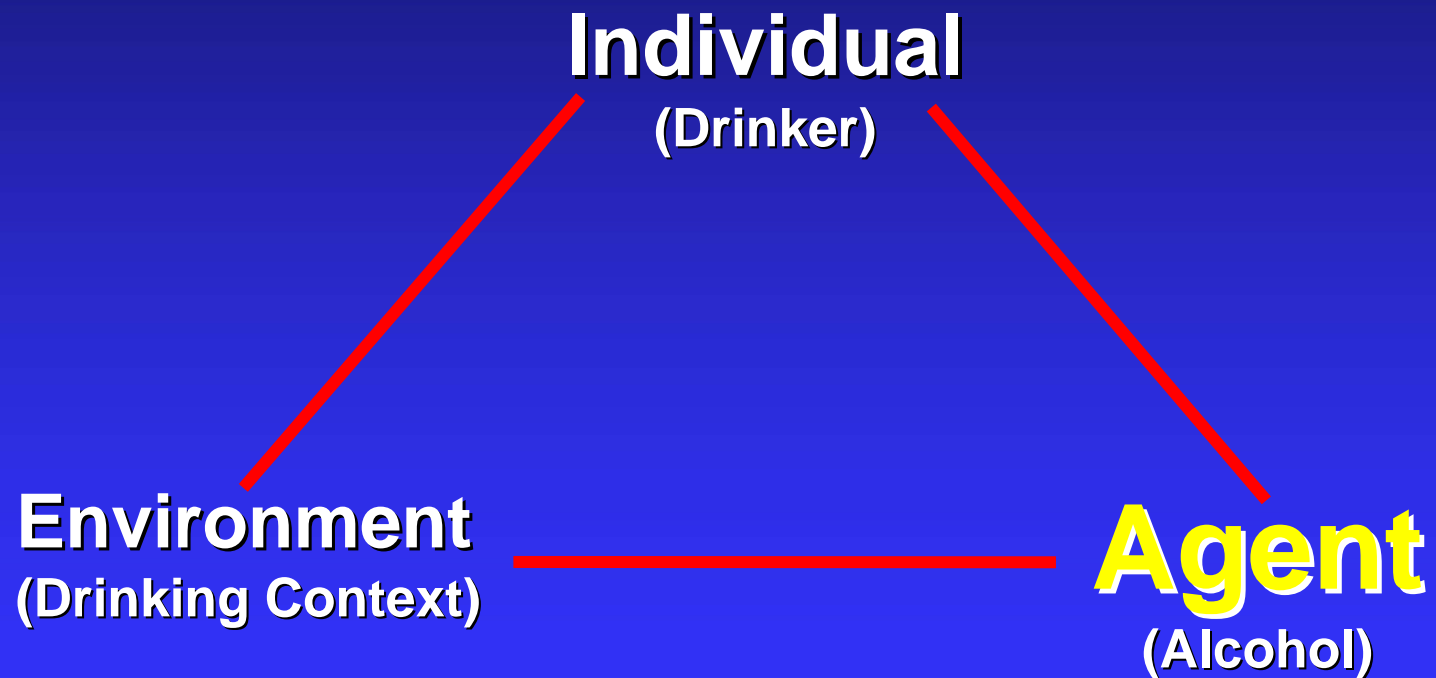


# Public Health Approach and Substance Abuse Prevention: *Research and Practical Experience*

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Live Webcast  
State of Florida  
March 20, 2009

