

# 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. [CADCA's Webinar Wednesdays Series | CADCA](#)

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

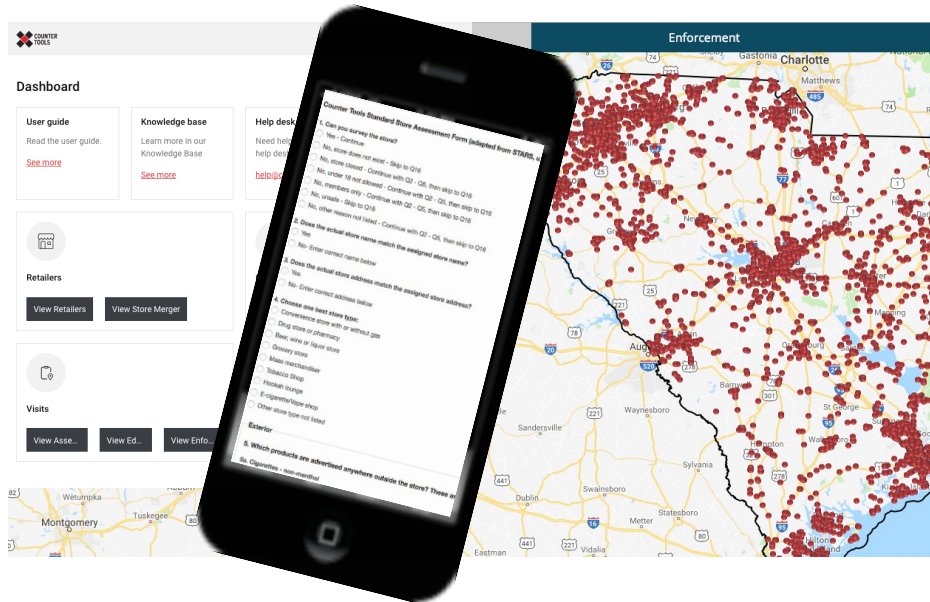
**Our mission is to empower communities to become healthier places for all.**



# What We Do

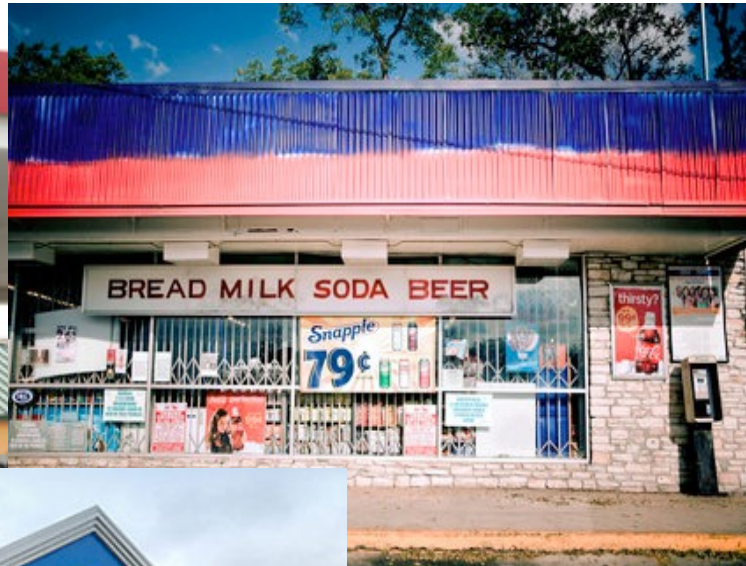
We work with our partners to advance place-based public health and health equity through policy, systems, and environmental changes.

- Consulting
- Providing Tech Tools
- Training
- Supporting Advocacy Efforts
- Storytelling
- 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.)

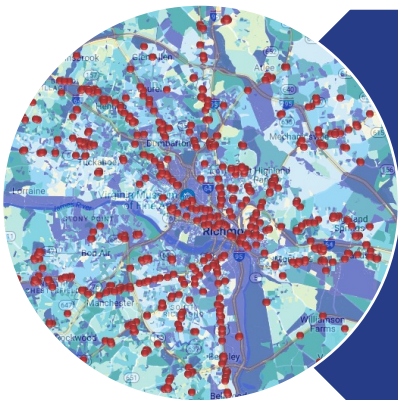


# The Retail Environment as a “condition for health”



## 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**

# Marketing strategy

## A NEW STRATEGY FOR DRIVING GROWTH IN THE ALCOHOL BEVERAGE CATEGORY

**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

## Product

Packaging with bright colors, look-alike packaging, sweet flavors, and fun names

## Promotion

Interior and exterior ads, use of popular celebrities, highlighting health claims

## Price

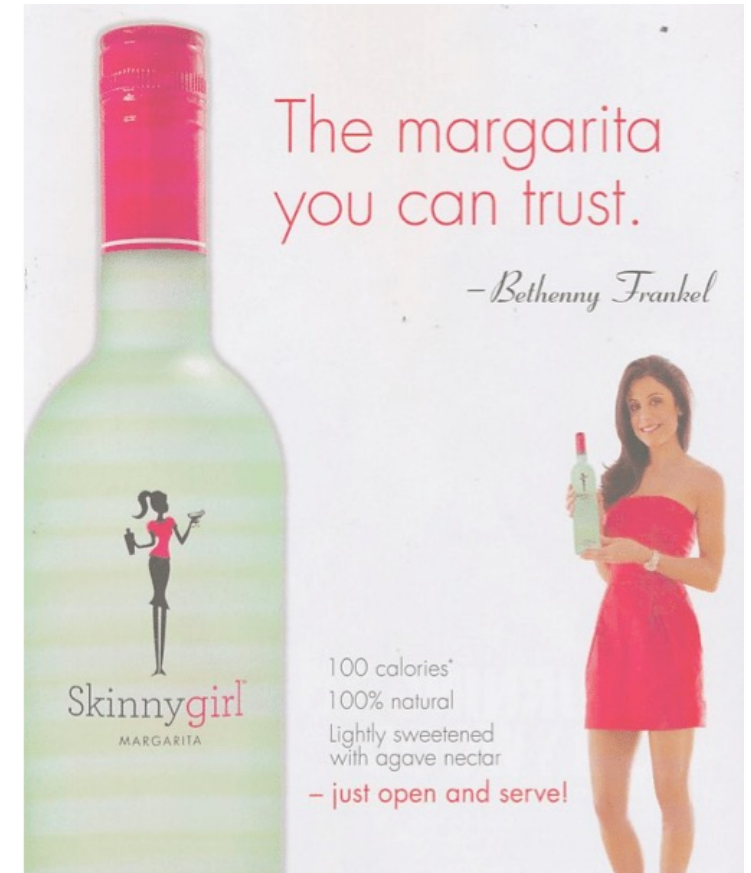
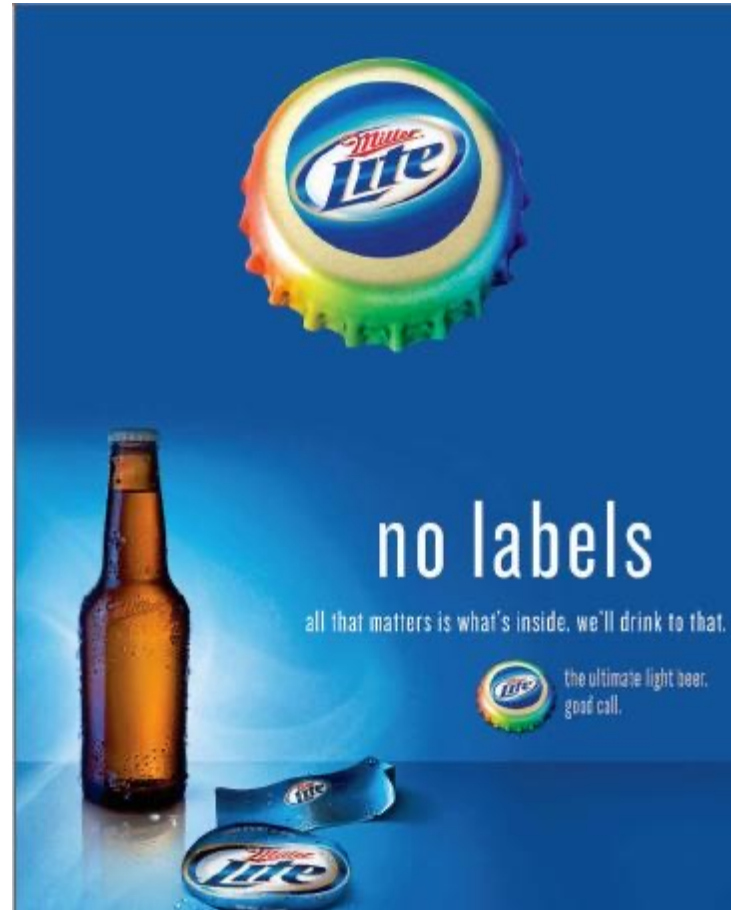
Coupons or discounts; availability of singles, sometimes cheaper than similar non-alcoholic drinks

