



Alcohol Retail Marketing and Availability in Oregon

Results from an Alcohol Retail Assessment

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Alcohol Policy Conference 19

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Oregon
Health
Authority

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

none

Purpose

Collect data to help **tell a story about how Oregonians are exposed to alcohol products** and marketing in the places they shop every day.

Data & evaluation is part of a comprehensive prevention program approach:



State & local interventions



Data & evaluation



Health systems & recovery supports



Mass reach health communications



Administration & management

Objectives to reduce excessive alcohol use

1. Increase the **price** of alcohol
2. Increase local jurisdiction restrictions on alcohol **marketing and promotion**
3. Increase college and university restrictions on alcohol promotion, sale or sponsorship of events
4. Ensure comprehensive alcohol **screening, referral and treatment** benefits
5. Maintain Oregon's **state control** for distilled spirits

Health Promotion and
Chronic Disease Prevention:
2017-2025 Strategic Plan



Oregon Health
PUBLIC HEALTH DIVISION

The alcohol environment is changing

Then



The alcohol environment is changing

Then



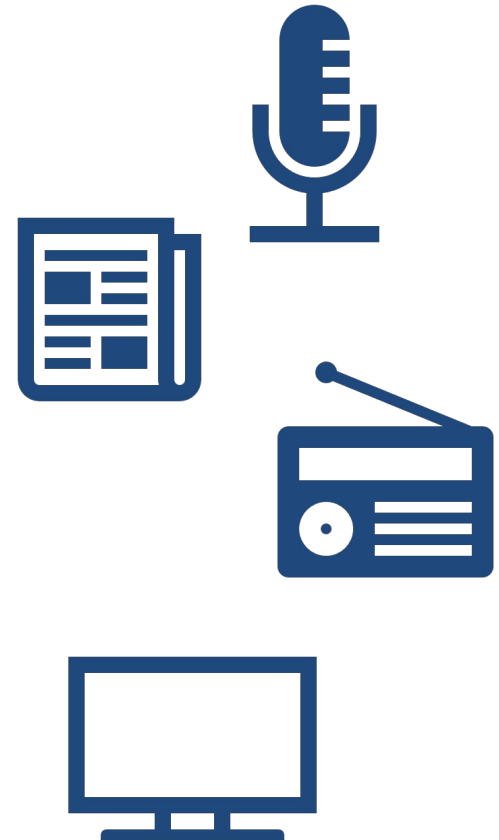
Now





Alcohol marketing

- Widespread across a range of locations and media
- Fewer restrictions than tobacco
- Alcohol industry spends nearly **29%** of marketing budget on promoting sales at retail outlets



Oregon Retail Assessments

- Historical focus on the tobacco retail environment
- Included experimental alcohol questions in 2018 retail assessment



Methodology

20,000 Alcohol retailers in Oregon

3,000 Tobacco retailers in Oregon
(minor accessible)

2,000 Retail assessments completed

Alcohol vs. Tobacco Retailers



Retail assessment teams

- OHA trained and partnered with teams consisting of:
 - Local health department staff
 - Nonprofit organizations
 - Tribes and community volunteers
- The assessment included retailers in every Oregon county
- A standardized assessment tool was used to collect data



Standardized assessment tool created with county partners

Alcohol products	Beer	Wine	Malt Liquor (Unflavored)	Alcopop or Wine cooler	Hard Cider
16. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
17. Any ads INSIDE?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
18. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
19. Any large product displays visible from entrance?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
20. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
21. Any school affiliations or university cross-promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Optional Questions					
22. (Optional): Any alcohol displays aligned with sports or outdoor activities?	<input type="checkbox"/> Yes	<input type="checkbox"/> No			
23. (Optional): Visible information provided with help for problem gambling?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sold here		
24. (Optional): Self-service lottery machines within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sold here		
25. (Optional): Kratom sold here?	<input type="checkbox"/> Yes	<input type="checkbox"/> No			
26. (Optional): Any ALCOHOL paraphernalia?	<input type="checkbox"/> Yes	<input type="checkbox"/> No			

What was assessed?

