

Pacific Meeting on Alcohol Policy

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Noumea, New Caledonia

SHORE

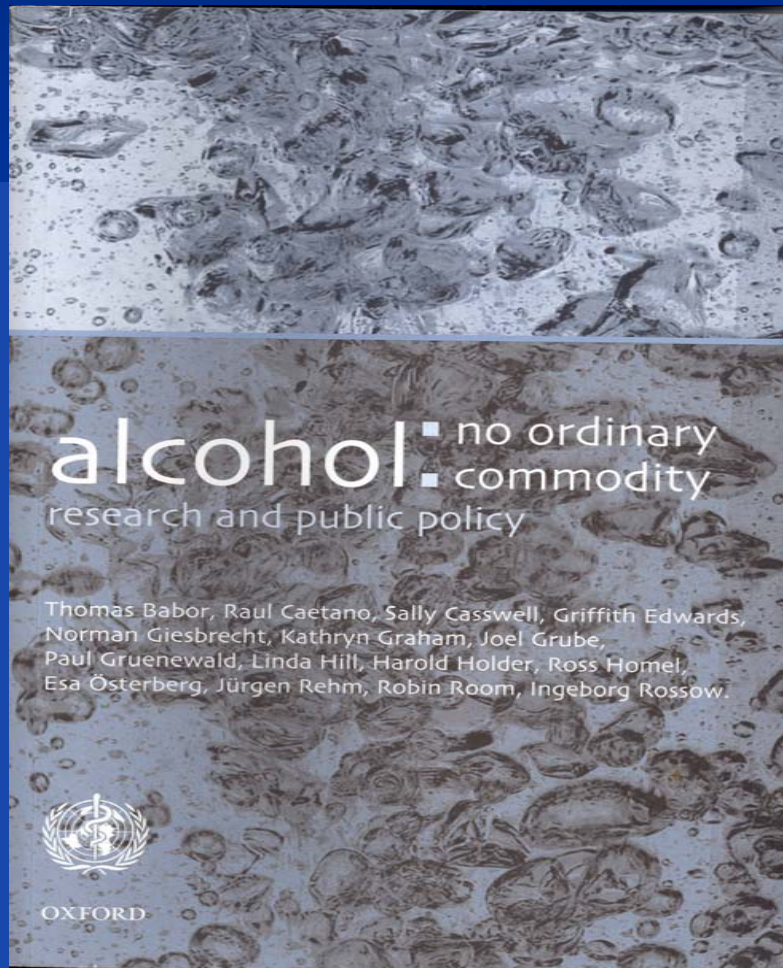
Alcohol and Public Policy: the evidence for effectiveness

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Alcohol: No Ordinary Commodity: Research and Public Policy

Oxford University Press, 2003



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Sponsorship: World Health Organization (Geneva)
WHO Regional Office for Europe (Copenhagen)
The Society for the Study of Addiction (UK)

Characteristics of the Integrative Policy Research Project

- A programme of integrative literature reviews and statistical reporting – consumption, harm, interventions and policy process
- Duration – several years
- Interdisciplinary - included population-based public health sciences, such as epidemiology, sociology and health economics.
- Cross-national collaboration
- Intellectual independence
- Managerial autonomy
- Scrupulous avoidance of even the appearance of conflict of interest
- WHO sponsorship
- Summarized evidence of effectiveness

Evaluation Standards

Evidence of Effectiveness:

- 0 Evidence indicates a lack of effectiveness
- + Evidence for limited effectiveness
- ++ Evidence for moderate effectiveness
- +++ Evidence of a high degree of effectiveness
- ? No studies have been undertaken or there is insufficient evidence upon which to make a judgment.

Also:

Breadth of Support

Cost to Implement and Sustain

Alcohol: No Ordinary Commodity strategies reviewed

Taxation

Regulating Physical Availability

Altering the Drinking Context

Drinking-Driving Countermeasures

Treatment and Early Intervention

Education and Persuasion

Regulating Alcohol Promotion

Evidence base for policy

Taxation

Strategy or Intervention	Effectiveness	Breadth of Research Support	Cost to Implement
Alcohol Taxes	+++	+++	low

Regulating Physical Availability

Strategy or Intervention	Effectiveness	Breadth of Research Support	Cost to Implement
Minimum legal purchase age	+++	+++	low
Server liability	+++	+	low
Restrictions on density of outlets	++	+++	low
Hours and days of sale restrictions	++	++	low
Different availability by alcohol strength	++	++	low

Altering the Drinking Context

Strategy or Intervention	Effectiveness	Breadth of Research Support	Cost to Implement
Enforcement of on -premise regulations and legal requirements	++	+	high
Outlet policy to not serve intoxicated patrons	+	+++	moderate
Training bar staff and managers to prevent and better manage aggression	+	+	moderate
Voluntary codes of bar practice	0	+	low

Drink driving countermeasures

Strategy or Intervention	Effectiveness	Breadth of Research Support	Cost to Implement
Random breath testing (RBT)	+++	++	moderate
Lowered BAC Limits	+++	+++	low
Low BAC for young drivers (“zero tolerance”)	+++	++	low
Administrative license suspension	++	++	moderate
Sobriety check points	++	+++	moderate
Graduated licensing for novice drivers	++	++	low
Designated drivers and ride services	0	+	moderate

Community Action

Strategy or Intervention	Effectiveness	Breadth of Research Support	Cost to Implement
Community mobilization	++	++	high
Promoting alcohol free activities and events	O	++	high

Brief Intervention and other treatments

Strategy or Intervention	Effectiveness	Breadth of Research Support	Low Cost to Implement
Brief intervention with at -risk drinkers	++	+++	moderate
Alcohol problems treatment	+	+++	high
Mutual help/self - help attendance	+	+	low
Mandatory treatment of repeat drinking -drivers	+	++	moderate

Education and persuasion

Strategy or Intervention	Effectiveness	Breadth of Research Support	Cost to Implement
Alcohol education in schools	O	+++	high
College student education	O	+	high
Public service messages	O	+++	moderate
Warning labels	O	+	low

Regulating Alcohol Promotion

Strategy or Intervention	Effectiveness	Breadth of Research Support	Cost to Implement
Advertising bans	+	++	Low
Advertising content controls	?	O	Moderate
Promoting alcohol-free activities and events	O	++	High

In Conclusion....

- Alcohol policies that increase the price of alcohol, limit access to alcohol beverages, alter the drinking environment and deter drinking and driving are likely to reduce alcohol related harm
- Implementation and enforcement of these policies is essential and community action is an effective tool
- Treatment, especially brief intervention, shows evidence of effectiveness, whereas educational approaches show none
- Extensive restrictions on marketing would probably show impacts both directly and indirectly
- But there is a gap between the evidence and the policy.....