



## PRC COMMUNITY OUTREACH

<http://resources.prev.org/>



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### Greetings!

This edition includes a community focus on prevention efforts in Orange County and articles discussing alcohol outlet density, early drinking, and a commentary on lowering the blood alcohol limit in the U.S. We have also included a summary table of a few articles from our Resources site on Alcohol Outlets. If you have any community news or projects to share, please contact LisaMarie Miramontes at [Immiramontes@prev.org](mailto:Immiramontes@prev.org).

### Special Report! Origins of Environmental Strategies

Recently a question was posed to us, “who coined the term ‘environmental strategies’?” Specifically, for alcohol, tobacco and other drug research? Scientists at the Prevention Research Center (and other PIRE centers) have been developing and researching environmental strategies for over 30 years, and we asked Harold Holder, one of the principal investigators and former Director, CEO, who sent us his thoughts and reflections on the discussion.

“I would trace the history of this general concept back to the Finnish publication: Bruun, K., et al (1975) Alcohol Control Policies in Public Health Perspective. Helsinki: The Finnish Foundation for Alcohol Studies. While this book did not particularly emphasize the term “environmental prevention” of alcohol problems, it did make likely the first substantial conceptual and empirical argument for a public health approach to alcohol problems (in contrast to the AA emphasis on personal responsibility). While there were prior published papers, this book, in my view, was the singular moment in which alcohol environmental prevention was truly established.

That said, since the book, subsequent papers and the creation of PRC focused on population-level prevention, for the first time the historical public health triangle of individual (drinker), agent (alcohol), and environment (context) was established. Up to this point, only the individual and the agent were emphasized in prevention. Perhaps this is the derivation of the term for our field.

The practical value of an environmental approach to prevention (in contrast to attempting to educate and warn individuals or even to treat them) became clear as the science became more and more established.

In summary, “environmental prevention” has become the general concept for efforts to alter the existing, social, physical, and economic community-system factors which contribute to high risk drinking and alcohol-related problems. At first this was taken to mean only laws and regulations (or alcohol policies) which are certainly part of environmental prevention. However, alcohol policies were extended to reflect preferences and cultural values and became a part of an environmental perspective for prevention. In the end, environmental prevention and all associated prevention research has continue to reflect the historical roots of the public health triangle.”

A big **Thank You!** to Dr. Holder for sharing this and giving his permission to include in our newsletter – and asking that we remind our readers this is his personal analysis!

## **DUI Summit raises local leaders' awareness of alcohol and/or drug impaired driving trends in Orange County**

On Wednesday, February 27, 2013, over 140 local policy makers, law enforcement representatives and key community leaders met at Concordia University in Irvine to learn firsthand of the issues Orange County faces when tackling the prevention of alcohol and/or drug impaired driving.

The Summit was a collaborative effort, spearheaded by the Orange County DUI Task Force, Office of the Orange County 3rd District Supervisor Todd Spitzer, the Health Care Agency's Alcohol and Drug Education and Prevention Team, Automobile Club of Southern California and MADD Orange County. The goals of this day-long event included gaining a greater understanding of current DUI trends; identifying evidence-based prevention strategies; and reviewing case studies on what's making a difference at the local level.

The Summit featured prominent speakers from within Orange County and across the state, including presentations from the California Office of Traffic Safety, MADD, local city council members and the business community. Topics discussed focused on local regulatory controls, such as social host ordinances and responsible beverage service, law enforcement strategies, such as checkpoints and saturation patrols, public awareness/education campaigns and a business approach to prevention. As a result of the Summit, a new data indicator is now being added to the annual Community Indicators Report of Orange County highlighting DUI trends at the county and city level.

For additional information about impaired driving prevention taking place in Orange County and details on the DUI Summit, visit the Orange County DUI Task Force website at <http://www.ocduitaskforce.org/>.  
*Thank you Kathryn Kendrick with the Orange County Health Care Agency for contributing this article.*

## **Revisiting Alcohol Outlet Density**

Alcohol outlet density is an important issue to a community, especially considering that higher number of alcohol outlets is related to a number of health concerns such as underage drinking, binge drinking, alcohol-related crashes and injuries, deaths, and violence, as well as community perceptions of alcohol availability and normalcy of drinking alcohol. However, many forces trying to combat alcohol issues in their community are often unaware of how to address and work with local authorities regarding alcohol outlet density. A previous report outlines nine specific ways to educate and inform policy makers, and includes a case study on Vallejo, California, where our community friends from Vallejo Fighting Back used the Geographic Information System (GIS) to map data from ABC and police data and eventually adopted new land use and nuisance abatement policies. Outcomes included a decline of outlets (from 205 to 170, a decrease of 18%) and a reduction of alcohol related nuisance calls to the police (by 53%) over a ten year period. To download the report and other resources:

