



Building Momentum to Prevent Alcohol Advertising on Public Property

**CADCA National Leadership Forum
February 2014**



Alcohol Justice

- Founded in 1987
- Formerly known as The Marin Institute
- Helped build the “Environmental Prevention” approach
- Evidence-based public health
- Focus on advertising, products, price and political power of industry

Advertising Policies

Alcohol Justice surveyed alcohol advertising policies of 32 major metropolitan transit agencies and city departments that control advertising in the U.S. and California.



An Alcohol Justice Report | October 2013

ALCOHOL JUSTICE
The Industry Watchdog

Why Alcohol Advertising Matters

- Reducing youth exposure to alcohol advertising on public property is an important goal for policy action.
- Exposure to alcohol ads influences youth to start drinking earlier and to drink more, and leads to alcohol-related problems later in life.



Big Alcohol, Out-of-Home, & Transit Advertising

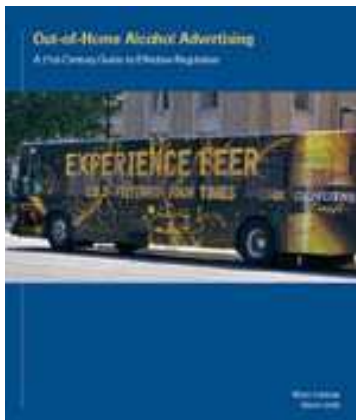
- Out-of-home advertising includes traditional billboards, digital billboards and signs.
- Alcohol corporations, have created industry self-regulatory guidelines for alcohol advertising.
- A 2008 study found that 37% of alcohol ads in Los Angeles were located within 500 feet of a school, despite the industry self-regulatory code.

Findings

- Of the 32 agencies and local governments surveyed, eighteen explicitly ban alcohol advertising. Fourteen agencies clearly allow alcohol ads.
- Economic necessity was cited by each agency as justification for allowing alcohol advertising..
- Economic justifications do not stand up to scrutiny, alcohol advertising revenue was less than 1% of the total annual operating revenue for the city or agency allowing alcohol ads.

Alcohol Justice Resources/Reports

<http://alcoholjustice.org/resources/reports.html>



**These Bus Ads Don't Stop for Children:
Alcohol Advertising on Public Transit**



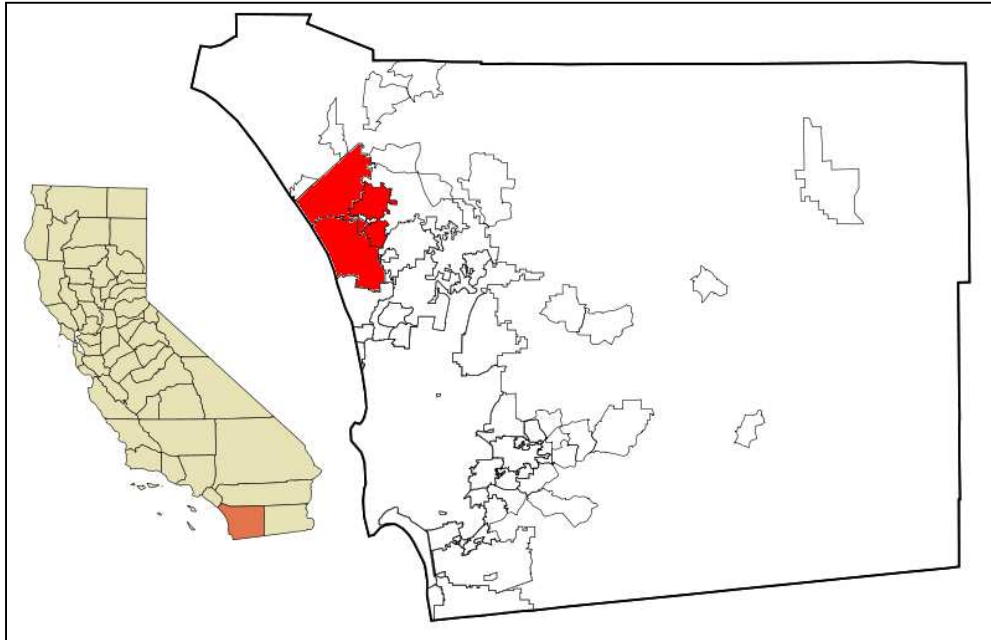
**Out-of-Home Alcohol
Advertising: A 21st Century
Guide to Effective Regulation**
Released April 2009

alcoholjustice.org

ALCOHOL
JUSTICE

ALCOHOL
JUSTICE

North Coastal Prevention Coalition



NCPC serves the North Coastal cities of Carlsbad, Oceanside and Vista in San Diego County, representing a primarily suburban population of over 350,000.

