

Why focus on *community-* level prevention research?

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Why Community Prevention?

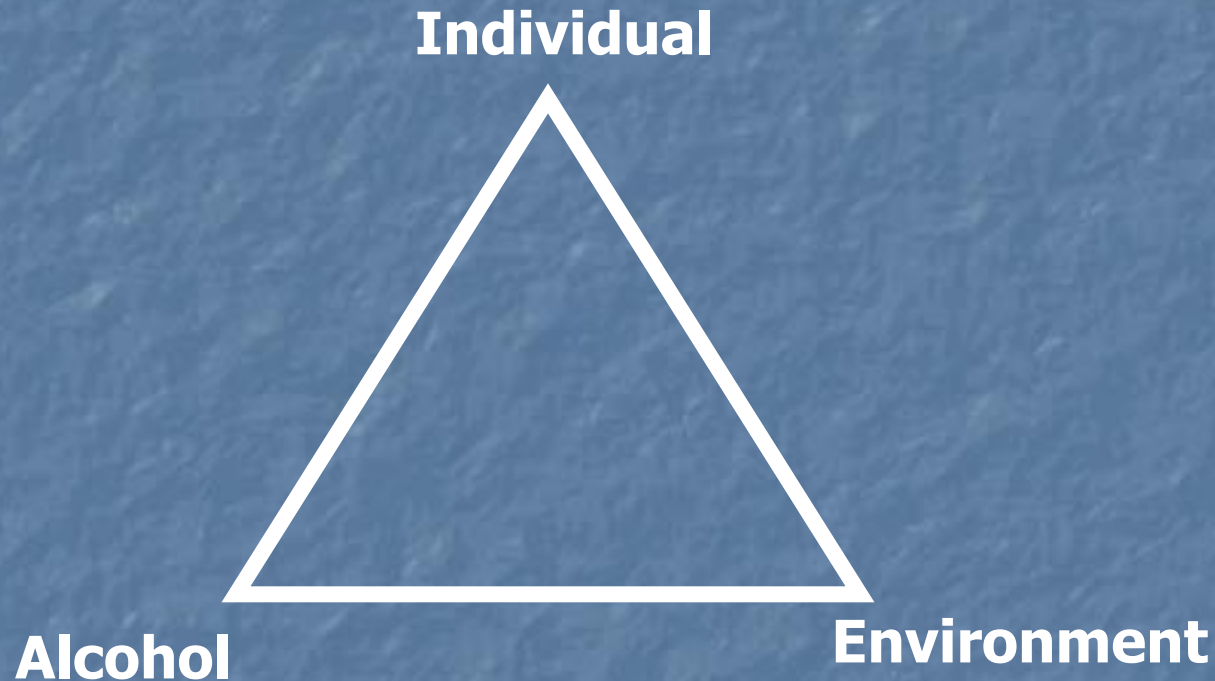
- Takes a public health approach

Public Health Approach

Two Questions:

- “Why are some people more likely to drive drunk than others?”
- “Why are there more impaired drivers in Springfield than in Shelbyville?”

Public Health Model



Alcohol-Related Problems

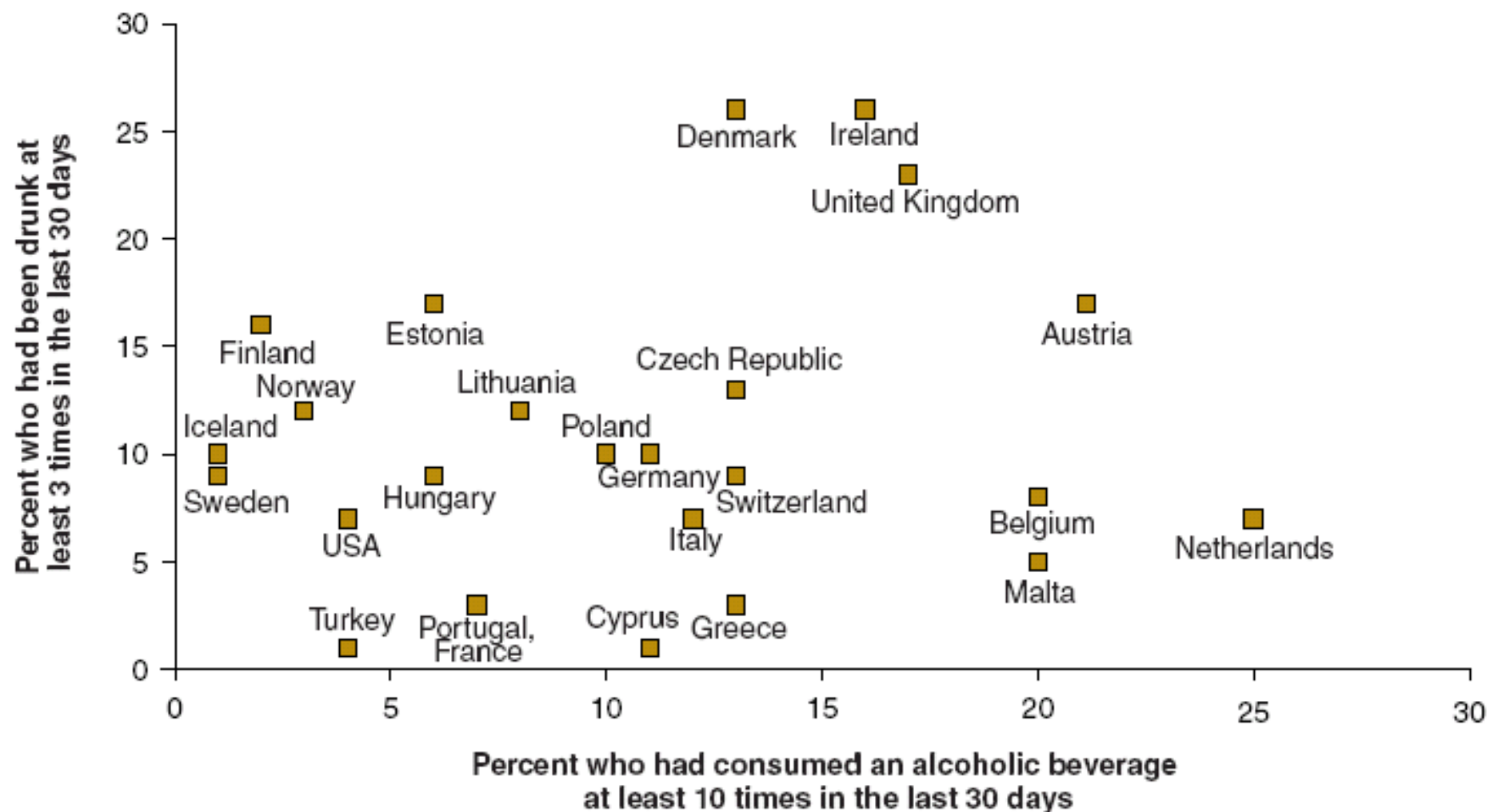
Alcohol Environmental Interventions Defined

