Addressing Health Equity with Alcohol Outlet Density Regulation

February 22, 2023 Elizabeth Gerndt, MPH Counter Tools



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Webinar House Keeping

Don't forget about the Q&A box – we'll be holding the bulk of the questions until the end, so make sure to stay the whole way through!

When typing into the chat box, be sure to select "everyone" so all can see.

We are recording this webinar and the recording will be up on the Webinar Wednesday page in the next few days. Here is the link to where the recording will be posted. <u>CADCA's Webinar Wednesdays Series | CADCA</u>

I will be putting an evaluation link into the chat box as we're wrapping up; you'll be able to receive a letter of participation once you complete that evaluation. The letter is only available though for those who attend the webinar live.

Today's Objectives

- 1. Explain the ways the alcohol retail environment impacts public health
- 2. Describe how regulating alcohol outlet density can address health equity
- 3. Consider options for addressing alcohol outlet density

About our speaker



Elizabeth Gerndt, MPH

Project Director



About Counter Tools

Our mission is to empower communities to become healthier places for all.



501(c)(3) nonprofit, est. 2012

What We Do

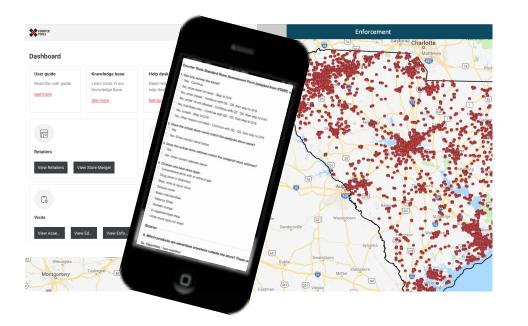
We work with our partners to advance place-based public health and health equity through policy, systems, and environmental changes.

- Consulting Providing Tech Tools
 - Supporting Advocacy Efforts
- Storytelling

Training

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• Disseminating Science and Best Practices





Retail Environment



Types of alcohol outlets



Off-premise: sell alcohol for consumption elsewhere

(grocery stores, convenience stores, liquor stores, etc.)



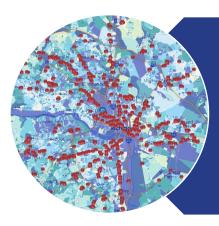
On-premise: sell alcohol to be consumed onsite (restaurants, bars, breweries, music venues, etc.)

The Retail Environment as a "condition for health"



Micro retail environment

- Product availability, price, placement, promotion



Macro retail environment

- Number, type, location, and clustering of retailers

Industry Marketing Spending

\$3.45 billion in total marketing expenditures \$1.1 billion (33%) at the POS

Self-Regulation in the Alcohol Industry, Report of the Federal Trade Commission, 2014

Marketing strategy



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Success in the alcohol category in convenience stores doesn't have to be complicated. Anheuser-Busch's IGNITE initiative is designed to give convenience retailers shelf and cooler recommendations to lead category growth.

A time-traveling consumer from just a few decades past would scarcely recognize today's convenience store beer assortment.

Modern beer coolers include a wide variety of styles and price points, from value-priced, easy-drinking favorites to premium, complex brews that have stretched the category's boundaries and expanded the role of beer in countless occasions.



Four Ps of Marketing

alcoholic drinks

Product Promotion Interior and exterior ads, use of Packaging with bright colors, look-alike packaging, sweet popular celebrities, highlighting health claims flavors, and fun names **Price** Placement At grocery, liquor stores and gas Coupons or discounts; station convenience markets availability of singles, sometimes placed near non-alcoholic cheaper than similar non-

options, candy, etc.

