



Organization: Ohio Parents for Drug Free Youth

Contact: Stephanie Beougher

Q: What did you change a law, a regulation, an ordinance, a policy or other?

A: We changed Ohio Administrative Code 4301:1-1-44, which is an alcohol advertising rule administered by the Ohio Liquor Control Commission.

Q: Where did the idea to make the change originate?

A: The rule was being reviewed as part of the process conducted by the Ohio Liquor Control Commission every five years. Ohio Parents for Drug Free Youth arranged a meeting with representatives from the Commission, the Ohio Department of Liquor Control and the Ohio Department of Public Safety's Investigative Unit to talk about alcohol advertising laws, and learned that the rule was due to be reviewed later that year.

Q: What elected or other government officials did you meet with to accomplish this change? And at what point(s) in the process did you meet with them?

A: After the initial meeting with the Ohio Liquor Control Commission, the Ohio Department of Liquor Control and the Ohio Department of Public Safety's Investigative Unit, further meetings were held with State Representative Jeff Wagner and State Representative Joyce Beatty to solicit support letters during the public comment period of the rule review process.

Q: What materials did you use to make your case that the change was necessary and would produce the desired results?

A: Throughout the education process, Ohio Parents for Drug Free Youth utilized public health data regarding underage drinking and research from the Center on Alcohol Marketing and Youth regarding youth exposure to alcohol advertising.

Q: Through what system/process did you make your change?

A: This change was made through the Ohio Liquor Control Commission's administrative rule review process.

Q: Who were your allies in making this change?

A: Our allies were the Ohio High School Athletic Association, Southside Initiative, Center on Alcohol Marketing and Youth at Georgetown University, Ohio Parents for Drug Free Youth's Board of Directors, and the Pacific Institute for Research and Evaluation.

Q: Who opposed this change?

A: Anheuser-Busch and a beverage service provider for numerous stadiums and arenas expressed opposing views at the Ohio Liquor Control Commission's hearing on the draft rule change. The Distilled Spirits Council of the United States submitted general comments during the earlier written public comment period.

Q: Did you testify in front of local boards or state governing bodies?

A: The executive director of Ohio Parents for Drug Free Youth, a youth from the Southside Initiative, and the executive director of the Center on Alcohol Marketing and Youth testified before the Ohio Liquor Control Commission at the public hearing on the draft rule change. The testimony focused on proposals made by Ohio Parents for Drug Free Youth that were not included in the draft, including a restriction on alcohol signs/advertising at venues that host events with underage participants.

Q: Did you participate in media advocacy to make your change?

A: While Ohio Parents for Drug Free Youth and the Ohio Center on Alcohol Marketing and Youth do utilize media, it was decided not to involve the media during this rule review process. We did not feel it was necessary to publicize our proposed changes, and might have been counterproductive.

Q: Please describe in detail the outcome of your change.

A: As a result of changes proposed by Ohio Parents for Drug Free Youth and enacted by the Ohio Liquor Control Commission to the alcohol advertising rule, alcohol billboards cannot be placed within 500 feet of a church, playground or public school – even if it's not visible from those locations. Also, there is a clearer definition of what would be misrepresentation in alcohol advertising.

Q: Any other comments about your environmental change that you wish to share.

A: There was no need for a large-scale grassroots effort to change this policy. In fact, it was a small group that worked to affect change.