NCPC efforts focus on community level changes to impact substance abuse issues (including access, availability, and community norms).

Vista Community Clinic has served as the fiscal agent for NCPC grants and contracts since 1998.



SD County Prevention Initiatives

NCPC/VCC is one of six regional prevention collaboratives funded by the County of San Diego through a contract to focus on the County's four prevention initiatives:

- Binge and Underage Drinking Initiative
- Methamphetamine Strike Force
- Marijuana Prevention Initiative
- Prescription Drug Task Force



NCPC Mission

The mission of the North Coastal Prevention Coalition is to reduce the harm of alcohol, tobacco, marijuana and other drugs in the cities of Carlsbad, Oceanside and Vista through community **action, education, support and collaboration.**



NCPC Vision

All residents and the public and private sectors of Carlsbad, Oceanside, and Vista are empowered to create healthy communities free from problems associated with alcohol, tobacco, marijuana and other drugs.

NCPC Awards

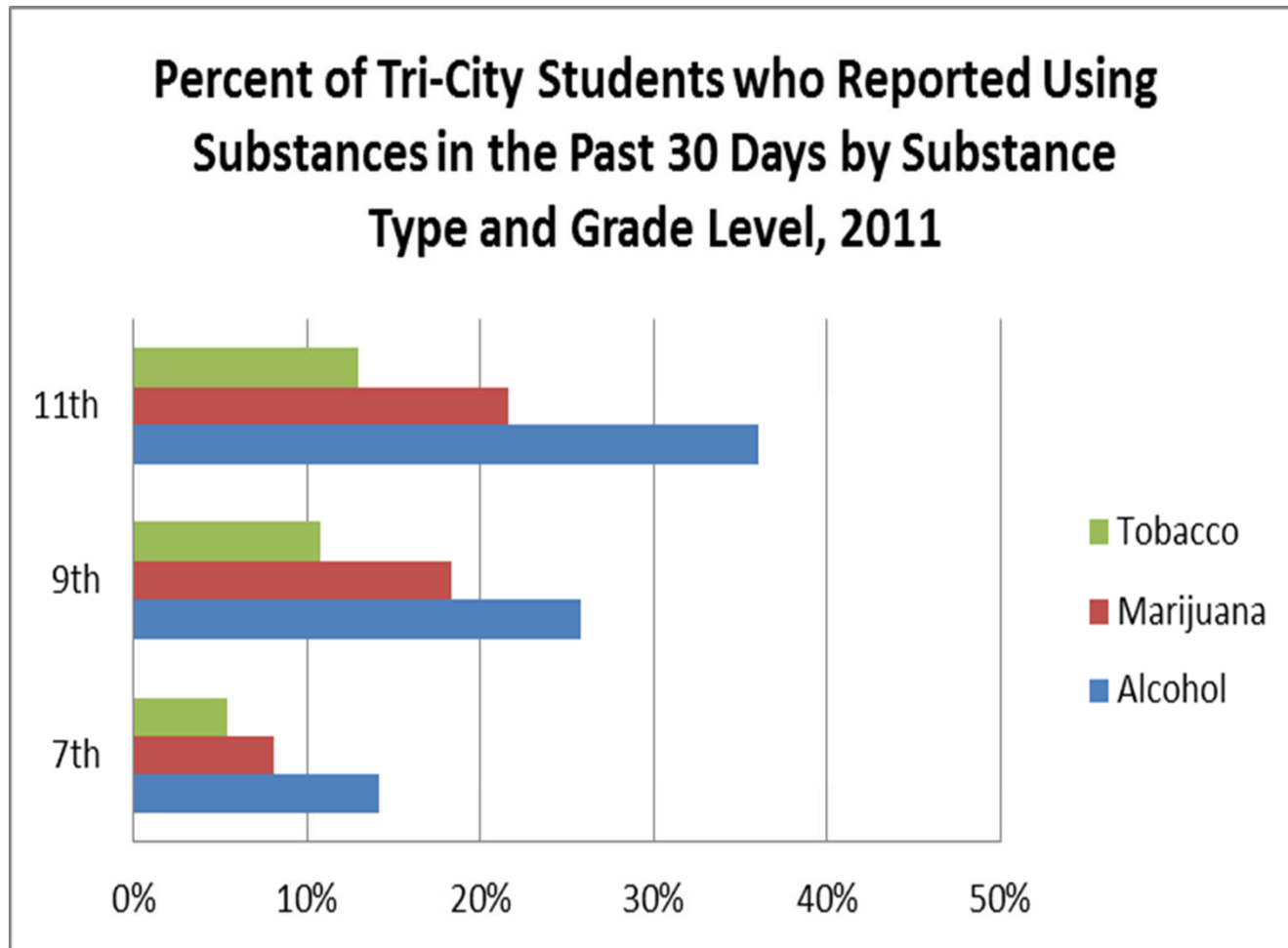


NCPC was selected as the 'Got Outcomes!' Coalition of Excellence in 2008 by Community Anti-Drug Coalitions of America (CADCA), and received the National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices, and Policies in 2010 from the National Prevention Network.



**National Exemplary Award for
Innovative Substance Abuse
Prevention Programs, Practices,
& Policies**

Alcohol is the Most Abused Drug



Advertising Impacts



Bud Light— “As good as the blonde who’s looking at you.”

At least two dozen research studies have found that youth exposure to alcohol marketing can increase the likelihood that young people will start drinking alcohol earlier, and, if they already consume alcohol, that they will drink more.

Digital Billboards



“...with new and ever-increasing types of advertising exposing people of all ages, now is the perfect time for new restrictions on alcohol advertising.” (*Marin Institute, March 2009*).

Vista's Digital Billboard Proposal



Depiction of proposed digital billboard in Vista on 78 westbound near Sycamore.

- Construct 2 digital billboards on land owned by the City of Vista along State route 78 freeway for public messages and revenue generating messages
- Negotiating with CBS Outdoor
- Estimated to bring in up to \$400,000/year to the City
