Advocating for Local Alcohol Policies

Oklahoma Prevention and Recovery Conference, November 2, 2017
NCPC Mission

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.
Managed and Supported by Vista Community Clinic

- Fiscal agent for NCPC grants and contracts since 1998
- National awards in 2008 and 2010
- Public Health Champion award in 2013
- County regional prevention contractor for 20+ years
Overview

- Alcohol: The Problem
- Alcohol outlet density and the science
- Applying the science at the local level:
  - Campaign examples including community organizing and media
- Q & A

*A special thanks to Diane Riibe and Cassandra Greisen for sharing their slides from SD Policy Panel meeting on 9/29/17.*
Alcohol and health

3.3 deaths million every year from harmful use of alcohol

Harmful use of alcohol causes

- 100% of fetal alcohol syndrome
- 100% of alcohol use disorders
- 22% of suicides
- 22% of interpersonal violence
- 15% of traffic injuries
- 50% of liver cirrhosis
- 30% of mouth and throat cancers
- 25% of pancreatitis
- 12% of tuberculosis
- 10% of colorectal cancer
- 8% of breast cancer
- 8% of heart disease
Impacts of Alcohol

- Motor Vehicle Crashes
- Suicides
- Alcohol
- Homicides
- Unintentional Injuries
ALCOHOL CONSUMPTION JUMPS AMONG U.S. ADULTS

BLOOMBERG NEWS

Americans are drinking more than they used to, a troubling trend with potentially dire implications for the country’s future health care costs.

The number of adults who binge drink at least once a week could be as high as 30 million, greater than the population of every state save California, according to a study published Wednesday in JAMA Psychiatry. A similar number reported alcohol abuse or dependency.

Between the genders, women showed the largest increase in alcohol abuse, according to the report.

“This should be a big wake-up call,” said David Jernigan, director of the Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health, who wasn’t involved with the research. “Alcohol is our No. 1 drug problem, and it’s not just a problem among kids.”

While underage drinking has declined in recent years, adult consumption increased across all demographics. The jump was also especially large for older Americans, minorities and people with lower levels of education and income.

The rise is “startling” said Bridget Grant, a researcher at the National Institute on Alcohol Abuse and Alcoholism and lead author of the paper. “We haven’t seen these increases for three or four decades.”

About 12.6 percent of adults reported risky drinking during the previous year in 2012-13, compared with 9.7 percent in 2001-02. Behavior was considered high-risk if people exceeded the government’s recommended limit for alcohol intake, set at four drinks in one day for women and five drinks for men, at least once a week.

That 3 percentage point increase may not seem like a huge jump, but given an adult U.S. population of about 250 million, it represents roughly 7 million more people binge drinking at least once a week.

The increase in alcohol abuse or dependence was even greater: Some 12.7 percent of respondents reported such behavior in the 2012-13 period, compared with 8.5 percent in 2001-02. That percentage increase is roughly equivalent to 10.5 million people at the current population. The surveys assessed abuse or dependence using standard guides, with questions like whether people had difficulty cutting down on drinking, or if they continued drinking even when it caused trouble with family and friends.

There’s no single explanation for the increase. Researchers point to economic stress in the aftermath of the Great Recession; easily available alcohol at restaurants and retailers; and the diminished impact of alcohol taxes.

Pervasive marketing by the alcohol industry and new products such as flavored vodkas or hard lemonade andiced tea may also be driving some of the increases among women and other demographics, Jernigan said.

The consequences for health care, well-being and mortality are severe. Excess drinking caused on average more than 88,000 deaths in the U.S. each year between 2006 and 2010, according to the U.S. Centers for Disease Control. The total includes drunk-driving deaths and alcohol-linked violence, as well as liver disease, strokes and other medical conditions.

