



# Mapping Alcohol Outlet Locations to Inform Policy & Programmatic Strategies

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Elizabeth Gerndt, MPH  
Counter Tools  
Project Director

Colleen Hughes, CPS  
VDBHDS  
Synar Coordinator & Behavioral Health  
Wellness Consultant



**As required by the Alcohol Policy 19 Conference,  
we have signed a disclosure statement and note the following conflict(s)  
of interest:**

None



# Our Vision

We envision a nation where healthy living is equitable across communities and every person has access to healthful choices.

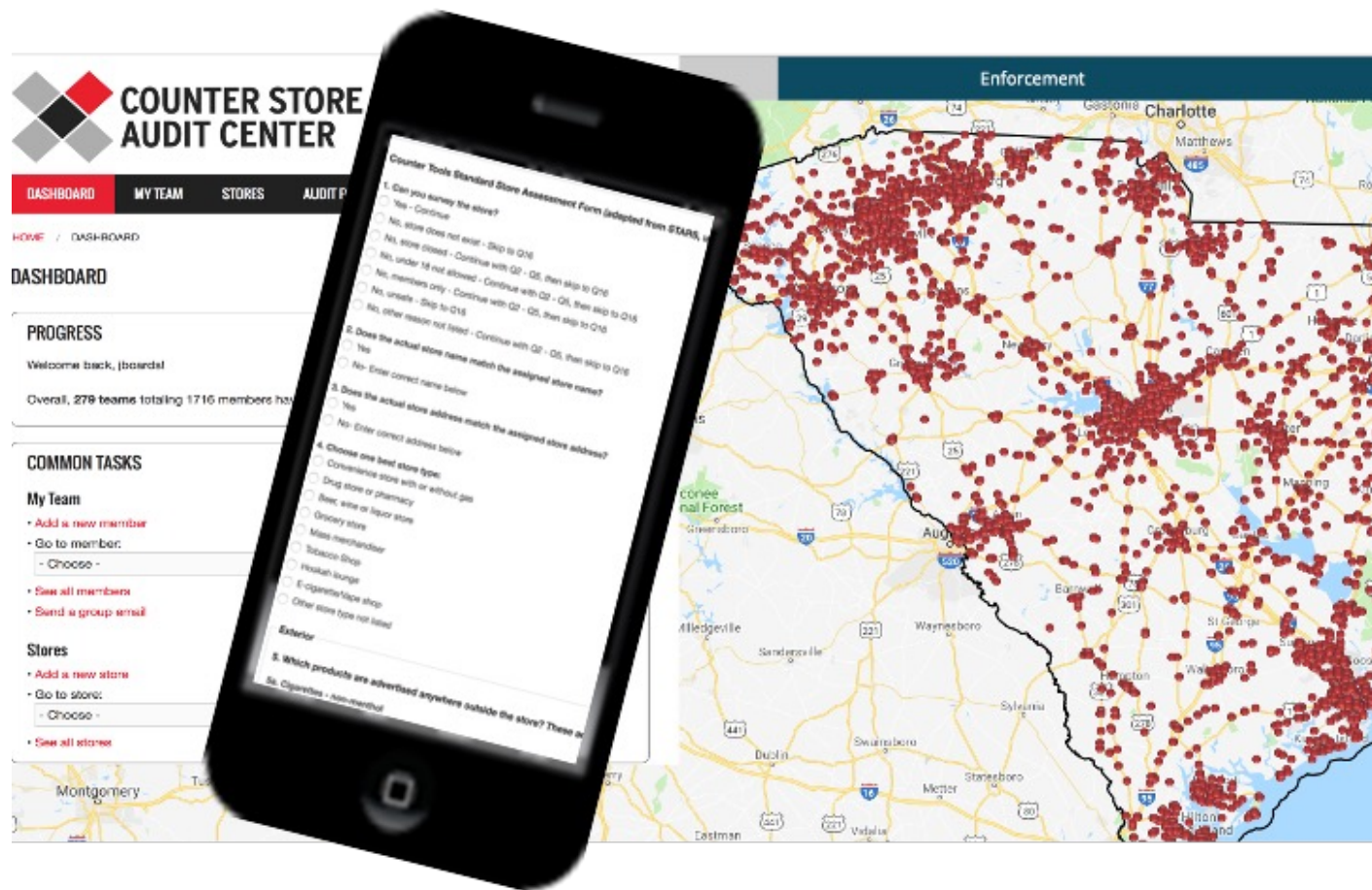




# What We Do

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

- Consulting
- Training
- Storytelling
- Providing Tech Tools
- Supporting Advocacy Efforts
- Disseminating Science and Best Practices



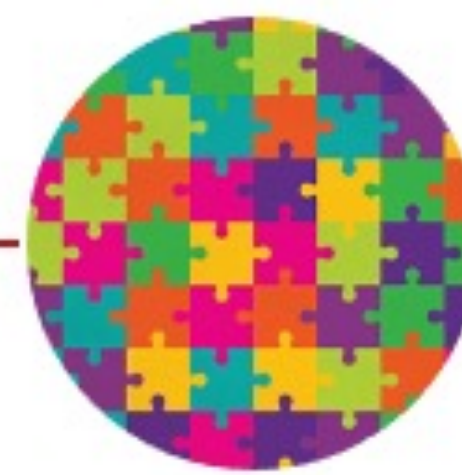
[www.countertools.org](http://www.countertools.org)



[www.countertobacco.org](http://www.countertobacco.org)