Strategies used to reduce problems associated with the use of alcohol through alterations in the physical, social, legal or economic alcohol environment.

Illustrations of Environmental Interventions

- **Physical—Restrictions on Densities of Outlets**
- **Legal—Minimum Drinking Age Laws**
- **Social—Parental Monitoring of Alcohol Availability in the Home**
- **Economic—Taxes on Alcohol Sales**

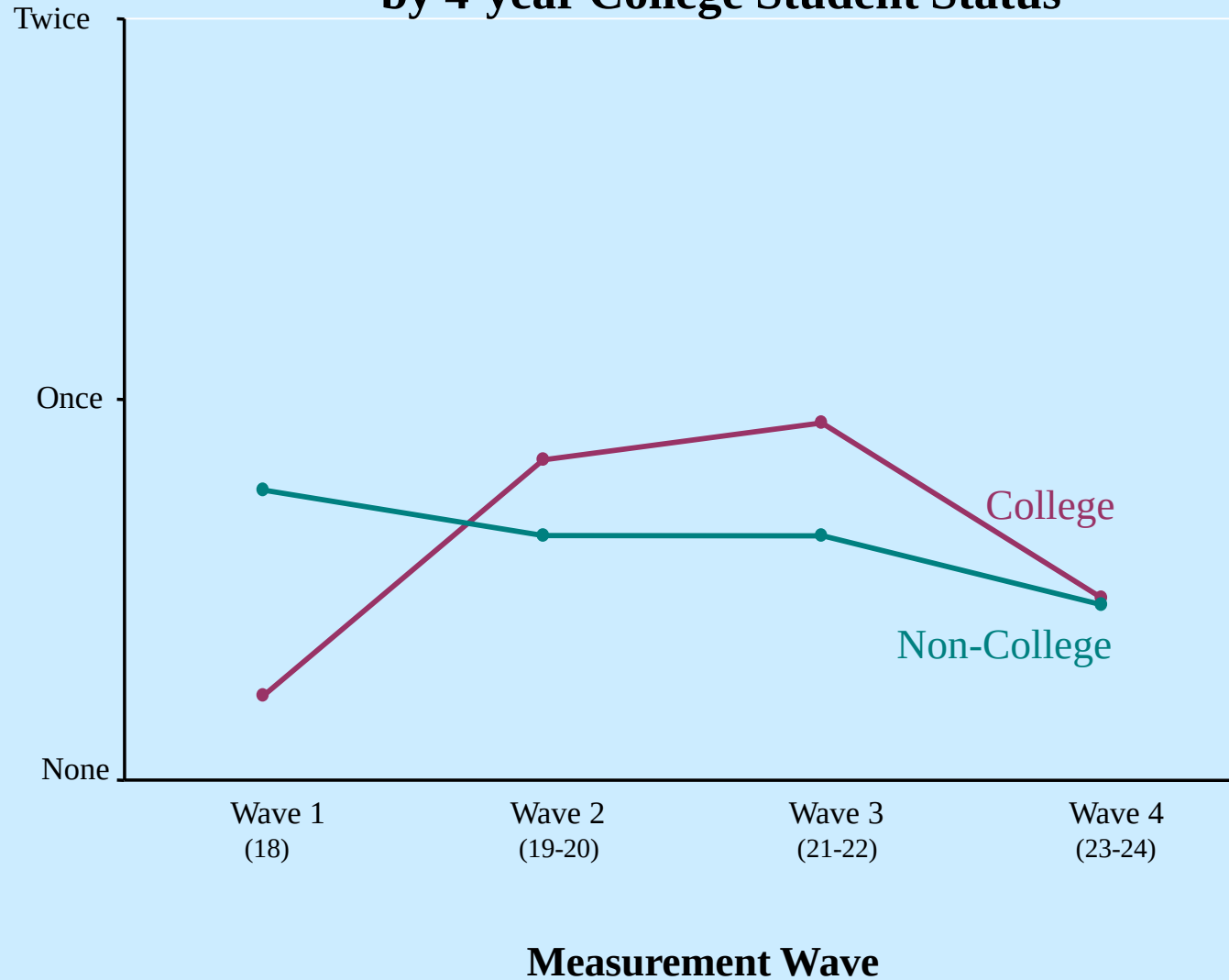
RECOGNIZING ENVIRONMENTAL EFFECTS



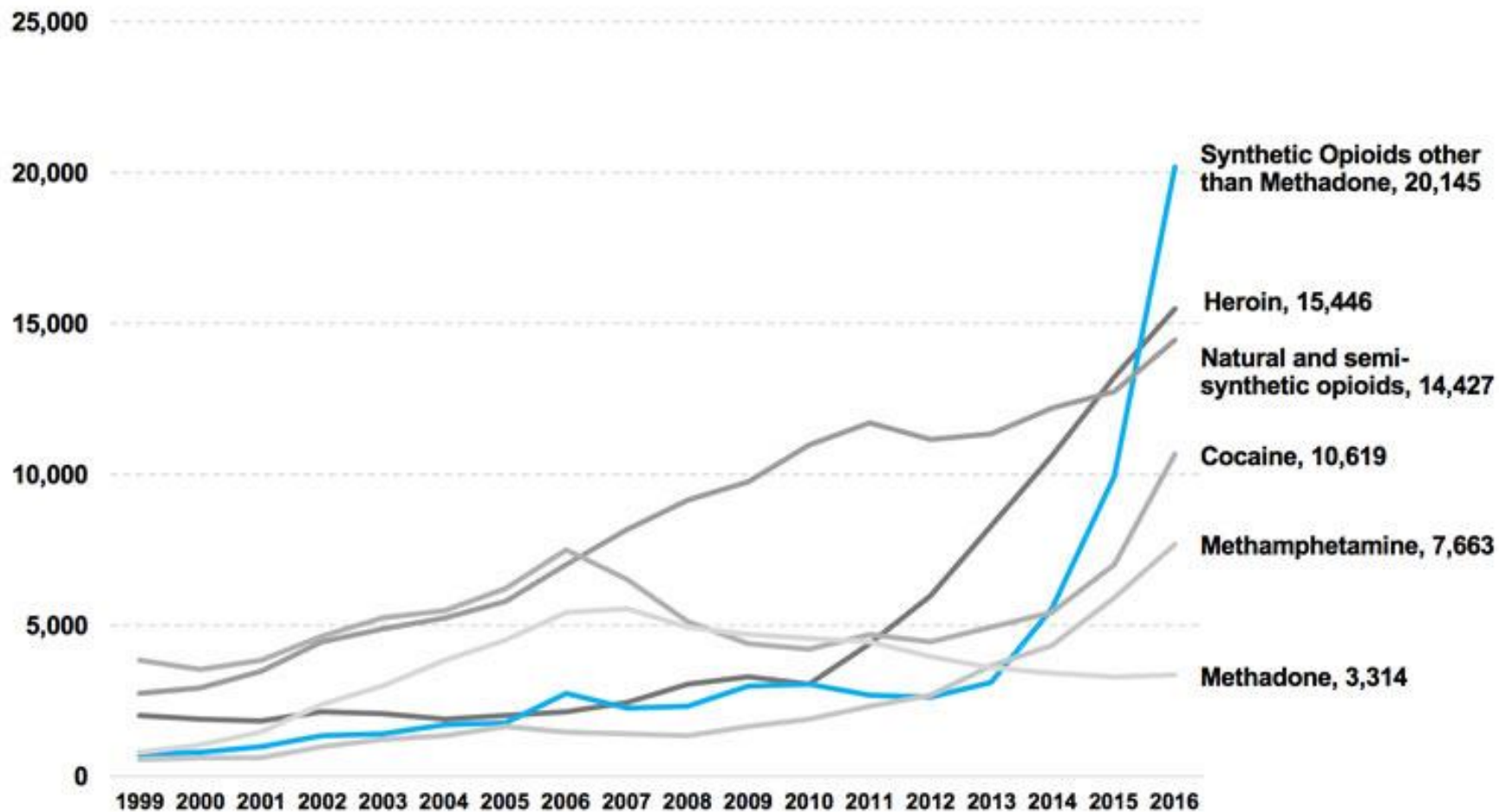
Frequency of drinking and of getting drunk during the last 30 days among European and American 15- and 16-year-olds, 2003. Data on European adolescents were taken from the 2003 European School Project on Alcohol and Other Drugs (ESPAD).

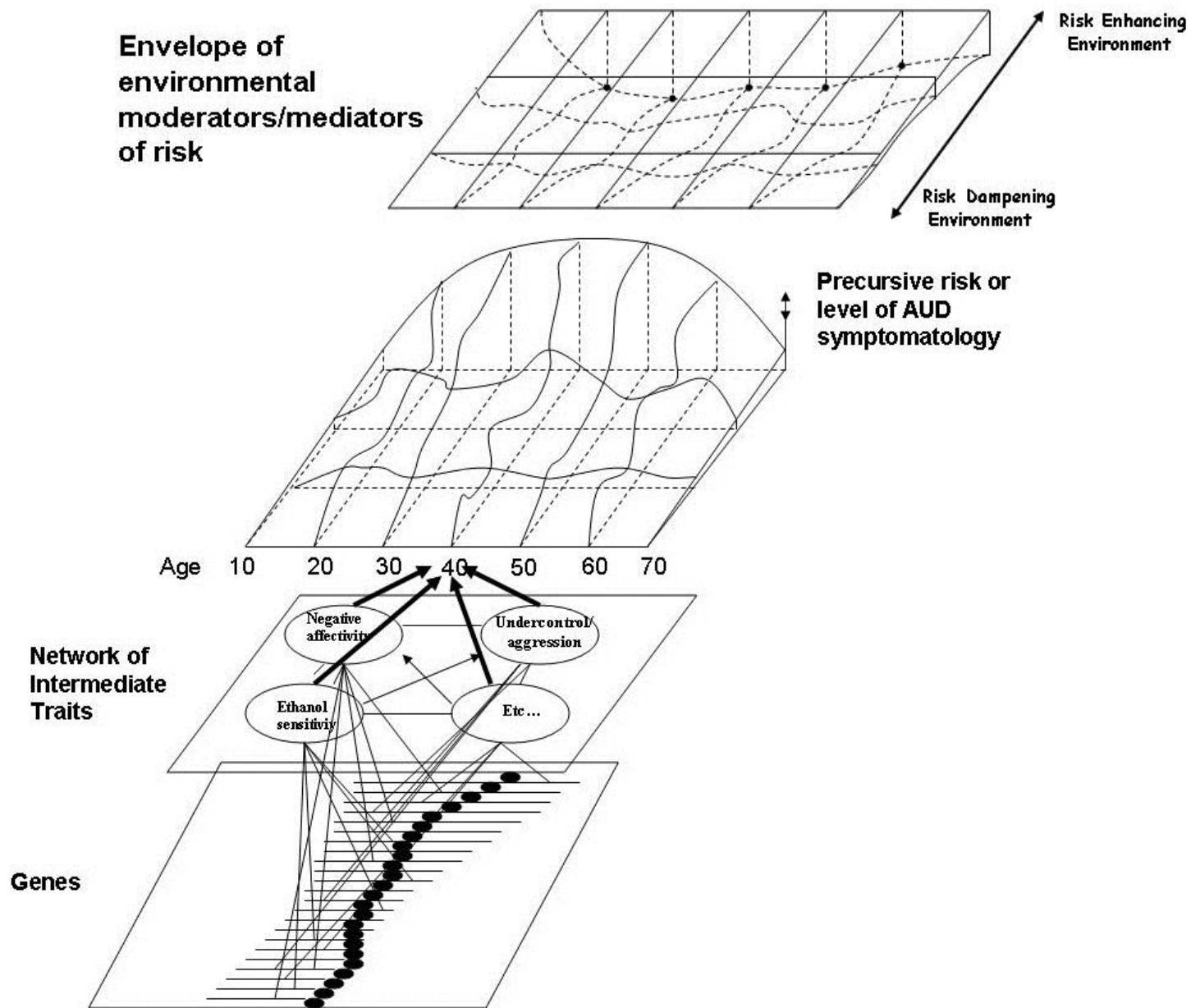
SOURCE: Hibell et al. 2004.

