

TALE OF TWO CITIES

Reducing alcohol outlet density and related harms

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Acknowledgment

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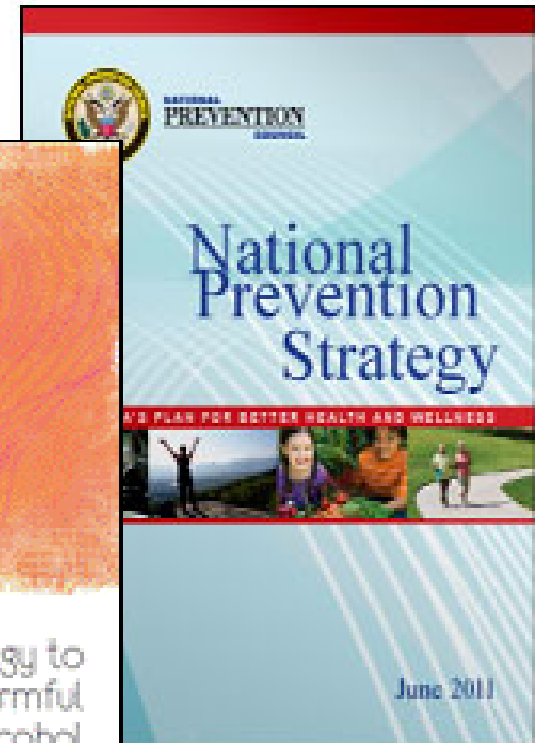
The primary purpose of this presentation is to address policy and environmental approaches some communities have used to improve public health. There is no intent to reflect a view on specific legislation. Recipients are prohibited from using appropriated Federal funds for lobbying.



Overview

- Review the science behind reducing alcohol outlet density by number and location
- Compare two communities' organizing methods to address density
- Review barriers encountered and strategies used to overcome them