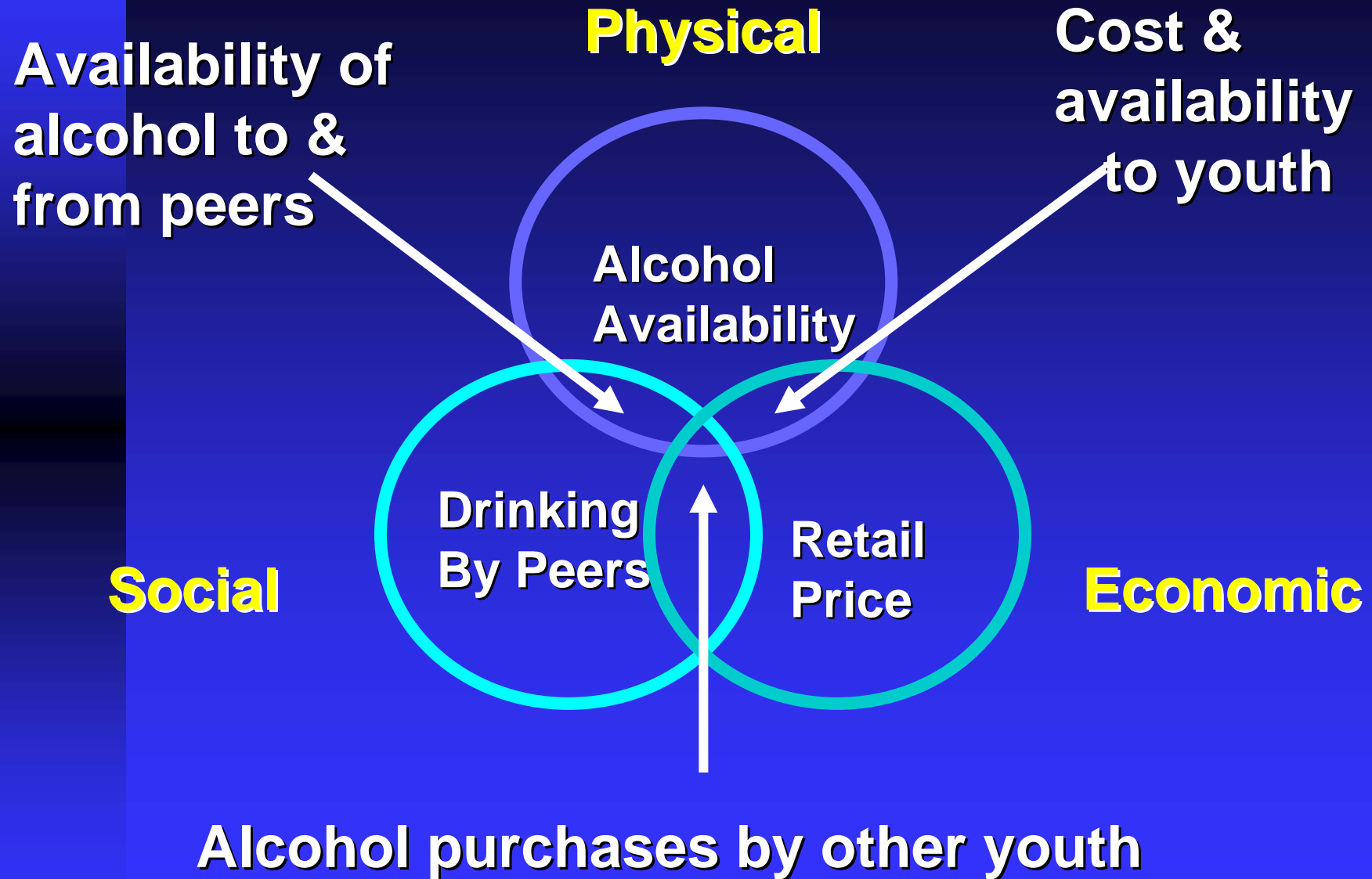
# Public Health Model of Alcohol Problem Prevention



## Public Health Perspective

- (1) Physical - Proximity of alcohol outlets, places of public drinking.**
- (2) Social - Family, peers and larger social networks, media**
- (3) Economic - Alcohol cost or difficulty to obtain (*opportunity cost*).**

# For Example, Youth Drinking



## Prevention Options:

1. **Personal change strategies** – change people individually
2. **Environmental strategies** – change community system to reduce risk, heavy drinking, e.g., reduce alcohol availability & problem drinking opportunities

