



2023 Alcohol Awareness Toolkit: #ProofsInTheNumbers

Michelle Frye-Spray, Co-Director, Northwest PTTC
March 17, 2023



Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Disclaimer

This presentation is supported by SAMHSA of the U.S. Department of Health and Human Services (HHS) through SAMHSA Cooperative Agreement # H79SP080995. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by SAMHSA/HHS, or the U.S. Government.

This webinar is being recorded and archived, and it will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.

2023 Weekly Themes

- Week 1: Harms to Others/Impaired Driving/Violence (April 2-8)
- Week 2: Alcohol and The Economy (April 9-15)
- Week 3: Alcohol's Role in The Opioid Epidemic (April 16-22)
- Week 4: Alcohol and Cancer & Excessive Alcohol Use (April 23-29)



Our Challenge

- Explore the toolkit
- Share the toolkit with partners
- Tailor the toolkit to meet your needs
- Give us your feedback on improving the toolkit
- Tell us how you and your partners used it.



What do we want to accomplish?

1. **Raise awareness** about alcohol harms and the importance of strong alcohol policies.
2. **Encourage engagement** from prevention and public health stakeholders to strategically educate and inform policy makers about effective alcohol policies.



1 Awareness

2 Engagement

What do we want
to accomplish?

1

Awareness

**Help you achieve your
existing goals!**

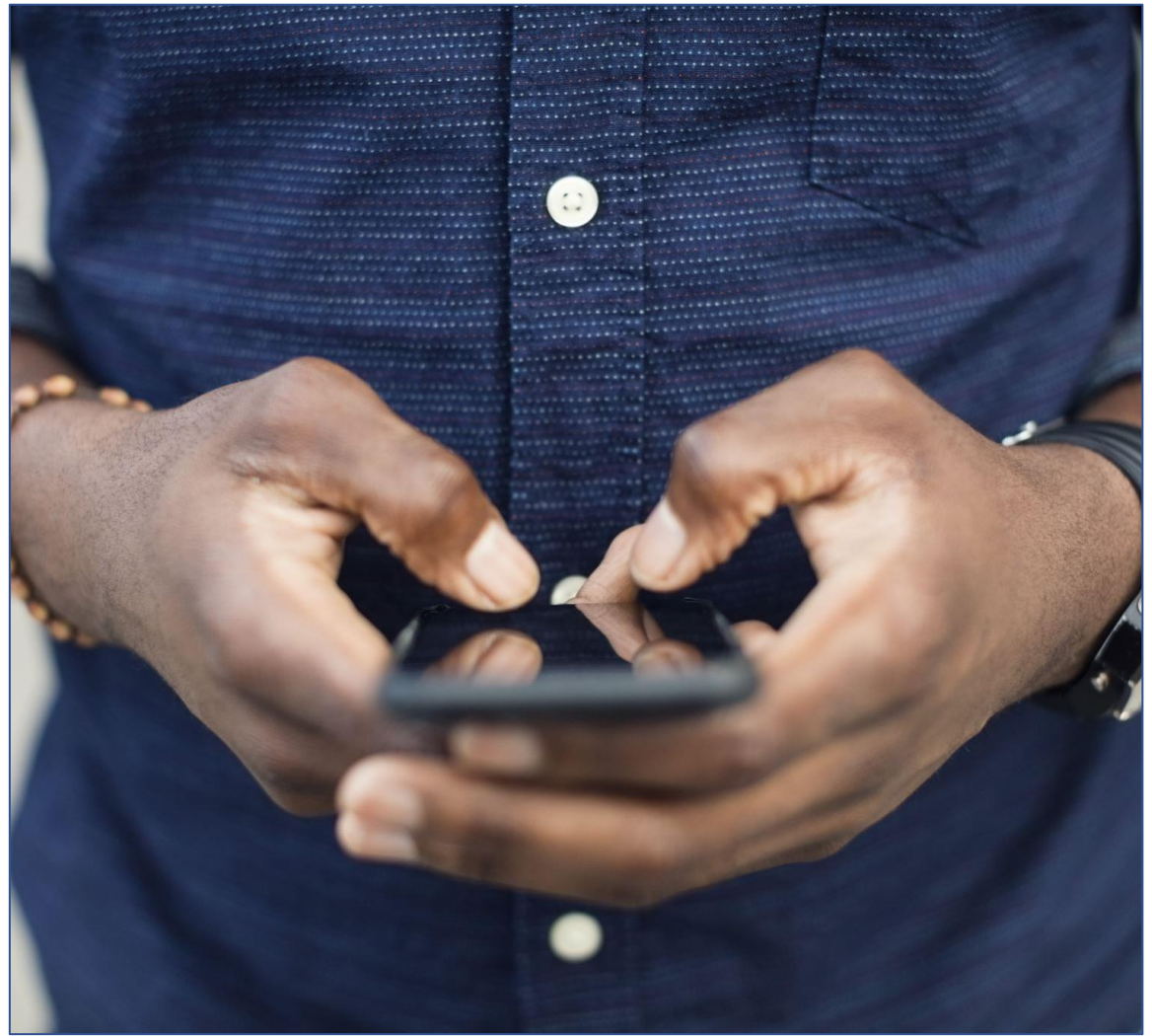
effective alcohol policies.