The science



Two cities

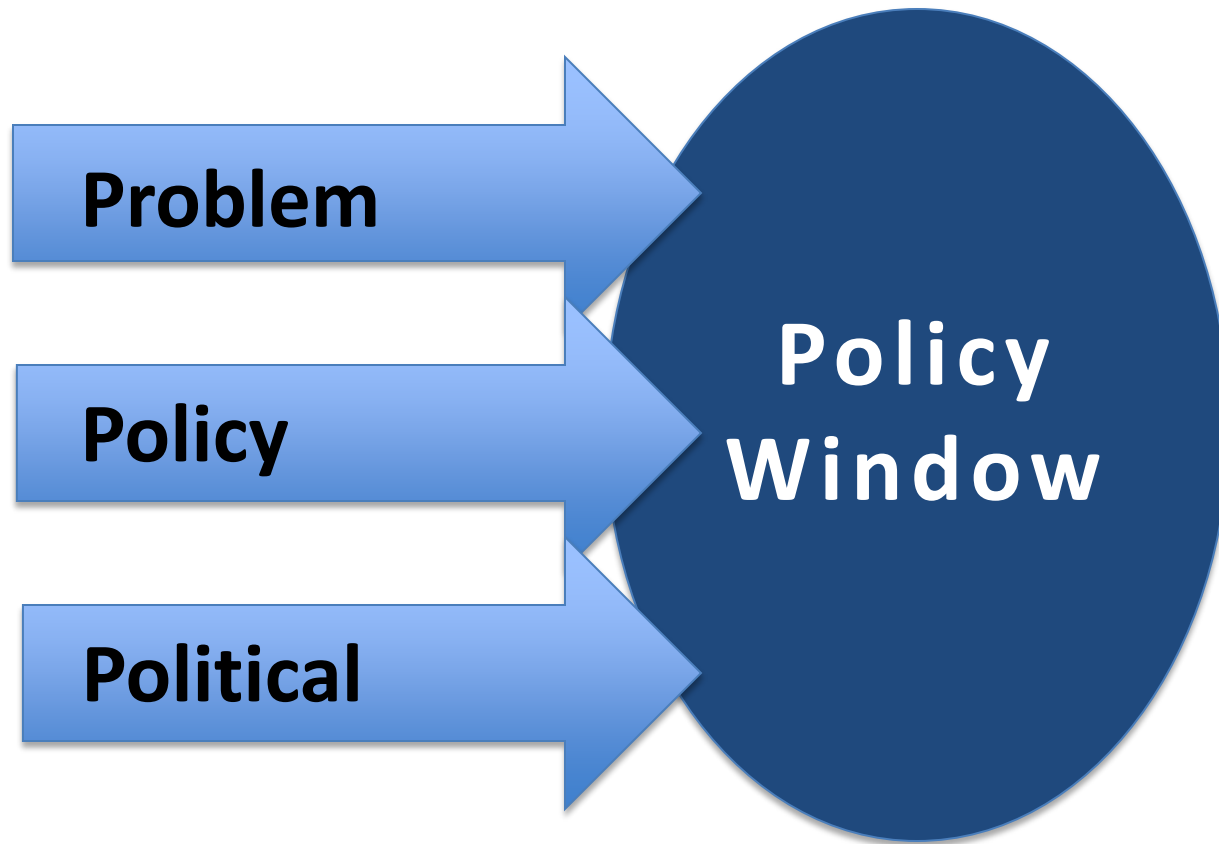
Omaha, Nebraska



Baltimore, Maryland



Kingdon's streams theory





OMAHA - Problem

- **Broken liquor licensing/regulation system**
- **Opportunity for citizen input**
- **Authority for local governing body to address alcohol outlet placement**

OMAHA - Policy



➤ Zoning ordinance

- Location of new alcohol outlets
- Operational standards of existing alcohol outlets

OMAHA - Political

- **Bottom-up organizing**
 - **Across city, citizens with similar experiences banded together**
 - **Formed Alcohol Impact Coalition (AIC)**



OMAHA – Policy Window



- **Drug store wanted 20+ liquor licenses**
 - **Local governing body recommended against the majority of liquor licenses**
 - **State ignored resident concerns and Council recommendations, granting every license**

BALTIMORE - Problem



- Neighborhood health and crime concerns
- City has double the number of liquor licenses allowed
- State standard:
 - 1 for every 1,000 people
- Baltimore City
 - 1 for every 470 people

BALTIMORE – Policy Window

- Rewrite Baltimore – Once in a 40-year opportunity for change
- Health impact assessment
- Healthy Baltimore 2015 – Health Commissioner identified a goal of 15% reduction of alcohol outlets



BALTIMORE - Political



- **Top-down organizing**
 - **City leadership**
 - **Public health experts**
 - **Community based organization**

OMAHA - Barriers and opposition

➤ Grassroots

- Access to data and GIS maps
- Establishing a new process
- Economic costs
- Implementation
- Enforcement
- Strong liquor, chamber of commerce involvement



BALTIMORE - Barriers and opposition



➤ **Grasstops**

- **Building grassroots, community support**
- **Competing liquor task force initiatives**
- **Enforcement**
- **Strong liquor industry involvement**

Overcoming barriers

Coalition building



➤ Grassroots

- Alcohol Impact Coalition
- Met with and wrote legislators routinely
- Gathered resolutions of support



Overcoming barriers

Coalition building



➤ **Grasstops**

- **Key organization reaching out to neighborhood partners**
- **Strong city leadership**
- **Public health expert support**



Overcoming barriers

Media advocacy



➤ **Connected to other city issues to keep topic in public discussion**

- **Strategic use of letters to editor and op-ed pieces**
- **News conferences before key decisions**
- **Social media: Facebook and Twitter**

Life > N

Transforming Baltimore

Our view: New zoning code adds predictability, flexibility and transparency

November 15, 2012

By now, it should be fairly clear to Baltimoreans that the old mill buildings along the Jones Falls make great offices, apartments and restaurants. It shouldn't take months or years of wrangling and an act of the City Council to get permission to convert one to those new uses. Nor is it a new idea to build a deck on the rooftop of your rowhouse. It shouldn't take advanced knowledge of the city bureaucracy to figure out whether you can build one or what size it can be. And Baltimore's Metro and light rail aren't exactly new; isn't it about time that we decided that new businesses built to take advantage of those transit lines get a break on the number of parking spaces they're required to provide?



improving...
character of Baltimore

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Summary

1. Technical assistance from legal and public health experts
2. Power analysis of decision makers
3. Active and knowledgeable community members
4. Key organizer steering campaign
5. Clear messaging

For more information

- *Jernigan, D.H., Sparks, M., Yang, E., Schwartz, R. Using public health and community partnerships to reduce density of alcohol outlets. Preventing Chronic Disease. 2013.*
- *Community Anti-Drug Coalitions of America. Strategizer 55: regulating alcohol outlet density: an action guide. 2011.*

Thank You

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