# Community System of Alcohol Use & Abuse



***Scientific Evidence about Prevention***

***What works at Community Level?***

# **Problem Prevention Strategies: Solid Evidence—Population level**

- ❏ **Retail price of alcohol**—“happy hours, etc
- ❏ **Minimum drinking/purchase age**—retail compliance checks for alcohol
- ❏ **Graduated licenses & “zero tolerance for Youth**
- ❏ **Drinking/driving deterrence (RBT)**
- ❏ **Lower BAC limits for driving**
- ❏ **Density & location of alcohol outlets**
- ❏ **Form and style of retail sale, e.g., hours and days of retail sale.**

## **Alcohol Problem Prevention Strategies:**

**Promising –Replication needed**

- **Limit social availability—party patrols, keg registration**
- **Responsible Beverage Service—Policy and Training**
- **Auto ignition controls—taking driver breath sample**
- **Curfew laws**
- **Brief intervention in primary health care**
- **Alcohol container sizes**

# **Prevention Strategies:**

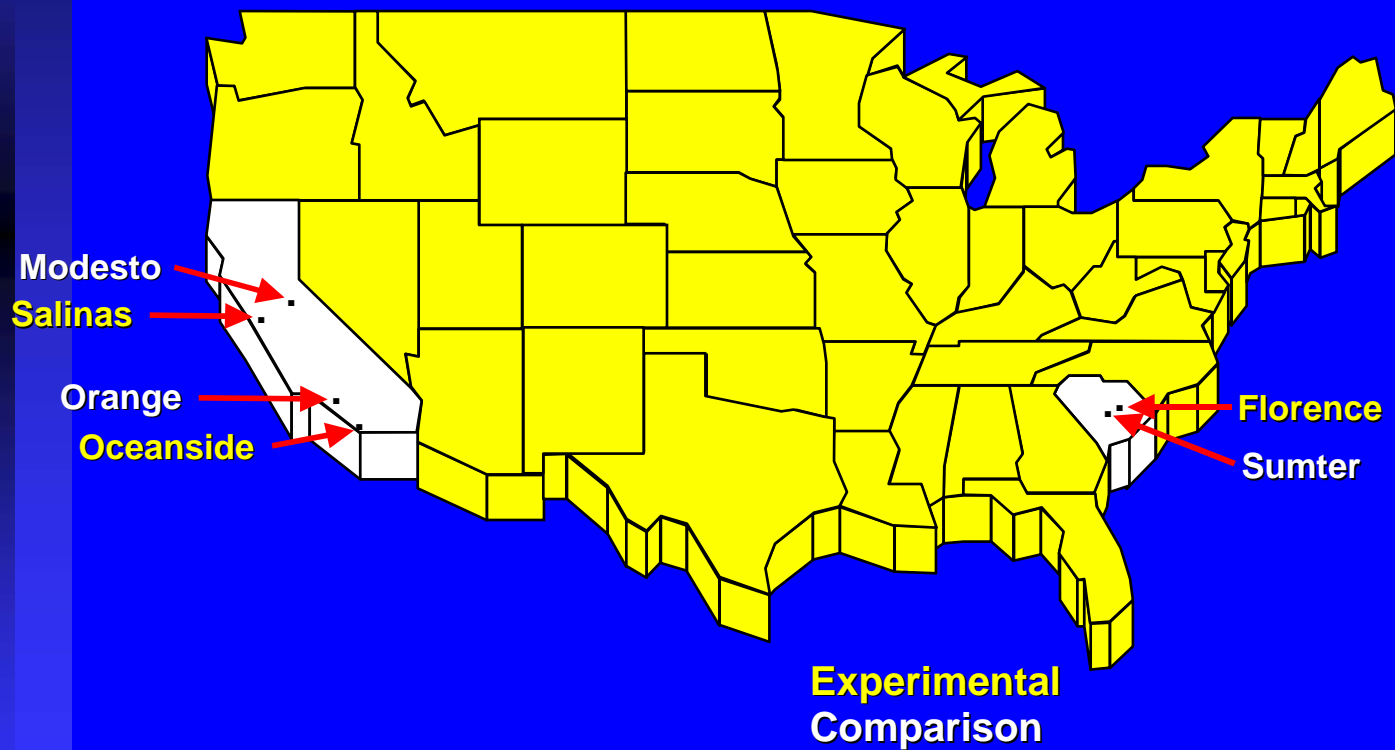
## **Mixed Findings -- Uncertain Implications**