find  
patterns



tell  
stories

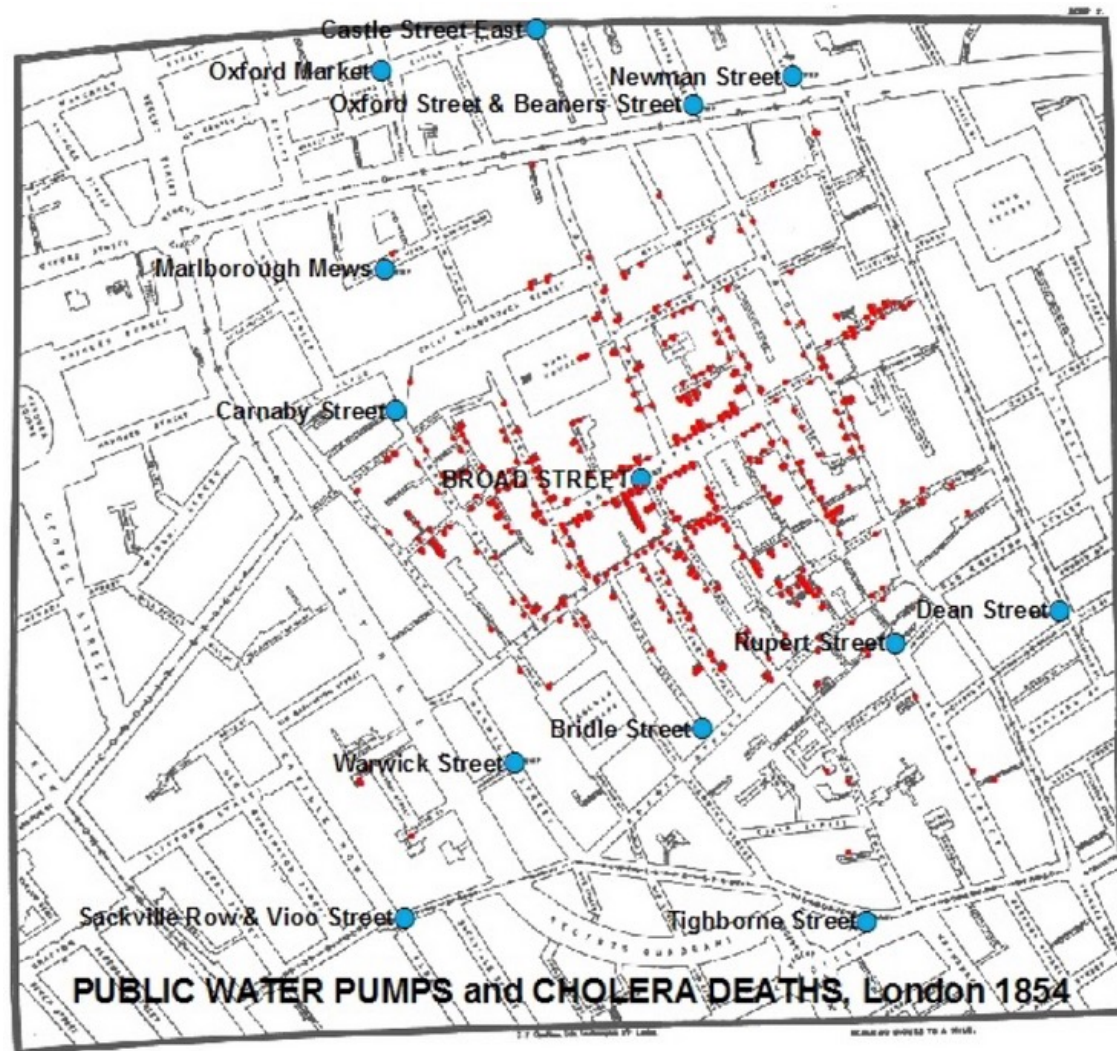


support  
policies

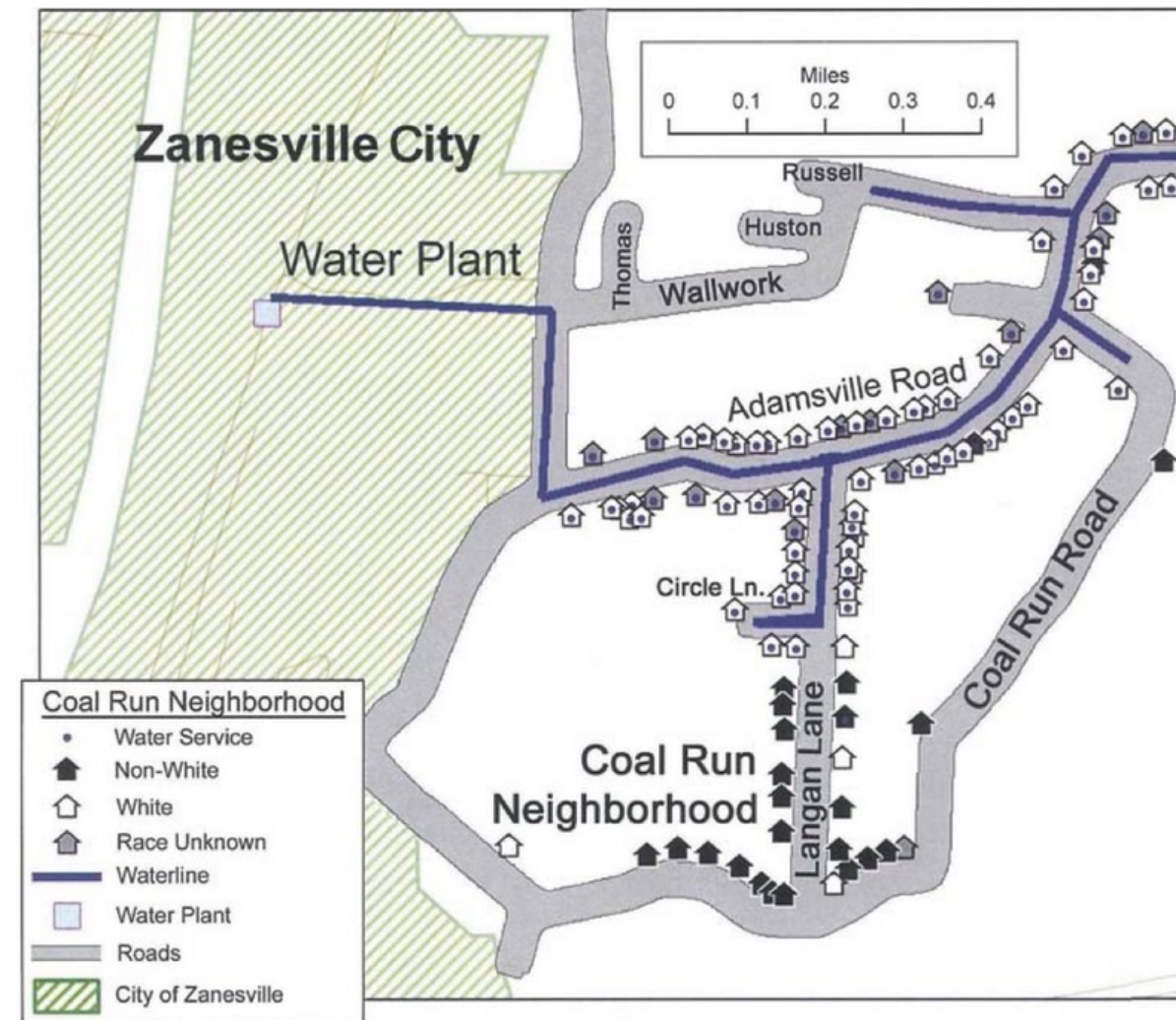




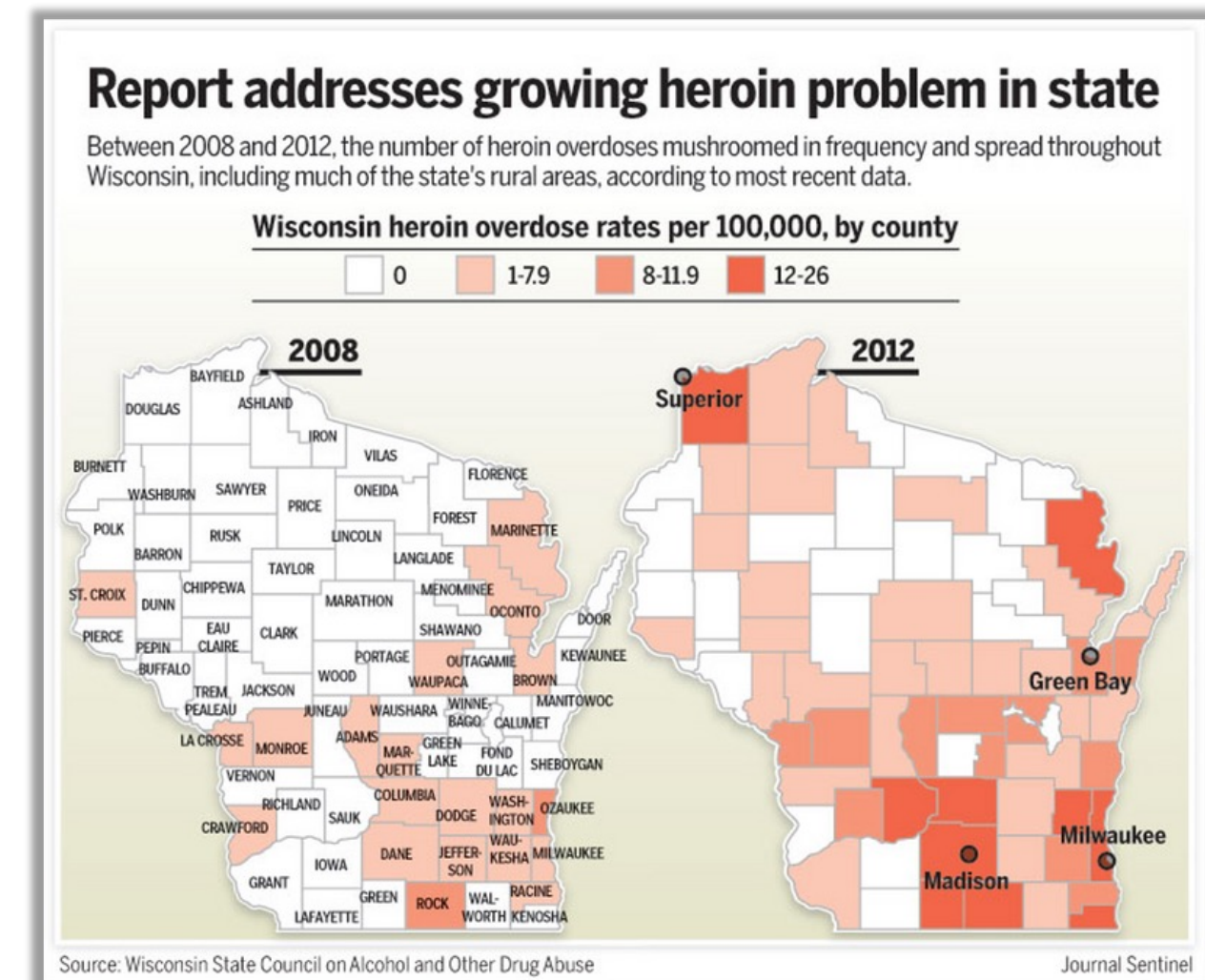
# Mapping as a public health tool



View point locations



