Alcohol, Opioids and How to Tell the Story: Massachusetts, a Case Study for Connecting the Dots

Elizabeth Parsons, M.Ed.
Heather Warner, MPH
Penny Funaiole, MA, CPS
BSAS Funding Goal

• All initiatives implement evidence-based environmental strategies that can be sustained through local policy, practice, and systems changes to reduce substance misuse and abuse within Massachusetts communities and to increase both the number and the capacity of municipalities across the Commonwealth to address these issues.
“5 Boston Places Edging Closer To Selling Recreational Marijuana”

“License Board Looking Towards Potential Ban of Alcohol ‘Nips’”

“CVS adds 42 drug disposal boxes across Massachusetts: Here's where you can drop off unwanted medication”

“SPECIAL REPORT: Is it time for a change in alcohol licensing in the commonwealth?”
A WORLD FREE FROM ALCOHOL RELATED HARSMS

SAFER

Strengthen restrictions on alcohol availability
Advance & enforce drink driving counter measures
Facilitate access to screening, brief interventions & treatment
Enforce bans/comprehensive restrictions on alcohol advertising, sponsorship & promotion
Raise prices on alcohol through excise taxes & pricing policies

World Health Organization
Alcohol and health

3.3 million deaths 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
DRINKING ALCOHOL RAISES THE RISK OF SOME CANCERS

THE LESS ALCOHOL YOU DRINK, THE LOWER THE RISK OF CANCER.

DRINKING ANY KIND OF ALCOHOL CAN CONTRIBUTE TO CANCERS OF THE:

- MOUTH AND THROAT
- LARYNX (VOICE BOX)
- ESOPHAGUS
- COLON AND RECTUM
- LIVER
- BREAST (IN WOMEN)

WWW.CDC.GOV/CANCER/DCPC/PREVENTION/OTHER.HTM
No Amount Of Alcohol Is Good For Your Health, Global Study Says
“Industry cannot sit at the table or have a voice when WHO defines its standards and preventive strategies.”

-Dr Chan, WHO Director-General
Mass. wants to update its alcohol laws. Not all are happy

Health advocates oppose loosening sought by business
The previous Tory-Liberal Democrat coalition in London had pledged in 2012 to bring in the policy, but scrapped it a year later after sustained lobbying by the drinks industry. At the time it said there was insufficient evidence that the policy would reduce problem drinking without penalising responsible drinkers.

Warning of Cancer Risk on Alcohol Gone After Industry Lobby

Kristin Jenkins
May 30, 2018

The 2013 Control of Marketing of Alcohol Beverages Bill of 2013 has not been made public for no apparent reason, despite numerous efforts by the Southern Africa Alcohol Policy Alliance. (Bianca Jacobs)

Is this the Bill the alcohol industry doesn't want you to see?

03 OCT 2018 00:00  BY: MICHELLE DU TOIT

Tax bill does the booze industry a solid

by Lydia DePillis  @CNNMoney

December 22, 2017: 7:24 AM ET
Industry’s Prevention Efforts
Corporate Social Responsibility

DRINK FOR PINK

Drink Pink with these Do-Good Cocktails

These 7 spiked beverages benefit Breast Cancer Awareness Month.

BY ALEXIS KORMAN

Information on JUUL E-cigarettes and Marketing Tactics to Schools

by healthadmin | Apr 5, 2018 | Education, Featured |
NIH rejected a study of alcohol advertising while pursuing industry funding for other research
Ethics in Prevention
Public Health Response to “Modernization” of Massachusetts Alcohol Laws

Heather Warner, MPH
Coalition Coordinator
Strategic Planning Initiative for Families and Youth
hwarner@collaborative.org

National Prevention Network
August, 28, 2018
Today

• Context

• “Modernizing” Alcohol Laws in MA

• Public Health Voice

• Lessons Learned
Massachusetts Substance Use Environment

Marijuana
Lawsuits: Public Health Wins

The Guardian
June 12, 2018

Opioid lawsuit targets rich family behind drug that fueled US crisis

Sackler family, which owns Purdue Pharma, the maker of OxyContin, accused of fueling addiction while boosting profits

...and aggressively targeted vulnerable populations, such as the elderly and veterans.