[http://www.camy.org/action/Outlet\\_Density](http://www.camy.org/action/Outlet_Density)

A new report recommends four ways alcohol outlet density can be reduced, such as by limiting the number of outlets per population and per specific geographic unit. Examples from studies demonstrate how alcohol outlets are related to problems, for example in Cleveland it was determined that every additional bar added to one city block was associated with 3.4 more crimes in that same defined area per annum. Download ***Using Public Health and Community Partnerships to Reduce Density of Alcohol Outlets*** at <http://www.camy.org>

## **Discussing Alcohol, Trends and Technologies: Online Conference!**

To address the need for up-to-date evidence based policy measures while digital alcohol marketers keep up with the latest, EUCAM is hosting an online conference in October. Confirmed presentation topics include:

- The effects of online marketing on youth: An evidence-based overview
- Alcohol marketing online and through social media: How does it work?
- Why self-regulation is not working in the field of online alcohol marketing

The conference will be held on Thursday, October 31. For more details, go to:

[http://www.eurocare.org/mediacentre/upcoming\\_events/  
online\\_conference\\_on\\_digital\\_alcohol\\_marketing\\_31\\_10\\_2013](http://www.eurocare.org/mediacentre/upcoming_events/online_conference_on_digital_alcohol_marketing_31_10_2013)

## Resources: Outlet Articles

Below we've summed up some of the articles on our Website for reference. If you would like to see something like this available on our Resources site, please let me know. The link to these articles is: <http://resources.prev.org/alcoholoutlet.htm>

<p>The Role of Outlet... What Communities Can Do</p>	<ul style="list-style-type: none"> <li>• high number of stores is related to increased underage drinking, overall increased problems</li> <li>• high number of stores are typically in low income, minority areas, college areas, entertainment areas</li> <li>• high number increases likelihood of underage finding someone who will sell alcohol to them</li> <li>• high number of outlets gives message that drinking and heavy drinking is normal and expected</li> <li>• high number of outlets is associated with accident/injuries, assaults, traffic crashes for underage and young adults</li> </ul>
<p>Local policies, enforcement, and underage drinking</p>	<ul style="list-style-type: none"> <li>• results demonstrate community drinking norms, outlet density, and local enforcement activities (or lack of) are related to youth drinking alcohol</li> <li>• alcohol policies were rated by the researchers</li> <li>• amount of alcohol consumed by underage drinkers was not related to alcohol policy ratings</li> <li>• youth perception of alcohol availability may affect youth drinking indirectly</li> </ul>
<p>Comprehensive community approaches to underage drinking reduce sales to minors</p>	<ul style="list-style-type: none"> <li>• included reward/reminder, compliance checks, and media</li> <li>• rate of sales to minors decreased from 24% to less than 10%</li> <li>• media may have influenced results since control communities also decreased</li> <li>• no differences reported by youth in survey regarding perceived availability of alcohol, but communities with more vigorous enforcement had significant reductions in drinking, binge drinking among high school students.</li> </ul>
<p>Alcohol outlets associated with injuries among youth and young adults</p>	<ul style="list-style-type: none"> <li>• off-premise sales associated with greater injuries from accidents, crashes and assaults for underage and of age adults</li> <li>• among of-age adults, the greater number of restaurants related to crashes, and greater number of bars related to assault injuries</li> <li>• underage youth more affected by off-premise outlets</li> <li>• association between an increasing density of off-premise outlets such as convenience stores and liquor stores, and higher rates of all injury outcomes among both underage youth and young adults may be related to the way that being in a neighborhood with high concentrations of these types of outlets reinforces drinking</li> </ul>

## Early Drinking: A Report on Those First Steps

Researchers at the University of Pittsburgh collected data over time from a group of children (N=452) from age 8 until 18. Researchers asked how old they were on their first sip of alcohol, their first time having a drink, and so forth until asking how old they were when they first got drunk. For a first sip, 37% tasted alcohol for the first time by the age of 8, and 66% at age 12. Nearly all 18 year olds had at least tasted or sipped alcohol, and 16% of 16 year olds reported binge drinking. For more information, <http://www.cfah.org/hbns/2013/first-sips-of-alcohol-start-in-second-grade#.UcelRvmW-So>