## Placement

At grocery, liquor stores and gas station convenience markets placed near non-alcoholic 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



# 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.





# 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 month<sup>1</sup>
- Brand recognition or brand preference<sup>2</sup>
- Youth perceive alcohol consumption to be more common among their peers<sup>3</sup>

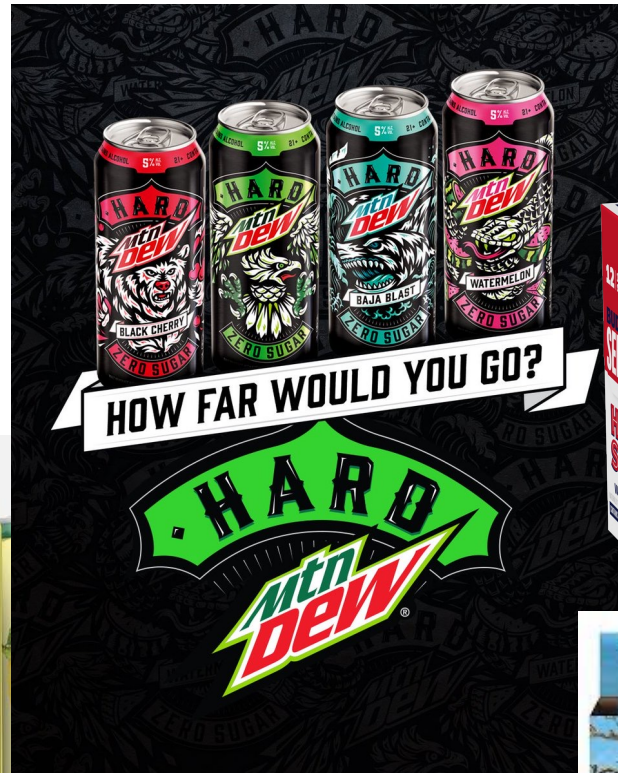
<sup>1</sup>Snyder LB, Milici FF, Slater M, Sun H, Strizhakova Y. Effects of Alcohol Advertising Exposure on Drinking Among Youth. *Arch Pediatr Adolesc Med*. 2006;160(1):18–24. doi:10.1001/archpedi.160.1.18

<sup>2</sup>Douglas 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.

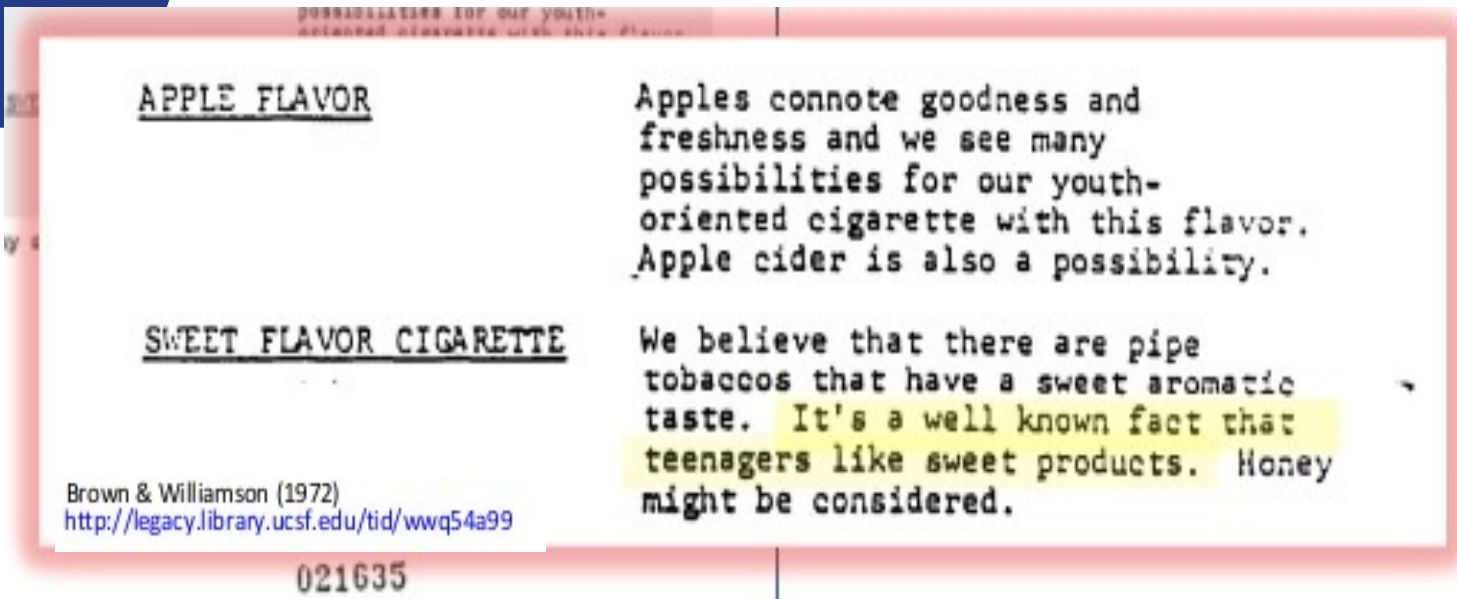
<sup>3</sup>Persistence of Shifts in Beliefs Associated With Exposure to Alcohol Advertising Among Adolescents, Steven C. Martino, Claude M. Setodji, Rebecca L. Collins, Elizabeth J. D'Amico, William G. Shadel, Anagha Tolpadi, and Kirsten M. Becker, *Journal of Studies on Alcohol and Drugs* 2018 79:3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