- Tobacco advertising already prohibited by national Master Settlement agreement
- City added restrictions on sexually oriented businesses and illegal activities

The Beginning

- **January 2013** – City Council presented with staff report on digital billboard proposal as revenue generating program
- **March 12, 2013** – Council discussed issue; NCPC recommended including prohibition on alcohol advertising
- **March 14, 2013** – NCPC celebrated 20 years of service; 3 Vista councilmembers attended event
- **March 15, 2013** – Sent follow-up letter to council members sharing data on impacts of advertising on underage drinking

NCPC Information Gathering

- What did the research say?
- What were the City's goals and priorities?
 - What did others think?
 - Who else cared?

NCPC Staff Role

- Research and data from Alcohol Justice
 - Local data on alcohol impacts
 - Developed local issue brief
 - Developed local survey
- Presented at various settings

Vista's General Plan Updated in 2011

For the first time, Vista included a 'Healthy Vista Element' in the General Plan:

“...because of an alarming increase in certain health risk factors over the last three decades, there is a new urgency to involve all levels of government in promoting improved public health. The Healthy Vista Element... demonstrates the city's awareness of the role local governments can have in improving public health and promoting healthier residents by taking a leadership role in making community health and wellness priorities.” (page 5-2)

The 'Healthy Vista Element' includes several policy goals, including:

HV Policy 1.11: “Strive to reduce problems associated with alcohol and drug abuse when developing or altering programs, policies, and practices.” (page 5-5)



Issue Brief – in English and Spanish



Serving the communities of Carlsbad, Oceanside, and Vista to reduce the harm of alcohol, tobacco, marijuana and other drugs.
June 2013



Alcohol Advertising on Digital Billboards— How local regulations can prevent youth exposure

Background

As cities across the country have faced a struggling economy and been forced to make significant cuts to programs and services, many are looking at new ventures to raise revenue without increasing fees or taxes. One such venture is to partner with outdoor advertising companies to build digital billboards on public land and share in the revenue.