Illustrate disparities



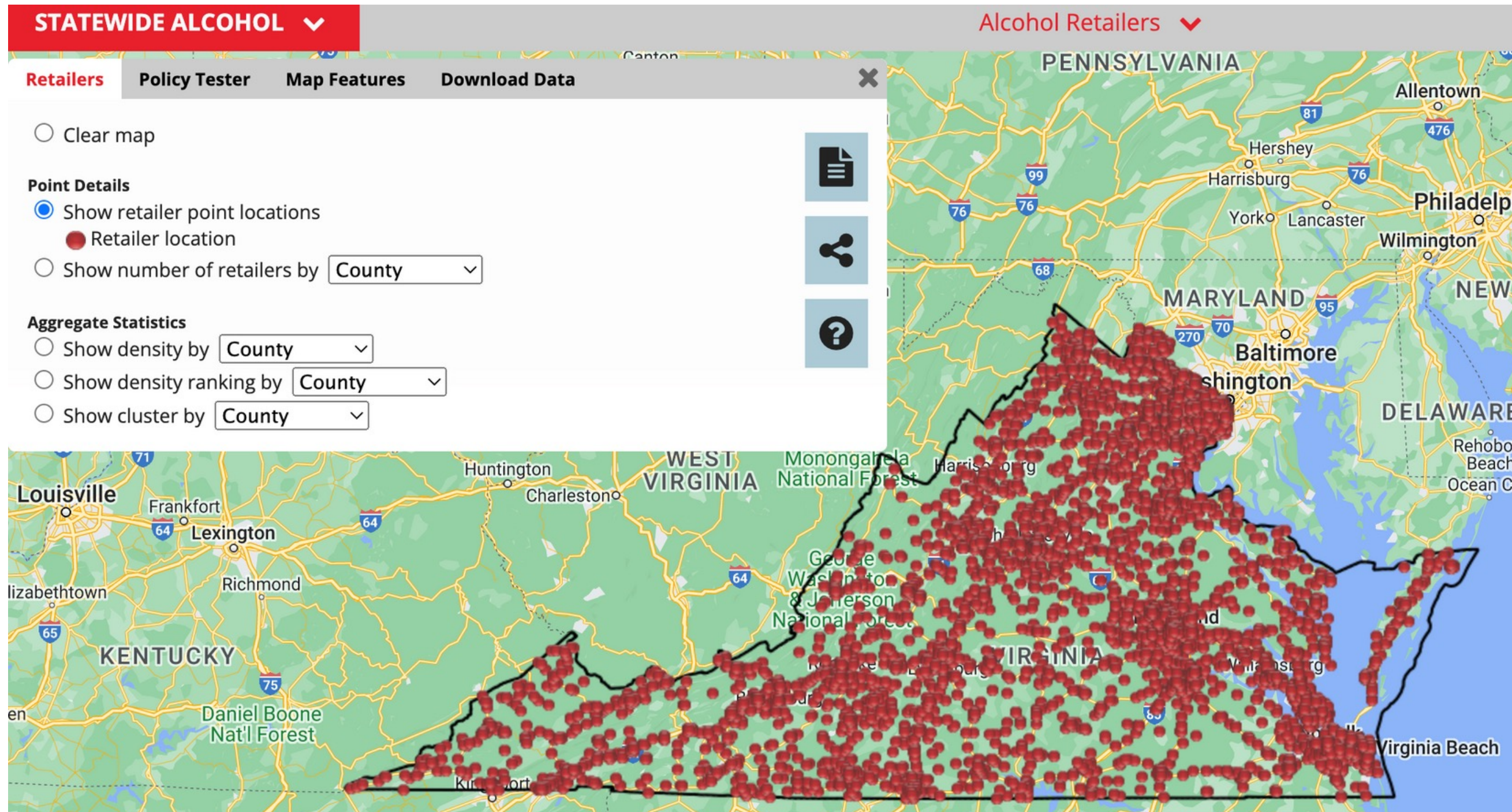
Visualize trends





# Virginia Store Mapper

[https://mapping.countertools.org/virginia\\_alcohol/](https://mapping.countertools.org/virginia_alcohol/)