# Products with youth appeal



# Using Big Tobacco's playbook



*“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.”<sup>1</sup>*

*“The beauty of this [malternatives] category is that it **brings in new drinkers, people who really don’t like the taste of beer.**”<sup>2</sup>*

<sup>1</sup> Trish Rohrer, Brand Development manager for Boston Beer Company in “Malternative Universe,” Restaurants USA, May 2002

<sup>2</sup> 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





# 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 Excessive 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

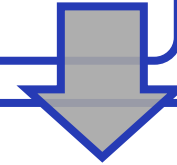
- Often contain up to 25 ounces with up to 14% ABV
- Can be priced cheaper per fluid ounce than regular, nonalcoholic energy drinks, and cheaper than soda
- Research finds an average of 17 standard alcoholic drinks could be purchased via Four Loko with \$10



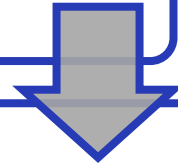
Alcopops | A Report from Alcohol Justice and the San Rafael Alcohol & Drug Coalition | December 2015

# Alcohol outlet density as driver of disparity

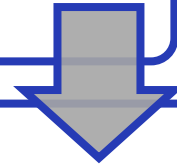
More alcohol outlets in a community



More alcohol marketing in that community



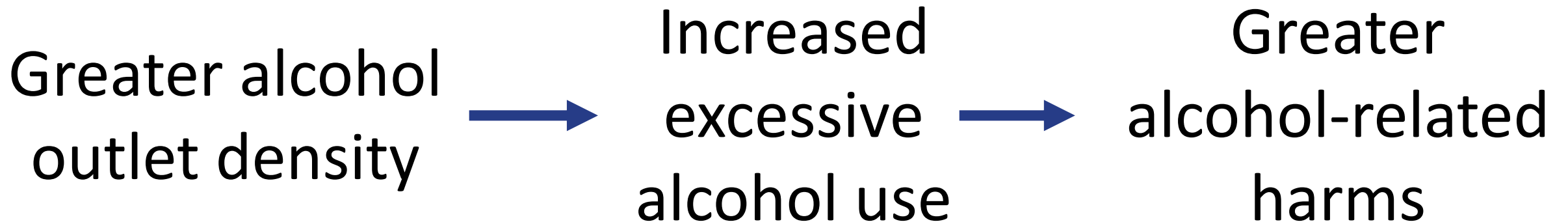
People who live in that community see more alcohol ads and product displays



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



crime



violence



litter



traffic crashes



property damage



# Retailers within ½ mile significantly associated with drinking among youth

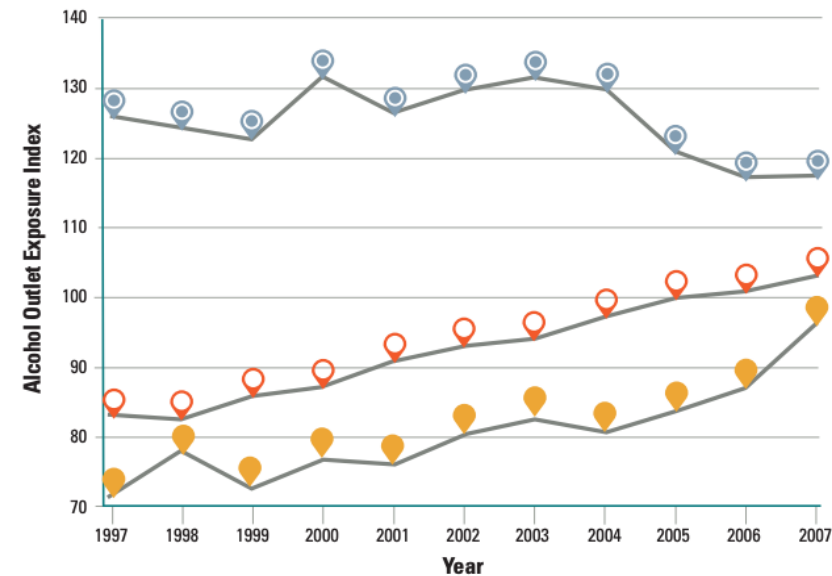
Model estimates reducing the number of outlets near API adolescents to match that of white adolescents:

Retailers within ½ mile		
9.5	→	5.5
Binge drinking		
6.4%	→	5.6%
Driving after drinking		
7.9%	→	6.0%



# 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 on-premise density in Buckhead
  - Analysis found 3% reduction associated with twofold greater reduction in violent crime



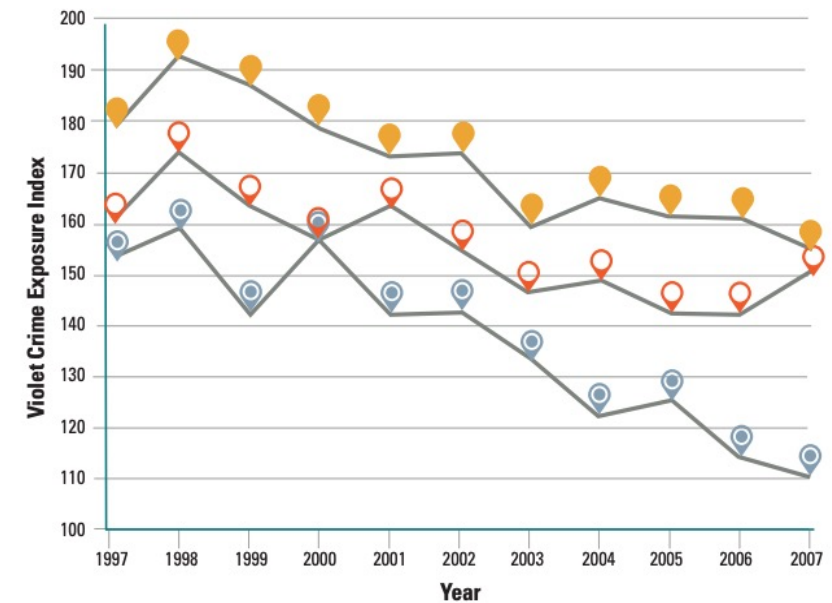
## Neighborhood

Buckhead

Downtown

Midtown

Adapted from 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: <http://dx.doi.org/10.5888/pcd12.140317>.