Targeted Advertising







Point-of-sale advertising

POS alcohol marketing is extensive in stores frequented by teenagers and young adults

- Over 70% of beer and malt beverage purchases are made at c-stores, grocery stores, or mass merchandisers
- >90% of stores had some form of alcohol marketing
- 44% of stores had low-height interior alcohol advertising



Center for Disease Control. Morbidity and mortality weekly report : MMWR. Point-of-Purchase Alcohol Marketing and Promotion by Store Type --- United States, 2000—2001 [Atlanta, Ga.] :U.S. Dept. of Health, Education, and Welfare, Public Health Service, Center for Disease Control, April 2003

Convenience Store News. Industry Report 2022 Deep Dive: Alcoholic Beverages. <u>www.csnews.com/2022-deep-dive-alcoholic-beverages</u>

Youth exposure to advertising

Youth are exposed to alcohol ads daily:

- Youth (ages 11–14) were exposed to an average of three alcohol ads per day.
- African American and Hispanic youth were exposed to **roughly double the ads** of white youth.
- Participants encountered the most ads in outdoor displays, such as billboards and signs outside stores and bars.



to Alcohol Advertising

We know that alcohol advertising spurs underage drinking, with all its attendant risks. RAND researchers explored how many alcohol ads kids see, how those ads affect their attitudes, and how long they affect youths. The findings may help policymakers craft approaches to this public health problem.

Disparities in advertising

Research examining outdoor alcohol ads within 1500 ft of Chicago schools found youth attending schools with >20% Hispanic students were:

- exposed to 6.5 times more alcohol ads.
- surrounded by more beer and alcohol ads on bars and liquor stores.



Impact of advertising on youth



- Initiation or continuation of use
 - For each dollar the alcohol industry spent on advertising, young people drank 3% more each month¹
- Brand recognition or brand preference²
- Youth perceive alcohol consumption to be more common among their peers³

¹Snyder LB, Milici FF, Slater M, Sun H, Strizhakova Y. Effects of Alcohol Advertising Exposure on Drinking Among Youth. *Arch Pediatr Adolesc Med.* 2006;160(1):18–24. doi:10.1001/archpedi.160.1.18 ²Douglas A. Gentile, Brooke J. Arterberry, Patrick K. Bender, Kristi A. Costabile, Beer advertisements and adolescent drinking knowledge, expectancies, and behavior, Addictive Behaviors Reports, Volume 10, 2019, 100226,ISSN 2352-8532.

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³Persistence of Shifts in Beliefs Associated With Exposure to Alcohol Advertising Among Adolescents, Steven C. Martino, Claude M. Setodji, Rebecca L. Collins, Elizabeth J. D'Amico, William G. Shadel, Anagha Tolpadi, and Kirsten M. Becker, Journal of Studies on Alcohol and Drugs 2018 79:3, 399-407

Products with youth appeal



Using Big Tobacco's playbook

oriented clearatte with thre flavor		
APPLE FLAVOR	Apples connote goodness and freshness and we see many possibilities for our youth- oriented cigarette with this flavor. Apple cider is also a possibility.	
SWEET FLAVOR CIGARETTE	We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey	
Brown & Williamson (1972) http://legacy.library.ucsf.edu/tid/wwq54a99	might be considered.	
021635		

"With younger drinkers, their palates haven't quite matured yet to drinks like bourbon. 'Malternatives' are **a sweeter drink, they're easier to drink** and it takes less time to mature to the taste." ¹

"The beauty of this [malternatives] category is that it **brings in new drinkers**, people who really don't like the taste of beer." ²

¹ Trish Rohrer, Brand Development manager for Boston Beer Company in "Malternative Universe," Restaurants USA, May 2002 ² Marlene Coulis, Anheuser-Busch's director of new products, in Advertising Age, 22 April 2002

Industry self-regulation

Sales revenue attributable to underage drinking:

\$17.5 billion

Youth drank an estimated 8.6% of alcoholic drinks sold in US in 2016

Industry depends on sales from excessive drinking





MAKE THE RIGHT CALL. DRINK RESPONSIBLY.



Journal of Studies on Alcohol and Drugs 2021 82:3, 368-376

Low prices

- Plenty of ways to find alcohol for cheap: happy hour, multi-buy discounts, singles
- Many studies have found that as price increases, alcohol consumption decreases – including for youth and other price sensitive consumers



Xu X, Chaloupka FJ. The effects of prices on alcohol use and its consequences. Alcohol Res Health. 2011;34(2):236-45. PMID: 22330223; PMCID: PMC3860576.