## Reward & Reminder

The link below is to a short article by a community member who wrote about the Reward and Reminder program sponsored by the Five Town Communities That Care Coalition. The Reward & Reminder program, which was first developed more than 20 years ago, helps protect underage customers and the community as well as merchants and owners who serve alcohol. <http://bangordailynews.com/community/reward-reminder-program-helps-alcohol-retailers-do-the-right-thing/>

## From PIRE!

Commentary on NTSB Recommendation to lower the blood alcohol limit for driving from .08 to .05 in the United States

- *The risk of being involved in a crash increases significantly at .05 BAC. The risk of being involved in a crash increases at each positive BAC level, but rises rapidly after a driver reaches or exceeds .05 BAC compared to drivers with no alcohol in their blood systems (Blomberg, Peck, Moskowitz, Burns, & Fiorentino, 2005).*
- *Recent studies indicate that the relative risk of being killed in a single-vehicle crash for drivers with BACs of .05 to .079 is at least 7 times that of drivers at .00 BAC (no alcohol), and could be as much as 21 times that of drivers at .00 BAC, depending upon the age of the driver. These risks are significant (Voas, Torres, Romano, & Lacey, 2012).*

CALVERTON, MD – Researchers at Pacific Institute for Research and Evaluation (PIRE) say that the recommendation by the National Transportation Safety Board (NTSB) today to lower the illegal blood alcohol concentration (BAC) limit for driving from .08 to .05 in states has a strong evidence-based foundation. Most industrialized nations have already enacted a .05 illegal BAC limit. A review of the literature by PIRE researchers examines the effects of various BACs on driving and crashes. The review reveals important reasons why a .05 illegal BAC limit is a sound strategy.

“There is clear, solid, scientific evidence that lowering the illegal BAC limit to .05 is a strategy that states should strongly consider” said James Fell, a PIRE researcher. He points to laboratory evidence showing that most subjects are significantly impaired at .05 BAC. Drivers with .05 to .07 BACs are also much more likely to be involved in a fatal crash than drivers who haven’t been drinking. Lowering the illegal BAC limit to .05 is a proven effective countermeasure that has reduced alcohol-related traffic fatalities in other countries at least 5% to 8% and up to 18%. If all states were to adopt the .05 illegal BAC limit, and it is enforced, an estimated 500-800 lives could be saved each year in the United States. The review was co-authored with Robert Voas, Ph.D., a PIRE senior research scientist. To read the full review, go to: <http://www.pire.org/more.asp?cms=991>

## International and Other Updates

A recent survey in India focused on expectancy of alcohol effects from youth and asked 200 students (equal number of young men and young women) to learn if they agreed whether or not alcohol can be a positive reinforcement and whether or not alcohol consumption can have negative effects. Those who had tried alcohol before (M=25%; F=14.5%; Average Age=16.7 ± .5) indicated a stronger positive reinforcement than those who had not tried alcohol, and researchers stated the experience and effects of consuming alcohol for the first time becomes a motivating factor for future drinking. Most agreed that there are negative reinforcements to drinking alcohol, and their response to positive reinforcements to drinking alcohol were not as strong, indicating that negative consequences of drinking alcohol were more important than the positive effects. They also noted that expectancies are related to frequency of drinking but not the quantity of drinking alcohol. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3616562/>

A study in Mexico City looked at perceived parental monitoring and its influence on age of first drink, frequency of alcohol use, and risky drinking behavior. The study collected data from just over 30,000 students from the time they entered high school and universities in the city. Those perceiving lower parental monitoring reported more risky behavior, frequent drinking, and earlier age of onset for their first drink of alcohol. For more information:

<http://www.sciencedirect.com/science/article/pii/S0306460313001718>

In a previous issue, we included an article on the push to remove all alcohol ads on property owned or controlled by the city of Los Angeles. The city council will soon consider the motion. For more information, visit Alcohol Justice.

- <http://alcoholjustice.org/>
- <http://alcoholjustice.org/press-room/press-releases/875.html>
- <http://alcoholjustice.org/blog/38-blog-entries/886-la-city-council-moves-closer-to-banning-alcohol-ads-on-city-property.html>