
Alcohol & Public Health: Problems, Policy, & Perspective

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Center for Alcohol Policy
Alcohol Law Symposium
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Public health perspective

What we, as a society, do collectively to assure the conditions in which people can be healthy
~Institute of Medicine

Evidence-based policies

- Increase alcohol taxes & fees
- Remove youth-oriented products from the market
- Reduce alcohol advertising
- Support state control

Organize campaigns with diverse communities & youth

Threats to public health

- Alcohol-related harm
- Cost/burden of responding to that harm
- Alcohol products that are low-cost, accessible and attractive to youth
- Alcohol ads & promotion that saturates the youth demographic

Alcohol is the most harmful drug in the U.S.

- 79,000 deaths annually
- 5,000 deaths under age 21 annually
- 1.6 million hospitalizations and 4 million ER visits in 2005
- Injuries from motor vehicle crashes, fires, falls, drownings
- Illnesses such as hypertension and various cancers
- Homicide, suicide, domestic violence, other crimes

Alcohol-Related Harm in the U.S., Alcohol Justice Fact Sheet, 2011

Harwood H. A Sound Investment: Identifying and Treating Alcohol Problems, Ensuring Solutions to Alcohol Problems.
The George Washington University Medical Center, 2003.

Threat: Cost from harm

Economic costs to the U.S. from alcohol in 2006:
\$224 billion

- Lost productivity: 72.2%
 - Healthcare costs: 11.0%
 - Criminal justice costs: 9.4%
 - Other costs: 7.5%
-
- Binge drinking resulted in \$171 billion (76.4%).
 - However, most excessive drinkers are not dependent on alcohol

Threat: Cheap alcohol, low taxes



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Four Loko Timeline Now Highlights

Get it! Print it: <http://bit.ly/LokoCoupons>

save \$.75

OFF THE PURCHASE OF (2) CANS OF FOUR LOKO - ANY FLAVORS



exclusively for our facebook fans


FOUR Loko

PARTICIPATING STATES:
AK, AZ, CA, CO, DE, DC, FL, IL, IA, MT, NV, NM, SC, WI & WY
OFFER VALID THROUGH OCTOBER 1ST, 2012

DRINK RESPONSIBLY ©2012 PHIVSON PROJECTS, CHICAGO, IL

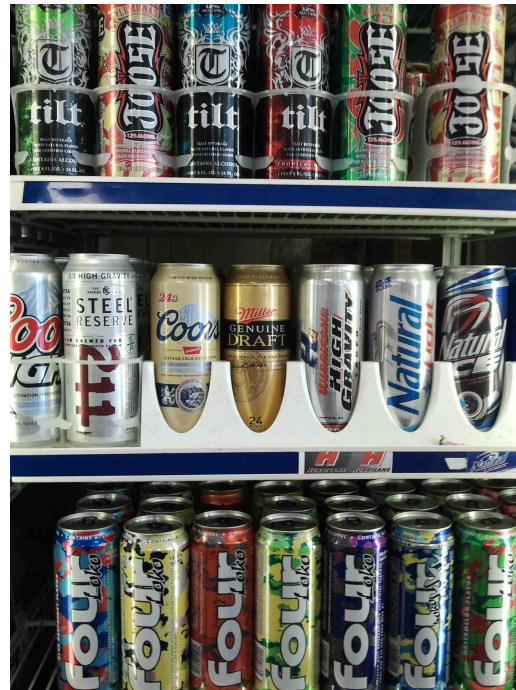
Threat: Youth-oriented products

"It's a good day for beer and buds."
Synthetic Elements Crew
Cannock, CN, Band of Buds 2010