- **Mass communication and public education alone**
- **School education alone**
- **Restrictions on Advertising**

**Latest Scientific Advance:**  
**Mix of evidence-based prevention strategies at local level**

Community Action Trials which use complimentary alcohol environmental interventions

# Community Trial to Prevent Alcohol-involved Trauma



# Alcohol-involved Trauma at the Community Level: Logic Model



Friday, December 10

The Blade-Citizen

# North County

Friday, December 10, 1993

Blade-Citizen

B-3

## Underage drinkers targeted

By David Hicks  
Staff Writer

OCEANSIDE — Have a drink, lose your license for a year.

After Jan. 1, it will be that simple for drivers under the age of 21 who are caught with any alcohol on their breath.

The state calls it "Zero Tolerance." The goal is to cut down on injuries and fatalities caused by drunken drivers, and a good 10 percent of those are the fault of youths who are under the legal drinking age, authorities said.

"Legally, they're not supposed to have access to alcohol in the first place," said George Gaumont of the Oceanside Substance Abuse Prevention Coalition, which plans to start a major campaign to publicize the new law with a big splash today at El Camino High School.

"This law is a lot stronger. It has a lot more teeth than the DUI laws do now," Gaumont added.

Under the new state law that will take effect on the first of the year, officers carrying portable Breathalyzers will immediately seize the license of any driver under 21 caught behind the wheel with a blood-alcohol level of 0.01 or higher. Current law makes it illegal to drive with a 0.08 blood-alcohol level or higher.

The youth will lose his or her license for one year, said California Department of Motor Vehicles spokesman Evan Nossoff. Once the officer takes the license, he will

give the driver a 30-day temporary driving permit, then mail the original to the DMV. The driver will have that month to appeal the suspension; otherwise, officials will revoke driving privileges for a year, Nossoff said.

All the paperwork will be handled by the DMV, with the suspect never going to court, Nossoff said.

"We're less interested in whose license gets yanked than that teenagers draw a consequence between drinking and driving," he said. "We're not looking to increase arrests; we're hoping that it reduces fatalities, injuries and accidents."

In California during 1992, about 3,100 drunken drivers under 21 were involved in injury accidents, according to statistics released by the California Highway Patrol. Almost 200 of those youths died, statistics showed.

Another statistic indicated a total of 325 people under 21 were killed in alcohol-related vehicle accidents in 1992, and another 10,435 were injured.

"The No. 1 killer of teens in the United States is alcohol-related highway deaths," Oceanside police Capt. Mike Pohlman said. "If you're under 21, you cannot possess or drink alcohol. Anyone who is doing that and driving is going to lose their driving privilege."

## Responsible Beverage Service



83% of Salinas, CA residents believe an alcohol server should take steps to prevent a customer from getting drunk