2

Engagement

Social media tools

Mememes for each week's theme



Let's take a look together

<https://pttcnetwork.org/centers/northwest-pttc/alcohol-awareness-toolkit>



The posters include the following information:

- State Store:** People who live in communities with government oversight of alcohol sales are **41% less likely to experience physical harms from other people's drinking.**
- County Store:** People who live in communities with government oversight of alcohol sales are **41% less likely to experience physical harms from other people's drinking.**
- ABC Store:** People who live in communities with government oversight of alcohol sales are **41% less likely to experience physical harms from other people's drinking.**
- Lethal Mix:** Binge drinkers are **2x as likely to misuse prescription opioids.** Health experts recommend strong alcohol safeguards to prevent heavy drinking and for physicians to screen patients on their alcohol use.
- 7 Types Cancer:** Alcohol is linked to **7 types of cancer:** Mouth, Throat (Pharynx), Voice Box (Larynx), Esophagus, Breast, Liver, and Colon & Rectum.
- Calling All Women:** Alcohol linked death rates for women are up **85% in the last decade.**
- Adult Women & Middle-aged Drinkers:** are driving large increase in **Alcohol-related ER visits.**
- Nearly 15%:** of Breast Cancer Deaths among women in the U.S. were linked to **Alcohol Consumption.**
- Policy Safeguards Checkmark:** States with **Policy Safeguards = Decreased Risk of Experiencing Second-hand Harms from Other's Drinking.**
- States with More S:** States with **Policy Safeguards = Less Violent Deaths.**

Awareness and Advocacy Tools to Focus Your Message

Engagement tool templates

- Opinion editorials
- Letters to policy makers
- Proclamations
- Resolutions of support

Easily adaptable!



Goal 1

Defining and
achieving
objectives!

Possible Tactics

Tactic 1: *Do 4 Facebook posts each week in April based on weekly themes.*

Tactic 2: *Work with one partner organization that aligns with weekly theme to share Facebook post with its constituents to expand reach.*

Tactic 3: *Promote Facebook posts on at least one other medium (e.g., newspaper, radio, Twitter, Instagram, Youtube) each themed week.*

Goal 2

Defining and
achieving

objectives!