“We pay for all of it,” said Jürgen Rehm, senior director of the Institute for Mental Health Policy Research in Toronto. The costs show up in higher health care needs, lost productivity and prosecuting alcohol-fueled crimes from drunk driving to homicide.
Prevalence of Lifetime Alcohol Dependence According to Age of Drinking Onset

- Age Started Drinking: Less Than 14, N = 1131, Percent Ever Alcohol Dependent: 45%
- Age Started Drinking: 14, N = 844, Percent Ever Alcohol Dependent: 41%
- Age Started Drinking: 15, N = 1507, Percent Ever Alcohol Dependent: 39%
- Age Started Drinking: 16, N = 3161, Percent Ever Alcohol Dependent: 31%
- Age Started Drinking: 17, N = 2866, Percent Ever Alcohol Dependent: 25%
- Age Started Drinking: 18, N = 5699, Percent Ever Alcohol Dependent: 17%
- Age Started Drinking: 19, N = 2213, Percent Ever Alcohol Dependent: 17%
- Age Started Drinking: 20, N = 2082, Percent Ever Alcohol Dependent: 11%
- Age Started Drinking: 21+, N = 7324, Percent Ever Alcohol Dependent: 10%
FRIEDEN PYRAMID IN ACTION: ALCOHOL

Smallest Impact

- Alcohol education and counseling, SBIRT

- Evidence-based treatment and other medical interventions

- Population-level access to treatment and SBIRT, strong media campaigns

- Remove dangerous products, e.g. AEDs; increase alcohol excise taxes; reduce alcohol outlets; restrict and reduce alcohol marketing

- Reduce poverty
  - Increase education and employment opportunities
  - Improve human rights

Largest Impact

Little political will needed

Much political will needed
Public Health Policies and Advocacy

IT HAS LONG BEEN KNOWN that public health policy, in the form of laws, regulations, and guidelines, has a profound effect on health status.  
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2724448/

The business of improving population health has always been linked to action. Buried in seemingly dry public health statistics is the evidence of preventable illness and death. To document this is not enough. To effect change may never be politically “safe” and is never a simple matter.
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447936
The Community Preventive Services Task Force recommends limiting alcohol outlet density to reduce excessive drinking through the use of licensing or zoning processes.

**Effectiveness:** Moderate effectiveness

**Breadth of Support:** Enough studies for systematic reviews and meta-analyses

**Cross-National Testing:** Testing in several countries

**Cost to Sustain:** Low

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“When the density of alcohol outlets is high or increases, the level of alcohol consumption is correspondingly high or increases, and excessive consumption and its diverse related harms occur.”

- Task Force on Community Preventive Services
ALCOHOL OUTLET DENSITY: ACTION

REDUCE CROWDING
Limit number of outlets and create distance requirements between outlets and sensitive uses (e.g. churches, schools.)

OPERATIONAL PRACTICES
Limit days, hours and adult entertainment, restrict advertising, responsible beverage service training

COMPLIANCE CHECKS
Monitor illegal sales to underage and visibly intoxicated adults
Research on Alcohol Outlet Density

The U.S. Task Force on Community Prevention Services concludes that limiting on- and off-premises alcoholic beverage outlet density—either by reducing current density levels or limiting density growth—can be an effective means of reducing the harms associated with excessive alcohol consumption. It may also provide additional benefits for quality of life by reducing community problems such as loitering, public disturbances, and vandalism. (American Journal of Preventive Medicine, 2009)
Putting Research to Practice

Oceanside to require increased training for alcohol-serving businesses
by Ruairi Serpa | Posted: Friday, November 6, 2015 8:00 am

To reduce restaurants and bars over-serving alcohol to minors, Oceanside will soon require establishments to send their employees for a training on responsible beverage service.

In a 5-0 vote, the City Council approved a measure Wednesday with the support of the city's two business groups, Mainstreet Oceanside and the Chamber of Commerce. If the Council formally adopts the ordinance in December, businesses that sell, serve or deliver alcohol will have 180 days to send their employees to the four-hour class.

David Manley, Neighborhood Services division manager, said the ordinance brings Oceanside into league with several other cities in the county — including Encinitas, Solana Beach, San Marcos and Vista — that have adopted similar requirements in recent years. Manley said the city will look into sending notices of the policy change to businesses before their licenses to operate come up for renewal.