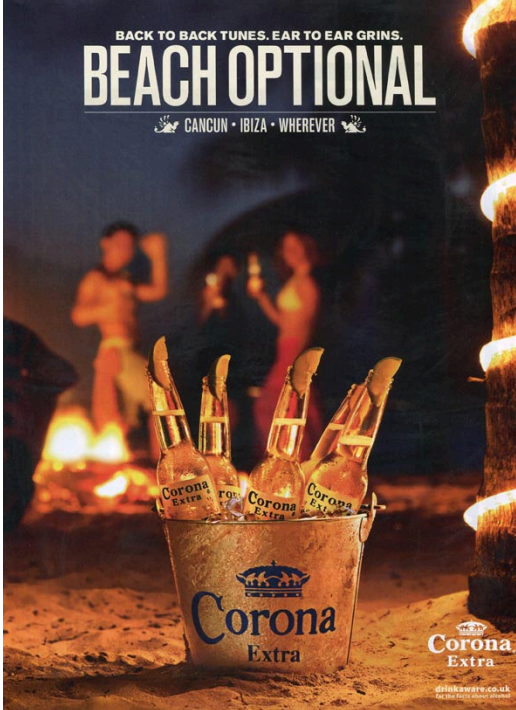


Budweiser is looking for the best Crew in America.
Vegas, *100k & Fame Await @
BANDOFBUDS.COM *Budweiser*

ENJOY RESPONSIBLY
No alcohol consumed with water and/or other beverages. Do not drink and drive. © 2010 Anheuser-Busch, Inc. All rights reserved.



BACK TO BACK TUNES. EAR TO EAR GRINS.
BEACH OPTIONAL
CANCUN • IBIZA • WHEREVER



Corona Extra
drinkaware.co.uk

Threat: Youth Overexposed to Alcohol Promotion



Threat: Youth Overexposed to Alcohol Promotion

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 THE MOST AWARDED NAME IN
VODKA
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 OF THE WEEK

BE THERE

TRACKS

Thanks!
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2. Save the song file to a location on your computer that you will easily remember.
3. Browse to the song on your computer and double click to play burn or transfer your files using the program of your choice.

| | | | |
|--------------------|------------------------------|---------|----------|
| Portugal The Man | When The War Ends | PREVIEW | DOWNLOAD |
| The JaneDear Girls | Shotgun Girl | PREVIEW | DOWNLOAD |
| Janelle Monáe | Tightrope (The Solo Version) | PREVIEW | DOWNLOAD |
| Zac Brown Band | Colder Weather | PREVIEW | DOWNLOAD |
| Nickelback | This Afternoon | PREVIEW | DOWNLOAD |

Threat: Youth Overexposed to Alcohol Promotion

Budweiser
MADE IN AMERICA

ROCKY STAGE
JAY Z 7:30 - 11:00PM
MIIKE SNOW 7:45 - 8:30PM
PASSION PIT 6:15 - 7:00PM
D'ANGELO 5:00 - 5:45PM
MAYBACH MUSIC GROUP 3:30 - 4:15PM
GARY CLARK JR. 2:00 - 2:45PM

LIBERTY STAGE
SKRILLEX 8:30 - 9:30PM
DIRTY PROJECTORS 7:00 - 7:45PM
JANELLE MONAE 4:15 - 5:00PM
PRINCE ROYCE 2:45 - 3:30PM

FREEDOM TENT **SATURDAY 9/1**
CALVIN HARRIS 7:00 - 8:30PM
FUNKAGENDA 5:40 - 6:40PM
MICHAEL WOODS 4:20 - 5:20PM
OTTO KNOWS 3:20 - 4:00PM
SAVOY 2:40 - 3:20PM

ROCKY STAGE
PEARL JAM 9:00 - 11:00PM
DRAKE 7:15 - 8:15PM
RUN DMC 5:45 - 6:30PM
JILL SCOTT 4:15 - 5:00PM
SANTIGOLD 2:45 - 3:30PM

LIBERTY STAGE
X 8:15 - 9:00PM
ODD FUTURE 6:30 - 7:15PM
RITA ORA 3:30 - 4:15PM
THE HIVES 2:00 - 2:45PM

FREEDOM TENT **SUNDAY 9/2**
AFROJACK 7:40 - 9:00PM
ALESSO 6:20 - 7:20PM
DJ SHADOW 5:00 - 6:00PM
BETATRAXX 4:00 - 4:40PM
BURNS 3:20 - 4:00PM
THE KNOCKS 2:40 - 3:20PM
MILKMAN 2:00 - 2:40PM

