

Tackling Alcohol-Related Health Harms Through Multi-component Strategies

BARNSTABLE COUNTY REGIONAL SUBSTANCE USE COUNCIL

FEBRUARY 2, 2017

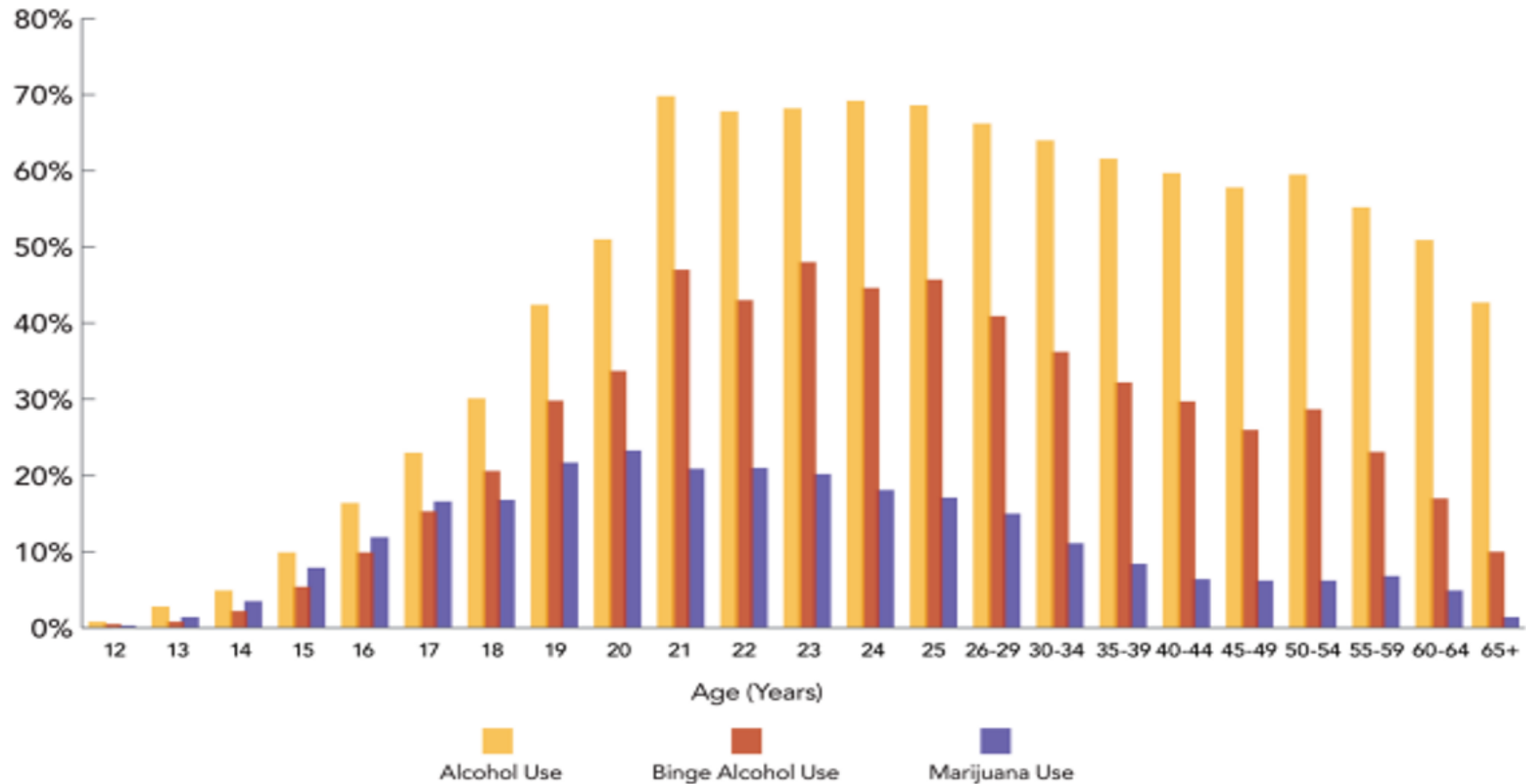


Excessive Drinking Has a Huge Public Health Impact in the United States

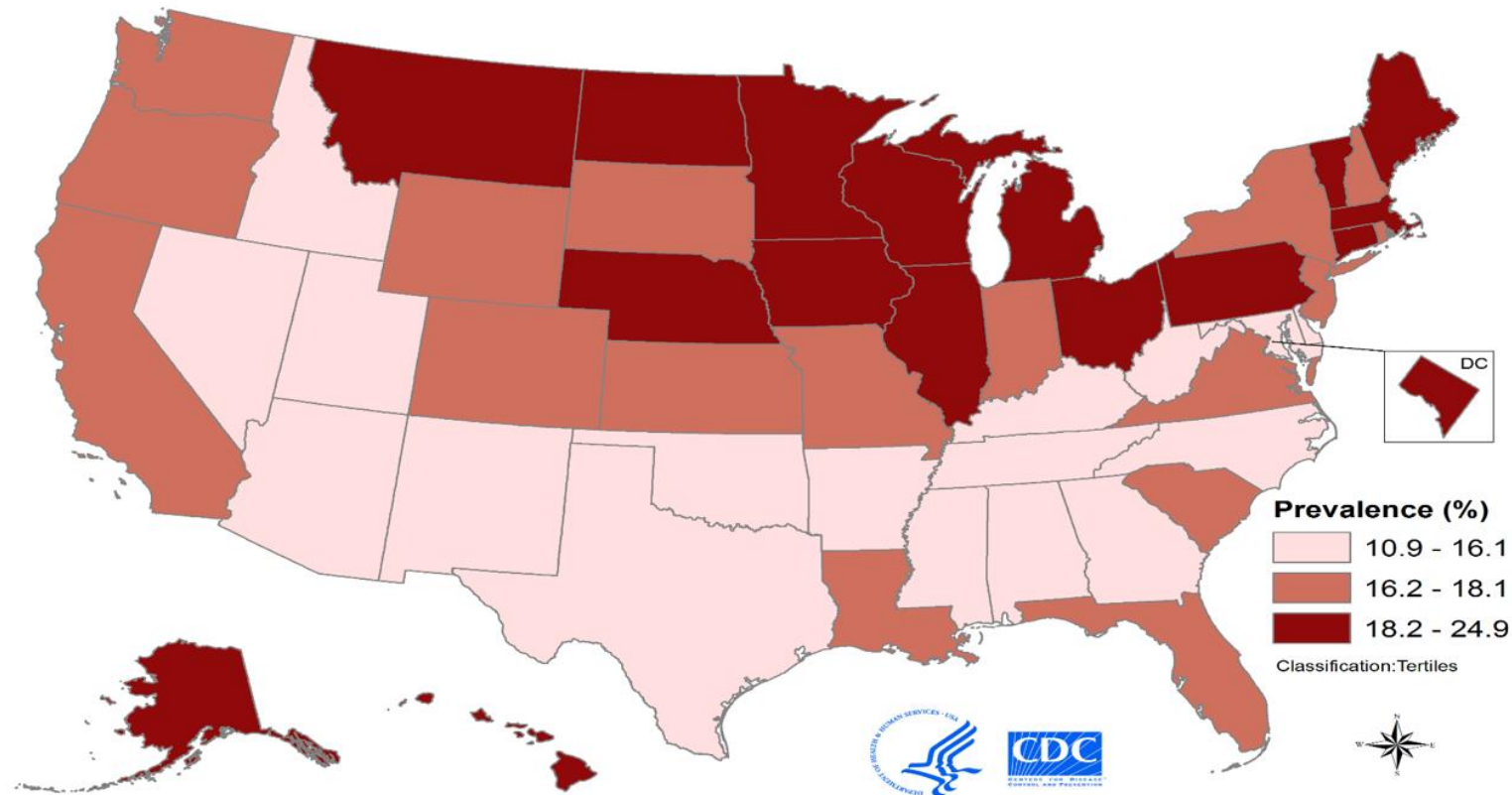
- ❑ 88,000 deaths ever year
- ❑ 2.3 million Years of Potential Life Lost (YPLL) every year
- ❑ 3rd leading cause of preventable death
- ❑ Cost
 - **\$249** billion in economic costs (2010) or **\$2.05/drink**
 - Alcohol-related DUI costs the United States more than **\$44 billion** each year in prosecution, higher insurance rates, higher taxes, medical claims, and property damage.