- 16,704 retailer point locations based on 2021 license list
- Removed select store types (wholesalers, shipping)





# Store Mapper Information Layers



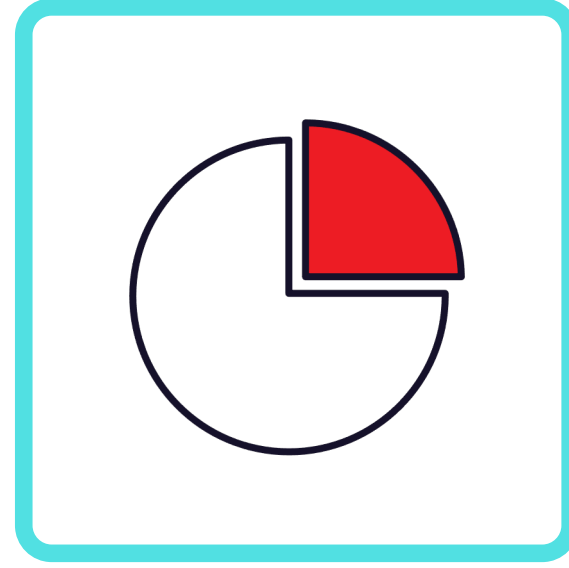
Retailer Locations

1



Geographic  
Boundaries

2



Sociodemographic  
Data

3



Compliance Checks

4



POST Assessment  
Data

5

Currently tobacco only





# Questions we can answer by mapping alcohol outlets

## Data Visualization

- Where are retailers located?
- Where are schools and parks?
- What is the variation in neighborhood demographics (income, race, age, etc.)?

## Data Analysis

- What is the retailer density?
- Which retailers are near youth-serving venues or other retailers?

## Data Synthesis

- How do my measures change based on demographics?
- How would policies impact retailer landscape or health disparities?
- How do areas compare to statewide rates or measures?