ALL TIMES AND ARTISTS ARE SUBJECT TO CHANGE
 PLEASE VISIT MADEINAMERICAFEST.COM FOR UPDATES



PHILADELPHIA
 SEPTEMBER 1, 2
 BENJAMIN FRANKLIN PARKWAY



SINGLE & 2-DAY PASSES AVAILABLE
 FOR TICKETS AND INFO VISIT
BUDWEISERMADEINAMERICA.COM

ENJOY RESPONSIBLY

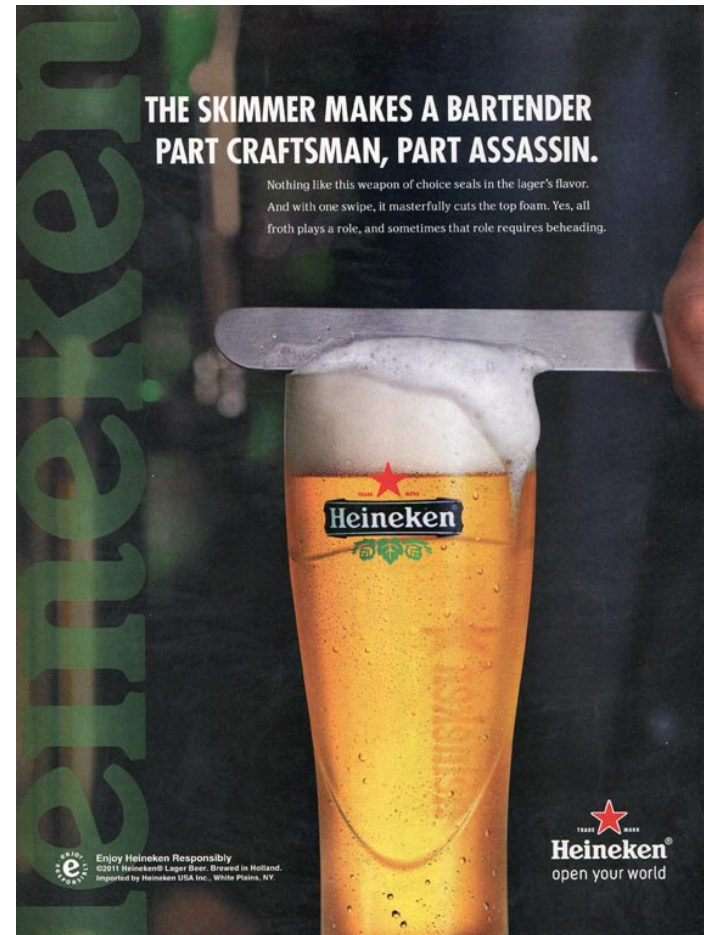
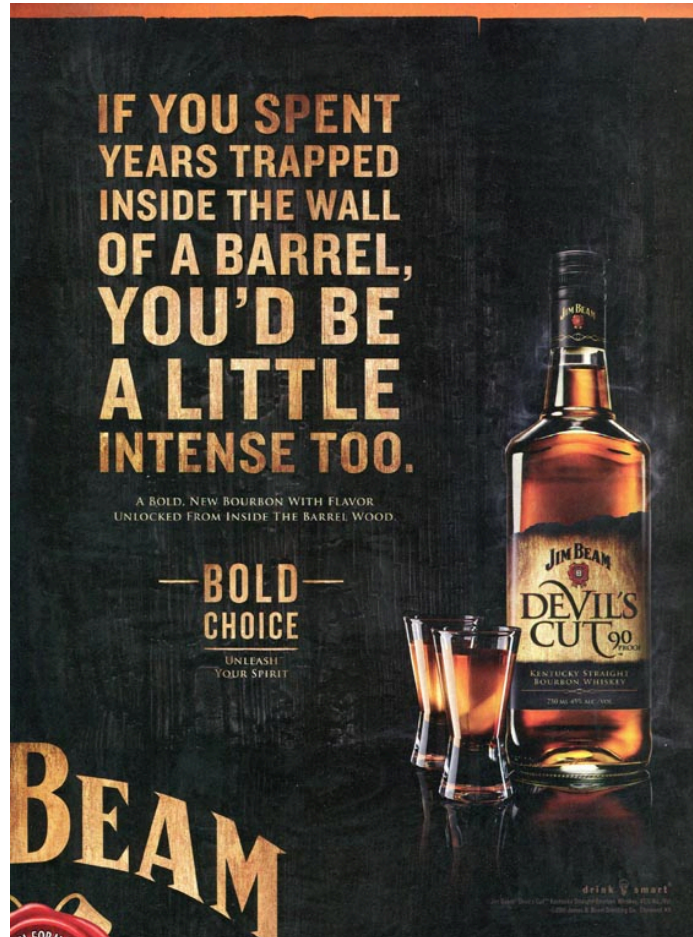
BROUGHT TOGETHER IN SUPPORT OF UNITED WAY