# Responsible Beverage Service

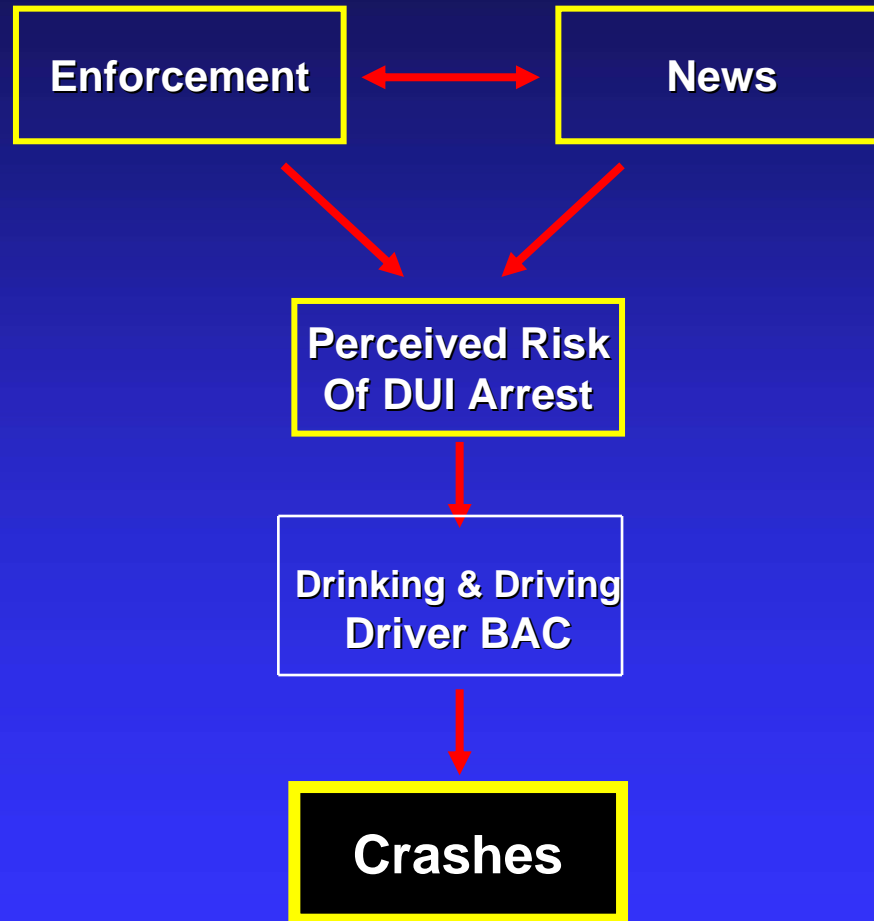
## Goal:

**Reduce alcohol intoxication or impairment for patrons of bars and restaurants**

## Actions:

- **Server and manager training**
- **New alcohol serving policies (price promotions, serving sizes, non-alcoholic beverages and food)**
- **Enforcement of no service to underage and obviously intoxicated patrons**

# DRINKING AND DRIVING COMPONENT ACTION MODEL





**Highly visible & increased  
drinking and driving  
enforcement**



Photo by Thom Anderson

Lake City police officer Don Carraway shows Sniffer to State Trooper Allen Gusack

# Lake City police get new tool to make alcohol cases

The Lake City police were among law enforcement agencies in Florence County who received Passive Alcohol Sensors from the Florence County Coalition for Alcohol and Other Drug Abuse Prevention last week.

The P.A.S. III-model which was presented to the departments is a police-grade flashlight that has a micro-miniature alcohol detector built in. It is known as a "Sniffer."

The device has been used a great deal around the country, and the donors say it has proved effective.

They cost about \$800 each, but officers who have used them say they are an effective tool to guide officers in deciding whether or not to make a DUI charge.

Lake City Police Chief Mickey Brumbles said the Sniffers are proving to be a valuable tool in law enforcement.

cohol content, but it is sensitive enough to pick up alcohol inside a vehicle and alert police that open containers are probably to be found in the vehicle.

Brumbles said they have led to several DUI cases.

The device has a small pump inside which can measure alcohol on a person's breath. It does not require the cooperation of the person, and it not intrusive, they say. The devices have been ruled legal by the courts.

Receiving sniffers under the program were the Florence, Timmonsville, Lake City, Scranton, Johnsonville and Olanta police departments and the Highway Patrol.

The Florence County Coalition for Alcohol and Other Drug Abuse Prevention said that 66 percent of

tionally, it was less than 49.6 percent.