University
co-branding



Near toys
or candy



Sports or
outdoor
activities

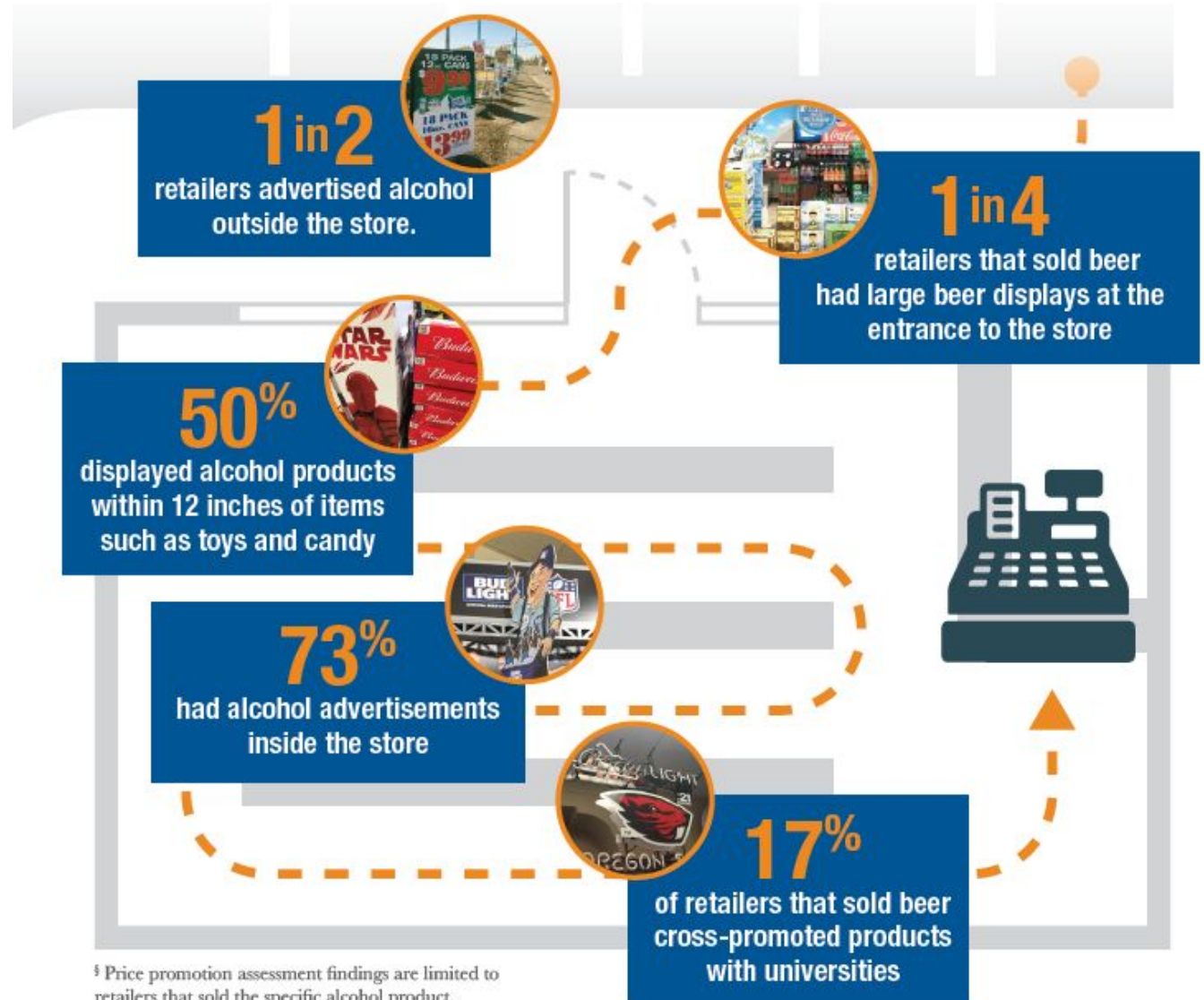


Large
displays





The alcohol industry advertises heavily in Oregon stores



Price promotions

One way alcohol use is promoted is through price promotions that making products cheaper to encourage consumption.



- **54%** of retailers had price promotions
- **31%** had price promotions for sweet alcoholic sodas (“alcopops”)
- **24%** had price promotions for malt liquor