Randy W. Elder, Briana Lawrence, Aneeqah Ferguson, Timothy S. Naimi, Robert D. Brewer, Sajal K. Chattopadhyay, Traci L. Toomey, Jonathan E. Fielding, The Effectiveness of Tax Policy Interventions for Reducing Excessiv**cadca.org** 21 Alcohol Consumption and Related Harms, American Journal of Preventive Medicine, Volume 38, Issue 2, 2010, Pages 217-229, ISSN 0749-3797, https://doi.org/10.1016/j.amepre.2009.11.005.

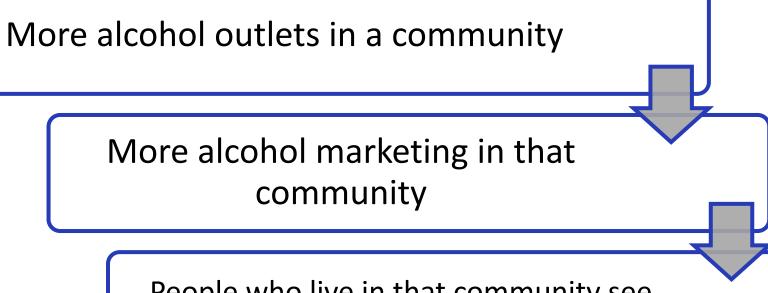
Supersized Alcopops

- Often contain up to 25 ounces with up to 14% ABV
- Can be priced cheaper per fluid ounce than regular, nonalcoholic energy drinks, and cheaper than soda
- Research finds an average of 17 standard alcoholic drinks could be purchased via Four Loko with \$10



Alcopops | A Report from Alcohol Justice and the San Rafael Alcohol & Drug Coalition | December 2015

Alcohol outlet density as driver of disparity

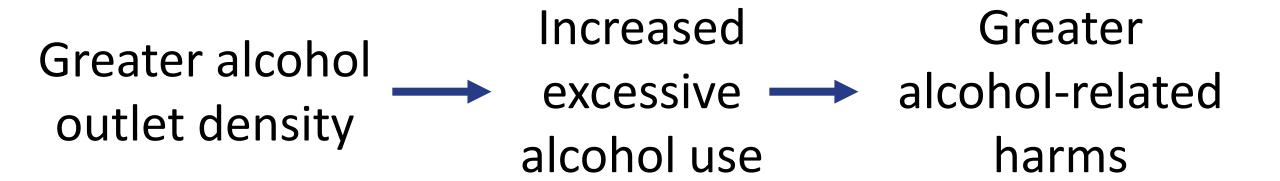


People who live in that community see more alcohol ads and product displays

Exposure to that marketing makes it more likely that community members will find alcohol products appealing

Alcohol Outlet Density

the concentration of retail alcohol establishments in a given geographic area



Public health & safety concerns



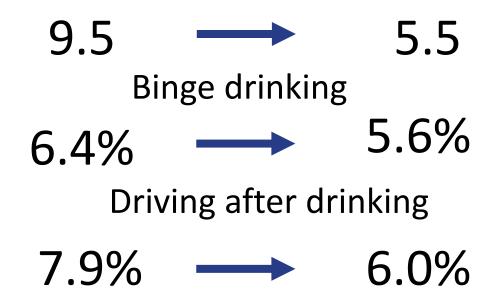
Livingston M. Alcohol outlet density and harm: Comparing the impacts on violence and chronic harms. Drug and alcohol review 2011;30:515-23. Livingston M. A longitudinal analysis of alcohol outlet density and domestic violence. Addiction. 2011 May;106(5):919-25. Snowden, A. and T. Freiburger, *Alcohol outlets, social disorganization, and robberies: Accounting for neighborhood characteristics and alcohol outlet types*. Social science research, 2015 Huckle T, Huakau J, Sweetsur P, Huisman O, Casswell S. Density of alcohol outlets and teenage drinking: living in an alcogenic environment is associated with higher consumption in a metropolitan setting. Addiction. 2008 Oct Jewell R, Brown R. Alcohol availability and alcohol-related motor vehicle accidents. Applied Economics 1995;27:759-65. Johnson, F.W., Gruenewald, P.J. and Remer, L.G. (2009), Suicide and Alcohol: Do Outlets Play a Role?. Alcoholism: Clinical and Experimental Research, 33: 2124-2133.

Wilkinson, C., & Livingston, M. (2012). Distances to on-and off-premise alcohol outlets and experiences of alcohol-related amenity problems. Drug and alcohol review, 31(4), 394-401.