Possible Tactics

Tactic 1: *Secure 15 community partners to share the Alcohol Awareness Month proclamation. (*Bonus: Host a news conference, with partners, to announce the Proclamation.)*

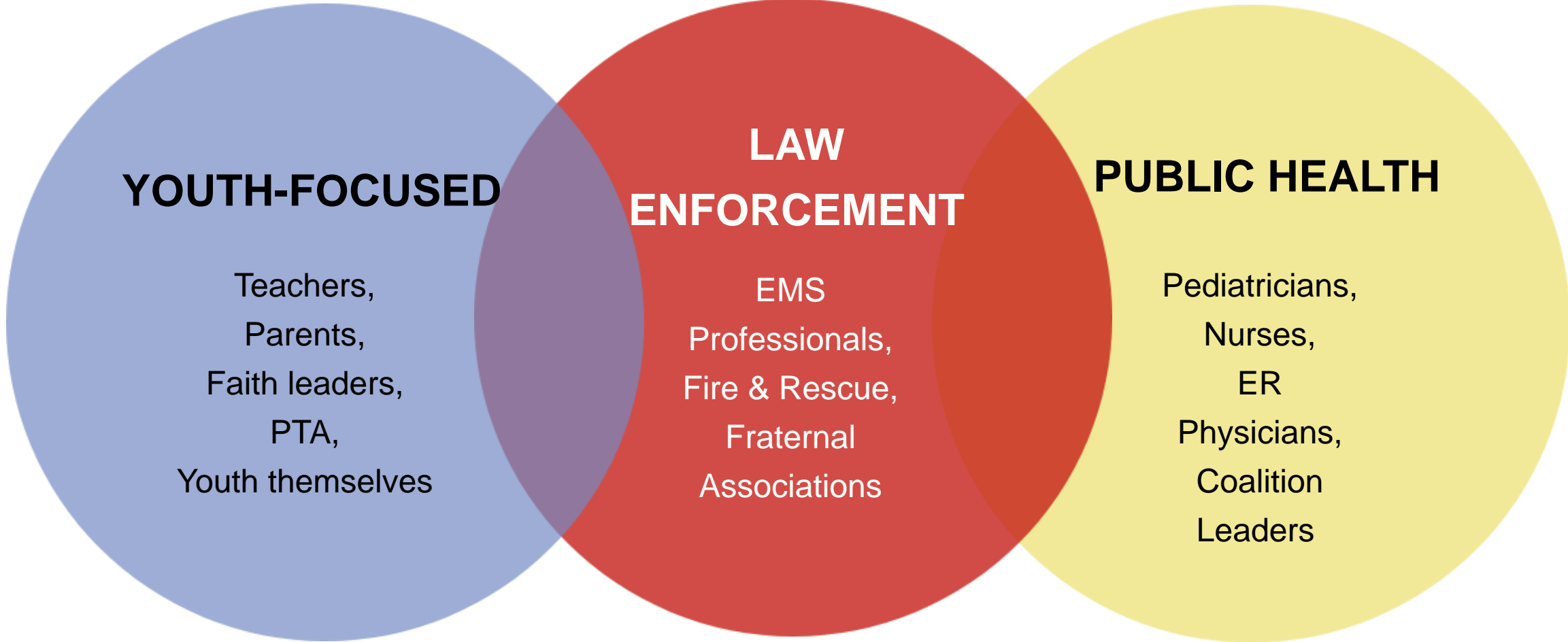
Tactic 2: *Present to a community partner that aligns with the weekly theme, sharing the toolkit to raise awareness about alcohol-related harms and the important role alcohol policy safeguards play in protecting the public.*

Tactic 3: *Encourage one community partner that aligns with one or more of the weekly themes to submit an opinion editorial to a local newspaper. (*Bonus: Post the opinion editorial on FB once it runs.)*