↑ Oceanside prohibits alcohol sales at drive-through fast food restaurants
↓ Regal Theater at Westfield mall sells alcohol in all theaters with mixed age audiences
↑ Oceanside adopts alcohol training ordinance (similar to Vista’s)
→ Oceanside allows CBW in commercial zones but requires local permit
Getting Started and Staying Informed

- How are alcohol licensing decisions made? State? County? City?
  - Can be quite complicated – will take time and research

- Once you know, review regularly
  - Weekly review of license applications

- Stay informed of local government process
  - Email alerts if available
  - Weekly review of meeting agendas (especially Council, Planning Commissions)

- Attend meetings when issues relevant
  - Likely to meet others interested or concerned
Case Study – 7-Eleven in Vista

The 7-Eleven at **902 S. Santa Fe** applied for a Special Use Permit to sell beer and wine.

There are currently 3 other outlets in the census tract – the maximum recommended by ABC calculations – and another two close by.
7-Eleven Presence Vista – 8 Others Exist

Other 7-Eleven Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>3251 BUSINESS PARK DR</td>
<td>(92081)</td>
</tr>
<tr>
<td>1595 E VISTA WAY</td>
<td>(92084)</td>
</tr>
<tr>
<td>895 E VISTA WAY</td>
<td>(92084)</td>
</tr>
<tr>
<td>470 N MELROSE DR</td>
<td>(92083)</td>
</tr>
<tr>
<td>900 N SANTA FE AVE</td>
<td>(92083)</td>
</tr>
<tr>
<td>1501 N SANTA FE AVE</td>
<td>(92084)</td>
</tr>
<tr>
<td>1610 S MELROSE DR</td>
<td>(92083)</td>
</tr>
<tr>
<td>298 SYCAMORE AVE</td>
<td>(92083)</td>
</tr>
</tbody>
</table>
7-Eleven initially applied to sell beer and wine in Oct 2013:
- Denied by Planning Commission 1/21/14
- Denied by City Council on 2/25/14
Reapplied on July 15, 2014
- Denied by Planning Commission on 8/19/14
Vista already has nearly **70** stores licensed to sell alcohol, the highest ratio per population of all neighboring cities.
Other Stores Selling Alcohol in Census Tract
And More Across the Street
City Staff Initially Recommended Denying Application

"The sale of beer and wine for off-site consumption will be detrimental to the health, safety and welfare of persons residing in the vicinity of site because statistical data from the United States Department of Justice shows that there is a direct correlation between facilities that sell alcoholic beverages for off-site consumption and increase in crime. Considering the findings regarding the availability of other alcohol outlets in the surrounding area, the location of the project site at a busy intersection, and the incidence of people congregating within the project area, the sale of beer and wine at this site would lead to loitering and other alcohol-related crimes in the area."
The ‘Healthy Vista Element’ was a new section of the General Plan, and was included “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.

Vista’s General Plan, specifically Healthy Vista Element 1.11, states to “Strive to reduce problems associated with alcohol and drug abuse when developing or altering programs, policies, and practices.”

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.”
Community Input Survey

Does Vista Need More Alcohol Sales?

This survey is being conducted to get community input regarding an application by 7-Eleven in Vista to sell beer and wine. The 7-Eleven is located at 902 S. Santa Fe Ave. There are already 5 other businesses nearby where alcohol is sold. In addition, Vista already has nearly 70 stores licensed to sell alcohol, the highest ratio of all neighboring cities. Many research studies have found that limiting the number of businesses associated with heavy drinking, youth access to alcohol, and associated harm can reduce the harms.

1. Which of the following services do you think are necessary or important?
   - [ ] YES
   - [ ] NO
   - [ ] DON’T KNOW

2. Do you think youth have more access to alcohol if there are a lot of stores in their neighborhood that sell alcohol?
   - [ ] YES
   - [ ] NO
   - [ ] DON’T KNOW

3. Do you think neighborhoods with more stores that sell alcohol have more crime?
   - [ ] YES
   - [ ] NO
   - [ ] DON’T KNOW

4. Do you think cities should limit the number of places where alcohol can be sold?
   - [ ] YES
   - [ ] NO
   - [ ] DON’T KNOW

5. Do you think the City of Vista should approve a permit for the sale of beer and wine at the 7-Eleven located at 902 S. Santa Fe?
   - [ ] YES
   - [ ] NO
   - [ ] DON’T KNOW

[Optional] [ ] YES, please contact me with more information.