# Compare Outlet Density

## Aggregate Statistics

● Show density by  ▼

■ 2.5 and higher retailers per 1,000 population

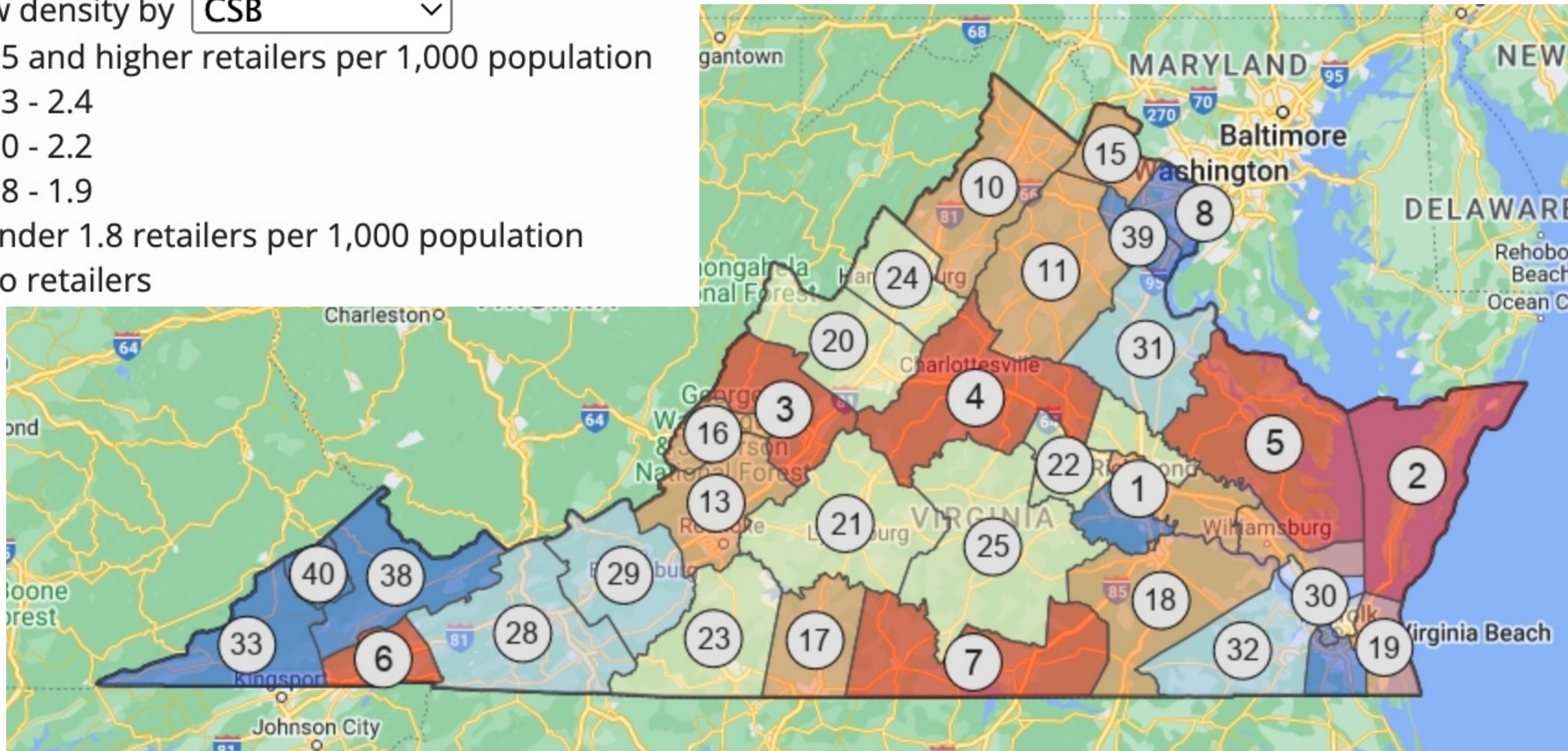
■ 2.3 - 2.4

■ 2.0 - 2.2

■ 1.8 - 1.9

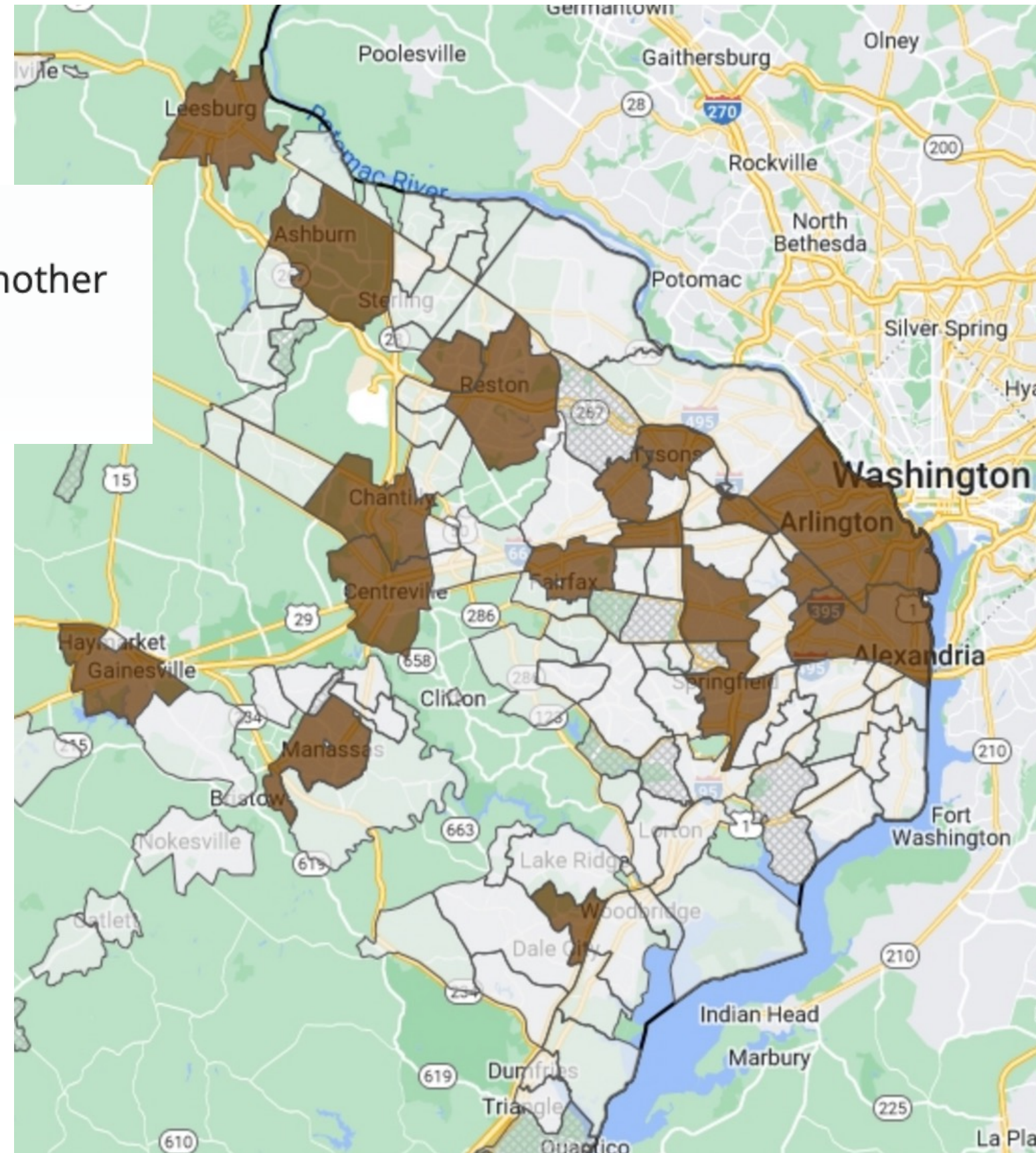
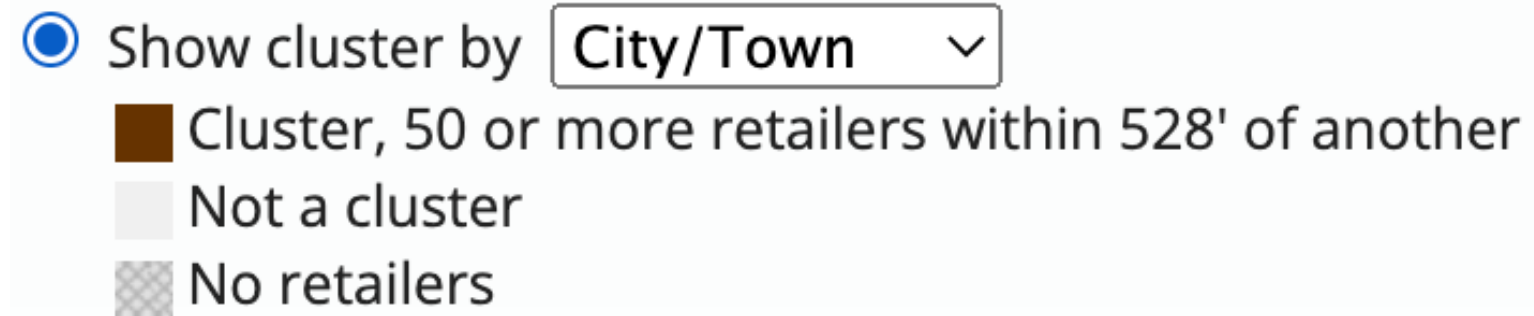
■ Under 1.8 retailers per 1,000 population

■ No retailers





# Identify Clusters





# Why is this important?



Including:

- violent crime
- domestic violence
- underage drinking
- traffic crashes
- suicide
- property damage

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.