## Neighborhood

Buckhead

Downtown

Midtown

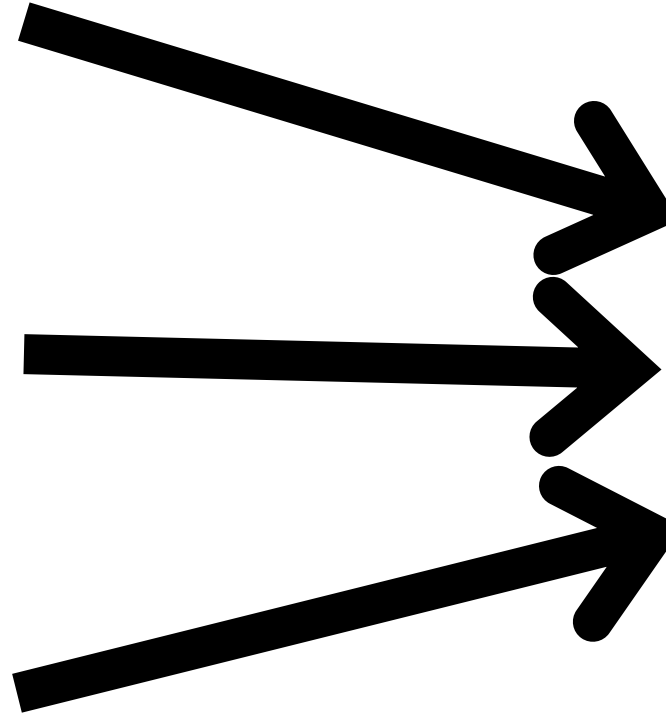
Adapted from Zhang X, Hatcher B, Clarkson L, et al. Impact of changes in on-premise alcohol outlet density on violent crime in Atlanta, Georgia, 1997–2007. *Prev Chron Dis*. 2015;12:140317. doi: <http://dx.doi.org/10.5888/pcd12.140317>.