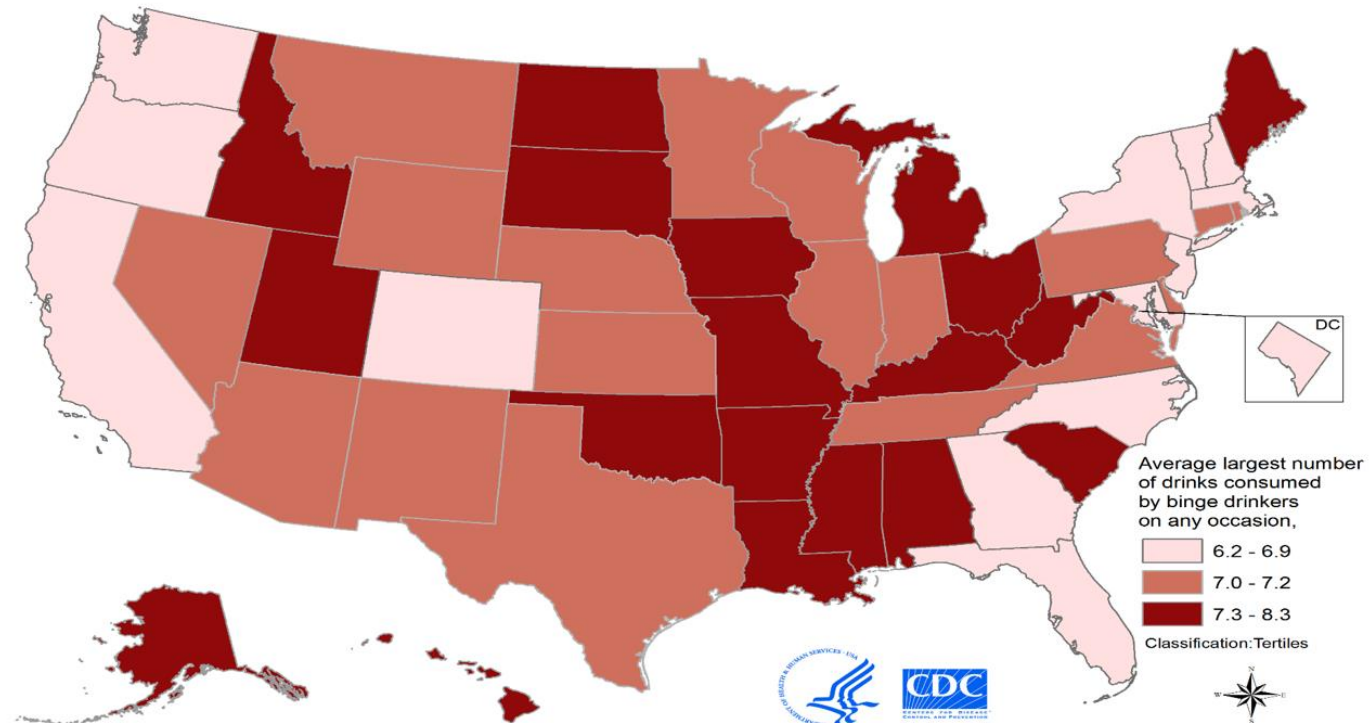
Past-Month Alcohol Use, Excessive Alcohol Use, and Marijuana Use, Percentages By Age