Caucasian White  Asian/Pacific Islander  Other
Community Input Survey - Results

Q4 Do you think cities should limit the number of places where alcohol can be sold?

Answered: 388  Skipped: 4

- Yes
- No
- Don’t Know
Q5 Do you think the City of Vista should approve a permit for the sale of beer and wine at the 7-Eleven located at 902 S. Santa Fe?

Answered: 390  Skipped: 2

- Yes
- No
- Don't Know
Council Approves Alcohol at 7-Eleven

Despite your efforts, decisions don’t always go your way.
Case Study – K1 Speed

Carlsbad was first location in the country, opening in 2003!

Has since grown to 35 locations nationwide.

NO California locations currently sell alcohol (in fact only 2 locations in Chicago do).
K1 Speed Goals and Philosophy

OUR BACKGROUND, GOALS, PHILOSOPHY AND MORE
Indoor karting has grown into a large industry over the last several years, not only within California, but across the nation, and we pride ourselves on playing a part. K1 Speed was one of the first companies to bring electric karts and indoor go kart tracks to Southern California, and since our first location opened in Carlsbad in 2003, we have witnessed an explosion in the market. We see the expansion of the industry as a validation of the sport, which as fans and participants is something that we appreciate. At K1 Speed, we are dedicated to the sport of karting, which is why we operate kart racing centers nationwide; as enthusiasts of the sport, our aim is to make it as accessible as possible!

The premise behind the creation of K1 Speed was to offer enthusiasts and amateurs alike an authentic and genuine racing experience in a safe, comfortable, accessible and perhaps most importantly, unique environment. Utilizing advanced European electric karts and indoor asphalt tracks, K1 Speed quickly developed a reputation as being fun and exciting, and our growth has been continuous since we first opened our doors. In addition to our Arrive and Drive racing option, which allows individuals to visit our indoor karting centers anytime and experience the thrill of racing, we also offer racing leagues and a variety of packages for corporate events and group parties, which have proven quite popular. To meet the needs of customers and kart racing enthusiasts who demand more, we also have a Pro Shop – K1 Race Gear – which carries everything that a karter might need to compete at the track. At K1 Speed, our goal is to be synonymous with karting, and we think that we are on our way!

https://www.k1speed.com/about-us.html

Alcohol sales and service is serious business! Does it really fit in this business model, which is “dedicated to the sport of karting”?
Identifying Community Voices

Carlsbad needs to hit the brakes on alcohol expansion

By Simon Angel

I’ve been a proud resident of Carlsbad for more than 40 years, and take pride in our city and neighborhoods, but I’ve been growing concerned about recent decisions that would expand alcohol in our city where I don’t think it’s needed or belongs.

On June 21, the Planning Commission approved a zoning change on a 3.2-acre tract that would have allowed distilleries in the downtown Village District, directly across from the Boys and Girls Club.

Thanks to an outcry of residents and concern, the City Council did not allow this to move forward, but instead approved a zoning change to allow restaurants.

New Carlsbad is facing the prospect of adding alcohol to a go-kart racing facility. Back on May 3, the Planning Commission approved (5-2) an amendment to K1 Speed’s conditional use permit to allow them to pursue a beer and wine license.

Carlsbad has the distinction of having the first K1 Speed in the country in 2004, but we don’t need the distinction of being the first K1 Speed in California to allow alcohol sales. K1 Speed’s conditional use permit, approved back in 2004, prohibits the sale of alcohol, and for good reason.

Alcohol is the largest contributor to preventable deaths in teens and young adults, such as motor vehicle crashes, homicides and suicides.

Many residents are concerned, and with support from the North Coast Prevention Coalition and San Diego Alliance for Drug Free Youth, an appeal of this decision was filed and will be heard by the City Council on Aug. 22.

K1 Speed has 30 locations nationwide with 11 in California. None of the locations in California currently have alcohol sales. In fact, only two Chicago locations have added alcohol. K1 Speed’s focus is to “bring the thrill and excitement of indoor karting to a large audience,” including junior drivers and anyone attending birthday parties. Adults, teens and younger children all enjoy this entertainment facility.

