

Got Data? Now

What?

Framing data that speak to your audience

September 15, 2022



**Center for Advancing
Alcohol Science to Practice**

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

None

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Center for Advancing
Alcohol Science to Practice



Welcome



Center for Advancing
Alcohol Science to Practice

Center Team



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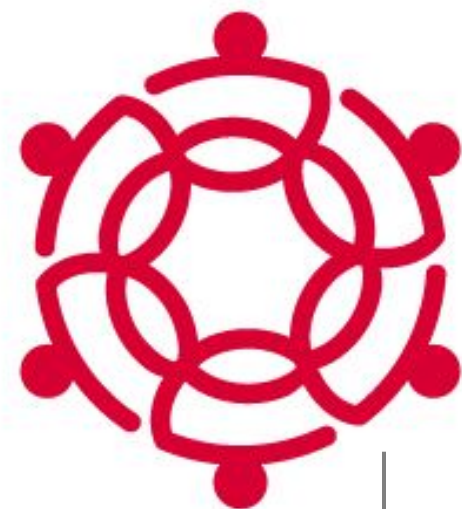


Center for Advancing
Alcohol Science to Practice

Agenda

- Welcome and introductions
 - Who we are
- Crafting your message: The Values Sandwich
 - Let's practice: A Case Study
 - Where to go from here?





Center for Advancing Alcohol Science to Practice



**Alcohol science for
the community good.**

We build the capacity of communities to use alcohol science for healthy, safe, and equitable neighborhoods through evidence-based, population-level strategies.

We offer community and state partners technical assistance (TA) to **move toward the policy solutions that science shows make lasting change to reduce excessive alcohol use**, such as the strategies in the CDC's Community Guide.

Our Approach



Amplify resources and increase capacity

- Build strategic partnerships through primary and secondary relationships
- Magnify new resource opportunities to communities
- Facilitate resource assessments



Deliver training and technical assistance

- Engage content-specific experts to assist local and state efforts
- Offer one-on-one assistance
- Deliver webinars and workshops



Enhance access to the science

- Develop translational tools including fact sheets, white papers, and issue briefs
- Develop webinars highlighting evidence to action



Support translation of effective strategies into public health practice

- Inform effective and sustainable community change
- Provide and promote greater awareness of evidence-based approaches



Our Approach



Amplify resources and increase capacity

- Build strategic partnerships through primary and secondary relationships
- Magnify new resource opportunities to communities
- Facilitate resource assessments

Partnership Council		
American Public Health Association - ATOD Section	Council of State and Territorial Epidemiologists	National Liquor Law Enforcement Association
American Society of Clinical Oncologists	Consumer Federation of America	Network for Public Health Law - Eastern region
CADCA	National Alcohol Beverage Control Association	Prevention Technology Transfer Center Network
ChangeLab Solutions	National Association of Counties	US Alcohol Policy Alliance
American Institute for Cancer Research		

Our Approach



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The Guide to Community Preventive Services

The Community Guide recommends several prevention strategies for excessive drinking

- Based on systematic reviews of the scientific literature
- Interventions selected based on potential public health impact
- Most are directed toward the general population

Recommendations made by the Community Preventive Services Task Force

- Independent, nonfederal, volunteer body of experts in public health and prevention research, practice, and policy
- Based on strength of scientific evidence

Evidence-Based Strategies to Reduce Excessive Drinking

www.thecommunityguide.org/alcohol













WHAT WORKS Excessive Alcohol Consumption *Evidence-Based Interventions for Your Community*

CPSTF FINDINGS ON EXCESSIVE ALCOHOL CONSUMPTION

The Community Preventive Services Task Force (CPSTF) has released the following findings on what works in public health to prevent excessive alcohol consumption. These findings are compiled in The Guide to Community Preventive Services (The Community Guide) and listed in the table below. Use the findings to identify intervention strategies you could use for your community.

Legend for CPSTF Findings: Recommended Insufficient Evidence Recommended Against (See detailed description on the next page.)