Forty-two percent of emergency room patients in Florence were admitted for illnesses or accidents involving alcohol.

There were 56 DUI arrests for every 10,000 people in the county in 1992.

The coalition said a survey found that 42 percent of drinkers in the county who drive have driven within the past six months within four hours of consuming alcohol. Nearly 10 percent said they had driven after they "probably had too much to drink and drive safely."

Cap. James Caulder, district commander of the Highway Patrol, said the Sniffers are a great timesaver for troopers on the roads.

He also said his troopers had told them they had made at least three DUI cases because of information

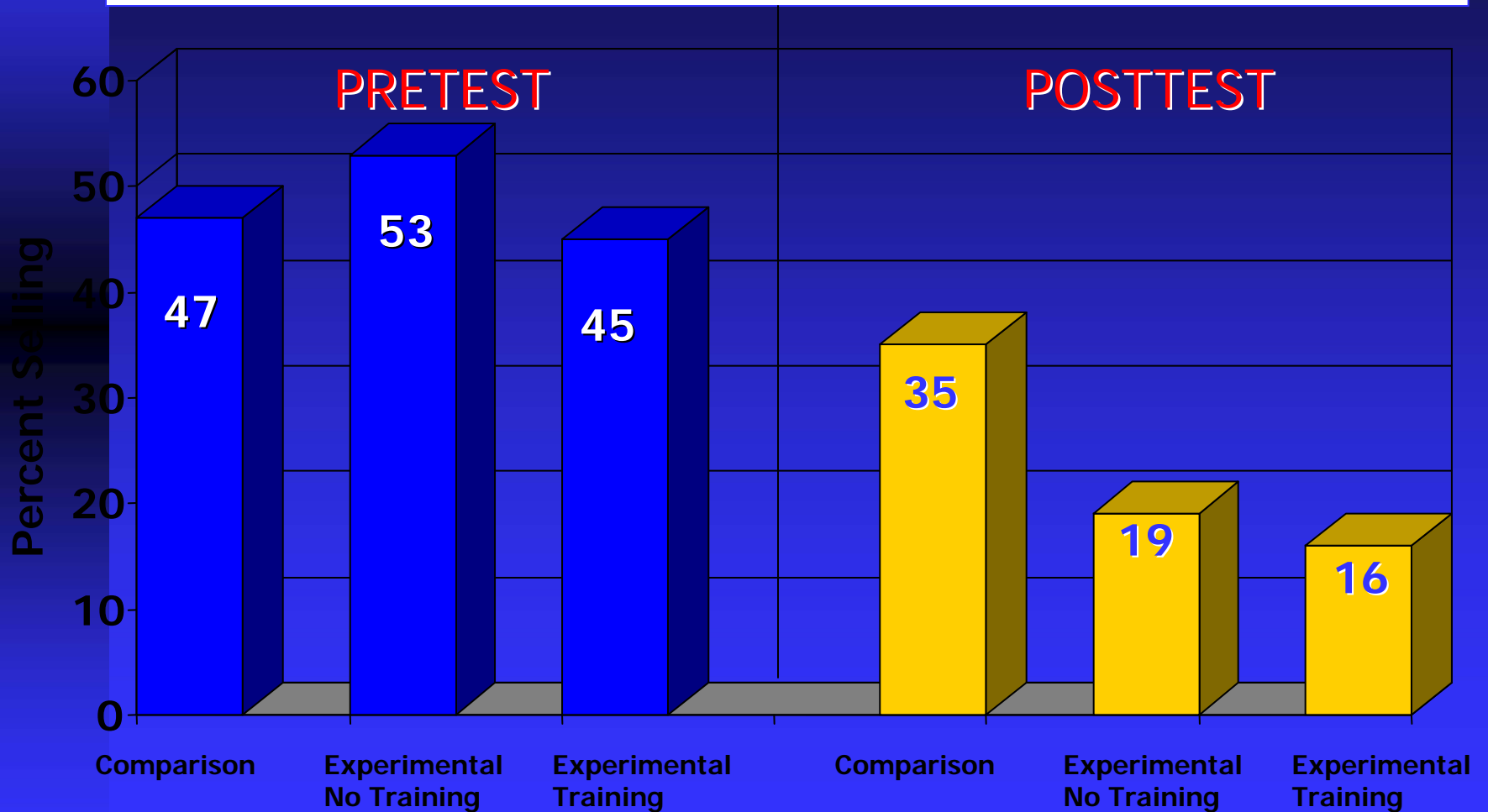
# Underage Drinking



**“Mountain of Beer”**

# Underage Alcohol Purchase Survey

*-Experimental and Comparison Communities-*



*Holder, et al., J. American Medical Association, 2000*

# Community Trials Final Results

*Holder. et al. 2000. J. Amer. Medical Assoc.*

- Total Consumption (+2%)
- Heavy Drinking (-6%)
- Driving after “Too much to drink” (- 49%)
- BAC Positive Drivers (- 44%)
- Nighttime Injury Crashes (-10%)
- Assaults
  - Hospital Cases (-2%)
  - Emergency Room Cases (- 43%)

# Community Action and Prevention Principles for Success



## Community Mobilization

--create working group

- inform population about goals
- be cautious of “self appointed experts”
- Involve police in detailed planning
- inform and involve alcohol retailers

# Mobilization Strategies: Essential Components



- partnership of local government, NGOs, and national government.
- changes in community beliefs
- environmental interventions
- training and technical assistance is essential to success.

# Community Action and Prevention Principles for Success

- **Community Mobilization**
- **Science-based interventions are essential**

*Environmental strategies are most effective for community to have public health effects.*

# Community Action and Prevention Principles for Success

- **Community Mobilization**
- **Science-based interventions are essential**
- **Include & Inform Key Community Leaders**
  - Elected officials want to be associated with a success & their support is essential.*
- **Generate early success—show results**
  - Drinking and driving responds quickly to effective and consistent enforcement and local news coverage*