Retailers within ½ mile significantly associated with drinking among youth

Model estimates reducing the number of outlets near API adolescents to match that of white adolescents:

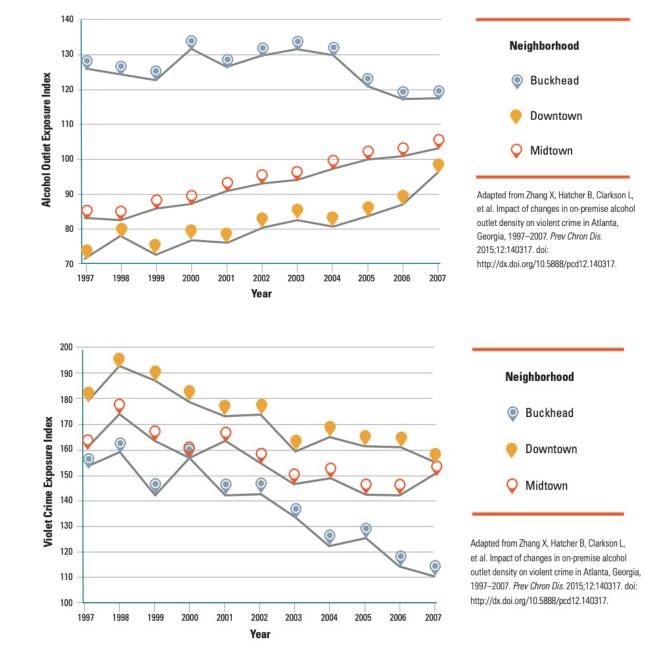
Retailers within ¹/₂ mile





Atlanta, GA

- Community concerns about noise, public intoxication, litter, and violence led to restrictions on retail sales of alcohol in Buckhead
- Resulted in decrease of onpremise density in Buckhead
 - Analysis found 3% reduction associated with twofold greater reduction in violent crime



Zhang X, Hatcher B, Clarkson L, et al. Impact of changes in on-premise alcohol outlet density on violent crime in Atlanta, Georgia, 1997–2007. Prev Chron Dis. 2015;12:140317. doi: <u>http://dx.doi.org/10.5888/pcd12.140317</u>.

Centers for Disease Control and Prevention. Guide for Measuring Alcohol Outlet Density. Atlanta, GA: Centers for Disease Control and Prevention, US Dept of Health and Human Services; 2017.