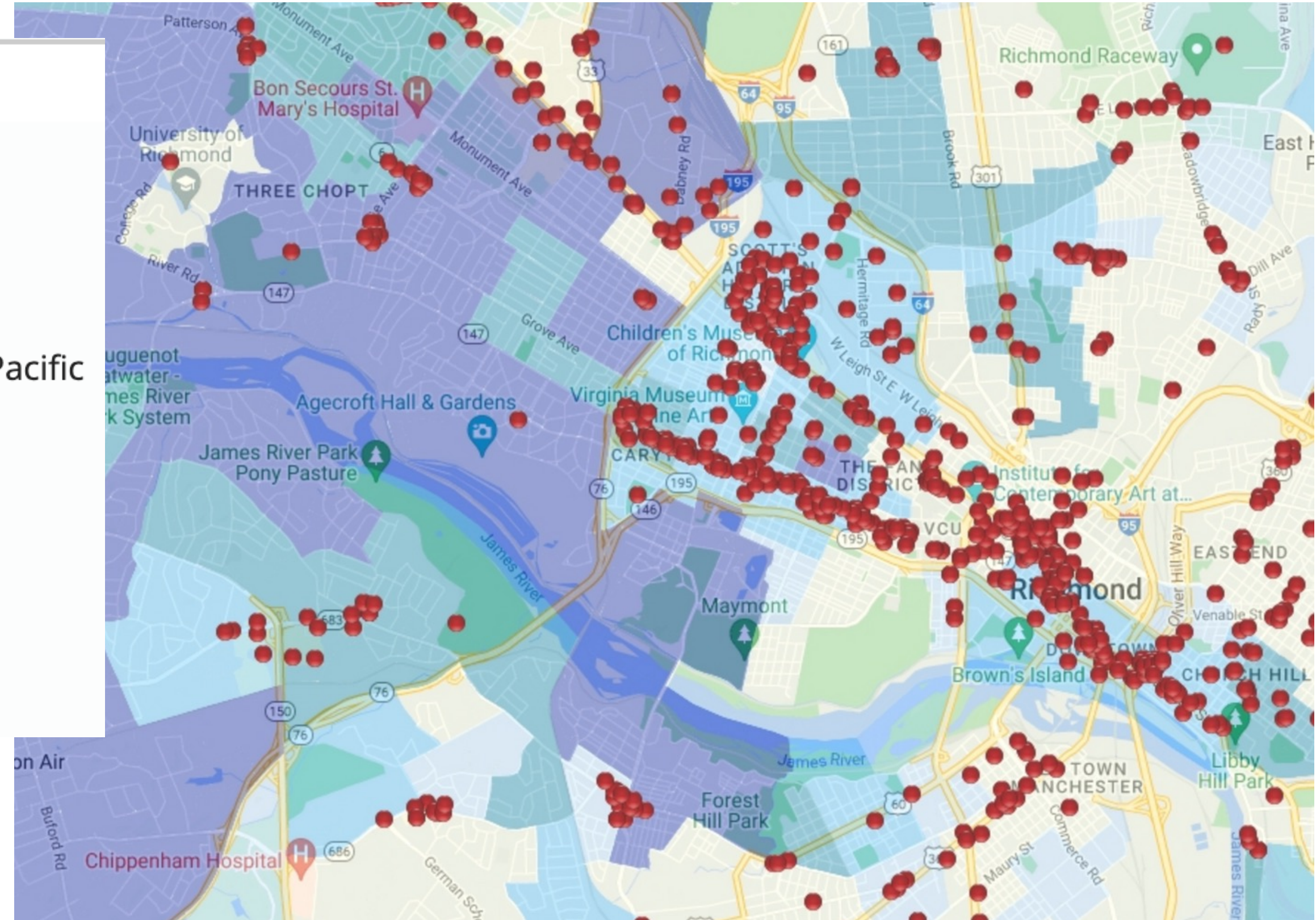




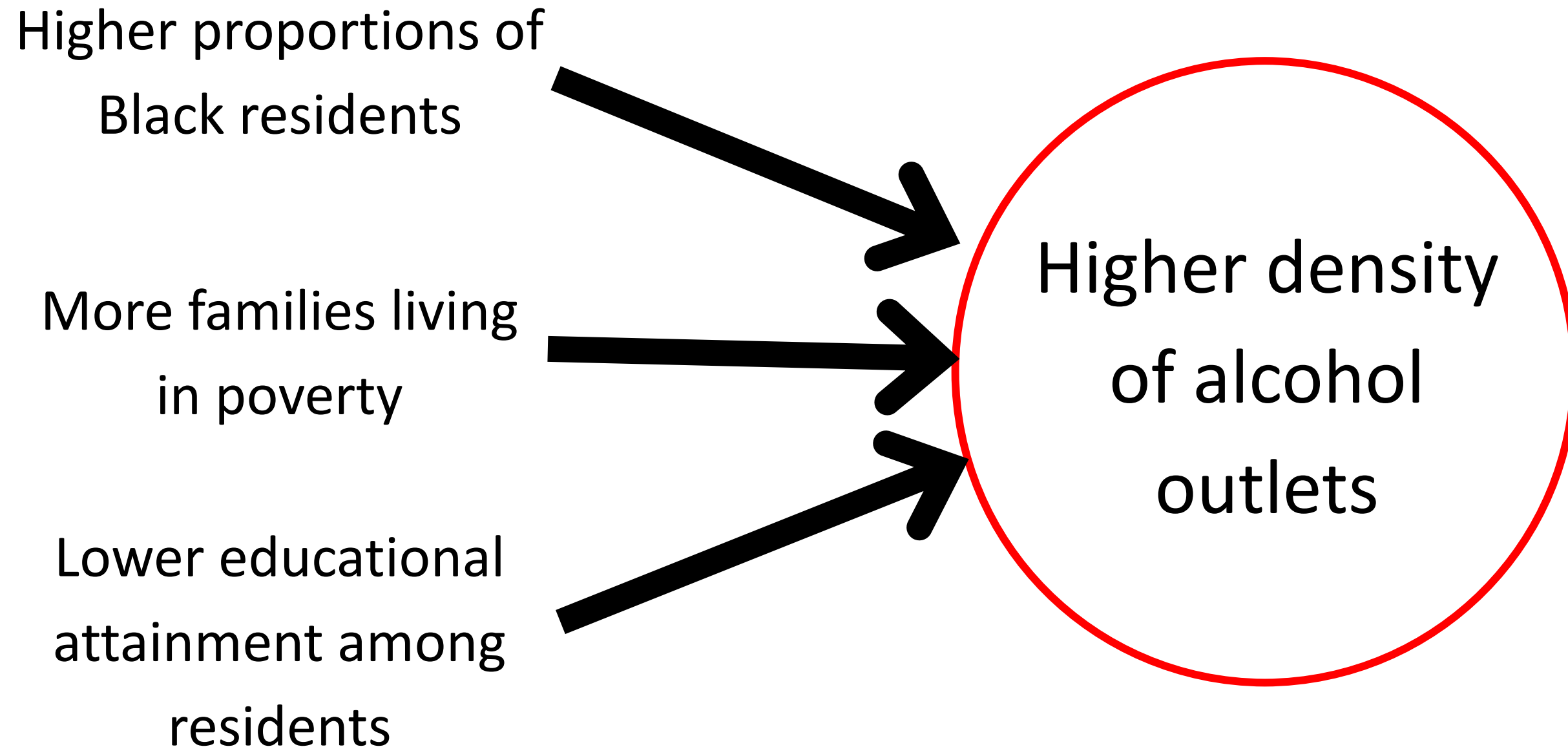
# Overlay Demographic Data

## ✓ DEMOGRAPHICS

- Do not show demographics
- Percent Hispanic
- Percent Black
- Percent Native American
- Percent Asian and Hawaiian/Pacific
- Percent Age 0 - 17
- Median Household Income
  - Lowest, avg \$26,269
  - 
  - 
  - 
  - Highest, avg \$120,046



# Why is this important?



Romley, J.A., et al., Alcohol and environmental justice: the density of liquor stores and bars in urban neighborhoods in the United States. *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.