Drinking and driving sends a mixed message to our youth and can lead to putting people’s lives in danger. I can see it being hard for the employees to tell adults they can’t drive a cart because they’ve had too much alcohol.

Introducing alcohol to this venue can make it difficult to track and regulate alcohol consumption, and could alter the character of the venue and become a place where people don’t feel safe.

Alcohol sales have a high profit margin, which leads many business operators to think it will add revenue for little cost.

That’s why we’re seeing alcohol sales expand into new venues such as movie theaters, coffee shops, and even fast food restaurants in other parts of the country.

But increasing alcohol availability comes at a high price for communities, including increased DUIs, violence, and underage drinking.

According to the Department of Alcohol Beverage Control (ABC), there are already nearly 150 on-sale alcohol licenses in Carlsbad for bars, restaurants and breweries.

Carlsbad’s K1 Speed should not serve as a “test-market” for the introduction of alcohol to its racers in California.

Please don’t get me wrong. I enjoy an ice cold beer on a warm summer day or a glass of wine with a nice dinner. I am not opposed to alcohol. I am opposed to the inappropriate introduction of alcohol where it doesn’t belong. The correlation between driving and alcohol should be discouraged, not encouraged.

I encourage others in Carlsbad to email the City Council and urge them to keep K1 Speed an alcohol-free, family-friendly environment, and to attend the council meeting on Aug. 22.

K1 Speed has expanded nationwide since opening here in 2004, and will continue to have success without alcohol sales.
K1 Speed – What Do People Think?

Community Input – Should Alcohol Be Sold at K1 Speed?

K1 Speed, an indoor go-kart racing venue in Carlsbad, is applying for a license to sell beer and wine. The North Coastal Prevention Coalition is seeking community input and feedback. Your responses can remain anonymous.

1. Have you ever been to K1 Speed go-kart racing in Carlsbad? (Circle ONE)
   - YES
   - NO
   - Not sure

2. Do you support K1 Speed’s request to sell alcohol (beer and wine) at their Carlsbad location? (Circle ONE)
   - YES
   - NO
   - Not sure

3. What concerns (if any) do you have about the sale of alcohol at K1 Speed? (Select all that apply)
   - Promoting racing and alcohol sends a mixed message
   - Sales to minors
   - Unsafe environment for youth and/or other drivers
   - No concerns

4. City where you live:
   - Vista
   - Oceanside
   - Carlsbad
   - Other:____________________

5. What is your age?
   - 17 or younger
   - 18-20
   - 21-25
   - 26-35
   - 36-45
   - 46-65
   - 66 or older

6. What is your gender?
   - Male
   - Female
   - Other:____________________

7. (OPTIONAL) Please notify me when this issue comes before the Carlsbad City Council (tentatively July 11)
   Name:____________________  Email:_____________________

For more info please visit northcoastalpreventioncoalition.org and take our online survey! https://www.surveymonkey.com/r/K1Speed

Alcohol is associated with the leading causes of death for teens and young adults including motor vehicle crashes, homicides, suicides and unintentional injuries.
Q3 What concerns (if any) do you have about the sale of alcohol at K1 Speed? (Please select ALL that apply)

Answered: 428  Skipped: 8

- Promoting racing and...
- Customers driving after...
- Sales to minors...
- Unsafe environment...
- Drunk/unruly customers
- More loud or rude customers
- All of the above
- No concerns
Nearly 60% of Carlsbad residents oppose alcohol at K1 Speed

Q2 Do you support K1 Speed's request to sell alcohol (beer and wine) at their Carlsbad location?

Answered: 194  Skipped: 3

- Yes
- No
- Not sure
I like K1 speed. As long as the drinking is only allowed AFTER racing and not before, I think this would be a fun idea.

Seems very much like a bowling alley, they have bars, server adults, have kids and adults side by side. Give a guy a brake, have a beer while the kid drive around.

If restaurants and bars can sell alcohol, why can't K1?

