Framing Data for Maximum Policy Impact

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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:

We have no conflicts of interest to report.
FRAME

F = Facts
R = Reduce to 1 page
A = Anecdotes/stories
M = Map out strategy
E = Engage champions
FACTS: The Evaluation Data
FACTS: Where to find them

Preferred:
• Government sources – CDC, NHTSA, SAMHSA, NIH
• Peer-reviewed research literature – PubMed, Google Scholar

Caution:
• Fact sheets from non-profits (always check original source, if the fact sheet does not give one, don’t use that fact)

DO NOT USE
• Wikipedia
• Unsourced websites

ALWAYS PROVIDE CITATIONS (at least for yourself)
Try to use most recent data
Outcomes

Change in
Past 30-Day Prevalence of Use
by Grade Level: Alcohol

Middle School

<table>
<thead>
<tr>
<th>Year</th>
<th>Outcome 1</th>
<th>Most Recent Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>17.6</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>9.9</td>
<td></td>
</tr>
</tbody>
</table>

2014 and 2016 bars are blue and red respectively.

High School

<table>
<thead>
<tr>
<th>Year</th>
<th>First Outcome</th>
<th>Most Recent Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>27.0</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>17.1</td>
<td></td>
</tr>
</tbody>
</table>

2014 and 2016 bars are blue and red respectively.

The percentage of middle school youth reporting past 30-day use of alcohol use Decreased at a rate of -43.7% from 17.6% in 2014 to 9.9% in 2016.

The percentage of high school youth reporting past 30-day use of alcohol use Decreased at a rate of -36.6% from 27.0% in 2014 to 17.1% in 2016.
Outcomes

Figure 6: Percentage Change in Past 30-Day Alcohol, Tobacco, Marijuana, and (Illicit) Prescription Drug Prevalence of Use: Long-Term Change Among All DFC Grant Award Recipients Since Grant Inception

Figure 7: Percentage Change in Past 30-Day Alcohol, Tobacco, Marijuana, and (Illicit) Prescription Drug Prevalence of Use: Long-Term Change Among FY 2014 DFC Grant Award Recipients

Notes: * p<.05: Percentage change outcomes represent weighted averages for each DFC grantee based on the total number of students used in the percentage point change calculation (i.e., adding number of students surveyed at first
Example from CA: North Coastal Prevention Coalition

Figure 1. FY 2008/09: How Youth Who Drink Get Alcohol

- House parties
- Family/friends
- Home
- Stranger buys it
- Markets/stores
- Clubs/restaurants

Figure 2. 11th Grader Alcohol Use & Binge Drinking (CHKS Findings)

- Carlsbad (Current Use)
- Oceanside (Binge Drinking)
- Vista (Current Use)
- Carlsbad (Binge Drinking)
- Oceanside (Current Use)
- Vista (Binge Drinking)
Alcohol Outlet Density: An Evidence-Based Strategy

States permit local governments to regulate alcohol outlet density.

Local governments use licensing and/or zoning authority to regulate alcohol outlet density.

Regulating alcohol outlet density improves health & saves lives.

- Reduced rates of excessive alcohol consumption (including binge and underage drinking)
- Fewer public nuisance activities and reduced police costs
- Lower rates of violence

Considerations for Local Regulation of Alcohol Outlet Density as a Public Health Strategy:

- Gives authority to those who know local conditions best
- Encourages local residents to engage in decision-making processes
- Supports community norms that discourage excessive drinking
- Empowers local law enforcement agencies to address problems associated with excessive alcohol use

Density Law

ENACTED

Liquor Store

Bar

www.changelabsolutions.org

ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult an attorney in their state.
PUT A FACE ON THE DATA
MAP OUT STRATEGY
What major issues do decision makers care about?
Connect the dots for them
Why underage drinking should matter to them
If you care about youth safety, you need to care about underage drinking.
BATH, N.Y. (18 NEWS) - The Steuben County Prevention Coalition is handling what it calls a "significant" underage drinking problem.

Although numbers are down compared to prior years, prevention advocates say statistics are still not low enough.

In a special report, 18 News uncovers the dangers of drinking on the teenage brain and what's being done to stop it.
Excessive drinking is responsible for more than 4,300 deaths among underage youth each year.

If you care about academic achievement, you need to care about increased underage drinking rates.
Facts:

• Youth who use alcohol may remember 10% less of what they have learned than those who don’t drink.

• According to recent research, 16%-18% of teen drinkers have missed school or work because of alcohol use.


What Do You Want To Change?

• Law
• Regulation
• Policy
• Funding
Why Is The Change Needed?