Mean Score for 5+ Drinks in a Row in Past 2 Weeks by 4-year College Student Status



Drugs Involved in U.S. Overdose Deaths, 2000 to 2016





“How must we organize...to improve health?*

- What can reduce alcohol consumption?
- What can reduce the chances of harm subsequent to consumption?
- What is amenable to purposeful change?
- What gives greatest impact or cost-effectiveness?
- What might give rise to unintended consequences?

Why Community Prevention?

- Facilitates a public health approach
- The most consequential level at which policies fail or succeed
- For interventions, a pragmatic criterion

...but there are challenges

let's see an example

Safer California Universities Project Goal:

To evaluate the efficacy of a
“Risk Management” approach to
alcohol problem prevention

NIAAA grant #R01 AA12516
with support from CSAP/SAMHSA.

What are we trying to prevent?

- **Intoxication**
- **Harm related to intoxication**

Random Assignment

Intervention Sites

- **CSU Chico**
- **Sacramento State**
- **CSU Long Beach**
- **UC Berkeley**
- **UC Davis**
- **UC Riverside**
- **UC Santa Cruz**

Comparison Sites

- **Cal Poly SLO**
- **San Jose State**
- **CSU Fullerton**
- **UC Irvine**
- **UC Los Angeles**
- **UC San Diego**
- **UC Santa Barbara**



★ CSU Chico

UC Davis ★ ★ Sacramento State

★ UC Berkeley

★ San Jose State

★ UC Santa Cruz

★ Cal Poly

★ UC Santa Barbara

UCLA ★

★ CSU Fullerton

CSU Long Beach ★

★ UC Riverside

★ UC Irvine

★ UCSD

Integrated Intervention Strategies for Off-Campus Parties

- **Compliance Checks**
- **DUI Check Points**
- **Party Patrols**
- **Pass Social Host “Response Cost” Ordinance**
- **A Social Host Safe Party Campaign**

Typical Hurdles for Comprehensive Prevention Strategy

- Implicit assumption that the only “target” is high-risk drinkers
- Ambivalence about youth drinking
- Low perceived efficacy of preventive interventions
- Challenges of coordination and resource allocation
- Possible fears of “backlash”