The cities of Oceanside and Vista are currently pursuing agreements to build digital billboards along the 78 and I-5 freeways (2 in Vista and 4 in Oceanside). These agreements will likely be voted on by council in the coming months.

While there are many concerns about digital billboards in general (visual blight, driver distraction, energy waste, etc.) the North Coastal Prevention Coalition (NCPC) has not taken a position on digital billboards in general. However, as advertising technology continues to develop and expand, NCPC is very concerned about the impact and influence these ads could have on underage drinking, since alcohol is the drug of choice for teens and young adults.



Digital billboards may increase youth exposure to alcohol advertising if local agencies do not impose restrictions.

At the time of this publication, the City of Oceanside is drafting agreements with outdoor advertising companies to prohibit alcohol advertising, while the City of Vista would allow alcohol ads.

What Do Other Public Agencies Do?

When public agencies own the property on which advertising will be constructed and displayed, they are able to control the location, design, and operation, as well as the content and appearance of the messages displayed.

Tobacco advertising on billboards is already prohibited as part of the master settlement agreement between the tobacco industry and State governments. Many government agencies also prohibit alcohol advertising on public property, including:

- North County Transit District
- San Diego Metropolitan Transit System and Los Angeles Metro
- City of Sacramento digital billboards (4 built in 2010)
- Philadelphia, PA (in every contract on City owned or controlled property)



Depiction of proposed digital billboard in Vista on 78 westbound near Sycamore.

Communities Bear the Costs of Underage and Binge Drinking

Alcohol is the number one drug of choice for youth and adults. Underage drinking cost the citizens of California \$6.8 billion in 2010, according to the Pacific Institute for Research and Evaluation. In addition:

- Alcohol is associated with the leading causes of death for teens and young adults, including motor vehicle crashes, homicide, suicide and unintentional injury.
- Young people who begin drinking before age 15 are four times more likely to develop alcohol dependence and five or more times as likely to experience alcohol-related injuries than those who wait until age 21.
- Over 1,800 people were injured or killed in drunk-driving crashes in 2009 in San Diego County.
- Over 15,500 people were arrested for DUI in San Diego County in 2011.
- Half of assault/homicide victims admitted to trauma centers in San Diego County tested positive for alcohol (2010).
- Alcohol is an estimated \$116 billion-per-year industry in the U.S., and underage drinkers are responsible for 20% of all alcohol consumed and for 19% (or \$22.5 billion) of alcohol industry revenues.



Should public agencies earn profits from alcohol advertising given the tremendous social costs of alcohol on communities?

Alcohol Advertising and Underage Drinking

At least two dozen research studies have found that youth exposure to alcohol marketing can increase the likelihood that young people will start drinking alcohol earlier, and, if they already consume alcohol, that they will drink more.

"The scientific evidence is clear that the more ads kids see, the more likely they are to drink, and drink to excess. As a result, restrictions on alcohol advertising that reduce underage exposure to all alcohol advertisements are more effective than only restricting advertisements that may appeal to kids. Additionally, with new and ever-increasing types of advertising exposing people of all ages, now is the perfect time for new restrictions on alcohol advertising." (*Out-of-Home Alcohol Advertising, A 21st-Century Guide to Effective Regulation*, Marin Institute, March 2009).

Promoting Public Health

Many public agencies acknowledge a strong connection between policy decisions and public health outcomes. In fact, the City of Vista incorporated a Healthy Vista Element in 2011 when updating their General Plan with the purpose, **"to incorporate health considerations into the City's policies, programs, decisions, and development activities, and to acknowledge and strengthen the relationship between planning decisions and public health outcomes"** (p. 5-3). Community residents rely on public officials to implement policies that improve public health.



Bud Light— "As good as the blonde who is looking at you."

Our Mission

The mission of the North Coastal Prevention Coalition (NCPC) is to reduce the harm of alcohol, tobacco, marijuana, and other drugs in the cities of Carlsbad, Oceanside and Vista through community action, education, support and collaboration.

North Coastal Prevention Coalition
c/o Vista Community Clinic, 1000 Vale Terrace, Vista, CA 92084
760.631.5000 x7174
www.northcoastalpreventioncoalition.org

**funded in part by the County of San Diego, HHS, Behavioral Health Services*

Public Input Survey



Does Alcohol Advertising Belong on City Land?