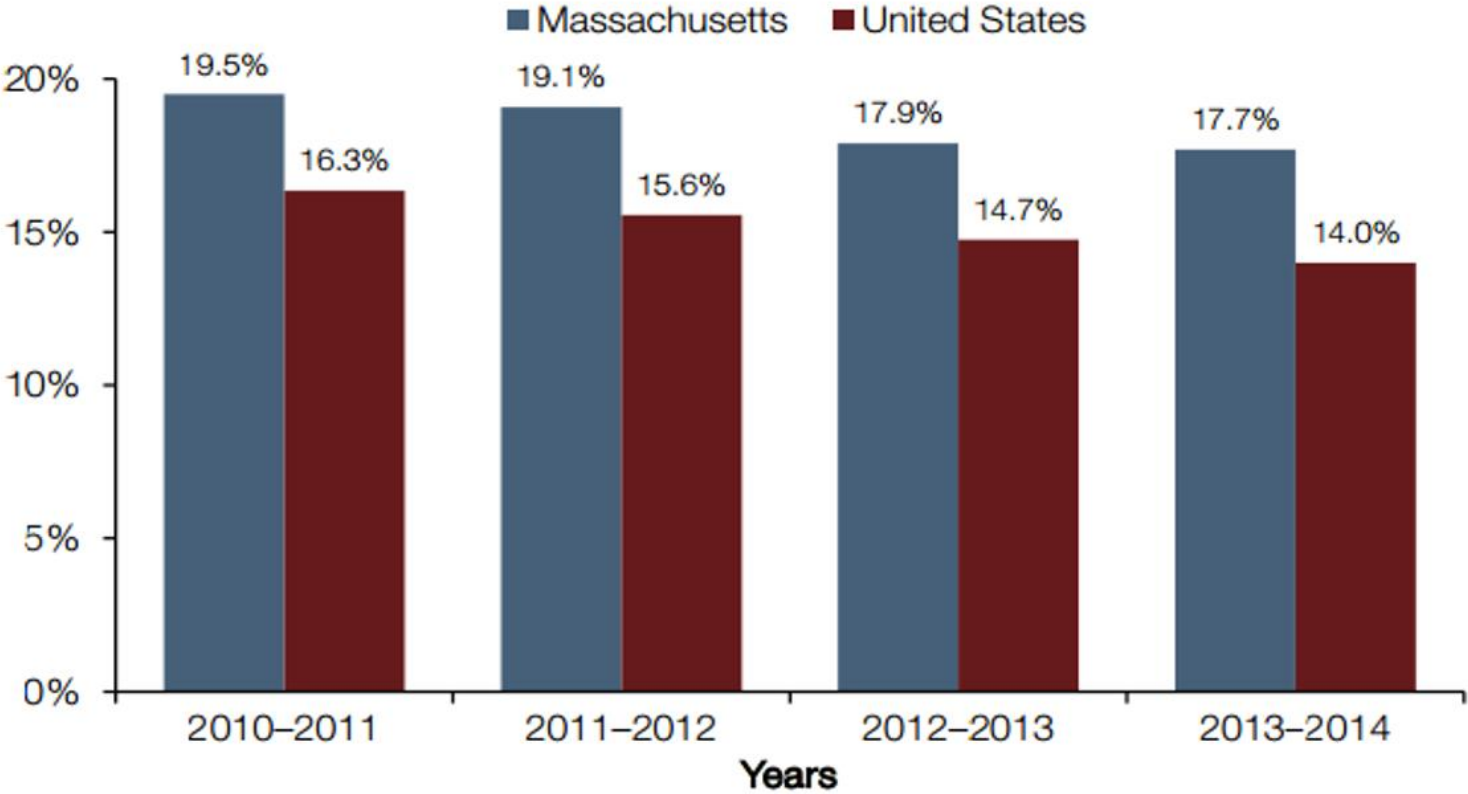
Prevalence of Excessive Drinking, 2015 (Adults)



Drinks Per Occasion Among Excessive Drinkers, 2015 (Adults)



Excessive Alcohol Use Among Youth (Aged 12-20)



Alcohol Use Among Cape Cod Youth

- 40% of Cape Cod student currently use alcohol based on 30 day use survey results
- 60% of Cape Cod student have used alcohol in their lifetime

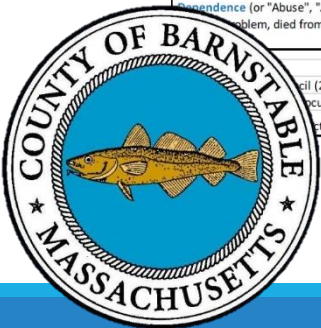
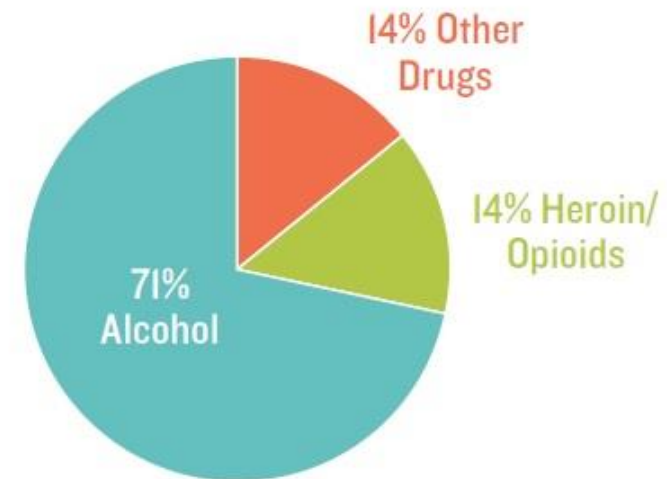


Effects of Alcohol in Cape Cod

Table 3. Summary of Estimated Annual Morbidity and Mortality Due to Substance Dependence in Barnstable County, 2013.

Summary of Estimated Annual Morbidity, and Mortality Due to Substance Dependence in Barnstable County							
CONSEQUENCES OF ABUSE							
SUBSTANCE CONSUMED	Morbidity (Existing Cases)		Morbidity (New Cases)		Mortality		
	Prevalence, 1a.	Prevalence, 1b.	Incidence, 2a.	Incidence, 2b.	Mortality, 1	Mortality, 2	Mortality, 3
	RATE of Dependence (Addiction) in Cape Pop.	NUMBER of Persons Dependent (@ point in time)	RATE of Increase in Dependent Pop. on Cape	NUMBER of New Cases (per year)	PERCENT of Dependents that Die due to Substance Abuse (per year)	NUMBER of Substance Abuse-Related Deaths (per year)	PERCENT of Substance Abuse-Related Deaths
Alcohol *,****	7.9%	17,063	1.0%	179	0.79%	135	71%
Heroin + Opioids *	3.1%	5,691	6.5%	370	0.47%	27	14%
Marijuana **,****	1.3%	2,715	Pending	Pending	0%	0	0%
Other Drug *,v (e.g. Cocaine, Sedatives, Anti-Dep/ Anti-Psychot./Convulsant, Unspecified, Other)	3.1%	5,691	Pending	Pending	0.47%	27	14%
Total		31,161		Pending		189	100%
Dependence (or "Abuse", "Addiction") = Hospitalized for, treated for, arrested for, incarcerated for, self-problem, died from use of substance.					Percent of Total Barnstable County Deaths (All Causes), N ~2,796; 2011****		
Source: Council (2014). Common Health for the Commonwealth: MA Report on the Preventable Determinants of Health, p. 54. (Alcohol addiction @ 7.5% in MA)					7%		
Focus: The Demographic and Socioeconomic Landscape of Barnstable County, p. 10.							
Director, MassCHIP. 10/7/2014.					****SAHMSA, 2012 (Alcohol addict. @ 8.3% in MA)		
					v Multiple Sources		