Mass.gov
PRESS RELEASE July 24, 2018
AG Healey Announces Investigation into JUUL, Other Online E-Cigarette Retailers Over Marketing and Sale to Minors

Office Sends Cease and Desist Orders to Three Websites that Sell JUUL-Compatible Products with Inadequate Age Verification Systems; Raises Concerns over JUUL’s School Programming
Marijuana ruling by Massachusetts high court 'first case of its kind in the country'

Posted Jul 17, 2017
By Michelle Williams
Michelle.Williams@masslive.com

After the Massachusetts Supreme Judicial Court ruled Monday in favor of an employee fired after testing positive for marijuana, some legal experts are shocked.

Total Wine wins lawsuit against Mass on discount pricing
R Street Institute
July 27, 2017

Total Wine continues its efforts to challenge state laws that restrict alcohol retailing. The chain alcohol store prevailed in a lawsuit brought by Massachusetts alleging that the store was selling their booze below-cost, in contravention of state law.

A Boston judge has ruled that MA alcohol retailers can legally sell booze at deep discounts when they order it in bulk, rebutting state regulators who said the practice can violate a state law that prohibits selling alcohol at less than cost.
3 Tier System: The Why and Relevancy Today

3-Tier Regulatory System

- Producer
- Wholesaler
- Retailer

Product Quality
Wholesaler tracks all bottles and cans creating efficient system for removal of tainted product before harm occurs.

Tax Collection
Wholesaler usually collects the excise tax. US has nearly 100% collection vs. other countries.

Prevent Illegal Sales
Retail tier must prevent sales to minors and intoxicated persons and collect sales taxes.

Financial Independence
- Prohibits ownership of more than one tier
- Restricts financial ties and things of value as an inducement to buy manufacturer's product.
- Protects distributor with "franchise laws" from being dominated by producer.

Regulation Design
- Reduce aggressive sales tactics such as incentives to consume in high volume.
- Prevent "vertical monopolies" where one tier dominates the others.
- Curtail public order problems using outlet density restrictions and limits on days and hours of sale.
- Greater restrictions on high alcohol content products

Author
Pamela Erickson, CEO, Public Action Management, PLC
pam@pamaction.com
Alcohol: Emerging Trends
Treasurer proposes legislative fix to Nashoba Valley Winery license confusion

By Dan Adams
GLOBE STAFF June 28, 2016

In an effort to end a controversy that has put a spotlight on the state’s unwieldy liquor laws, Treasurer Deborah Goldberg has drafted legislation that would allow the popular Nashoba Valley Winery to continue serving its own wine, beer, and spirits at a restaurant it runs on its Bolton farm.

The proposed bill would explicitly permit the state’s dozens of “farmer-wineries” to simultaneously hold two state liquor licenses: one permitting the production and pouring of drinks on their farms, and another to serve drinks at an on-site restaurant. The restaurants would be barred from serving alcohol made elsewhere, however.

Massachusetts Treasurer Deborah Goldberg is throwing open the doors to the most extensive rethinking of how the state regulates alcohol since the end of Prohibition, directing a new task force to create a more cohesive set of rules that “deals with the 21st century.”
Governor Cuomo Signs Legislation to Modernize New York's Alcoholic Beverage Control Law
Industry can’t be trusted to regulate themselves

Underage drinkers consumed 9.3% of all alcohol sold in MA totaling $344 million in sales & $168 million in industry profits (2012)
September 15, 2016

Dr. Monica Bharel
Commissioner
Department of Public Health
250 Washington Street, 6th Floor
Boston, MA 02108

Dear Dr. Bharel,

We are writing to formally request that the Department of Public Health make a strong recommendation to the Office of the State Treasurer regarding participants involved in the anticipated review of Massachusetts’ alcohol laws. Public health experts need to be actively involved in making determinations around alcohol policy.