INTERVENTION	CPSTF FINDING
Dram shop liability	
Electronic screening and brief intervention (e-SBI)	
Enhanced enforcement of laws prohibiting sales to minors	
Increasing alcohol taxes	
Maintaining limits on days of sale	
Maintaining limits on hours of sale	
Overservice law enforcement initiatives	
Privatization of retail alcohol sales	
Regulation of alcohol outlet density	
Responsible beverage service training	

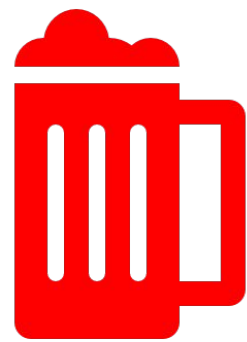
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Responsible beverage service training	

What does the evidence base tell us?

Policies that ***reduce*** the availability and affordability of alcohol are associated with...



REDUCED



Overall and
excessive drinking



Motor vehicle
crashes



Violence



Sexually
Transmitted
Infections



Chronic disease
incidence



Alcohol also contributes to harm to people other than the drinker



Physical, sexual, and psychological violence



Property crimes



Social disorganization



Harms to fetuses from drinking by pregnant people



Financial harms



Earlier age of initiation of drinking and increased frequency among youth in the same household



Crashes involving other drivers



Child neglect and maltreatment



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The VALUES Sandwich



VALUES

**Problem
and
Solution**

VALUES



Crafting Your Message

Problem and Solution

What is the problem?

What is the solution?

What actions are you going to take?

Values

Who has the power to make that change?

Who must be mobilized to apply the necessary pressure?



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Winding River State Prevention Coalition

- You are the head of The Winding River State Prevention Coalition
- Your coalition is funded by grants that have a heavy emphasis on underage drinking prevention
- Your primary goals are to:
 - A) Reduce underage drinking
 - B) Increase # of stakeholders involved with your coalition



What is the Problem?



VALUES

Problem
and
Solution

VALUES



National Data Sources

- Alcohol Related Disease Impact (ARDI) Application
- Alcohol Policy Information System (APIS)
- Youth Risk Behavior Surveillance System (YRBSS)
- Behavioral Risk Factor Surveillance System (BRFSS)
- CDC PLACES



Get Creative with Data

- "Enough alcohol was consumed by college students to fill 3,500 Olympic-size swimming pools, about one on every campus in the United States."
- "The number of high school students who currently drink alcohol could fill our local auditorium"



Winding River State Prevention Coalition Data

- **17%** of high schoolers in your state start drinking before the age of 13 (15% is national average)
- **15%** of high schoolers in your state have engaged in binge drinking in the past 30 days (13.7 % is national average)
- **20%** of motor vehicle crashes in your state that result in death involve at least one intoxicated driver (33% is national average)
- A recent analysis reveals that excessive drinking costs your state **\$5.7 billion** annually (these costs come from healthcare costs, workplace productivity losses, collisions, criminal justice charges)
- A COVID survey reports that adult drinking rates in the town increased by **15%** since April 2020

What is the Solution?



VALUES

Problem
and
Solution

VALUES



Winding River State Prevention Coalition Planning



Increasing
alcohol taxes



Limits on
days and hours
of sale



Enhanced
enforcements

*Discuss the policy options for the Winding River
State Prevention Coalition*



Winding River State Prevention Coalition Planning



**Increasing
alcohol taxes**





Increasing Alcohol Taxes

- Strong and consistent evidence of intervention effectiveness
- Increasing price by 10% has been shown to reduce overall alcohol consumption by about 7%
- Impact is proportional to the size of the tax increase
- Alcohol taxes also reduce youth drinking, in part through their effects on adult drinking
- Examples: reviewing prices in relation to level of inflation and reporting findings; avoiding price promotions, drink discounts, etc.



Getting to Values



VALUES

Problem
and
Solution

VALUES



Winding River State Prevention Coalition Planning

Who are the stakeholders you want to reach?