Disparities in outlet density

Higher proportions of Black residents

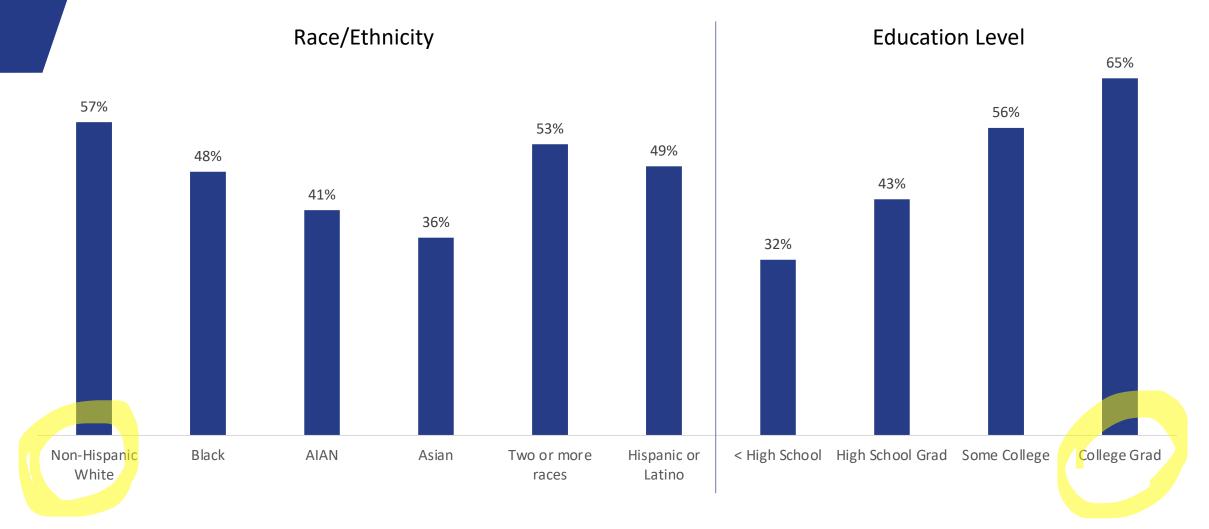
More families living in poverty

Lower educational attainment among residents Higher density of alcohol outlets

Romley, J.A., et al., Alcohol and environmental justice: the density of liquor stores and bars in urban neighborhoods in the UnitedStates. Journal of studies on alcohol and drugs, 2007. 68(1): p. 48-55.

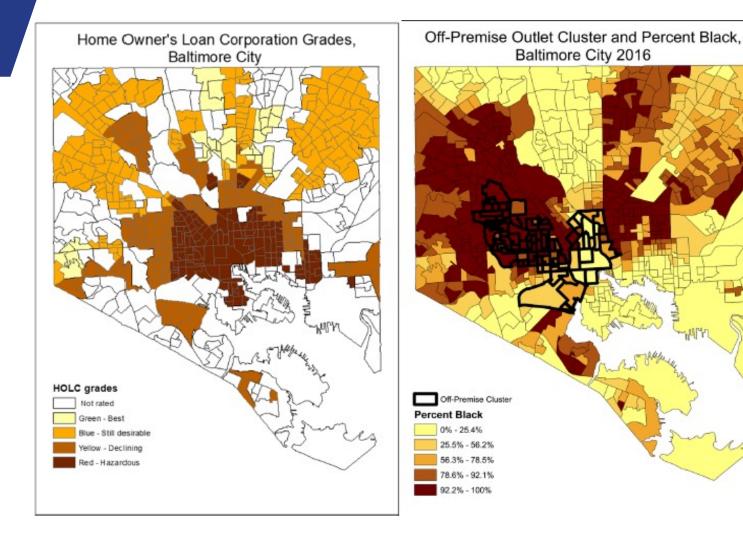
LaVeist, T.A. and J.M. Wallace, Jr., Health risk and inequitable distribution of liquor stores in African American neighborhood. SocSciMed, 2000. 51(4): p. 613-7. Morrison, C., P.J. Gruenewald, and W.R. Ponicki, Race, ethnicity, and exposure to alcohol outlets. Journal of studies on alcohol and drugs, 2016. 77(1): p. 68-76. 13 Berke EM, Tanski SE, Demidenko E, Alford-Teaster J, Shi X, Sargent JD. Alcohol retail density and demographic predictors of health disparities: a geographic analysis. Am J Public Health. 2010 Oct;100(10):1967-71. doi: 10.2105/AJPH.2009.170464. Epub 2010 Aug 19. PMID: 20724696; PMCID: PMC2936987.