Substance use disorder related deaths



Drinking: Adults and Youth are Closely Related

- **Youth-adult relationship**

- Youth tend to model their drinking behavior after adults
- Adults are often the source of the alcohol consumed by youth

- **Alcohol policies**

- Most alcohol control policies affect the drinking behavior of adults and youth



Evidenced-Based Best Practices

Prevention Programs

- School-based programs
- Family-based programs
- Positive Youth Engagement Models
- Community Coalition-Based Prevention Models

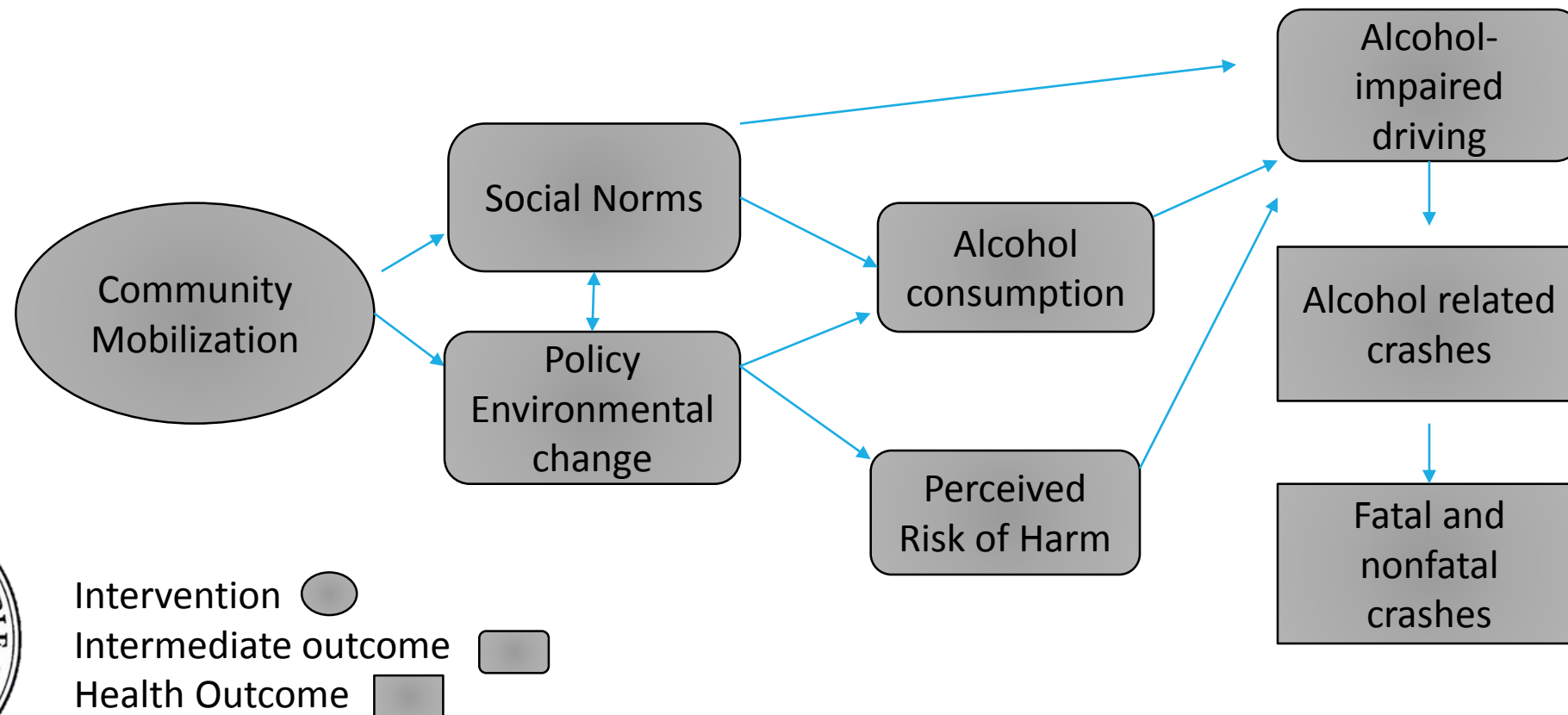
Work Together

Prevention Policies

- Price and Tax Policies
- Policies that Affect Access to and Availability of Alcohol
- Policies to Reduce Underage Drinking