Unique Hurdles for College Prevention

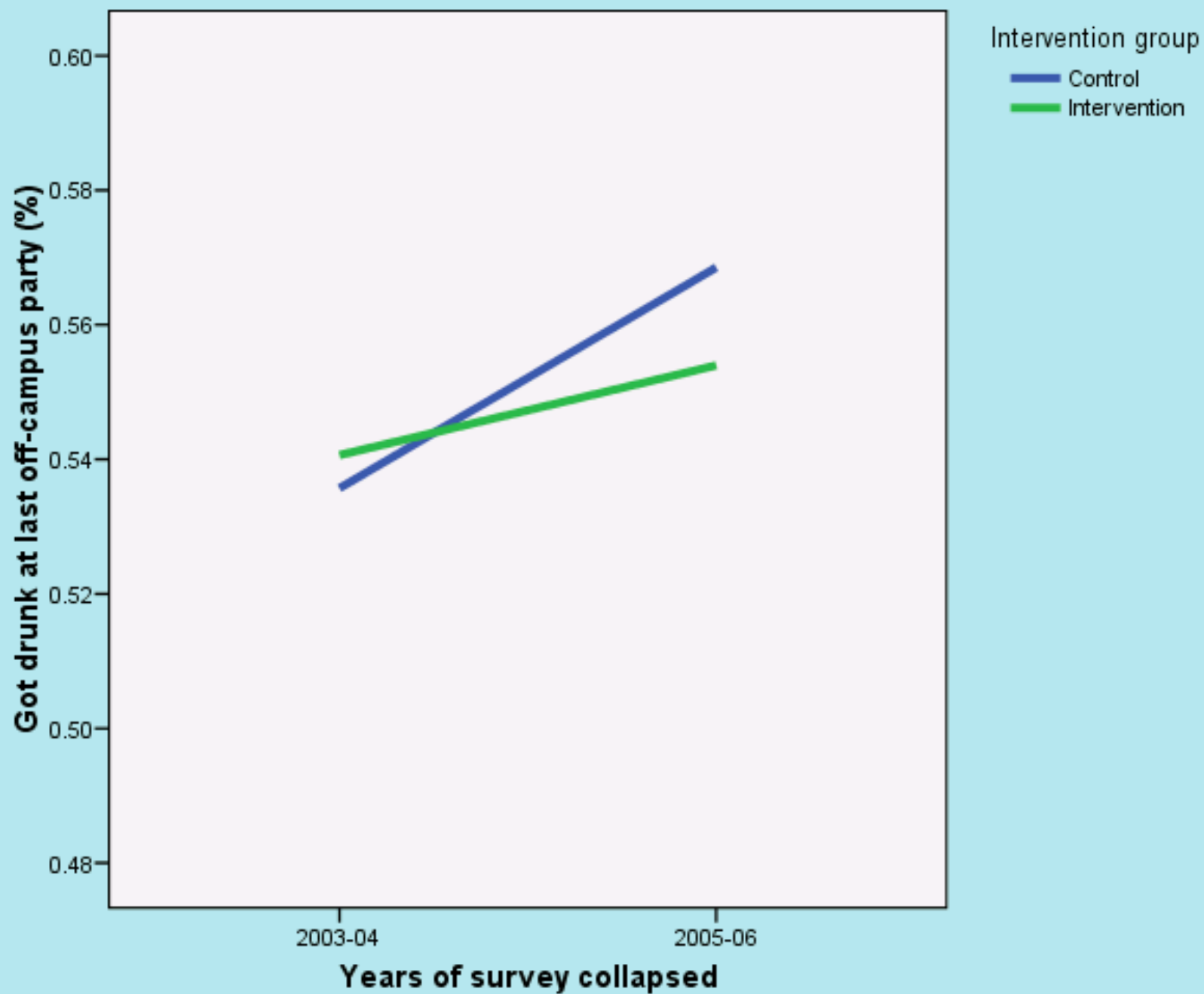
- Emphasis often on “process” over “outcome”
- Preference for persuasion over control
- Universities are complex, diffuse organizations
- Prevention staff trained in education, awareness strategies
- Prevention staff usually lacks authority to launch initiatives