Alcohol Use in Past Month



2021 National Survey of Drug Use and Health (NSDUH)

Baltimore City, MD

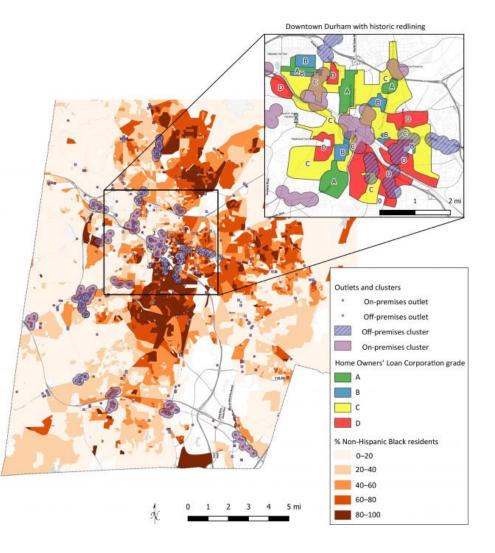


History of redlining Most robust predictor of alcohol outlet cluster

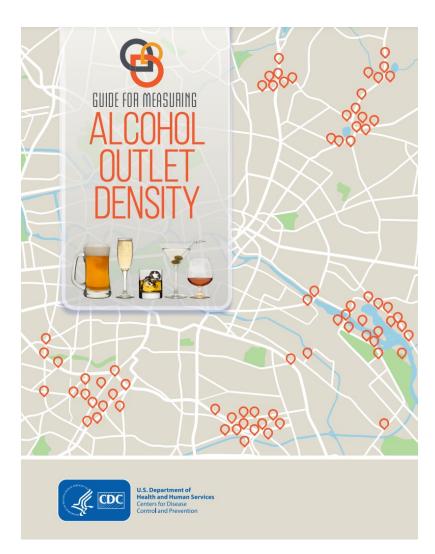
Trangenstein PJ, Gray C, Rossheim ME, Sadler R, Jernigan DH. Alcohol Outlet Clusters and Population Disparities. J Urban Health. 2020 Feb;97(1):123-136. doi: 10.1007/s11524-019-00372-2. PMID: 31264024; PMCID: PMC7010879.

Durham County, NC

Race/Ethnicity of residents	% of Durham County population	% of off- premises cluster population
Non-Hispanic White	42%	26%
Hispanic	14%	21%
Non-Hispanic Black	38%	47%



Why measure alcohol outlet density?

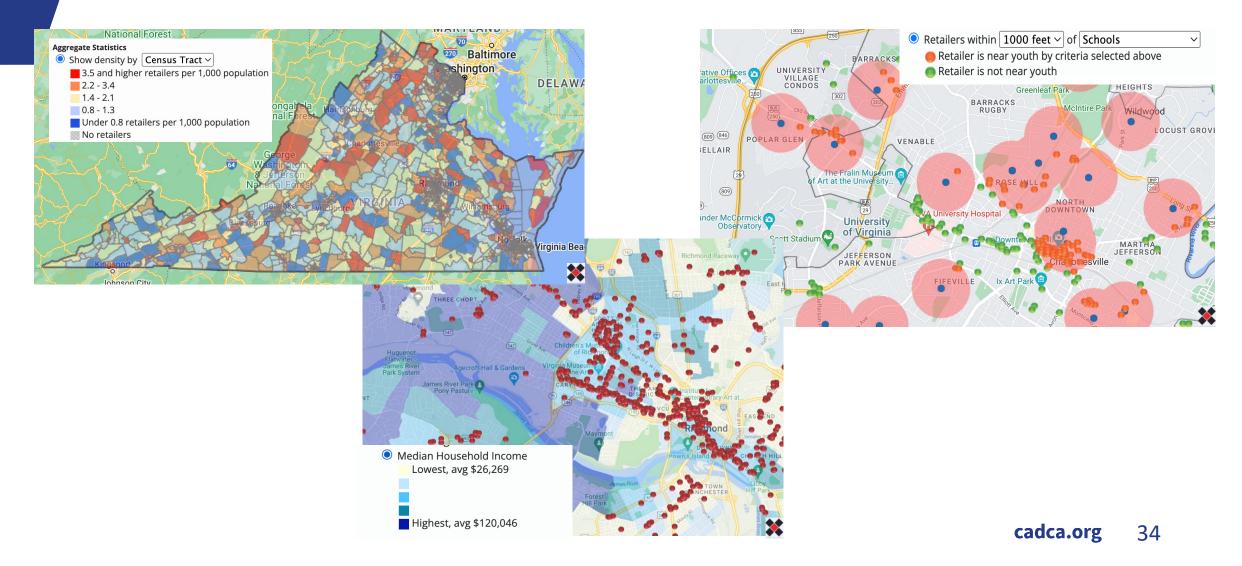


- 1. Obtain a complete picture of policy and environmental factors that can affect excessive alcohol use
- 2. Identify areas with high alcohol outlet density for intervention
- Evaluate the relationship between alcohol outlet density and various health and social harms