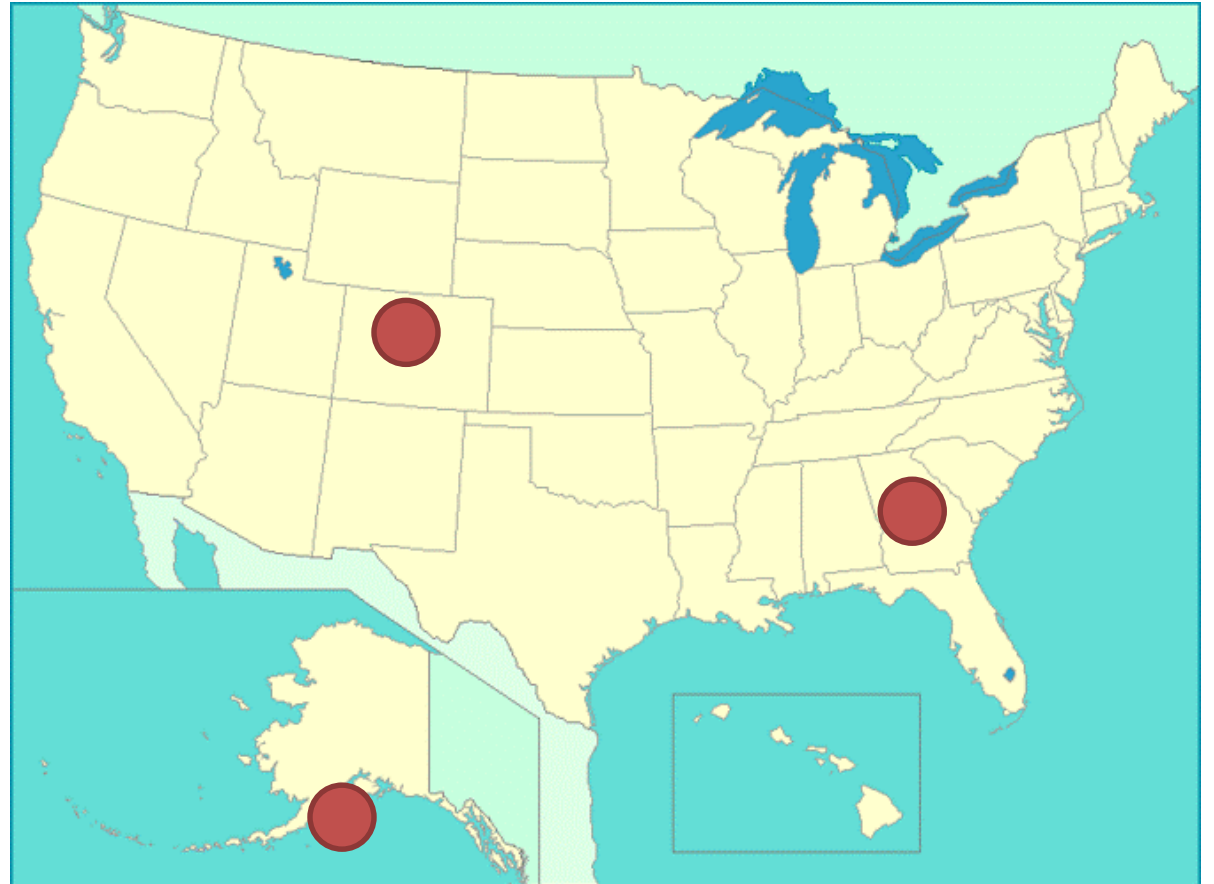


Effectiveness of Multi-component Programs



What Others Are Doing

- ✓ Denver Public Health:
Denver,
Colorado
- ✓ Alaska
- ✓ Centers For
Disease
Control (CDC):
Nationwide



Denver, Colorado

High School

- 40% Drinking in the last 30 days
- 59% Easy Access
- 27% Rode in a car with someone who had been drinking alcohol in the past 30 days

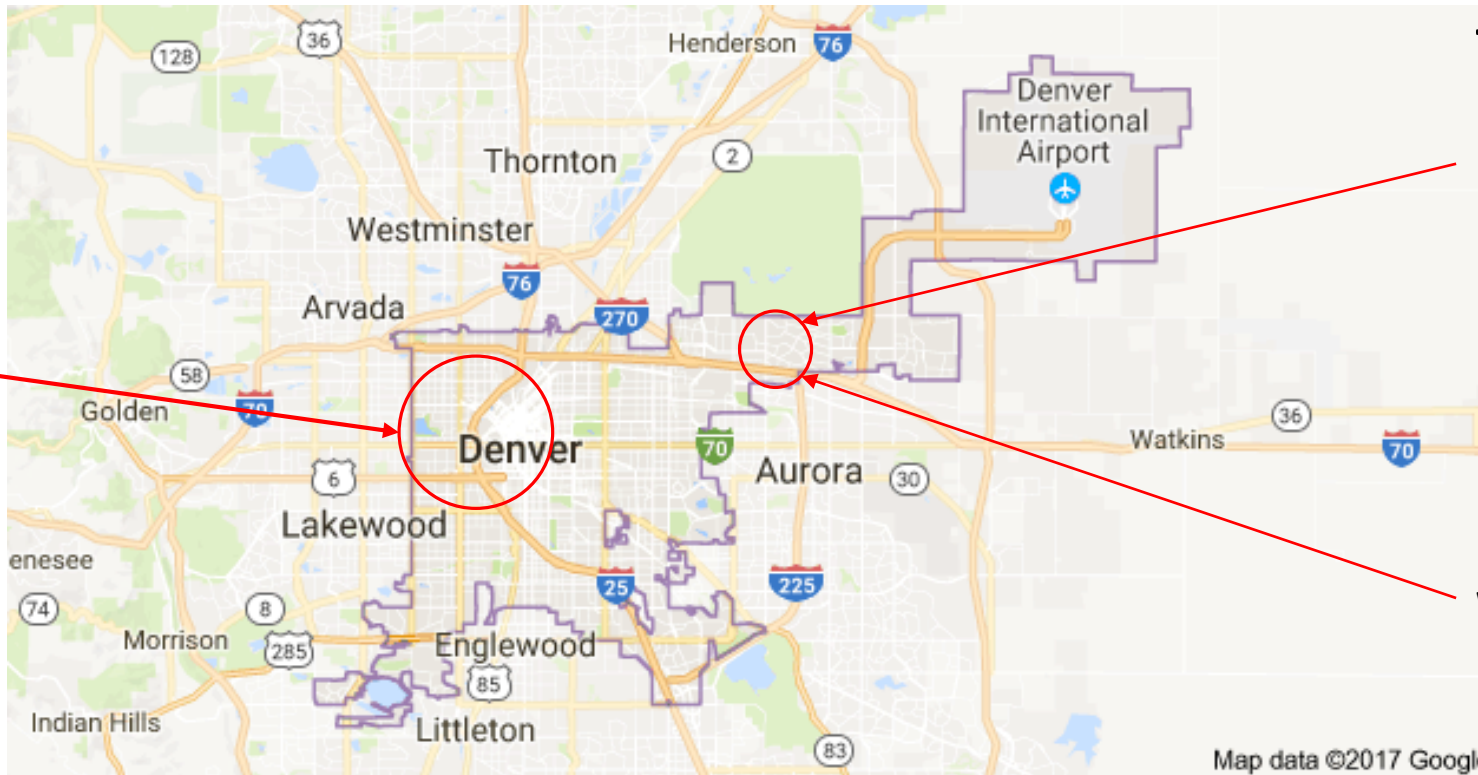
Middle School

- 19% Drinking in the last 30 days
- 31% Easy Access
- 16% Rode in a car with someone who had been drinking alcohol in the past 30 days