# Disparities in outlet density

Higher proportions  
of Black residents

More families living  
in poverty

Lower educational  
attainment among  
residents

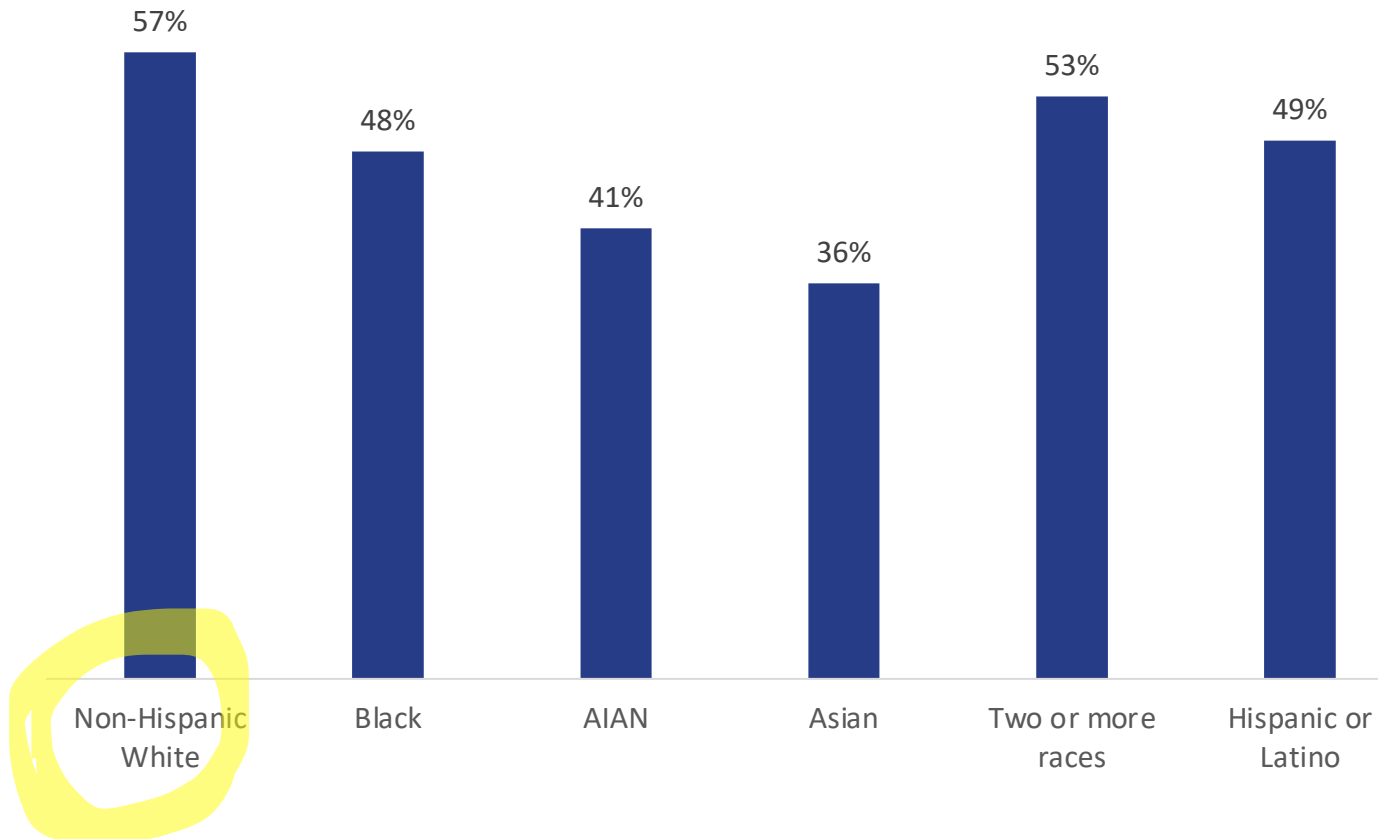


Higher  
density of  
alcohol  
outlets

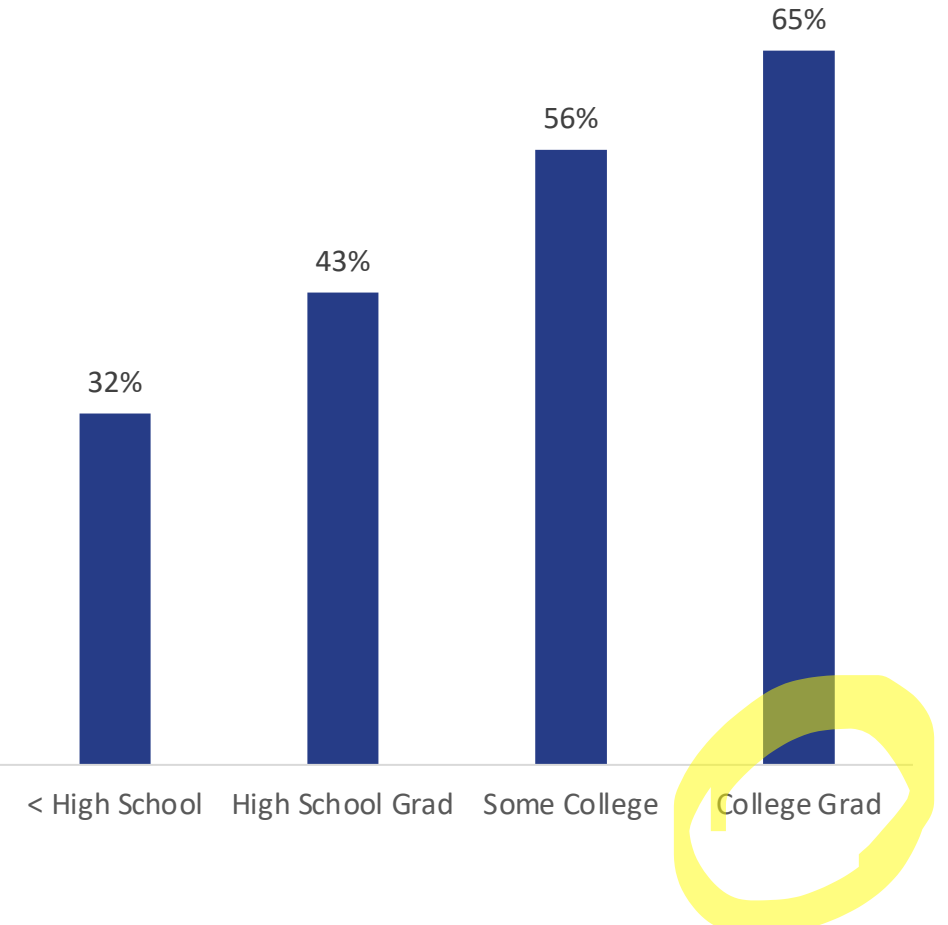


# Alcohol Use in Past Month

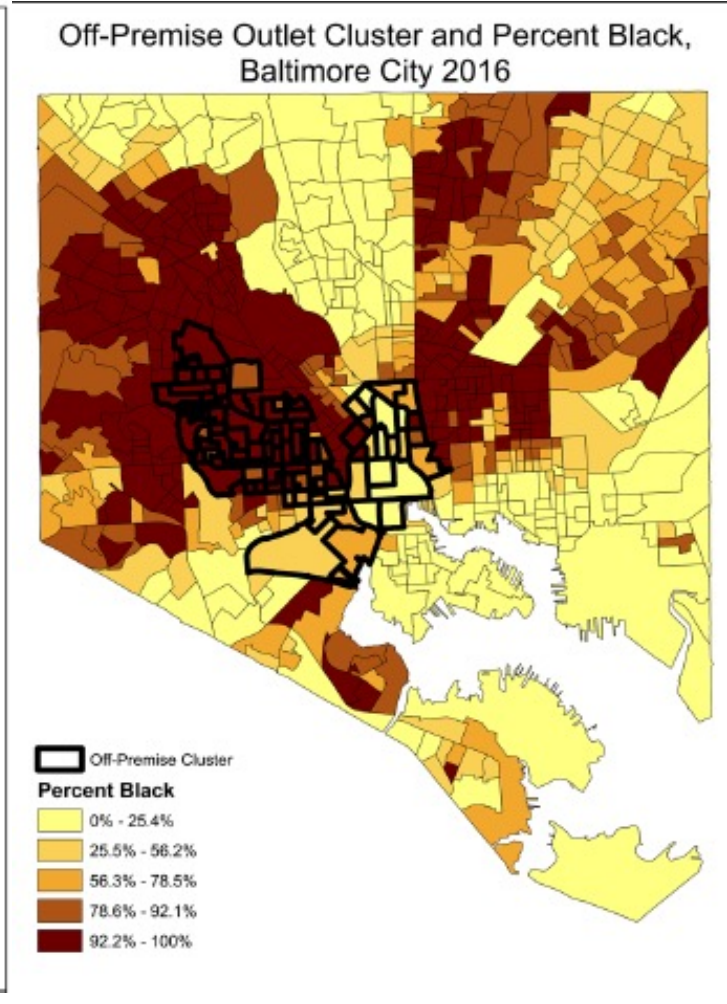
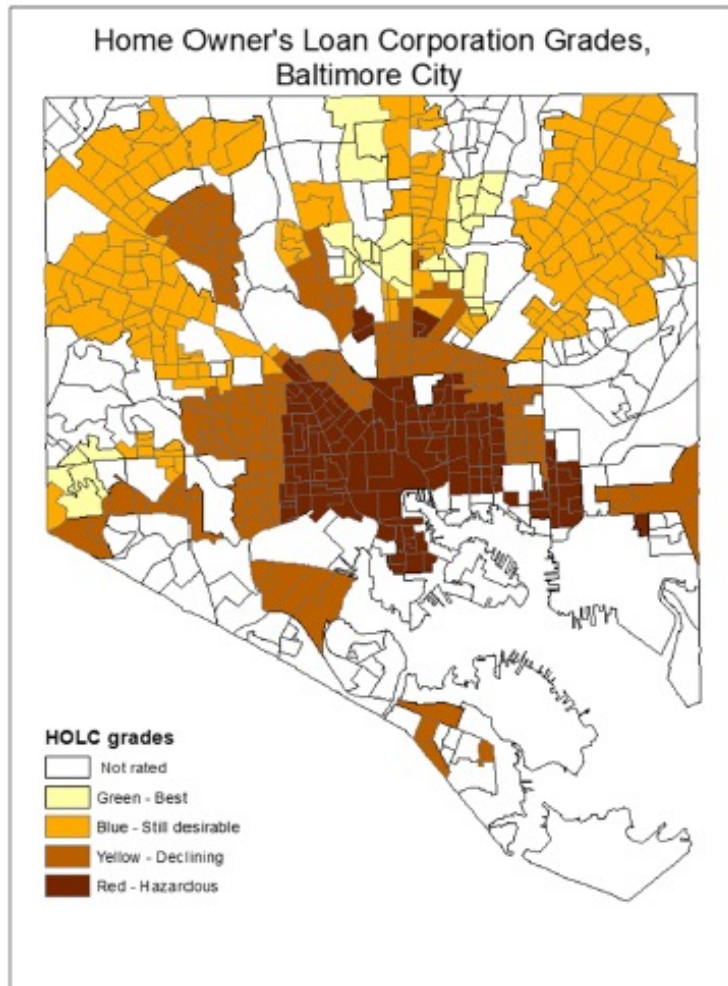
Race/Ethnicity