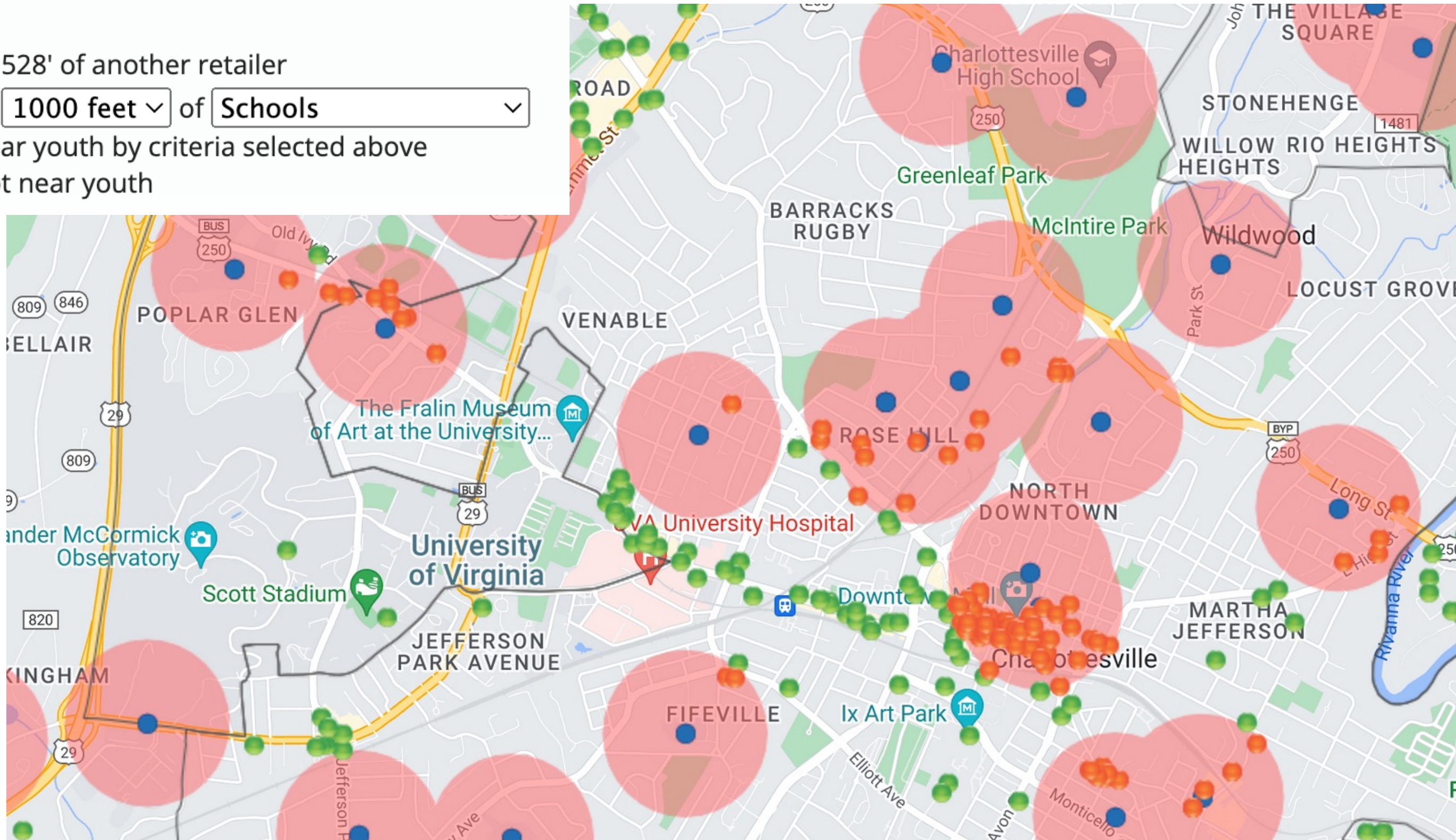




# Test Policy Options

## Point Details

- ☐ Retailers within 528' of another retailer
- ☒ Retailers within  of
- ☒ Retailer is near youth by criteria selected above
- ☐ Retailer is not near youth





# Why is this important?

"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."



**Mapping** is a tool to visualize the impact of licensing or zoning regulations, including **health equity implications**





# Counter ACT

## ALCOHOL FACTS

Alcohol is the third-leading preventable cause of death in the United States.

### 1 KNOW WHAT A STANDARD SIZED DRINK IS

The liver typically processes one standard sized drink per hour.



Don't drink on an empty stomach. Eat foods high in protein before, during and after you drink.

Pace yourself, alternate with water and keep track of how much you drink.

Only time can sober you up.

### 2 TYPES OF ACCEPTABLE ID'S

- Valid drivers license
- U.S. Passport
- Armed forces identification card
- Foreign government visa



### 3 SECOND PARTY SALES

Do not sell alcoholic beverages and/or tobacco products to anyone, even if they are of age, if you know or believe they are buying on behalf of an underage, or intoxicated person.



### 4 INTOXICATED PATRONS

It is the responsibility of licensees not to sell alcoholic beverages to an intoxicated patron. The sale of alcohol to an intoxicated individual may result in a criminal summons for the individual seller and an administrative violation against the licensee.



### 5 HIGH RISK POPULATIONS



Virginia Alcoholic Beverage Control Authority  
www.virginiaabc.gov/education



UNDERAGE POSSESSION OF ALCOHOL AND USING A FAKE ID ARE BOTH CLASS 1 MISDEMEANORS.

## THE SALE OF TOBACCO PRODUCTS, NICOTINE VAPOR PRODUCTS OR ALTERNATIVE NICOTINE PRODUCTS

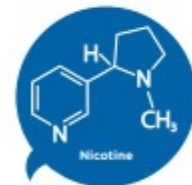
**TO ANY PERSON UNDER 21 YEARS OF AGE IS PROHIBITED BY LAW.**

### THE ISSUE: YOUTH AND TOBACCO

**8,700** Virginia kids become new daily nicotine users every year.

**152,000** kids alive in Virginia today are estimated to die early from smoking.<sup>1</sup>

More than **95% of smokers** started before the age of 21.<sup>2</sup>



**Tobacco** contains the highly addictive drug **NICOTINE**.

Research shows youth can become addicted to nicotine from smoking just a few cigarettes or uses of an electronic cigarette.<sup>2</sup>



**E-cigarette use** by high school students **increased by 78%** between 2017 and 2018.

Nearly **3.6 million youth** use e-cigarettes/vapor products on a daily basis.



<sup>1</sup> Campaign for Tobacco Free Kids

<sup>2</sup> Surgeon General's Advisory on E-Cigarette Use Among Youth 2018.

## MERCHANT RESPONSIBILITY

By properly checking I.D.s and refusing to sell tobacco to youth, retailers can help protect Virginia youth from tobacco.