Montebello Neighborhood

Denver, Colorado



Walk score: 89%
Bike: 85%
Transit: 50%

Transit score: 25%
Bike Score: 20%

Walkability score is less than 30%



Denver, Colorado

Positive Youth Development Model

- Strength-based
- Culturally Responsive
- Youth-Adult Partnerships
- Targets ALL Youth
- Youth-led Advocacy- Peer Recruitment

Sustainability and Collaboration



Denver, Colorado: PAID

This is a results based execution program

- Youth and adult facilitator that meet for more than 3.3 hours per week
- Had a consistent focus or theoretical framework
- Pre and post fiscal year survey
- Youth-led protocol/policy recommendations



Nationwide: Choices

- Alcohol Skills Training Program (ASTP)
- Based on Behavioral Skills Training such as;
 - Prevention
 - Motivational Interviewing



Nationwide: Evidence-based Family Programs

Example: Strengthening Families

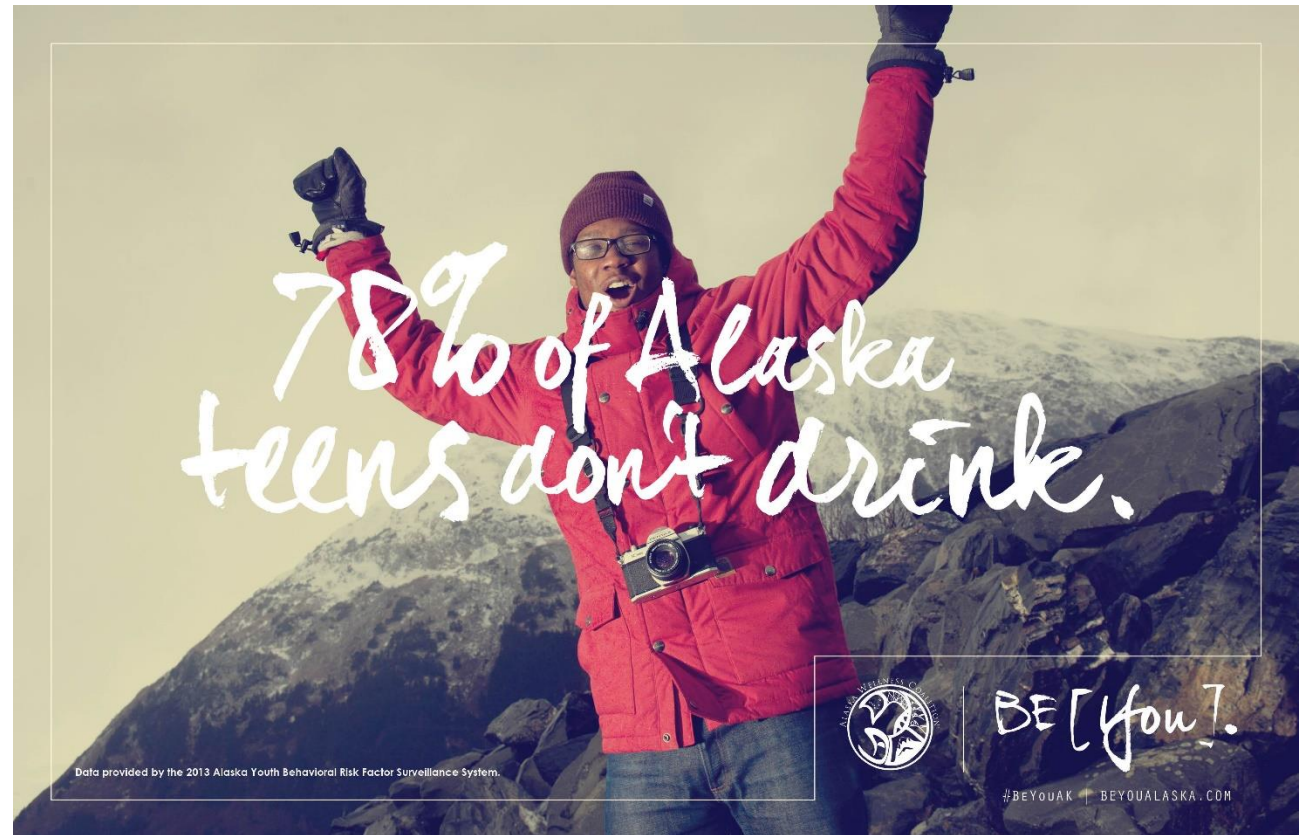
- Develop prosocial and social resistance skills
- Reduce aggressive or antisocial behaviors
- Communication skills



Alaska: BE [You]