WHAT DO YOU THINK?

- ☐ **NO**—Alcohol advertising **should NOT** be allowed on digital billboards on City land.
- ☐ **YES**—Alcohol advertising **should** be allowed on digital billboards on City land.
- ☐ **Vista Resident** ☐ **Oceanside Resident**

COMMENTS (optional):

CONTACT INFO (optional):

Name: _____
Age: _____ Email: _____

BACKGROUND:

The cities of Oceanside and Vista are planning to put digital billboards on City land along the 78 and 5 freeways to raise money.

Tobacco advertising on billboards is banned because of the Master Settlement Agreement with the tobacco industry, but there is not a final decision about alcohol advertising. Each city will make their own rules.

CONCERNS:

- Alcohol is associated with the leading causes of death for teens and young adults (motor vehicle crashes, homicides, and suicides.)
- Over 1,800 people were injured or killed in drunk-driving crashes in 2009.
- Over 15,500 people were arrested for DUI in San Diego County in 2011.
- *Research indicates that, in addition to parents and peers, alcohol advertising and marketing have a significant impact on youth decisions to drink.* (Center on Alcohol Marketing and Youth, camy.org/factsheets)
- Alcohol advertising along the freeways is impossible to 'turn-off' or avoid, unlike television or magazine ads.

- Administered at community events, meetings, presentations, schools, etc.
- Collected over 350 from various age groups

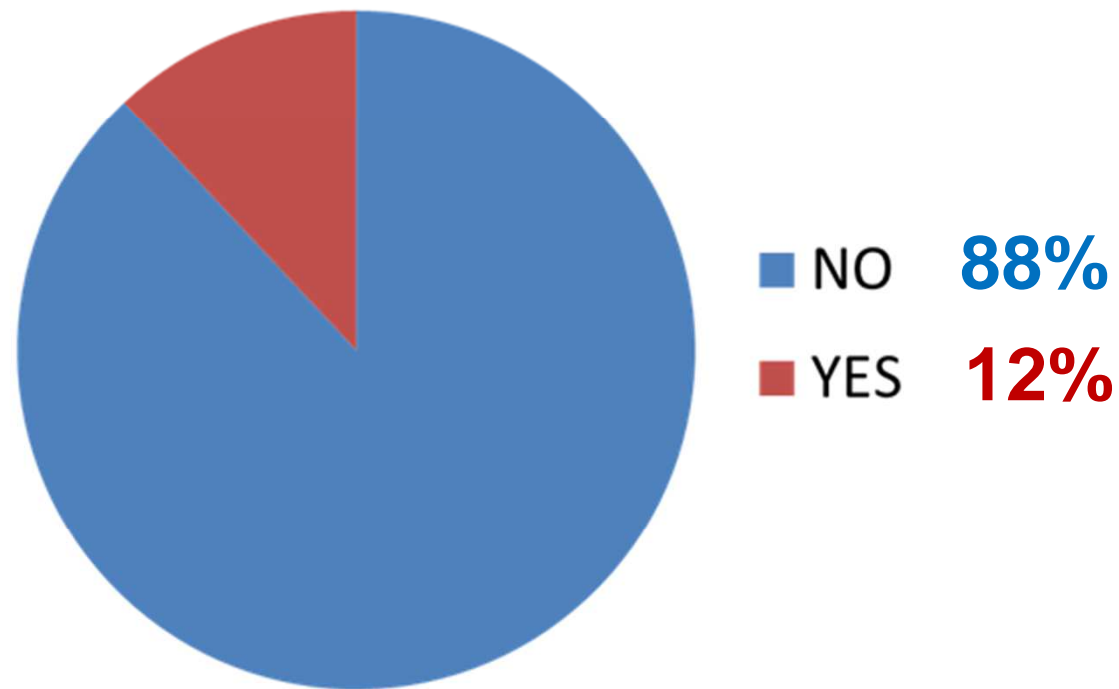


Vista Community Clinic serves as the fiscal agent for NCPC grants and contracts. Funded in part by the County of San Diego, HSA, Behavioral Health Services. Visit www.northcoastpreventioncoalition.org or call 760-631-5000 x7174