©2012 Anheuser-Busch, Budweiser® Beer, St. Louis, MO

**ALCOHOL
 JUSTICE**

The Industry Watchdog

Threat: PR framed as public health



Threat: PR framed as public health



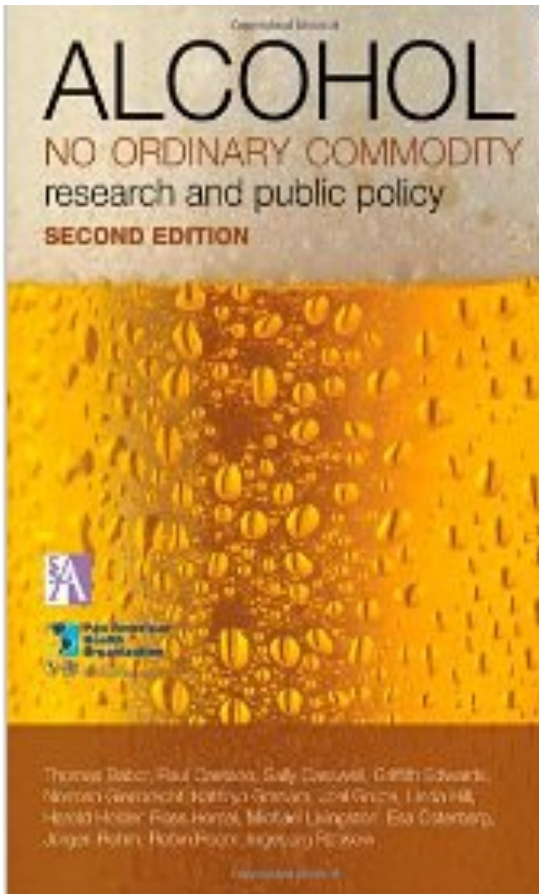
Policy Recommendations



World Health Organization:

- **Increase alcohol pricing**
- **Reduce outlet density**
- **Limit alcohol marketing**

Policy Recommendations



The most effective alcohol policies:

- Increasing alcohol taxes
- Minimum legal purchase age
- Government monopoly of retail sales
- Restrictions on outlet density
- Lowered BAC limits
- Restrictions on alcohol ad exposure

Babor T, et al. Alcohol: No ordinary commodity—Research and public policy, 2010.

Legislative Activity

States

- Bills to increase alcohol taxes: 10 states
Victories: Maryland, Connecticut
- Bills to ban caffeine in alcoholic beverages: 11 states
Victories: California, Iowa
- Bills to restrict alcohol advertising in various media; 5 states
MA, NJ, NY - on public property, either partial or full
NH – in campus publications; MS, VA – out of home

Federal

- Including alcohol in Federal Guidelines on Restaurant Menu Labeling

Efforts to Decrease Regulation

Federal

- Senate and House bills to reduce beer tax rate
- Senate and House bills to lower beer tax rate for small brewers
- House bill to reduces spirits tax rate for small distillers

State

- 5 states with bills to decrease alcohol taxes
- Rhode Island: Proposed tax holidays
- Nebraska: Defined flavored malt beverages as beer
- Ohio: Increase max alcohol content in beer 12% to 21% ABV
- Washington: Initiative 1183

Where can we find agreement?

- Alcohol poses serious threats to public health.
- The problem of drinking-related harm has not been eliminated.
- We want to make a difference in the amount of alcohol-related harm.
- We need to use strategies with the best chance of making a difference.

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