• Extent of Problem
• Facts
• Figures
• Anecdotes
Document Your Case

- Facts
- Statistics
- Anecdotes
- Cite your sources


Who Has The Power To Make The Change?
In What System?
What People In The System?
Know And Fully Understand The Process
Who Will You Recruit To Be In Your Advocacy Coalition?
IDENTIFY KEY CHAMPIONS

• Government/Elected officials
• Business leaders
• Religious leaders
• Foundations/non-governmental organizations
DETERMINE THEIR TOP PRIORITIES

• Education
• Public Safety
• Health
• Economy
Fact:

Underage drinking cost the United States $24.3 billion in 2010.

Specifically tailor data and messages to their priorities
• Set up meetings with decision makers

• Present data and messages

• Follow up
Who Are Your Potential Allies?
What Is Their Shared Interest In This? How Will You Convince Them To Join?
Do You Have Important Champions In The System Needed To Make The Change?
Who Will You Ask To Help You In Recruiting Your Champions?
What Will You Take With You To Make Your Case?

- Charts
- Graphs
- Statistics
- Handouts
Girls, Women and Alcohol

Alcohol Consumption
14 million women in the U.S. binge drink 3 times a month, consuming an average of 8.7 drinks per binge.

Binge drinking:
1 in 8 women
1 in 8 high school girls

Binge drinking among boys and young men (ages 15-20) decreased 17% from 2010 to 2012. There was no decrease for girls and young women.

Health Consequences
Excessive alcohol consumption increases the risk of:
- Breast cancer
- Heart disease
- Sexually transmitted diseases
- Unintended pregnancy
- Other health problems

25,000 women and girls die each year from alcohol.

RADIO:
In 2005, per capita, girls heard 21% more wine advertising than boys in the top 25 radio markets.

INTERNET:
The 10 alcohol brands underage females are most likely to drink have more than 10 million less front persons of all ages on Facebook.

MAGAZINES:
Underage girls are substantially more advertising for the alcohol brands they are drinking than women of legal drinking age.

TV:
In 2015, per capita, girls saw more cable TV advertising for 31 alcohol brands than boys.

Alcohol Advertising Exposure

The Center on Alcohol Marketing and Health
Johns Hopkins Bloomberg School of Public Health
REDUCING YOUTH EXPOSURE TO ALCOHOL ADVERTISING ON CABLE TV

BACKGROUND

4,300 DEATHS

4,300 people under age 21 die every year as a result of alcohol use.

Underage alcohol use is associated with many health risks including:

- Smoking,
- Physical fighting,
- And high-risk sexual activity.

Studies have shown that the more young people are exposed to alcohol marketing, the more likely they are to start drinking or if already drinking, to drink more.

THE PROBLEM

28.4%

Alcohol industry guidelines advise against advertising on programs where more than 20.4% of the audience is underage.

3.8 BILLION

Underage viewers saw an alcohol advertisement on a cable TV program that violated alcohol industry guidelines.

3.8 billion times from October 2012 to September 2013.
Who Will Your Opponents Be?
How Will Your Opponents Try To Defeat You?

• Lay out the arguments your opponents will use to try to defeat you.

• How will you counter each of your opponents arguments against your initiative?
How Will You Use The Media and Social Media To Help You?
How Will You Ensure You Are Called To Testify At The Hearing On This Issue?
Case Study: Reauthorizing the STOP Act (P.L. 114-255, Section 9016)

• Reauthorizes the community coalition enhancement grants of up to $50,000 for up to four years which can be awarded to current and former Drug-Free Communities (DFC) grantees to enhance their underage drinking prevention efforts at a level of $6 million

• Reauthorizes the Interagency Coordinating Committee to Prevent Underage Drinking (ICCPUD) to coordinate the efforts and expertise of various Federal agencies to combat underage drinking and annual report on state efforts to combat underage drinking at $1 million
Reauthorizing the STOP Act (H.R. 1717/S. 728)

• Reauthorizes a highly visible adult-oriented media campaign to prevent underage drinking at $1 million

• Reauthorizes epidemiological studies on excessive drinking and underage alcohol use to provide better data in support of evaluation of community and other efforts to reduce and prevent underage drinking at $3 million
Reauthorizing the STOP Act (H.R. 1717/S. 728)

• Authorizes a new grant program to assist pediatric provider organizations in educating pediatric health care providers on best practices for screening adolescents for alcohol use, offering brief interventions to discourage drinking, referring to other care when needed, and working with parents (No authorization of appropriations)
The New London Community and Campus Coalition contributed to a **63.9% reduction** in past 30-day use of alcohol among 8th graders, from 8.3% in 2010 to 3.0% in 2012, as well as a **51.6% reduction** in past 30-day use of alcohol among high school students, from 30.4% in 2010 to 14.7% in 2012.

**Strategies and Policies Implemented to Achieve Outcomes:**

- Implemented compliance checks to ensure stores were not selling alcohol to kids
- Provided youth and parent education on underage drinking
- Implemented a media and social marketing campaign (using radio and magazine ads)
- Implemented the “Be Bold, Be You” Campaign which placed ads on bus seats to raise awareness about the dangers of underage drinking