Education Level



# Baltimore City, MD



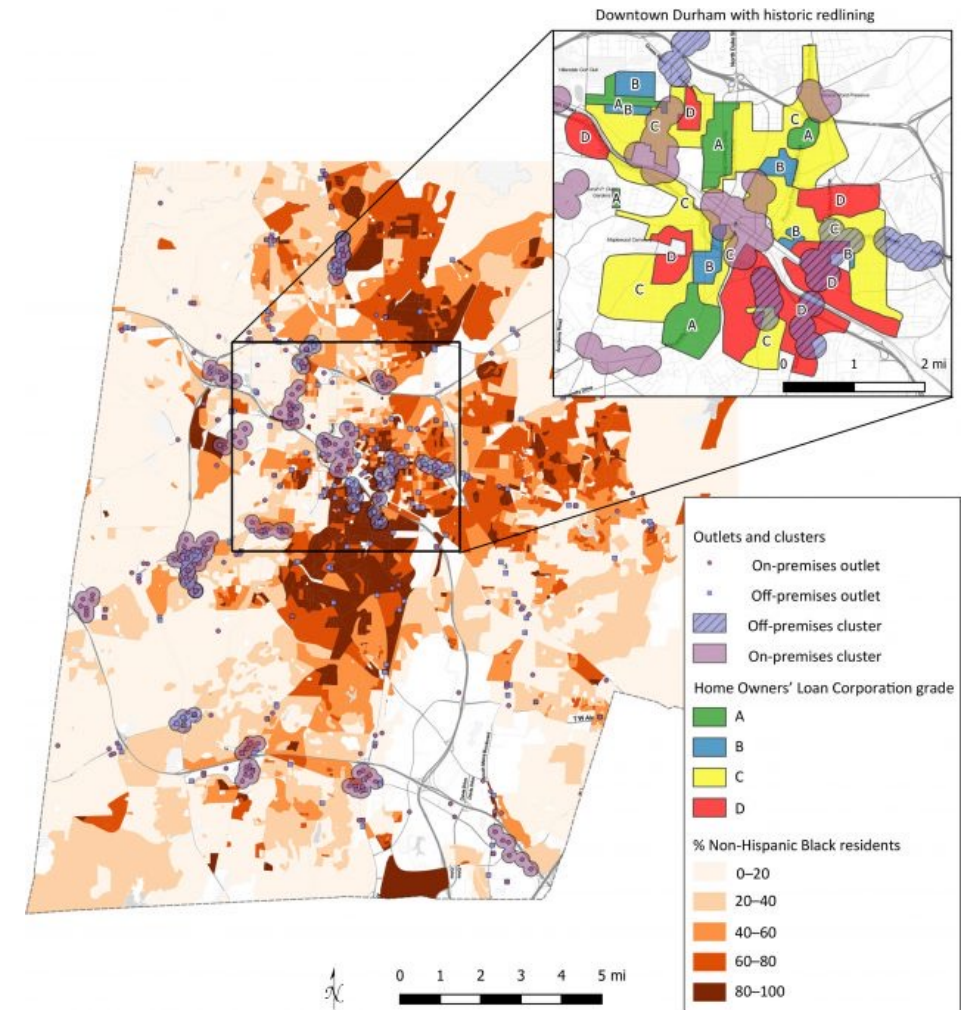
History of redlining



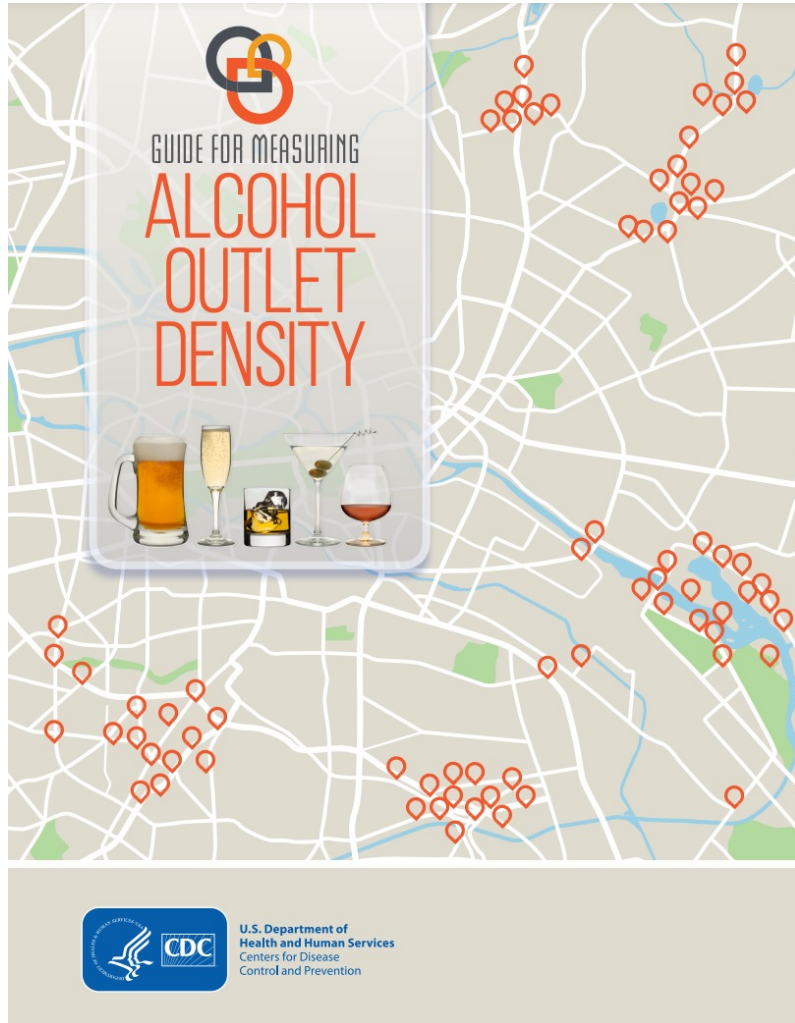
Most robust  
predictor of  
alcohol outlet  
cluster