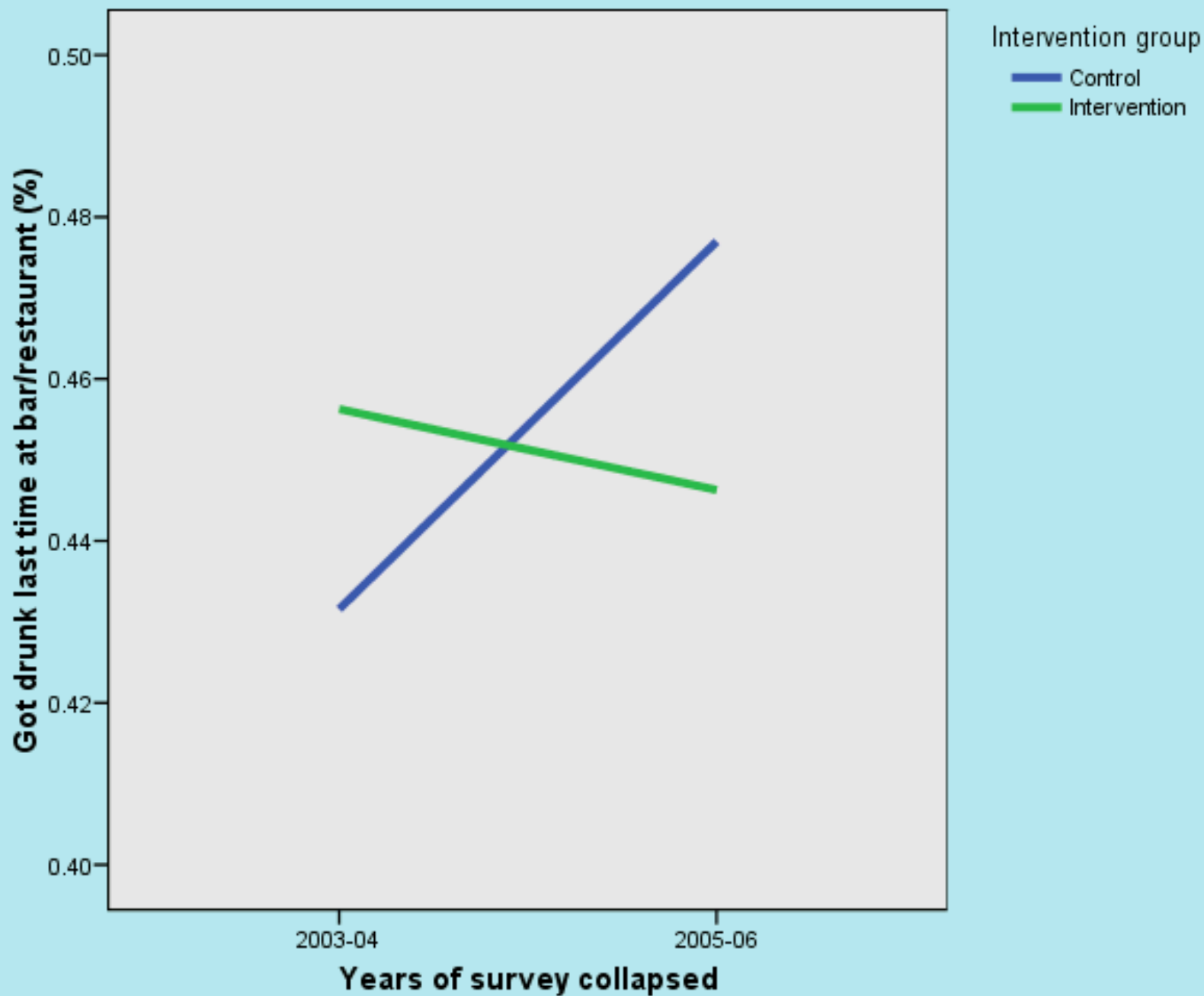
Strategies for Implementation

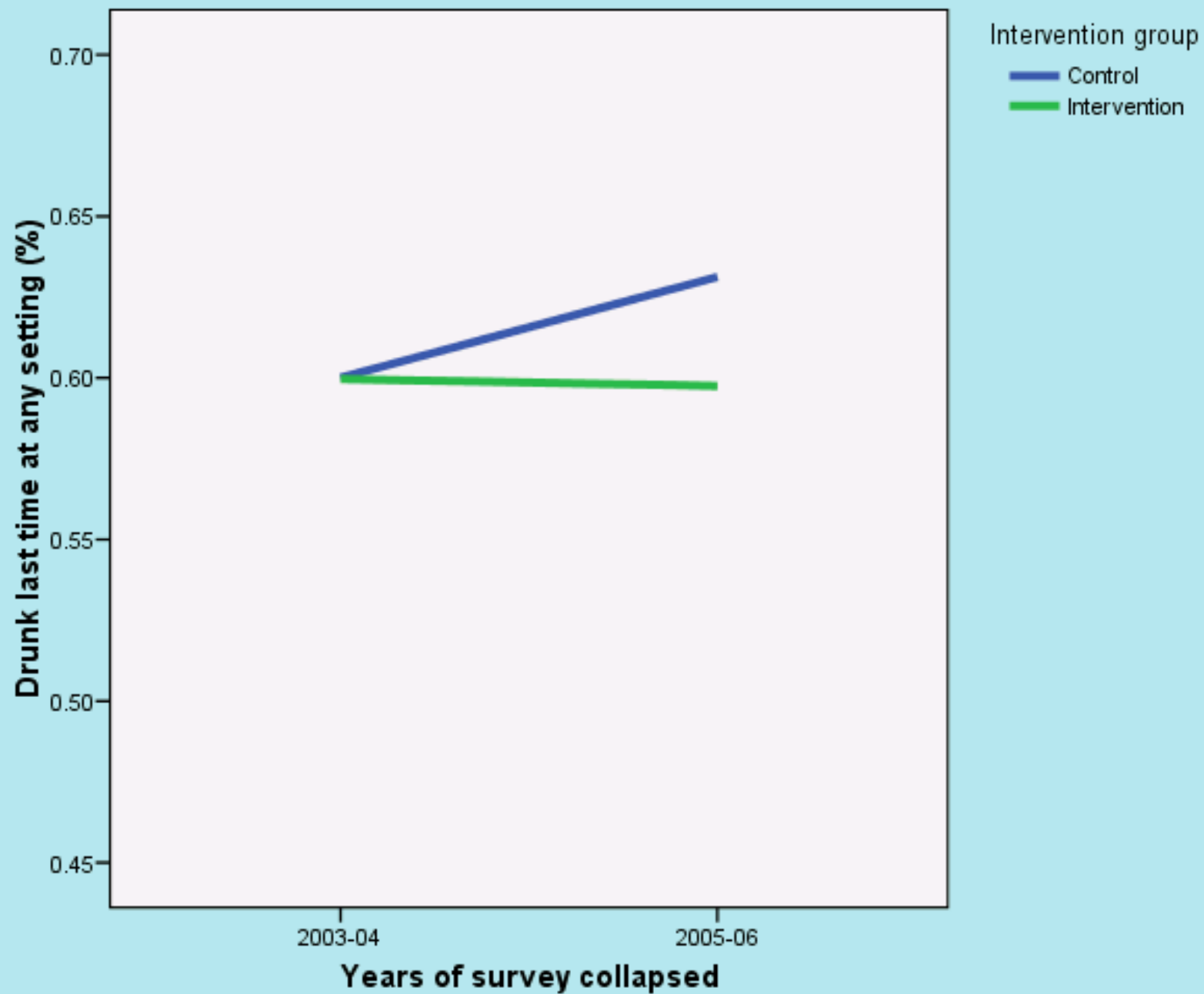
- Focused on one (at most two) settings
- Focused on beginning of academic year
- Highly-specified planning and implementation process
- Maximum attention to tasks and implementation per se (rather than process)
- Planned mid-course correction

Outcomes

- Likelihood of getting drunk at a given generic setting (e.g., Greek parties; residence halls) plus additional aggregate measure across all settings
- Two baseline years combined vs. two years post-intervention combined
- Controlling for individual-level variables and campus/community variables







