



ALCOHOL POLICY:

Part 1: Essentials For Prevention Practitioners

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WELCOME

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STATE OF IOWA DEPARTMENT OF
Health AND Human
SERVICES





PRESENTER



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Agenda

- Welcome and Introductions
- Alcohol Policy: The Essentials
- The Role of Public Health Advocacy in Alcohol Policy
- Understanding Lobbying Fundamentals
- Local Alcohol Policy: Getting Started

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Objectives

- Define alcohol policy and provide two examples
- Describe why alcohol policy is important to a comprehensive prevention approach
- Define public health advocacy and its importance in developing and implementing alcohol policy
- Describe one thing to consider when contemplating lobbying
- List the 2 activities that will help you get started in alcohol policy

ALCOHOL POLICY: THE ESSENTIALS



ALCOHOL POLICY DEFINITION



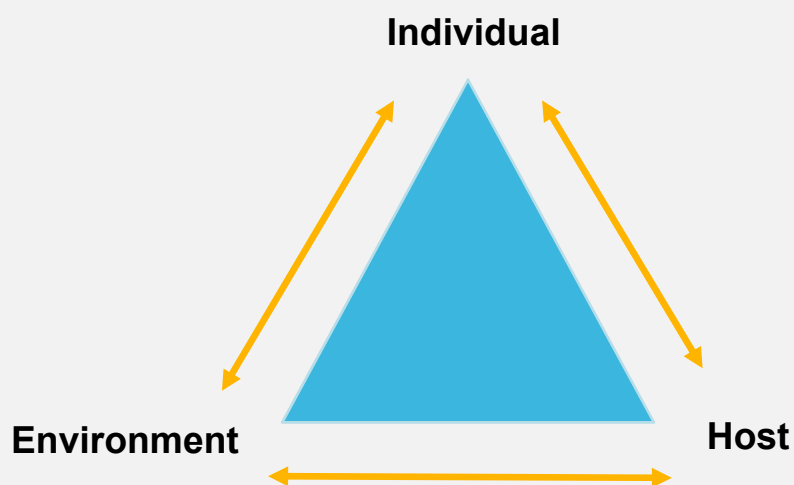
A combination of Federal, State, and local laws help shape the role alcohol plays in the United States, including how we:

- Manufacture alcohol
- Sell alcohol
- Decide who can drink alcohol
- Respond to alcohol-related problems

National Association of Alcohol Abuse and Alcoholism

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ALCOHOL POLICY: PART OF A COMPREHENSIVE APPROACH



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THE GOAL OF ALCOHOL POLICY IS TO...



Decrease negative consequences of alcohol consumption.

Influence individuals' risky alcohol consumption practices.

Reduce risk factors associated with alcohol related problems and consequences.

Develop disincentives for individuals and organizations that contribute to risky alcohol behaviors.

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SAMPLE ALCOHOL POLICY



Regulating alcohol density

Increasing alcohol taxes

Dram shop liability

Limits on day of sale

Limits on hours of sale

Electronic Screening and Brief Intervention (eSBI)

Enhanced enforcement of law prohibiting sales to minors

CDC, 2022

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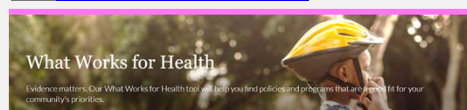
LOCATING ALCOHOL POLICY



[The Community Guide](#)



[What Works for Health](#)



Variety of State and Federal Agencies

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CONSIDERATIONS WITH MODEL POLICIES



- State's regulatory and legal framework
- Alcohol Control: Local, state or both?
- Constitution
- Legal precedents

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ADVOCACY vs LOBBYING



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WHAT IS PUBLIC HEALTH ADVOCACY?



What is it?
Who can do it?
Does it work?

Oxford University Press, 2022
Crossfield, J., 2019

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PUBLIC POLICY ADVOCACY ROLES



Public Health Expert
Educating the Public
Educating Policy
Decision Makers
Engaging the Community



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BUILDING CAPACITY TO ADVOCATE



What's needed to be effective?

- Community Members
- Multiple Sectors
- Multiple Spokespeople
- Data and Research
- Media Relations
- Grassroots
- Grasstops
- Others?

Alcohol Policy: Understanding Lobbying Fundamentals



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WHAT'S LOBBYING?



Source: <https://gov.gatech.edu/federal/federal-lobbying-guidelines>

Federal, state, and local lobbying laws may differ significantly.

Always clarify which level of government and be aware of regulations surrounding it.

School boards can be an exception.

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CONTEMPLATING LOBBYING: THINGS TO CONSIDER



Organizational policy

Corporate counsel

Your role (the hat your wearing)

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WHAT IS NOT LOBBYING - FEDERAL



A speech, article, publication or other material that is distributed and made available to the public through a medium of mass communication.

A request for a meeting, a request for the status of an action, or other similar administrative request.

Testimony given before congress or submitted for inclusion in the public record.

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WHAT IS NOT LOBBYING – FEDERAL (CONTINUED)



Information provided in writing in response to an oral or written request, or in response to a request for public comments in the Federal Register.

Anything required by subpoena or through civil investigative demand.

Written comment filed in the course of a public proceeding.

Anything made by the media if the purpose is gathering and disseminating news and information to the public.

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**LOCAL ALCOHOL
POLICY :**

**GETTING
STARTED**



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GETTING STARTED ACTIVITIES



1. Identify goal
2. Determine who is engaged
3. Identify other stakeholders and voices
4. Ensure participation of the community, populations, and stakeholders

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ENSURING COMMUNITY PARTICIPATION



Determine the best way to approach partners.

Ensure information provided is culturally responsive.

Take time to build relationships and to get to know potential partners.

Use a culturally humble approach when working with partners.

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THANK YOU

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