# 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?



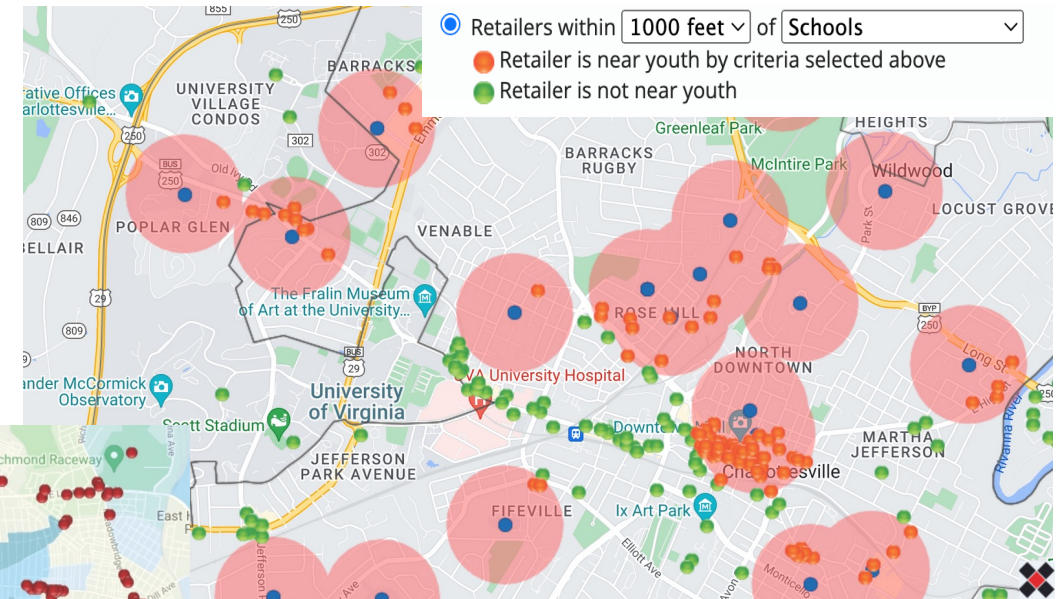
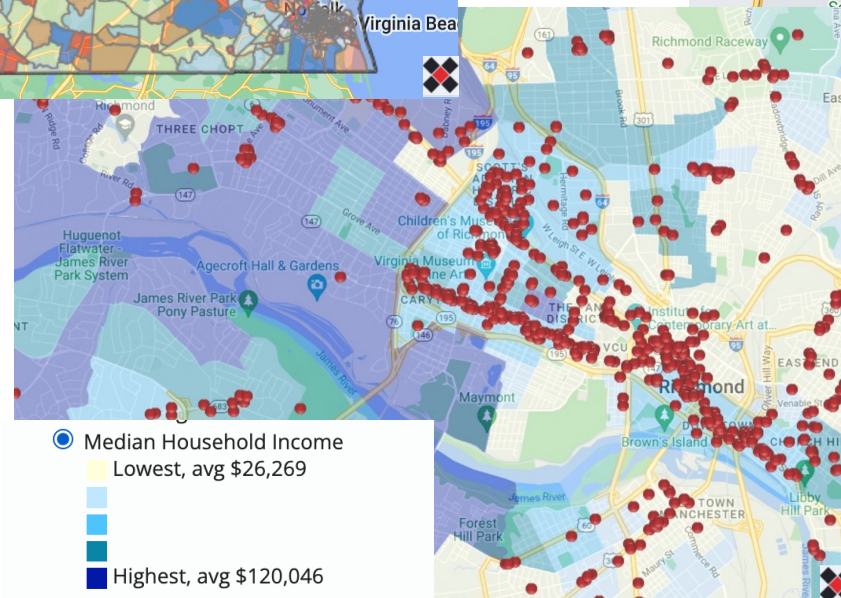
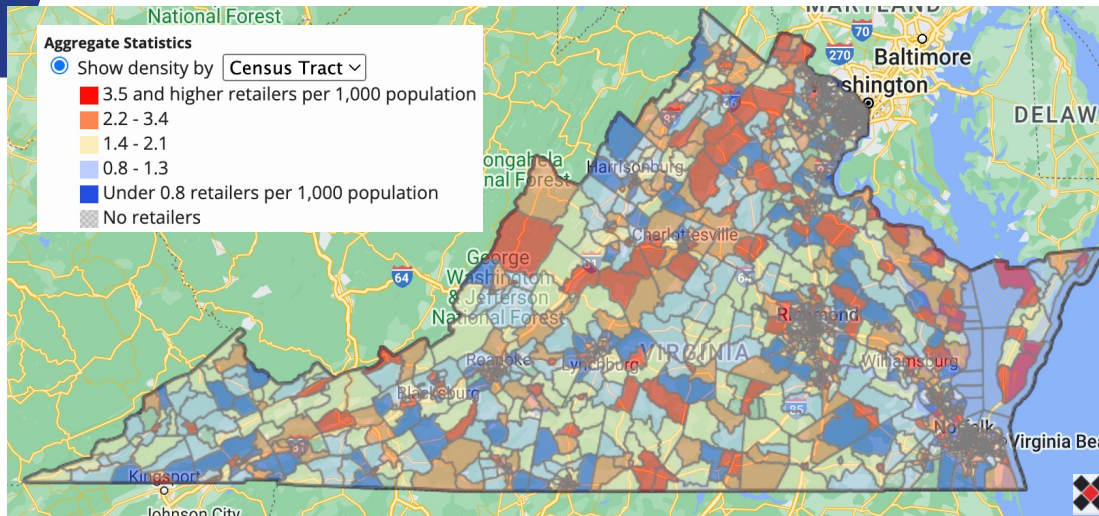
1. Obtain a complete picture of policy and environmental factors that can affect excessive alcohol use
2. Identify areas with high alcohol outlet density for intervention
3. Evaluate the relationship between alcohol outlet density and various health and social harms



# 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."



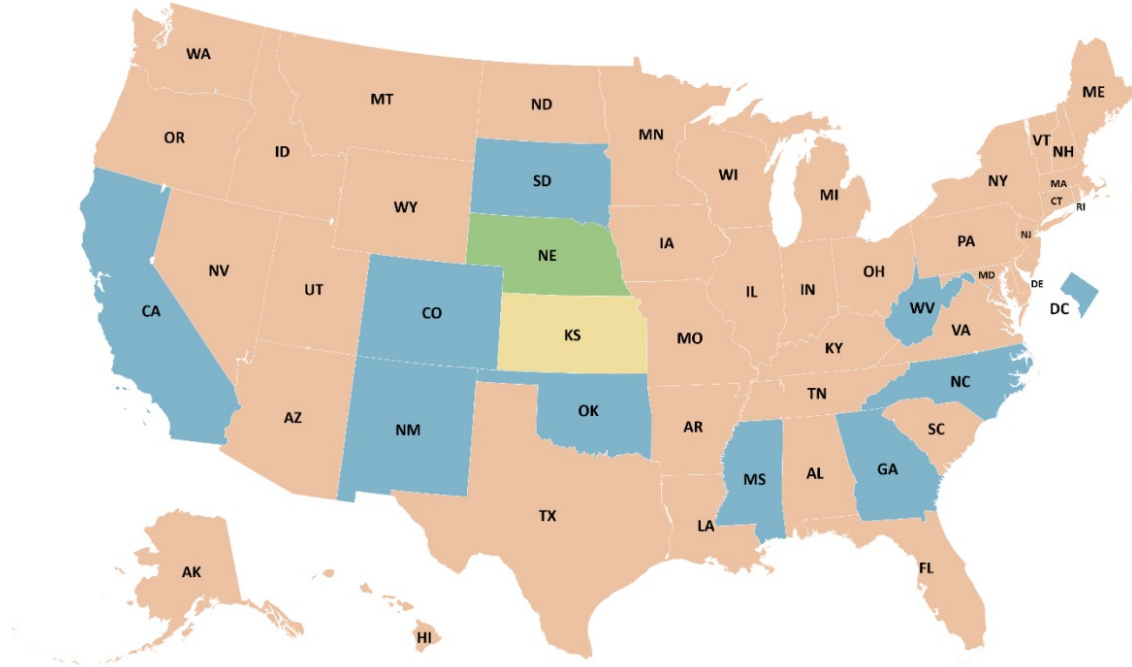


# Alcohol Outlet Restrictions Near Schools

## Near colleges and universities

(as of January 1, 2020)