Winding River State Prevention Coalition Planning



Legislators



*Mental Health
Groups*



*Healthcare
Professionals*



Getting to Values



VALUES

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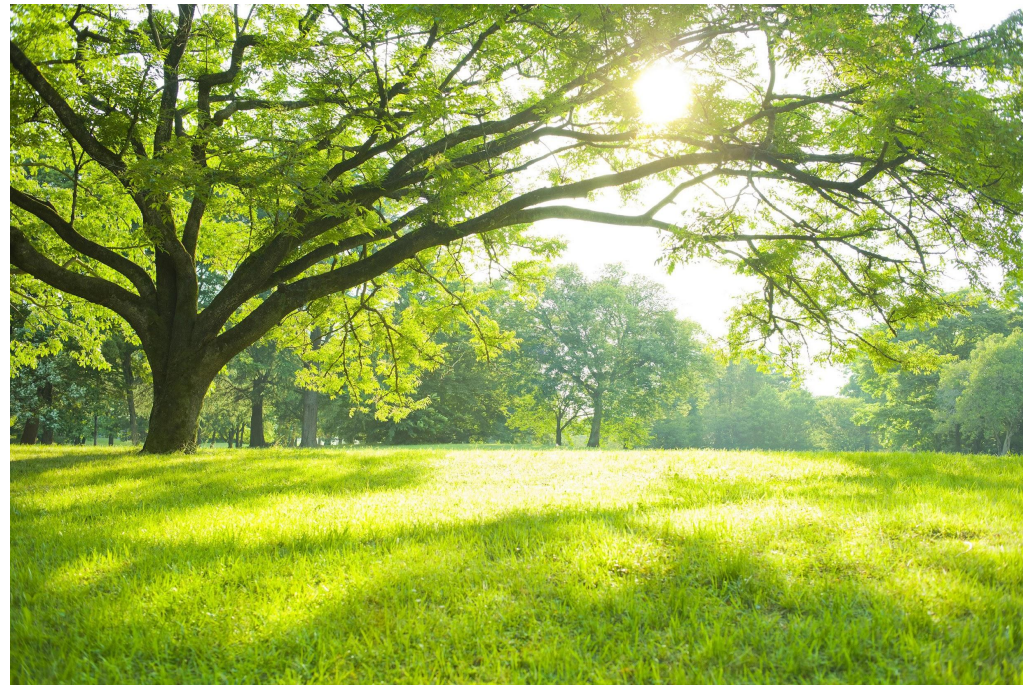


What do we mean by VALUES?

- What does your audience care about?
- What motivates them?
- What will make them act?



Values that CONNECT:



Stakeholder Values Discussion

- Legislators who are worried about economic recovery post-COVID-19 and generating revenue
- Mental Health Groups, particularly suicide prevention groups
- Medical professionals, particularly those that are family doctors and pediatricians

What are the values of your assigned stakeholder?



Winding River State Prevention Coalition Planning



Legislators

Who are
worried about
economic
recovery
post-COVID-1

9



Mental Health Groups

Particularly
suicide
prevention
groups



Healthcare Professionals

Particularly
those who are
family doctors
and
pediatricians



Stakeholder Values Discussion

- Legislators who are worried about economic recovery post-COVID-19
 - Economics
 - Re-election
- Mental Health Groups – particularly suicide prevention groups
 - Community Health and funding for services
- Medical professionals - particularly those that are family doctors and pediatricians
 - Medical Model and health of every patient, and preventative care



The VALUES Sandwich



VALUES

**Problem
and
Solution**

VALUES



Building Your Values Sandwich

***Using the values sandwich,
work as a team to frame the
message to your
specific stakeholder***



Building Your Values Sandwich: Share with the Group

- Who was your stakeholder and what were their values?
- What message did you craft?



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Contact us for Resources

Info@alcoholsciencetopractice.org



Sign Up for Our Mailing List





Get in touch!



Learn more, access resources and sign up for updates at our new website:

alcoholsciencetopractice.org



Email us at
info@alcoholsciencetopractice.org
to find out more and how we can help you get there.



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Questions?



Thank you!

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