Public Opinion Findings

Does Alcohol Advertising Belong on City Land?*



***Based on over 350 surveys collected in Vista and Oceanside (as of 7/17/13).**

Public Comments on Survey

- Alcohol is a drug and should not be advertised on digital billboards on city land.
- We do not want alcohol and tobacco advertising in our city.
- Government offices should not promote alcohol consumption.
- No, because it influences adolescents to drink underage.
- I'm against the ads and I view it the same way as the tobacco industry.
- Alcohol sells itself; it does not need to be advertised.
- I don't like it when my daughter asks me what that is.
- Alcohol is the leading cause of injury to consumers and non-consumers.
- Think about the children!
- No, because it contributes to driving drunk.
- Very good to prevent.

The Middle

- **April 2013** – Scheduled follow-up meetings with council members to share research, public opinion, and local data
- **May 2013** – Meeting with City staff and representatives from CBS Outdoor
- **May 2013** – Follow-up meeting with CBS Outdoor and NCPC Board President
- **June 13, 2013** – NCPC Board votes to advocate against alcohol advertising on public property

NCPC Community Outreach

- Presentations to various groups
 - Meeting with resident group opposed to digital billboards
- Outreach to encourage public involvement and attendance at City workshop

City Schedules Public Meeting



You Are Invited to a Neighborhood Meeting on the City of Vista's Proposal for Digital Message Boards

- MEETING DATE:** Tuesday, July 9, 2013
- TIME(s):** 4 pm & 6 pm (Meeting presentations will be the same at each meeting)
- MEETING LENGTH:** One hour
- LOCATION:** Vista Civic Center in the Morris B Vance Community Room
200 Civic Center Drive, Vista, 92084
- Please RSVP:** To one of the two meetings to the City of Vista's
Economic Development Department Office.
P: 760-639-6165 or E: edinfo@cityofvista.com



City Cancels Public Meeting

Subject: Digital billboard meeting cancellation

On behalf of the North Coastal Prevention Coalition, we were disappointed to learn that you have canceled your neighborhood meetings regarding digital billboards scheduled for 7/9. We had informed several groups and individuals about the meeting and are unable to reach all of them to inform them of the cancellation. I will plan to still be there in the event that others show up.

Given that the proposed digital billboards are estimated to impact 131,000 drivers daily, we feel a public meeting focused only for nearby residents is extremely narrow. Expecting residents to RSVP for a public meeting may also be problematic. Over 45% of Vista's population is of Hispanic origin, where RSVP'ing is not a common cultural response.

I hope you will schedule a future workshop with expanded public notification and opportunities for public input. I look forward to hearing from you.

Thank you for your time and consideration.

Respectfully,

Aaron J. Byzak, MBA, FACHE
President
North Coastal Prevention Coalition



Using the Media – NCPC Op-Ed

San Diego Union Tribune – Friday, July 12, 2013

LIQUOR ADS BAD CHOICE FOR PUBLIC REVENUE STREAM

AARON BYZAK

Cities across the country face shrinking tax bases, forcing municipalities to get creative and monetize every asset possible without raising new taxes or fees.

The latest public revenue stream: partnerships with outdoor advertising companies to build digital billboards on public land and share in the revenue.

The city of Vista caught on to this idea and plans to move forward a proposal for two digital message boards on state Route 78, which sees about 181,000 average daily vehicle trips. The boards would face

well as the content and appearance of the messages.

Recently, the Los Angeles Public Safety Committee moved forward a proposal to ban alcohol ads from city-owned or -controlled property.

Alcohol Justice, an advocacy organization, and the Los Angeles Coalition to Ban Alcohol Ads on Public Property noted in a report to city officials that alcohol is the No. 1 drug of choice among youth of all ages.

According to the Los Angeles County Department of Public Health, alcohol-related crashes,

the Pacific Institute for Research and Evaluation.

Alcohol is an estimated \$116 billion-per-year industry in the United States. Underage drinkers alone are responsible for 20 percent of all alcohol consumed and 19 percent, or \$22.5 billion, of alcohol-industry revenues.

Locally, more than 15,500 drivers were arrested for driving under the influence in San Diego County in 2011, and alcohol contributed to the injury or death of more than 1,800 residents in 2009.