cc: Governor Charles D. Baker; State Treasurer Deborah B. Goldberg; Senate President Stan Rosenberg; House Speaker Robert DeLeo; State Senator Jason Lewis; Representative Paul Brodeur; Representative Michael Day; Kim S. Gainsboro, Alcoholic Beverages Control Commission Chairman
Timeline: 6 Months from first public comment to the final report

- June 2016: Nashoba Valley Winery sues ABCC
- July 2016: Announcement of overhaul by Treasurer
- Feb 2017: Task Force members named
- May/June 2017: Public comment period
- July/Aug 2017: Media picks up on PH pushback
- Aug/Sept 2017: Working groups meet
- December 2017: Report released
Changes to alcohol rules face pushback

Health advocates oppose loosening sought by business

By Dan Adams
GLOBE STAFF
When Model

Advocates see chance to raise tax on alcohol

Study cites surge in heavy drinking

By Felice J. Freyer
GLOBE STAFF
MA Alcohol Task Force

Working Groups

• 125 people requested
• 60 chosen*
• 5 working groups chaired by TF members:

1. ABCC Operations
2. Industry Improvements
3. Licensing Process
4. Local Economic Development
5. Public Health and Safety
Who served on working groups?

- Industry and Lawyers: 40
- Public Health: 7
- Municipalities: 7
- Other (food Industry): 4
- Public Safety: 1
- School Psychologist: 1

Total: 65
Breakdown 3-tier system

Increase outlet density

Wholesale discounts and coupons

“The suggested change will not impact public health.”
Public Health Expert Input

Increase outlet density

Lower prices

Increase advertising

Significant impact on public health
## On the table

### Public Health
- No coupons/discounts
- No happy hours
- Minimum pricing
- Adequate taxation
- Strong 3-tier system
- No out-of-state ID’s
- Home delivery concerns
- Social Host Laws
- $ enforcement/ABCC,
- $ prevention efforts
- Public Health Review of changes to alcohol laws

### Industry
- “Innovation” before regulation
- Loosen caps on # Licenses
- Allow craft beer makers to also sell
- Expand retail hours
- Loosen application requirements
- Gifts to restaurants and bars for carrying products
Our Experience Serving on Working Groups
Equal Tax = Prevention
joy to the world
Task force wants relaxed alcohol laws, higher taxes

The good news
- Restrict wholesale discounts
- There IS an excise tax recommendation
- $ for ABCC enforcement

The bad news
- No cap on licenses; unlimited licenses for grocery stores
- The excise tax recommendation is minimal
- Erosion of 3-tier system
- Allow out of state id provision

The Long Haul
Unexpected Allies

Massachusetts Package Store Association

Alcohol Beverage Control Commission
Lessons Learned
Medford, Massachusetts

- 3.2 miles northwest of downtown Boston
- Estimated population 57,213
- Student demographics
  - 13.4% African America
  - 9.6% Asian
  - 11.2% Hispanic
  - 0.3% Native American
  - 60.7% White
  - 4.8% Multi-Race, Non-Hispanic
  - 51% Male/49% Female
- Tufts University
Connecting the Dots
Policy to Practice
OFFICE OF PREVENTION & OUTREACH

Prevention
- Prescription Drugs
- Underage Drinking
- Underage Marijuana Use
- Opioid Overdoses

Intervention
- Medford ASAP
- Crisis Intervention Team

Recovery Support
- Recovery Coaching
- Recovering in Medford

Collect, Analyze & Report Data
Medford Fatal Overdoses 2000-2017

OD Deaths

*Pending Records
Registry of Vital Records and Statistics, MDPH
2012-2015 Deaths Records by Occupation: Labor/Trade based job

- Wakefield: 47%
- Stoneham: 20%
- Reading: 18%
- Melrose: 44%
- Medford: 55%
- Malden: 38%
EXCESSIVE DRINKING HIGHER THAN NATIONAL AVERAGE