Alcohol sales would be great for your business. I believe it would be most appropriate to sell alcohol with strict limitations because of the type of environment you have/want to promote.
K1 Speed – Sample Comments Opposed

- It’s a HORRIBLE idea to sell alcohol there!!!
- Alcohol would alter a fun for the whole family vibe.
- This sets a dangerous precedent for K1 Racing locations across the state
- Too much alcohol; availability, marketing, and promotion is oversaturated. We need to reduce access to alcohol, not increase it.
- Increase revenue another way, get creative. Seems dangerous to mix alcohol with race car driving. If it were a spectator sport that would be a different scenario.
• I've been here many times, love the venue. Alcohol would RUIN the family environment and send a dangerous and irresponsible message to impressionable youth.

• I don't know why we need to promote alcohol w/ kids play places (I know adults can play there too) but what msg. are we promoting to our youth? Alcohol has to be consumed to have a good time? Things aren't fun w/out alcohol? Come on parents you don't need a beer or wine at EVERY function. Just enjoy your kids in real life not a numbing altering state of mind.

• K1 speed - an establishment where fast driving is the center of their business - should not be allowed to sell alcohol, it promotes 2 behaviors that should never mix.
K1 Speed Media Clip
Other Alcohol Prevention Efforts

• Social host ordinance awareness and enforcement
Holiday Sticker Shock Campaign

Sticker Shock “Drinksgiving” to “Blackout Wednesday”

By Editor / November 21, 2016 / No Comments

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Back L-R: Craig Balben, President, North Coastal Prevention Coalition, Joe Green, Vista City Councilman Elect, Dominic Dublin, Stuart Weinstock, Salsa Market Owner. Front L-R: Vanessa Hernandez, Hanna Lykens, Vicente Morales Jr.

The North Coastal Prevention Youth Coalition (NCPYC) rallied together on Monday November 21, 2016 to conduct a “Sticker Shock” campaign at 19 alcohol retail stores in Oceanside and effort to prevent underage drinking at home parties. From “Drinksgiving” to “Blackout Wednesday,”
Join us for the inaugural Vista Beer Run Half Marathon and 5k on Sunday October 22, 2017. Vista is the Microbrewery Capital of the US on a per capita basis. Come match your passion for running with your desire for craft beer in North County’s mecca of Craft! Start and Finish line will be in picturesque Buena Vista Park. 10 Vista Craft Breweries will be in the finish expo with all runners getting their first beer for free. Course starts as a trail run, then goes into the Vista Industrial Park near a dozen different microbreweries. Half Marathon Runners receive a hoodie and a custom bottle-opener finisher’s medal. 5K runners receive a tech-t as well as the custom bottle-opener finisher’s medal. Finish Expo will have live music, food trucks, vendors and more. Don’t delay. register today! Do you remember your first beer run?
Breweries Aren’t Risk Free

“Before the crash, Juarez was drinking beer at a microbrewery.”
Requests to Event Organizers

- Don’t use RBV facility for parking (alcohol and teens don’t mix); (agreed – worked with City to have alternate parking)

- Prevention messages included in race promotion (follow up emails, website, facebook, etc.); (agreed – message to drink responsibly included)

- Moment of silence for Nanglee Vang before race; (agreed – message to drink responsibly included)

- MADD DUI handouts on race medals (bottle openers); (denied – told not feasible – students placed handouts on parked cars instead)

- Alternate medals for minors; (denied – not enough time)

- MADD booth at event; (denied – told Chamber Board concerned MADD would ‘hijack’ event)
Observations at Event

No signage or security at exit to prevent people from leaving with beer; father carried beer out to car to change his clothes.
Inadequate Prevention Messages at Event

Parents have young child hold up ‘#VistaBeer’ sign
Youth Arrived at 7:00 am to Spread Their Message
CDC developed the *Guide for Measuring Alcohol Outlet Density* to help public health practitioners measure alcohol outlet - a key risk factor for excessive drinking - at state and local levels.

This Guide discusses the importance of measuring alcohol outlet density and different approaches for doing so, along with their pros and cons.
Strategizer 55 supports community efforts to reduce the number of places that sell and serve alcohol by providing information and guidance on implementing public health and legal strategies.
Thank You!
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