As with tobacco advertising, at least two dozen

North County Transit District, the San Diego Metropolitan Transit System, the Los Angeles Metropolitan Transportation Authority, the city of Sacramento (for digital billboard agreements) and the city of Philadelphia.

Clearly, localities can foster a strong connection between policy decisions and public health outcomes. Vista demonstrated a similar commitment by incorporating a "healthy Vista" element in 2011 when it updated its General Plan — receiving the support of the drug- and alcohol-prevention community.



NCPC Scheduled Community Meeting



- **July 31, 2013 at the Vista Library**
- **Provide opportunity and encourage public discussion and involvement**
- **Announced in multiple media outlets**
- **Facilitated by NCPC President**
- **Presentation by Alcohol Justice Board member**

City of Vista Website – 7/31/13

Proposed Digital message Board Program

The City was proposing to place two, two-sided digital message boards along SR 78. Both message boards would have been placed on the north side of the highway, on City-owned land. On January 8, 2013 and March 12, 2013, a [City Council majority gave direction](#) to have staff move forward with negotiations with CBS Outdoor on this digital message board program.

UPDATE JULY 31, 2013

The City of Vista will not be moving forward with the Digital Message Boards project.

Media Coverage of Community Meeting

The Coast News, Friday, August 2, 2013

Vista won't pursue electronic billboards along state Route 78

Cost of EIR cited as one of the reasons why

By Ian Brophy

VISTA — City Councilmember Cody Campbell announced that a proposal to put up electronic billboards in Vista had been terminated, at an NCPC (North Coast Prevention Coalition) sponsored community meeting on Wednesday at the Vista Library.

Campbell, a former NCPC member, said the proposal to construct electronic billboards on city property along state Route 78 in order to raise revenue has been canceled because an Environmental Impact Report was too expensive.

The Environmental Impact Report would cost approximately \$150,000 according to Campbell, but he said that is not the only reason the proposal had been called off.

"We have received a lot of negative public comments regarding the billboards," Campbell said. "There is a lot of tension in the communities that would be affected."

Aaron Byzak, president of the NCPC, was the host and main speaker during the com-



Councilmember Cody Campbell explains that the proposal to build electronic billboards on city property has been canceled. Photo by Ian Brophy

munity meeting. Byzak said he was happy to hear the proposal had been canceled, but was still concerned the proposal could be brought back to life.

"It seems to me that \$150,000 on a project that is supposed to make you \$300,000 to \$400,000 probably shouldn't be a barrier," he

said. "I think it's positive movement that the project is dying, but I am concerned that it could come back."

Byzak added the NCPC is not against the billboards, but is against the billboards advertising alcohol.

"Our organization is not

- City announcement of project cancelation made the morning of July 31, 2013

- With support from Alcohol Justice, moved forward with community meeting

- Nearly 40 people attended

- Voiced concerns regarding lack of public notice and input

The End...For Now...

[City Website] UPDATE JULY 31, 2013

The City of Vista will not be moving forward with the Digital Message Boards project.

...Staff received a proposal from the Environmental Consultant to prepare the EIR and **the estimated cost was a minimum of \$150,000. At this time there are not any funds budgeted in the current fiscal year for the EIR, which makes it cost prohibitive...**

The Digital Message Board program would have likely been the second largest single revenue source in the City's portfolio and would have helped the City sustain service levels to the public.



Case Study by Scenic America

Vista's billboard saga is a national example of the importance of environmental review.

Scenic America (one of the national organizations which submitted comments on the City's MND for the billboards proposed for SR 78) today posted a case study of the project on its website.

Check the link

at: <http://www.scenic.org/resources/case-studies/vista-the-importance-of-environmental-review>

Coalition to Ban Alcohol Ads On Public Property in L.A.

- The coalition has a diverse base: prevention, treatment, health, labor, LGBT, housing, faith and more.
- We banned alcohol ads on 6,000 bus benches in 2011
- Working to ban alcohol ads on all public property in L.A.



Recommendations

1. Transit agencies and cities that currently accept alcohol advertising should ban it.
2. Legislators should work to ban alcohol advertising on property that the government controls.
3. State legislators and Congress should pass legislation that requires transit agencies to adopt policies that ban alcohol advertising on transit property as a precondition of transportation funding.

Let's Ban Alcohol Ads on Public Property !



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