Source: CDC Behavioral Health Risk Factor Surveillance Survey
MA: Excessive Drinking

Source: Behavioral Health Risk Factor Surveillance Survey, 2017
Core Measures Impact:
Massachusetts, United States
2017 Annual Report

Source: America’s Health Rankings
## Medford Prevention Funding

| Federal          | 2004 – 2014 Drug Free Communities Grant – Alcohol and Rx  
|                  | 2012 – 2016 Stop Act Grant - Alcohol  
|                  | 2016 – 2021 Partnerships for Success – Rx  

| State Funding    | 2008 – 2015 Underage Drinking Prevention Grant  
|                  | 2014 – 2020 Massachusetts Opioid Abuse Prevention Collaborative  

| Local Funding    | 2015  Prevention and Outreach Manager  
|                  | 2017  Community Recovery Coach  

Strategic Prevention Framework

- Assessment
- Evaluation
- Sustainability and Cultural Competence
- Capacity
- Implementation
- Planning
Building Capacity

- 2005 Communities That Care Survey
- 2006 Focus on Positive Youth Development created youth groups within the Coalition
- 2008 regular rounds of Compliance Checks
- 2009 Offer Responsible Alcohol Beverage Service
- 2010 Team Medford is born
- 2011 Secure, Monitor, Dispose
- 2012 ASAP youth diversion program development
- 2013-2014 Regional Opioid Assessment
- 2015-2016 Grass Roots challenges and successes – Office of Prevention and Outreach
- 2016 – PFS and First Responders come on board
- 2017 Community Recovery Coach
- 2018 Human Services Officer
Creating Connections

**Resource distribution**
Parents – Direct mailing of resources, placing resources in public buildings, churches and pediatricians’ offices
Faculty – Newsletters, professional development opportunities
Providing “Finding Help for Substance Use Disorders” and pocket guides to treatment providers, First Responders, Sheriffs Office, Recovery Coaches
Youth – Curriculum, Trainings on Positive Youth Development: direct and training trusted adults

**Trainings**
Substance Use Disorders 101
Risk to Resiliency – Professional Development Series
Developmental Relationship-Search Institute
TIPS Trainings – Responsible Alcohol Beverage Service
ASAP Trainings – Youth Diversion
Naloxone Trainings
Connecting the Dots

Environmental
- Advertising
- Social Norming
- Controlling Access

Brain
- Addiction
- How substances operate
- Physical vs. Psychological dependence
- Trauma

Behavior
- CRAFFT Tool
- Delay Use
- Positive Youth Development
Touch stones and framing the message

• Research based frameworks

• Translating through images

• Putting substance use into perspective

• Using real life stories
Active User - How did you get started?

• We’d meet on the weekends and get drunk, all we did is party. Addiction is a progressive disease, people say smoking weed is a gateway drug, but you don’t go from weed to heroin, we were alcoholics, and smoked weed, and then we did coke, then the opiates came and we were physically addicted. It is this culture that we are trying to outdo each other, who parties the hardest. We were pouring beers out, saying I drank 10 beers, constantly trying to outdo the other. When the oxy came, we said we don’t have to drink anymore.
Take-a-ways for framing alcohol and opioids

- Reach for Healthy Communities First—we’re in this together
- Upstream Prevention--Common Intervening variables (R and P’s)
- Brain Science of Addiction is model for alcohol & other drugs
- Working together = Share opportunities, resources & stakeholders
- Big picture of prevention—global, national, and state policies and trends are important!
- Policies are effective prevention
- Industry cannot be trusted to regulate itself “Regulatory Capture”
- Get Outraged—follow tobacco’s lead and expose industry’s tactics to attract heavy users and youth
Penelope Funaiole, MA, CPS

CONTACT INFORMATION
Prevention and Outreach Manager
Medford Board of Health,
Office of Prevention and Outreach
City of Medford, MA
Pbruce@Medford-ma.gov
781-393-2449