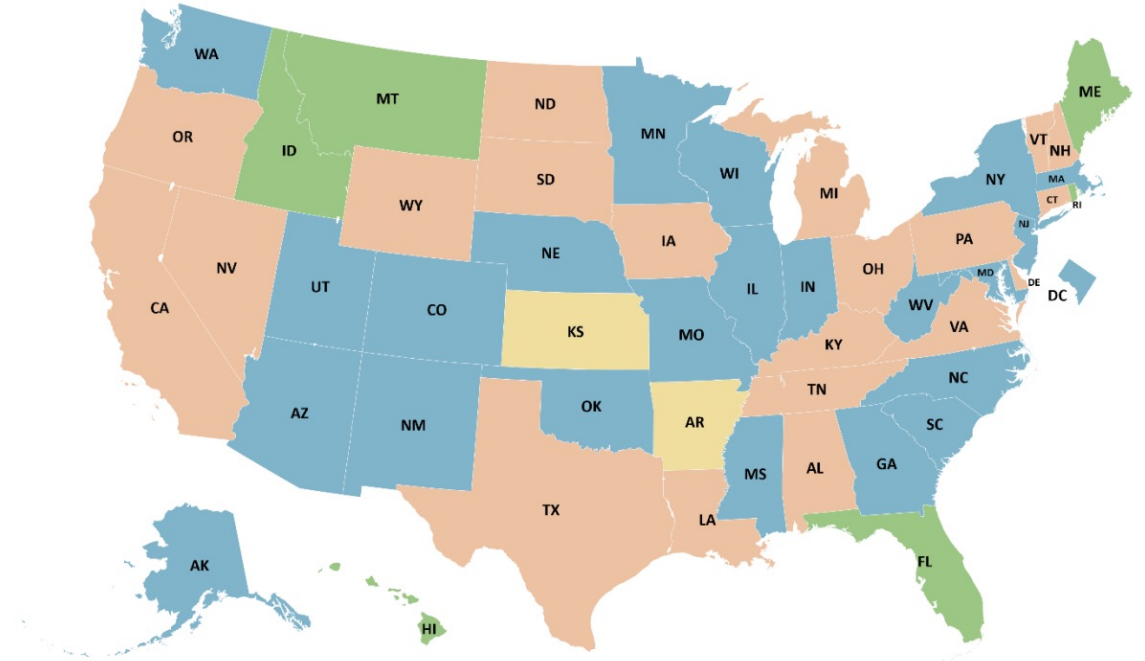
- States With No Restrictions
- States That Restrict Off-Premises Only
- States That Restrict Both On-Premises And Off-Premises Outlets
- States That Restrict On-Premises Outlets Only



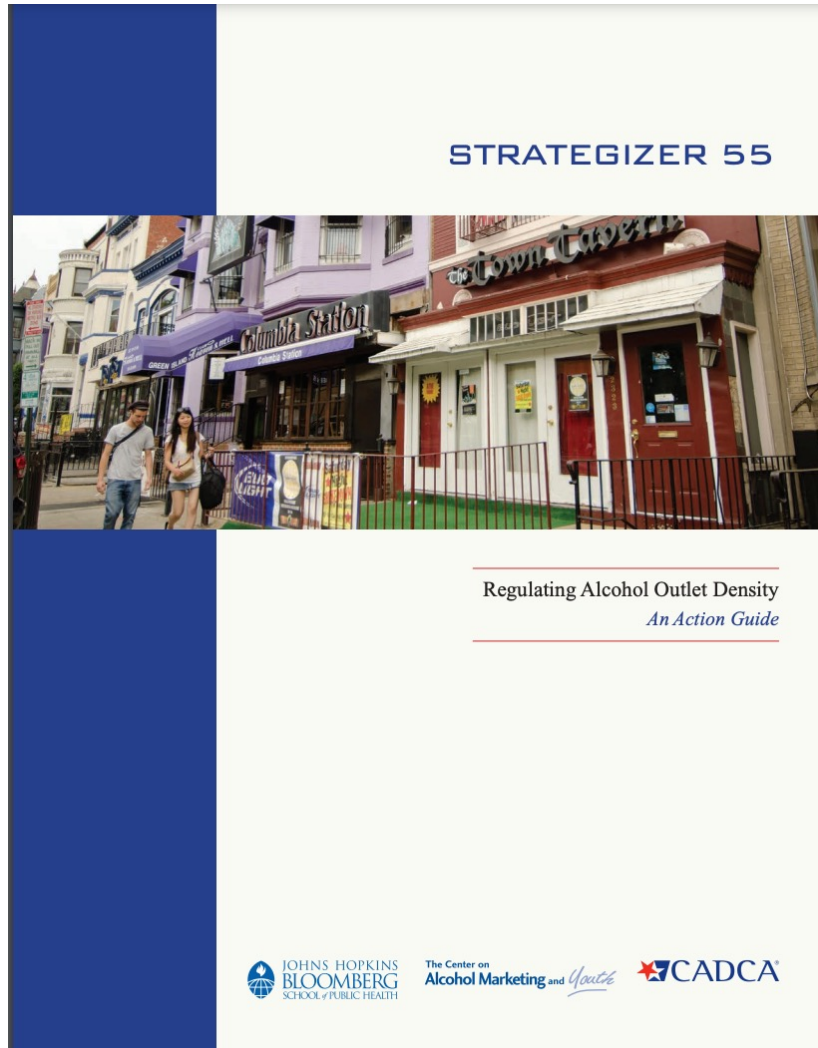
## Near primary and secondary schools

(as of January 1, 2020)

- States With No Restrictions
- States That Restrict Off-Premises Outlets Only
- States That Restrict Both On-Premises And Off-Premises Outlets
- States That Restrict On-Premises Outlets Only



# 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
2. Public Nuisance Ordinances  
(Deemed Approved Ordinances)

Stay in  
touch!

## Contact Information

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# Closing Remarks



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