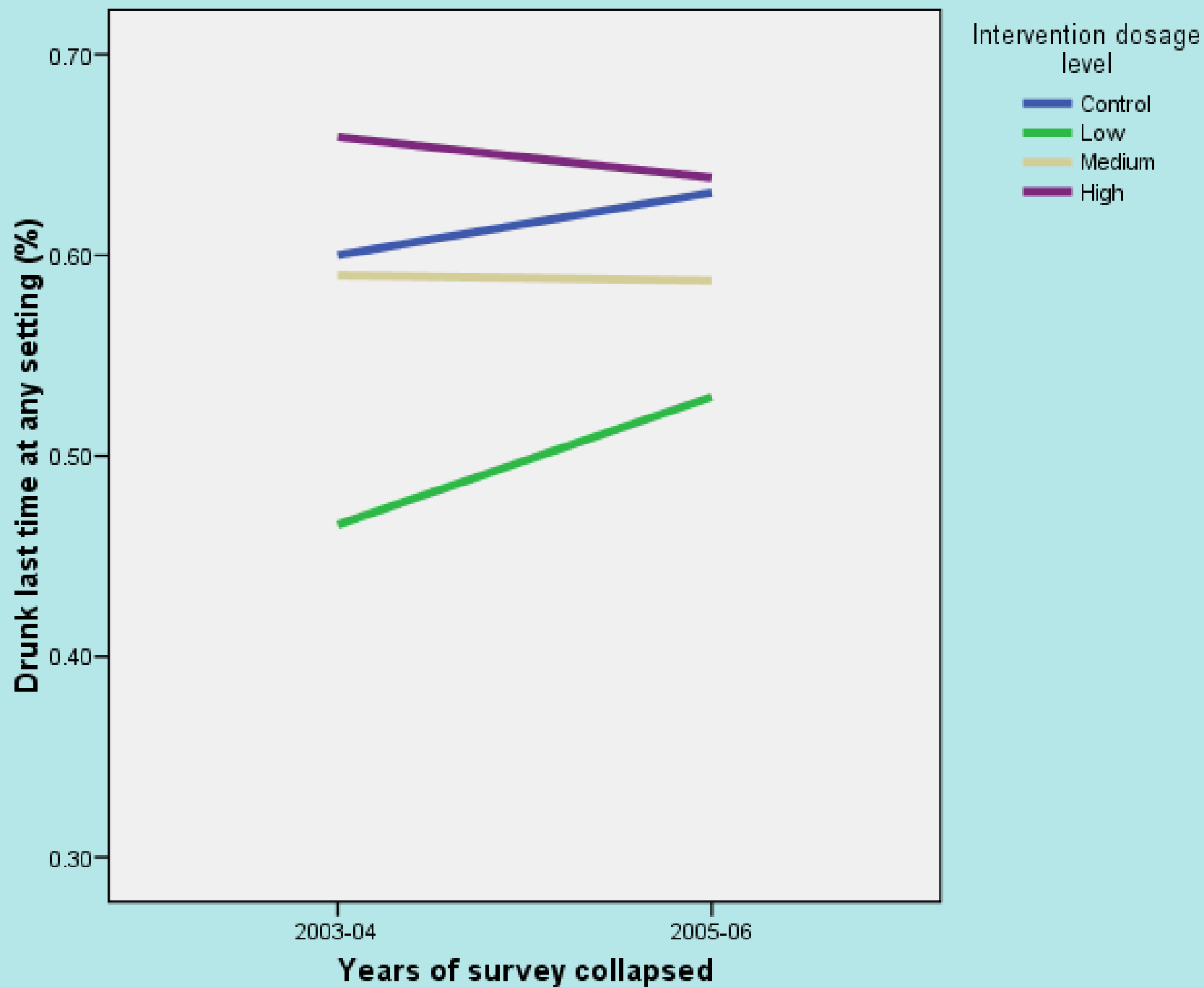
Practical Significance

- At each campus, 900 fewer students drinking to intoxication at off-campus parties and 600 fewer getting drunk at bars/restaurants during the fall semester at intervention schools relative to controls.
- Equivalent to 6,000 fewer incidents of intoxication at off-campus parties and 4,000 fewer incidents at bars & restaurants during the fall semester at Safer intervention schools relative to controls

In addition...

