



## NORTHWEST PREVENTION TECHNOLOGY TRANSFER CENTER EMERGING TOPICS IN PREVENTION SCIENCE MEDIA SERIES

### Shaping the Alcohol Policy Environment: Past, Present and Future

#### DATE AND TIME

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February 27, 2020      10:00 am - 11:30 am Alaska  
11:00 am - 12:30 pm Pacific  
12:00 pm - 01:30 pm Mountain

#### AUDIENCE

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Community and state-level prevention practitioners, allied health partners and community members, and treatment professionals working to prevent substance misuse.

#### DESCRIPTION

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While other substances may get the share of the media attention, excessive alcohol consumption remains a consistent public health issue. This webinar will unravel the mystery of U.S. alcohol regulation, review the current science on effective strategies to addressing local conditions that influence the alcohol policy environment, and provide insights about the future of alcohol policy regulation, and the need for balance between consumer interests and public health and safety considerations.

#### OBJECTIVES

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1. Describe current alcohol consumption and policy trends
2. Explain the history of alcohol regulation in the U.S. and its importance today
3. Identify effective alcohol policy and enforcement strategies to prevent excessive alcohol consumption
4. Understand potential implications of alcohol policy changes on the alcohol environment

#### PRESENTER

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**Cassie Greisen** is the Public Policy Manager at the National Alcohol Beverage Control Association (NABCA), a trade association representing alcohol regulators. She has over 10 years of public health experience related to the regulation, enforcement, and marketing of alcohol. Prior to joining NABCA, Cassie was Faculty Associate at The Johns Hopkins Bloomberg School of Public Health where she worked on both statewide and national projects implementing and assessing strategies to address excessive alcohol consumption.

#### REGISTRATION

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Register Here: <https://casatunr.wufoo.com/forms/p3mx5j51ibleu2/>

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## CERTIFICATES

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Participants will receive a continuing education certificate of 1.5 hours for this live webinar event.

## QUESTIONS?

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Please contact Clarissa Lam Yuen ([clamyuen@casat.org](mailto:clamyuen@casat.org)) for any questions related to registration. For any other questions, please contact Janet Porter ([jporter@casat.org](mailto:jporter@casat.org)).