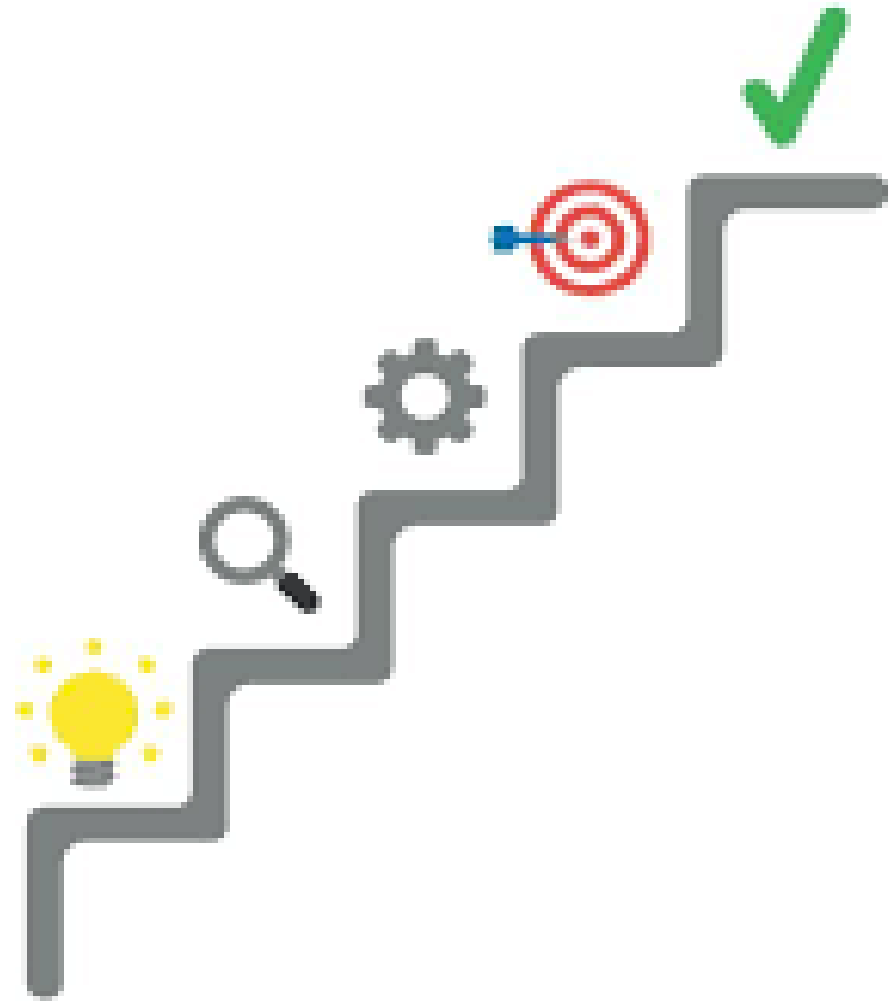
Potential Areas for Technical Assistance

North Carolina			Alcohol Awareness Action Plan 2023		
Goals	Focus	Control State Attributes	Tactic	Partners	Weekly Theme
Increase Awareness	Second-hand Harms - Impaired Driving	Sale of the product goes to support enforcement to prevent illegal sales (See notes below) and ultimately harms.	Facebook posts geared toward engagement	Work with coalition partners to encourage them to disseminate Facebook posts about specific communities (local ABC Boards) where money goes to support enforcement, including countermeasures on impaired driving, home delivery compliance checks	Second-hand Harms-Impaired Driving
Strengthen Partners	Alcohol-related Emergency Department Visits	Control systems have lower rates of alcohol consumption, fewer alcohol outlets. Specifically in NC, they have low rates of alcohol consumption and high revenues.	Op-ed in main paper with medical professional (ER doctor, nurse) on alcohol and ER admissions	Work with medical professional to write op-ed	Increases in Alcohol Consumption - Emergency Department Assess
Increase Awareness	Opioids	Control systems have lower rates of alcohol consumption, leading to fewer opioid related fatalities.	Facebook posts geared toward engagement	Addiction Professionals of NC, NC PUDI Coalitions, NC ABC Commissioner Ambassadors and other coalitions throughout the state. Could also partner with treatment provider given funds from the sale of liquor go directly to support treatment centers in some local communities	Alcohol and Opioids

FINDING AUTHENTIC MESSENGRERS



Next steps



Questions /
Comments





Accessing TA
Michelle Frye-Spray
Northwest PTTC
mfryespray@casat.org

Center for Advancing Alcohol Science to Practice Sara
Cooley Broschart
info@alcoholsciencetopractice.org