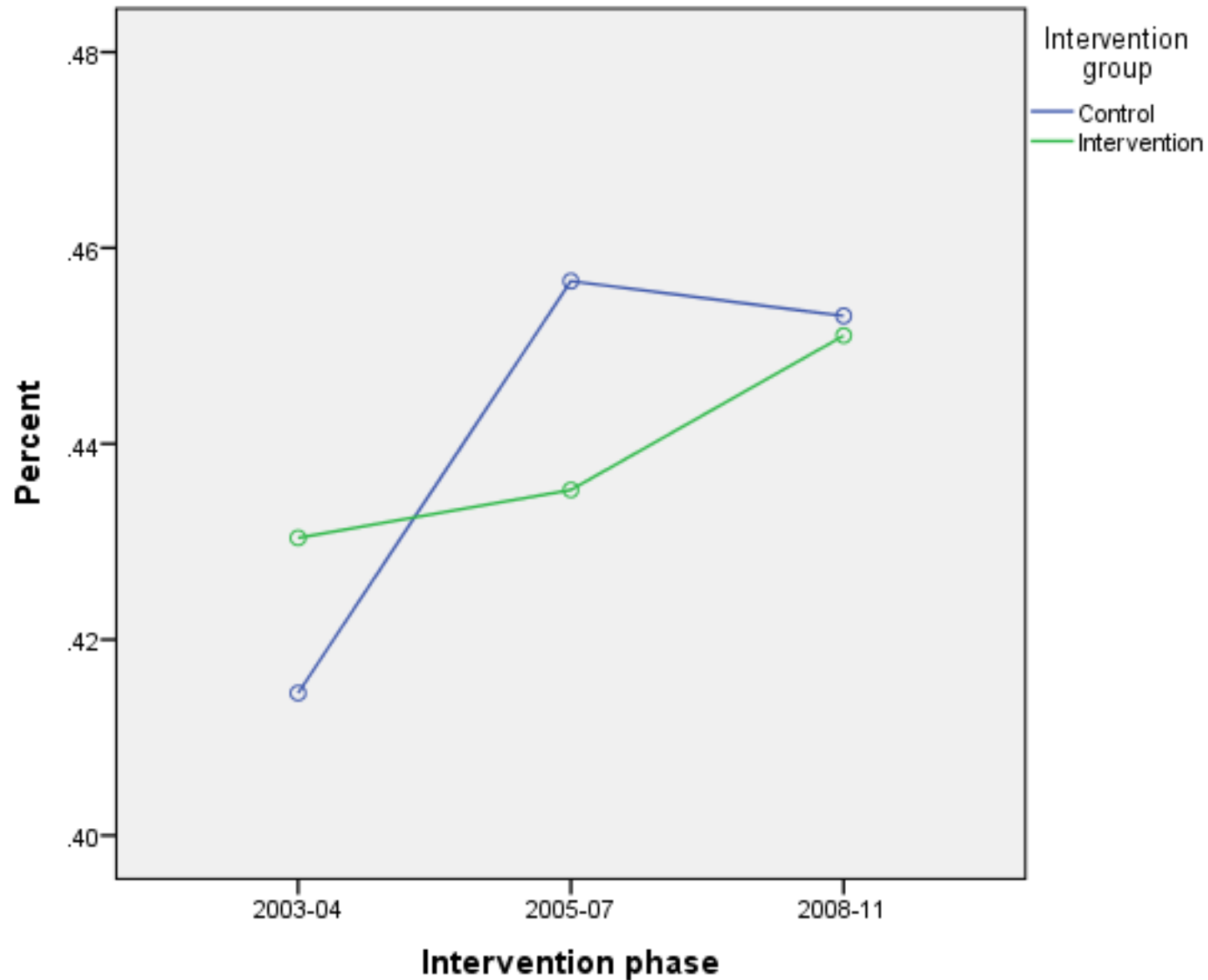
No Displacement

Dosage Effects



Semi-Replication

Got drunk at last off-campus party



LOCATIONS OF COMMUNITY ACTION PROJECTS FROM AROUND THE WORLD



Examples of International Community Action Projects for Alcohol Prevention

COUNTRY

GOALS

STRATEGIES

RESULTS

United States

California/
South Carolina

**Reduce alcohol
injury and death**

- DUI enforcement
- Alcohol service
- News coverage
- Underage sales
- Alcohol outlets

- 10% reduction in alcohol crashes
- 43% reduction in violence
- Lower alcohol sales to youth

Minnesota

**Reduce youth
drinking**

- Local sales policies and enforcement

- Lower alcohol sales to youth
- Reduced traffic crashes

Massachusetts

**Reduce alcohol
crashes**

- News coverage
- DUI enforcement
- Alcohol outlet surveillance

- 25% reduction in fatal crashes

Examples of International Community Action Projects for Alcohol Prevention

COUNTRY	GOALS	STRATEGIES	RESULTS
<u>New Zealand</u> Waikata Rural Drink/ Drive Project	Reduce drink/drive problems	• Public awareness using local news • Highly visible drink/drive enforcement • Investigation of on-license premises based upon “place of last drink” data	➤ Fatal alcohol crashes reduced from 22 to 14% ➤ Public perception of risk of being caught increased ➤ Alcohol positive breath checks decreased by 600%
<u>New Zealand</u> Six City Project	Increase local alcohol policy	• Local coordinating committee • Review of alcohol availability • Local alcohol advertising limits	➤ Greater news coverage ➤ Increased public support of local policy

Examples of International Community Action Projects for Alcohol Prevention

COUNTRY	GOALS	STRATEGIES	RESULTS
<u>Canada</u> Ontario (6 Projects)	Reduce alcohol problems	• Alcohol serving practices & policies • Municipal policies • DUI enforcement	➤ Reduced public drinking ➤ Lower heavy drinking in bars and restaurants ➤ Modest effects on overall drinking
<u>Finland</u> Lathi	Reduce heavy drinking	• Primary health care • Community education • News	➤ Reductions in heavy drinking ➤ Greater news coverage
<u>Sweden</u> Stockholm-- Kungsholmen	Reduce heavy drinking and youth drinking	• School education • Public education	➤ Modest effect on heavy drinking

Examples of International Community Action Projects for Alcohol Prevention

COUNTRY	GOALS	STRATEGIES	RESULTS
<u>Sweden</u> Stockholm City--STAD	Reduce alcohol and drug problems	• Youth Program • Secondary prevention in health care • Responsible Beverage Service	➤ Modest effect in medium strength beer sales to youth ➤ Reduction in sales to intoxicated patrons (5% to 47%) ➤ Violent crime down by 29%
Stockholm City (18 Districts) & Stockholm County Targets	Increase local alcohol policy	• Local work committees • Develop Alcohol Plan • Decrease sales of folk beer to youth	➤ Reduced Sales to Youth in 2 target sites (81% to 25% & 48% to 42%) ➤ Increased interest in local policy

Examples of International Community Action Projects for Alcohol Prevention

COUNTRY	GOALS	STRATEGIES	RESULTS
<u>Sweden</u> Malmö	Reduce alcohol problems	• Public education • Primary health care screening • Reduce alcohol access	➤ Low effects on problem indicators ➤ Reduced male consumption and problems in (a) screening program and (b) general population ➤ Program adopted by city

Examples of International Community Action Projects for Alcohol Prevention

COUNTRY	GOALS	STRATEGIES	RESULTS
<u>Australia</u> COMPARI Project	Reduce alcohol injury and death	• Local coalitions • Health education • Local alcohol policy concerning public alcohol sale	➤ Modest effect on injury
<u>Australia</u> Surfers Paradise Safety Action Project	Lower alcohol involved violence	• Community Forum & alcohol safety audit • Model House Policies • Increased enforcement of alcohol licensed premises	➤ Violent events: --original site from 9.8 to 4.7 --replication sites from 12.2 to 3.0

Examples of International Community Action Projects for Alcohol Prevention

COUNTRY	GOALS	STRATEGIES	RESULTS
<u>Australia</u> <i>Partysafe project</i> Carnarvon, Western Australia	Reduce harm from private drinking (males 25-45 years)	• local media • peer cartoon character • server training	➤ Heightened local awareness of alcohol issues ➤ Unknown effects on drinking

Question:

Why aren't these community prevention approaches adopted universally?

Possible Reasons

- Communities are simply unaware of them
- People don't believe these strategies will work
- The level of effort seems too high
- People are philosophically opposed
- These approaches are incompatible with how prevention is organized
- and???

Translational Research

- Seeks to accelerate diffusion of science to practice
- Can be pursued with the same rigor as research on strategies themselves
- Will require greater collaboration of researchers and practitioners

Thank you!