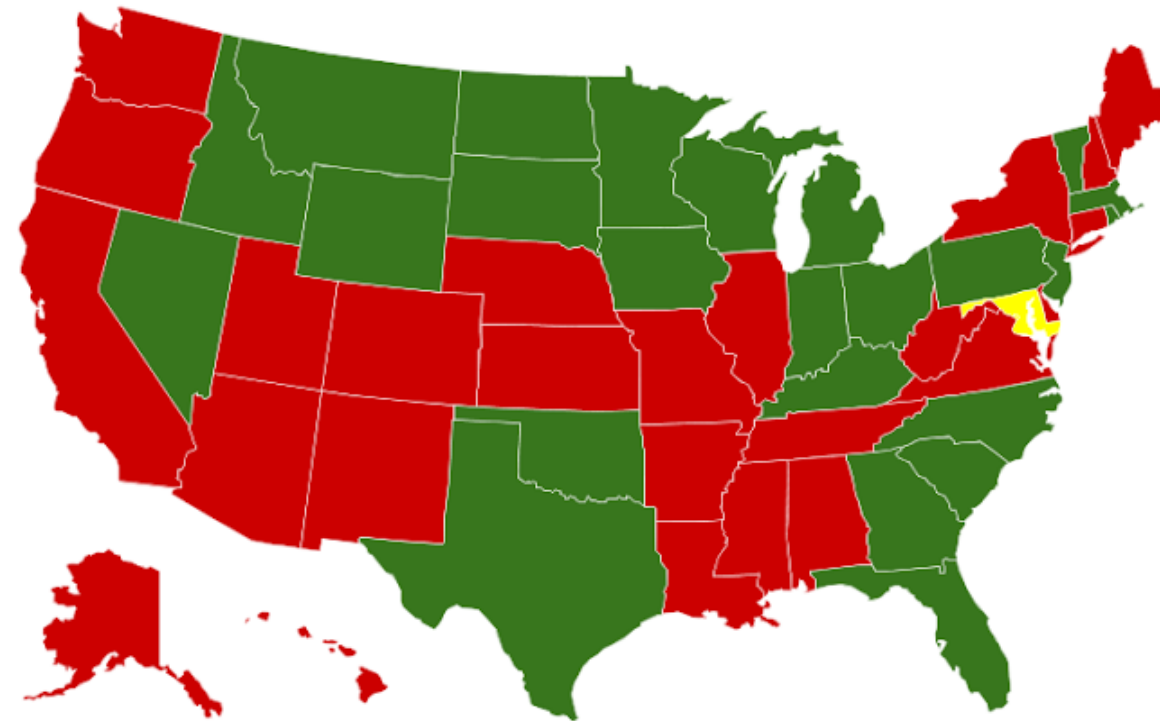
Social Norms Campaign

- Used both state and local data
- Highlights Alaskan youth engaging in positive activities while sharing the normative message that 78% of Alaskan youth don't drink
- Involved youth through message development, photo, video, and evaluation



Nationwide: Ignition Interlock for First Time Offenders

All-Offender Interlock Laws



Ignition Interlocks for 1st DUI Offense Not Required Required



Community Conditions

Community conditions that facilitate underage and excessive drinking fall into four basic categories:

- Price
- Access and Availability
- Advertising and Promotion
- Community Norms



What Are We Doing on Cape Cod?

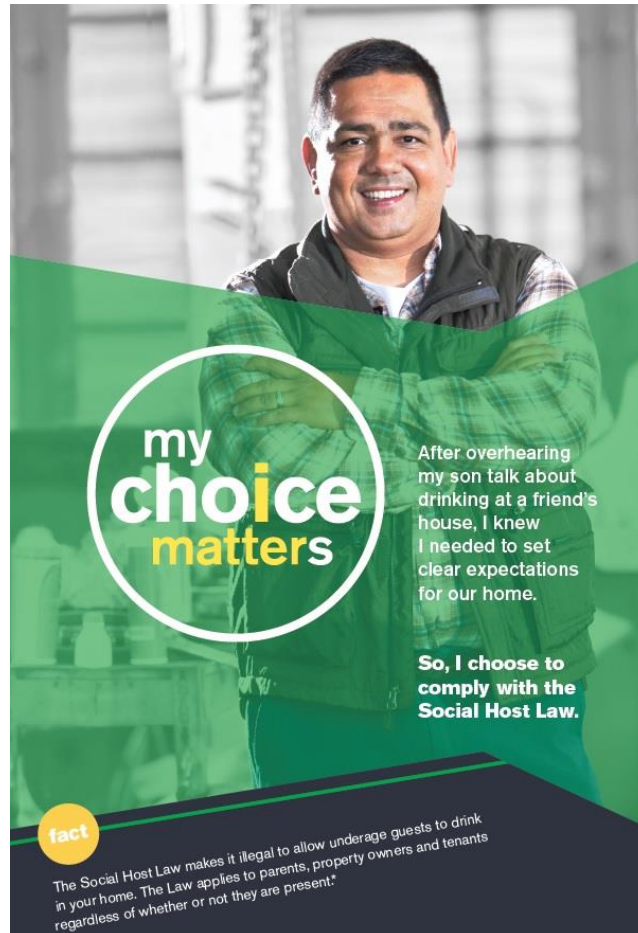


Education/Awareness

- Town Hall Forums
- Sticker Shock
- Recovery Fest
- My Choice Matters Public Education Campaign
- Issue Briefs
- My Choice Matters: Parenting to Prevent Substance Use, November 2016

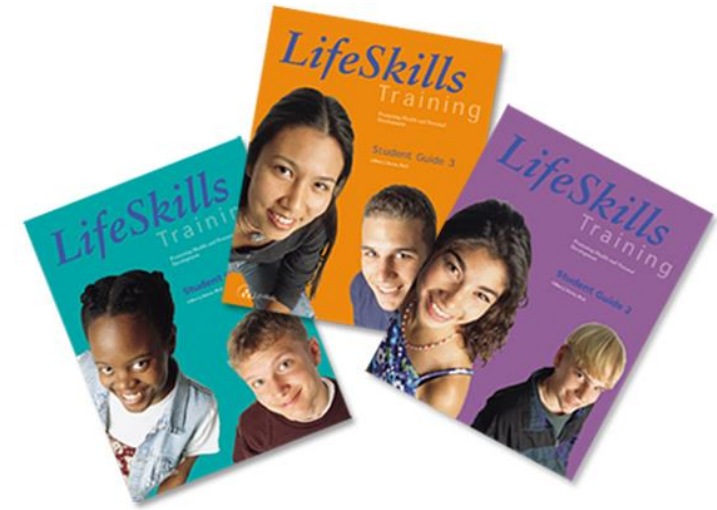


Social Norms/Mass Media Campaign



Prevention Curricula: Evidence-Based and Promising Practices

- More schools on Cape Cod are implementing prevention curricula.
- In March 2016, Governor Baker signed H.B. 4056 requiring schools to include prevention programs in their policy.
- How can the RSAC further support and promote both school and family prevention programs within all communities?