# **Community Action and Prevention Principles for Success**

- **Community Mobilization**
- **Science-based interventions are essential**
- **Include & Inform Key Community Leaders**
- **Generate early success—show results**
- **Utilize Local News—inform people & policy makers**

*If You're Not in the News - You Don't Exist*



# Media Advocacy

Media Advocacy is the strategic use of mass media to advance a social or public policy initiative.



Sunday, February 27, 1994

Section

**B**

Sunday, February 27, 1994

The Blade-Citizen

# North County

B-2 Blade-Citizen

Sunday, February 27, 1994

## Team increases DUI arrests in Oceanside

OCEANSIDE — The Police Department's new focus on catching drunken drivers has yielded immediate results in Oceanside, according to a press release.

In January of this year, 111 drivers were arrested for driving under the influence, the release stated.

During the same month in 1993, only 56 were arrested.

There were 57 arrested in January 1992.

Oceanside police, using the zero-tolerance law that took effect Jan. 1, also have seized the licenses of eight drivers under 21 years old allegedly caught with alcohol on their breath.

Under the new state law, police

can revoke for one year the license of any driver under 21 caught behind the wheel with a 0.01 blood alcohol level or higher. The legal limit for drivers 21 or over is 0.08.

Since two Oceanside officers were assigned in November to hunt for drunken drivers full-time, the average number of arrests per day for driving under the influence has increased from 1.71 to 2.53, the release stated.

"We're just getting started," Officer Ken Cowing said in the release. "For the safety of our citizens and all who drive on our streets, it's important that people realize that impaired driving will definitely not be tolerated in Oceanside."

# Community Action and Prevention Principles for Success

- **Community Mobilization**
- **Science-based interventions are essential**
- **Include & Inform Key Community Leaders**
- **Generate early success—show results**
- **Utilize Local News—inform community**
- **Evaluate project—*determine effects***  
***“Good science and good politics”***

## Essential Evaluation Question

"Are we having any impact or just howling at the moon?"



