will also raise at least $85 million in revenue a year. In the first year, these funds will be used to restore much-needed services for people with developmental disabilities, shore up school budgets and support school maintenance and repairs. In future years, the funds can be used to support expanded access to health care; services for people with developmental disabilities or mental health needs; alcohol, tobacco and other drug-use prevention and treatment; and health-care worker training.
Step One: Create an evidence-based policy plan

http://healthcareforall.com/sixsteps/
BEST PRACTICE
Preventing Excessive Alcohol Consumption

REDUCE DENSITY
- Limit number of outlets, create distance requirements between outlets and sensitive uses

OPERATIONAL PRACTICES
- Limit days, hours, restrict advertising, mandate responsible beverage service training,

PROACTIVE ENFORCEMENT
- Monitor illegal alcohol sales, and compliance with food-to-drink ratios and license type (e.g. bar to liquor store)
THE LOCAL CAMPAIGN

2010 to present

- Advocated for a neighbor policy
- Adopted without funds for enforcement
- Used two years later (business-to-business)
- Implementation slow but continues
DOUBLE THE OUTLETS

Moratorium on new outlets with carveouts
Zoning rewrite created vehicle for change
PUSHING ON

Regulate alcohol outlets through zoning, licensing and citizen engagement

ZONING
Monitor new zoning laws, advocate for impact fee for enforcement, conduct legal research

LICENSING
Identify gaps in state law, protest expanded hours of sale and density, monitor morphing issues

ENGAGING CITIZENS
Create citizen-involved advisory board and fix issues with 311 system, liquor protest process
What’s the Cancer Connection?

Alcohol ad exposure increases risk for initiation/intensity of underage drinking

Cancer-causing behaviors often begin in adolescence

Greater lifetime risk of alcohol-related cancers

Jernigan, et al. 2017
Stölzel, et al. 2014
Spring, et al. 2015