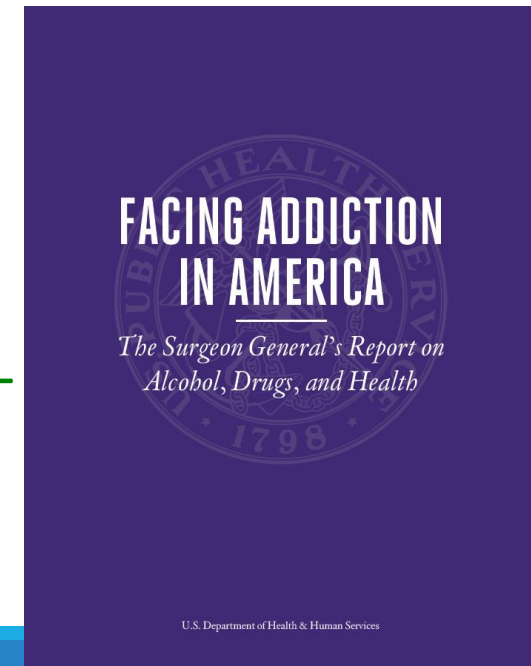


Selected US Data on Alcohol, 2015

(From the *Surgeon General's Report of 2016*)

- 10% of deaths among working adults is due to alcohol misuse.
 - 3% is due to opioid overdose.
- 6% of persons age 12+ met diagnostic criteria for substance use disorder due to alcohol.
 - 0.2% for heroin; 0.8% for prescription pain killers.
- 25% persons age 12+ report excessive (“binge”) drinking in the past mo.

“...Greater impact to reduce costs and impacts of substance misuse in the US is likely to be achieved by reducing it in the **general population**—that is among people who are **not** addicted—than among those with severe substance use problems”.



Barnstable County Data on Alcohol Use, 2013

(From Barnstable County Dept. of Human Services *Baseline Assessment*, updated)

SUBSTANCE CONSUMED	Legal Status:	Estimated DIRECT Costs (\$) <small>(excludes Social Costs ["Indirect Costs"])</small>	RATE of Substance Use Disorder (SUD) ("Addiction") in Cape Pop.	ADDITION RATE		NUMBER of New Cases (per year)	PERCENT of Persons with SUD that Die due to Substance Abuse (per year)	NUMBER of SUD-Related Deaths (per year) ^v	PERCENT of SUD-Related Deaths
				NUMBER of Persons with SUD ("Addiction") (@ point in time)	RATE of Increase in SUD/Year ("Addiction") in Cape Pop.				
Alcohol ^{i and iv}	Licit	\$47,175,624	7.9%	15,144	0.16%	303	0.89%	135	72%
			<small>"Dependence" only: 9.3% is Heavy Use rate assoc. with White use. Barnstable County is 93% White. [N.B. Non-Dependent binge drinking with in last month = 18% (2015)*]</small>		<small>Rate of increase Statewide was flat (2012 vs. 2013--7.4% vs. 7.5%--of adult population that are heavy drinkers)*</small>				

- Estimate of excessive drinkers in Barnstable County = 32,000
(18% of persons aged 18+)

Excessive Drinking in MA, 2014

(From MA DPH, *A Profile of Health Among Massachusetts Adults, 2014*)

Reported Excessive Drinking in the past month

Age 18–24 27%

Age 25–34 31%

(Decreases consistently within subsequent age groups)

Household Income

<\$25,000 11%

\$25,000–34,999 17%

\$35,000–49,999 18%

\$50,000–74,999 20%

\$75,000+ 4,534 23%

Education

< High School 12%

High School 16%

College 1–3 YRS 19%

College 4+ YRS 19%

A pattern of drinking that brings blood alcohol concentration levels to 0.08 grams per deciliter.

FOR WOMEN:



four drinks
in two hours

FOR MEN:



five drinks
in two hours

Barnstable County Data on Substance Use, 2013

(From Barnstable County Dept. of Human Services *Baseline Assessment*, updated)

Summary of Estimated Annual Direct Costs, Morbidity, and Mortality Due to Substance Use in Barnstable County, 2013							As of		2/2/2017			
		CONSEQUENCES OF ABUSE										
Barnstable County Pop. (2013)	215,990	Allocated Cost	Morbidity (Existing Cases)		Morbidity (New Cases)		Mortality, 2013					
Persons "At-Risk" (Age 12 +)	191,691		<u>Prevalence, 1a.</u>	<u>Prevalence, 1b.</u> Existing Use by At-Risk Pop. x Addiction Rate	<u>Incidence, 2a.</u> Past Year Initiation ^{iv} x Addiction Rate	Incidence, 2b.	Mortality, 1	Mortality, 2	Mortality, 3			
SUBSTANCE CONSUMED		Estimated DIRECT Costs (\$) <i>(excludes Social Costs ["Indirect Costs"])</i>	RATE of Substance Use Disorder (SUD) ("Addiction") in Cape Pop.	NUMBER of Persons with SUD ("Addiction") (@ point in time)	RATE of Increase in SUD/Year ("Addiction") in Cape Pop.	NUMBER of New Cases (per year)	PERCENT of Persons with SUD that Die due to Substance Abuse (per year)	NUMBER of SUD-Related Deaths (per year) ^v	PERCENT of SUD-Related Deaths			
Legal Status:												
Alcohol ^{i and iv}	Licit	\$47,175,624	7.9%	15,144	0.16%	303	0.89%	135	72%			
		<i>"Dependence" only.</i> 9.3% is Heavy Use rate assoc. with White use. Barnstable County is 93% White. [N.B. <u>Non-Dependent binge</u> drinking within last month = 18% (2015)*]		Rate of increase Statewide was flat (2012 vs. 2013--7.4% vs. 7.5%--of adult population that are heavy drinkers) *								
Heroin	Illicit. Or Licit if prescribed to User	\$57,913,261	0.24%	468	0.08%	156	6.41%	30	16%			
Presc. Pain Relievers			1.0%	1,871	0.17%	318	0.53%	10	5%			
Marijuana		\$906,167	1.8%	3,508	0.14%	260	0%	0	0%			
Cocaine/Crack	Illicit	\$4,089,853	0.4%	702	0.08%	156	0.80%	6	3%			
Other Drug (e.g. Sedatives, Anti- Depr./Psychot./Convulsant, Unspecified)			0.3%	551	0.05%	95	1.52%	8	4%			
Total		\$110,084,905		22,243		1,288		189	100%			

Cost Estimation includes costs attributable to substance abuse from (e.g.) Drunk Driving, Cirrhosis, Hospital (Inpat. + ER), Treatment, Prevention Activities, Police/Courts/Jail, Misc. Grants, etc.)

Dependence (or "Abuse", "Addiction") = Hospitalized for, treated for, arrested for, incarcerated for, self-admitted problem, died from use of substance.

Percent of Total
Barnstable County
Deaths (All Causes),
N = 2,796; 2011ⁱⁱ

7%

Role of RSAC and Alcohol

Bridging the gaps.