# Appendices

## Web Reference for Guides to Community Alcohol Prevention:

[http://www.nhtsa.dot.gov/people/injury/alcohol/Community%20Guides%20HTML/Guides\\_index.html](http://www.nhtsa.dot.gov/people/injury/alcohol/Community%20Guides%20HTML/Guides_index.html)

# Scientific Evidence

## Drinking & Driving Countermeasures

	Effectiveness	Cross Cultural Testing	Cost/Effectiveness	Comments
Random Breath Testing RBT	***	**	**	Requires consistent enforcement
Sobriety Checkpoints	*	***	**	Selective/targeted enforcement
Lower BAC Levels	***	***	***	Population effect, requires enforcement
Administrative License Suspension	***	**	**	Effective, requires enforcement
Graduated Driver Licensing	**	**	***	Reduces overall crashes
Lower BAC level for youth "Zero Tolerance"	***	*	***	Effects depend upon enforcement
Designated Driver and Ride Services	0	*	0	Little evidence of sustained effect

Babor, T., et al (2003). Alcohol: No Ordinary Commodity: Research and Public Policy. New York: Oxford University Press.

# Scientific Evidence

## Alcohol Availability

	Effectiveness	Cross Cultural Testing	Cost/Effectiveness	Comments
Total Ban--Prohibition	***	***	**	Has associated problems
Minimum drinking/purchase age	***	*	**	Effectiveness linked to enforcement
Rationing	**	**	*	Specific to one country
Government Retail Monopoly	***	***	***	Politically challenging
Hours/Days of Sale	***	***	***	Option available to communities
Density of alcohol outlets	**	*	***	Option available to communities
Server Liability	***	*	***	Requires publicity of risk
Low Strength Alcohol	**	**	***	Effective IF price difference
<b>Alcohol Price/Taxes</b>	***	***	***	Strongest evidence, politically challenging

Babor, T., et al (2003). Alcohol: No Ordinary Commodity: Research and Public Policy. New York: Oxford University Press.

# Scientific Evidence

## Altering the Drinking Context & Promotion

	Effectiveness	Cross Cultural Testing	Cost/Effectiveness	Comments
Server Training to reduce over serving	***	***	**	Related to compliance
Server Training to prevention violence & Aggression	*	*	**	Effectiveness linked to enforcement
Voluntary codes of bar practice	0	*	0	Little effect w/o enforcement
Enforcement of on-premise regulations	**	**	**	Essential for regulations to be effective
Safer bar environment & containers	?	*	?	
Alcohol Advertising Bans	*	*	***	Mixed results on total advertising bans
Advertising content regulations	?	0	?	
Alcohol Free Activities	0	**	0	No evidence of effects

Babor, T., et al (2003). Alcohol: No Ordinary Commodity: Research and Public Policy. New York: Oxford University Press.

# Scientific Evidence

## Public Education & Treatment

	Effectiveness	Cross Cultural Testing	Cost/Effectiveness	Comments
Alcohol Education in Schools	*	**	*	Mixed results, only associated with research
College Student Education “Social Marketing”	0	*	0	Education alone is not sufficient
Public Campaigns, Public Service Advertisements	0	*	0	Little effect on behavior
Warning Labels about Risk of Drinking	*	*	*	Increased information but little behavioral effect
Brief Intervention with Heavy Drinkers	**	***	**	Modest effect, targeted
Alcoholism Treatment	*	*	*	Related to level of resources
Mutual Help/Self Help “Alcoholics Anonymous”	*	*	***	Feasible alternative to treatment
Mandatory Treatment of Repeat Drinking/Driving Offenders	*	*	*	Targeted to subgroup

Babor, T., et al (2003). Alcohol: No Ordinary Commodity: Research and Public Policy. New York: Oxford University Press.

**Thank you...now for questions**