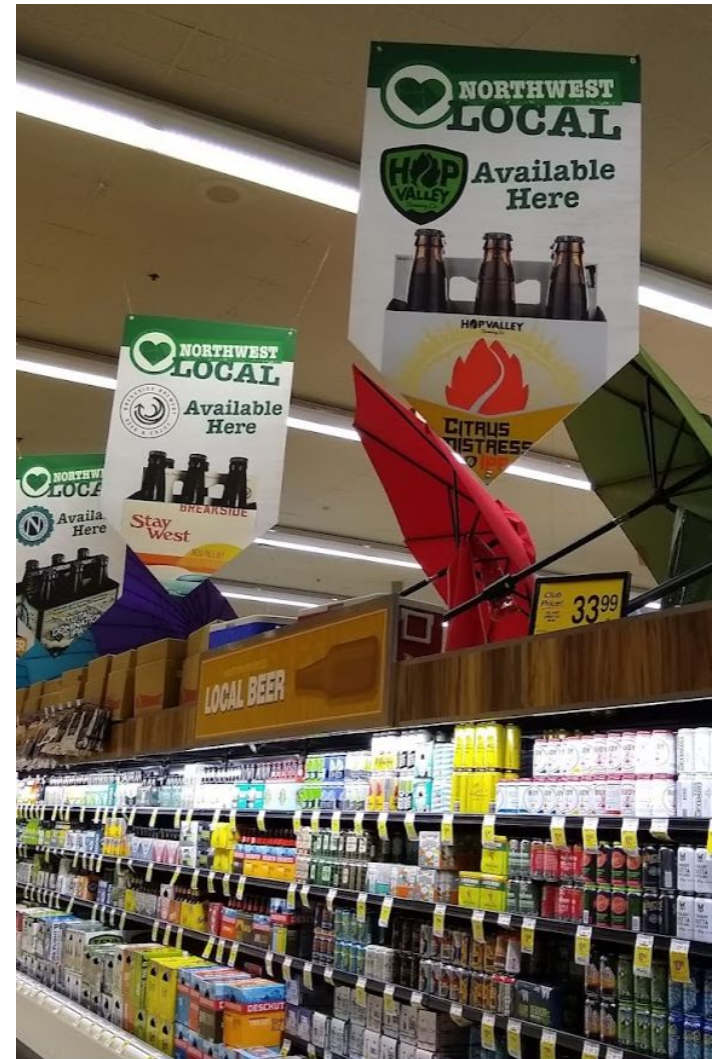
Targeted Alcohol Marketing

“Alcopop” widely available in retail stores

- Flavored, appeals to youth
- Available at more than 4 out of every 5 retail outlets assessed

Malt liquor

- Also has sweeter or more neutral flavor
- Heavily marketed to African American, Native American and Hispanic communities



State report & county fact sheets



<https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/HPCDPCO/NNECTION/Pages/alcohol-retail-report.aspx>

Multnomah County Alcohol Marketing Snapshot

County Alcohol Assessment Overview

Across Oregon, teams visited nearly 2,000 grocery stores, convenience stores, gas stations, pharmacies and other retailers. All retailers assessed sold tobacco and allowed youth under 18 to shop in their stores.

Findings on Alcohol Marketing and Advertising in Multnomah County

In Multnomah County, survey teams assessed 221 tobacco retailers that sold alcohol.



4 in 9 advertised alcohol products outside the store



85 percent sold sweet, flavored alcohol products (i.e., alcopops)



54 percent sold alcohol products within 12 inches of toys and candy



5 in 9 offered price promotions on alcohol products

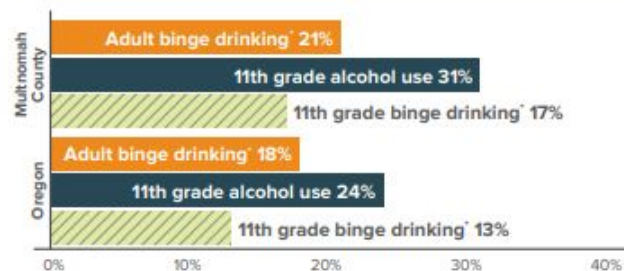


9 percent of retailers that sold beer cross-promoted products with universities

To Find Out More, Check Out the Resources Below:

1 "Self-Regulation in the Alcohol Industry: Report of the Federal Trade Commission (March 2014)," n.d., 134. <https://www.ftc.gov/reports/self-regulation-alcohol-industry-report-federal-trade-commission>
2 Oregon Health Authority. Oregon Behavioral Risk Factor Surveillance System (BRFSS), 2017. <https://www.oregon.gov/oha/ohds/brfss/>

Alcohol Use Among Adults (2018) and Youth (2019)^{2,6}



* Binge drinking is consuming five or more drinks for men, or four or more drinks for women, on one occasion within the past 30 days.

Countering Alcohol Marketing and Advertising

Communities can take steps to limit youth access to alcohol and reduce excessive drinking by changing the rules for where and when alcohol can be sold.

- **Zoning and Business Licensing Restrictions** – Zoning restrictions can limit the number of retailers in an area, require a minimum distance between retailers or prohibit retail locations near schools or other areas youth frequent.
- **Sales Restriction Policies** – Limiting the hours or days when alcohol can be sold is another tool that may be applied to bars, restaurants, retail stores or liquor stores.

For more information from OHA about alcohol and how it impacts Oregon:

- Visit <https://www.oregon.gov/oha/PH/diseaseconditions/chronicdisease/HPCDPconnection/pages/alcohol-retail-report.aspx>
- Read the Statewide Tobacco Retail Assessment

"My big takeaway was I thought it was important that we did the retail assessment. It made us more knowledgeable of what is being sold in the retail environment. Some youth see this environment all the time and this is their normal routine. It made me more aware of what was being shown at the grocery store. I now cannot look at the store environment the same."





Thank you!

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