Value of mapping alcohol outlets

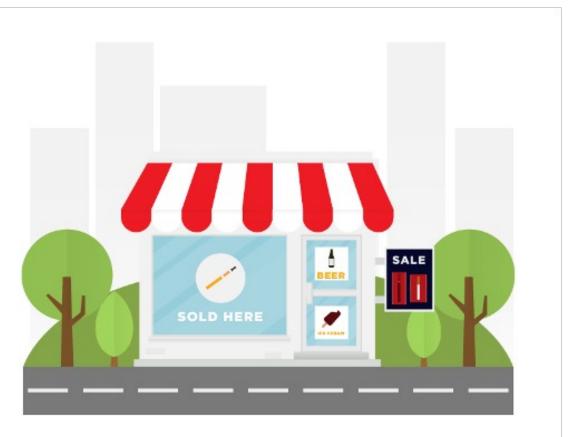


Identify disparities & understand policy impact

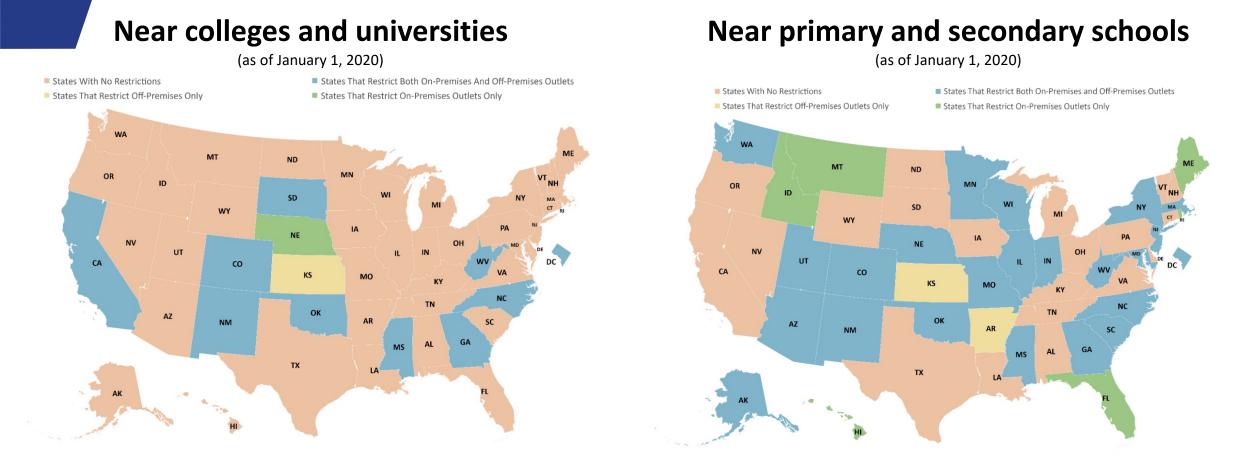


Policy Solutions

"The Community Preventive Services Task Force recommends the use of regulatory authority to limit alcohol outlet density, on the basis of sufficient evidence of a positive association between outlet density and excessive alcohol consumption and related harms."

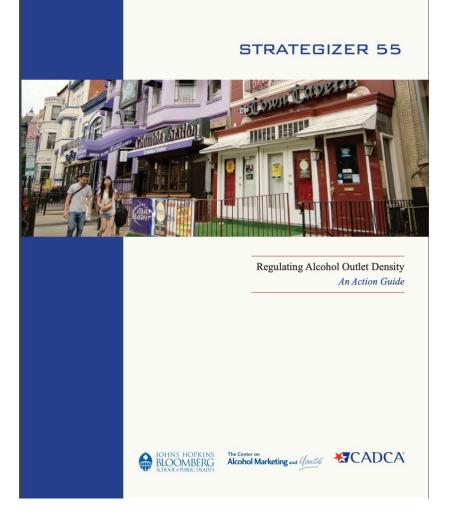


Alcohol Outlet Restrictions Near Schools



U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD). (2020). State Performance and Best Practices for the Prevention and Reduction of Underage Drinking Report.

Options for regulating outlet density



Types of regulations:

- 1. Geographic restrictions
- 2. Population-level restrictions
- 3. Commercial restrictions
- 4. Time/space restrictions

Local land use tools:

- 1. Conditional Use Permits
- Public Nuisance Ordinances (Deemed Approved Ordinances)

Sparks M, Jernigan DH, Mosher JF. Strategizer 55 - Regulating alcohol outlet density: An action guide. Alexandria: Community for Anti-Drug Coalitions of America (CADCA); Center on Alcohol Marketing and Youth (CAMY), Johns Hopkins Bloomberg School of Public Health; 2011.

Stay in touch!

Contact Information

elizabeth@countertools.org





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