It is your responsibility to require proof of age before selling any tobacco product. Refuse a sale if:

- Customer appears underage and does not have a proper photo I.D.
- Youth gives you a note written by a parent requesting tobacco or nicotine products.
- An adult is purchasing tobacco or nicotine products for a youth.

### How to spot a fake/invalid I.D.

- Compare the photo I.D. with the person standing in front of you.
- Just because someone hands you an I.D. don't assume they are over 21.
- Hold the I.D. in your hand and feel for any unusual raised surfaces.
- Carefully check the date of birth on the identification.
- Check the expiration date. If it is expired, you cannot accept it.



### Refusing a sale

When you refuse a sale, inform the customer that you refused the sale because it is illegal for you to sell tobacco or nicotine products to anyone younger than 21.

### Penalty for selling to a youth

A conviction for an illegal sale and/or refusing to require proof of age is punishable by a civil penalty up to:

- **\$100** for a first violation
- **\$200** for a second violation
- **\$500** for a third or subsequent violation



Virginia Department of Behavioral Health & Developmental Services



# Point of Sale Alcohol Questions

- Are non-alcohol beverages (soda, water, fruit juices) placed in the same or adjacent cooler as alcohol beverages? **Yes or No**
- Are single serving cans of alcohol available in the coolers? This includes “mini’s” of wine plus canned beverages that cannot be resealed regardless of size. **Yes or No**
- Is alcohol displayed within 12” of youth products? **Yes or No**
- Is alcohol displayed or advertised within 3 feet of the floor? **Yes or No**
- Which of the following locations have advertisements for alcoholic beverages? (select all that apply):
  - On doors or windows outside the store
  - Outside the store anywhere other than on windows and doors (include ads on telephone poles, lawn signs, gas pumps, building walls, etc.)
  - Inside of the store
  - Inside the store on cooler doors
  - None of these



# Alcohol Dashboard

## Alcohol Availability in Virginia

The availability of unhealthy products, like alcohol, plays a large role in the health of a community. One of the clearest ways to examine the availability of alcohol in a community is to measure alcohol outlet density. An alcohol outlet is anywhere alcohol is sold, including restaurants, bars, grocery stores or gas stations.

In the state of Virginia, there are approximately **16,705** licensed alcohol outlets (excluding importers, wholesalers, carriers, and event/catering venues) and a total population of **8,631,393**.<sup>1</sup> Statewide, Virginia has **19.4** outlets per 10,000 people.

Select a CSB:

Alexandria

Download PDF

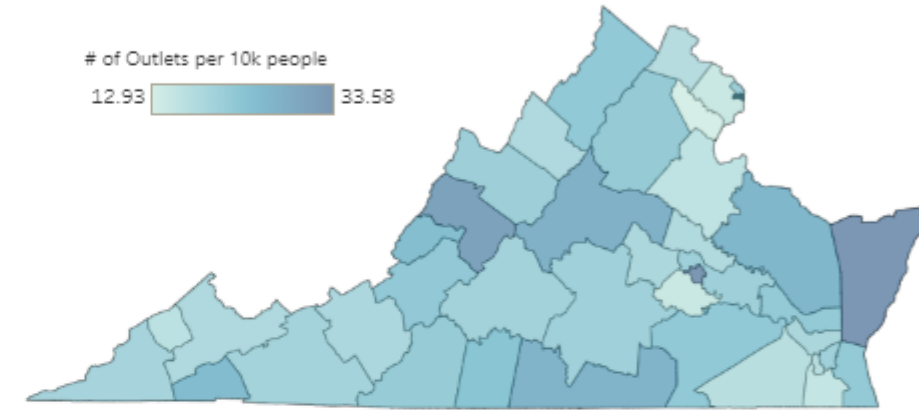


### Alcohol Outlet Density

Excessive drinking is associated with a number of negative health outcomes, including injuries, violence, and crime. One of the most effective ways to reduce excessive drinking is by limiting the availability of alcohol by regulating alcohol outlet density. **Alcohol outlet density** refers to the concentration of alcohol outlets, including bars, restaurants, and liquor or package stores, within a given geographic area.

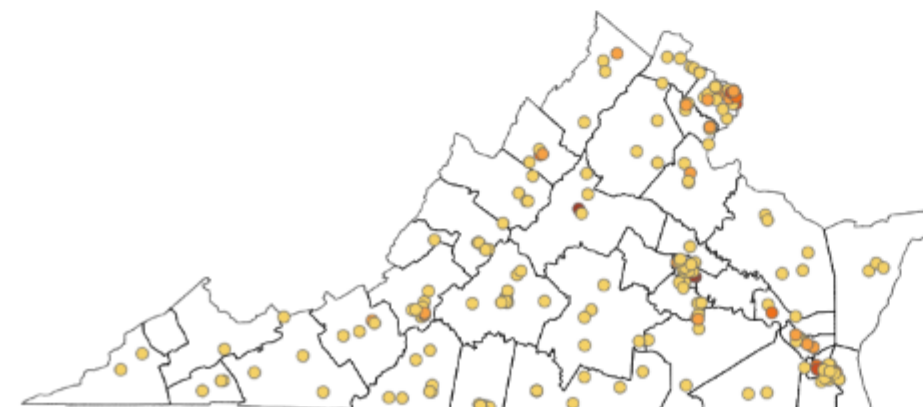
**Alexandria** has **346** alcohol outlets and total population of **159,467**, or **22** alcohol outlets per 10,000 people.<sup>1</sup> Out of the 40 CSB's within Virginia, **Alexandria** ranks **16** for alcohol outlet density.

# of Outlets per 10k people  
12.93 33.58



Hover over the map area to access the Map Layers tool.  
Click on the layers icon to add Retailer point locations.

### Locations of Colleges and Universities



# of Alcohol retailers within 1 mile of campus  
0 244



### Alcohol Outlets Near College & University Campuses

Across the state, **31%** of all alcohol outlets are within **1 mile** of a college or university campus. Virginia has **207** college and university campuses with more than **630,753** students enrolled.<sup>2</sup> In total, these campuses have **5,133** alcohol outlets within **1 mile** of campus. Having alcohol outlets nearby means college and university students have easy access to alcohol and high exposure to alcohol marketing and advertising at the point-of-sale.

In **Alexandria**, there are **21.7** alcohol outlets per 10,000 people. There are **294** alcohol retailers within 1 mile of **3** colleges, impacting the more than **17,000** students enrolled.

<sup>1</sup>Total number of students impacted is the minimum based on available enrollment data. If 0, enrollment data was unavailable.



# Contact Us

Elizabeth Gerndt

[elizabeth@countertools.org](mailto:elizabeth@countertools.org)

Colleen Hughes

[colleen.hughes@dbhds.virginia.gov](mailto:colleen.hughes@dbhds.virginia.gov)



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Virginia Department of  
Behavioral Health &  
Developmental Services