



Rethink the Drink: Addressing Excessive Alcohol Consumption in Oregon

Alicia Miles
Alcohol Epidemiologist

Rebecca Garza
Health Promotion Strategist



hot topics in practice))

www.nwcenterforpublichealthpractice.org

Northwest Center
FOR PUBLIC HEALTH PRACTICE

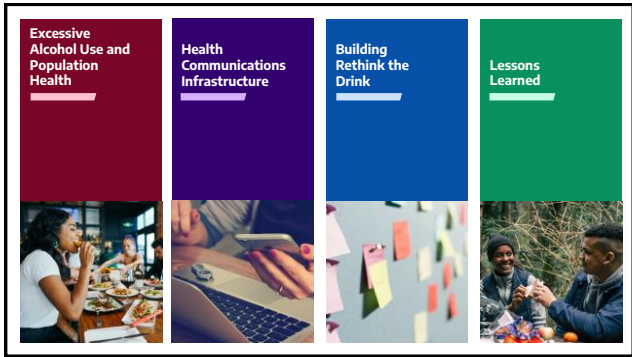
The Northwest Center for Public Health Practice acknowledges the land we occupy today as the traditional home of the Tulalip, Muckleshoot, Duwamish and Suquamish tribal nations.

Without them we would not have access to this working, teaching and learning environment. We humbly take the opportunity to thank the original caretakers of this land who are still here.

Question for the Viewers

What are some harms associated with excessive alcohol use?

- A. Heart disease and Stroke
- B. Certain Cancers
- C. Crime and domestic violence
- D. Other (please type in chat)
- E. All of the above





What is excessive drinking?

<p>Binge Drinking <i>Drinks in one occasion</i></p>		<p>Heavy Drinking <i>Drinks per week</i></p>	
<p>Man</p>	<p>Woman</p>	<p>Man</p>	<p>Woman</p>
<p>Binge drinking: for a man, 5 or more standard drinks in one setting or occasion; 4 or more drinks for a woman</p>		<p>Heavy drinking: for a man, 15 or more drinks per week; 8 or more drinks for a woman</p>	

Excessive alcohol use is a public health problem



- Health harms include:**
- Liver disease
 - Heart disease & stroke
 - Certain cancers
 - Depression & anxiety
 - Crime & domestic violence
 - Motor vehicle crashes
 - Injuries
 - All-cause mortality
 - Alcohol use disorders

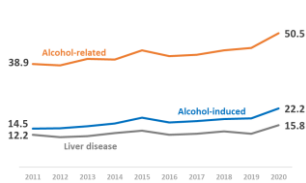
Excessive alcohol use is a common behavior

- **More than 1 in 5** Oregon adults report excessive drinking in the past month
- Excessive alcohol use is a primary risk factor for alcohol use disorder (AUD)
- Most who drink excessively do not have an AUD, however the health harms, safety risks and economic costs remain substantial



Alcohol-related harms are a growing problem in Oregon

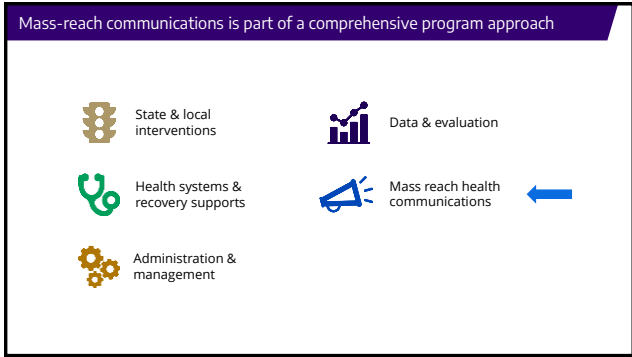
Alcohol-related, alcohol-induced, and chronic liver disease death rates, Oregon, 2011-2020
Age-adjusted rates per 100,000 population



- Primary surveillance indicators on the rise: alcohol-related, alcohol-induced, and chronic liver disease deaths
- Chronic diseases play a key role
- Successes in reducing youth binge drinking has not translated to adults

Source: Oregon Death Certificates
Note: Categories are not mutually exclusive





Counter Marketing

Marketing and communications efforts aimed at **countering the marketing efforts** of the substance industry and other pro-substance influences.

Counter-marketing can include efforts such as:

- Media advocacy & media relations
- In-school curriculum programs
- Sponsorships & promotions
- Advertising through paid media channel (TV, radio, billboards, Internet, and print media)

"By **challenging dominant narratives and fostering alternative ways** of talking about and making sense of our experiences, we come to think differently about the social world and can recognize what needs to change to realize justice. This is what narrative change is all about."



Shifting Mindsets



Change happens either via a change in a decision maker's mindset...

...or **when public mindsets create pressure** on a decision maker to make a different decision.



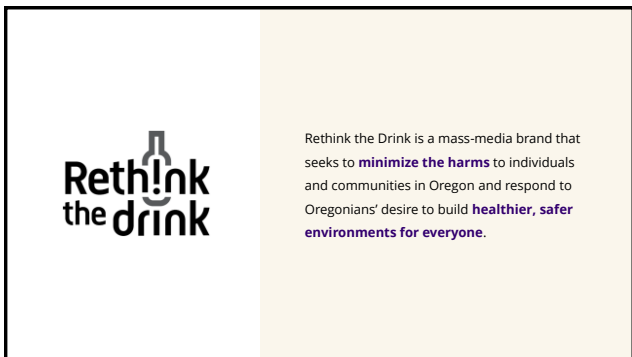
Question for the Viewers

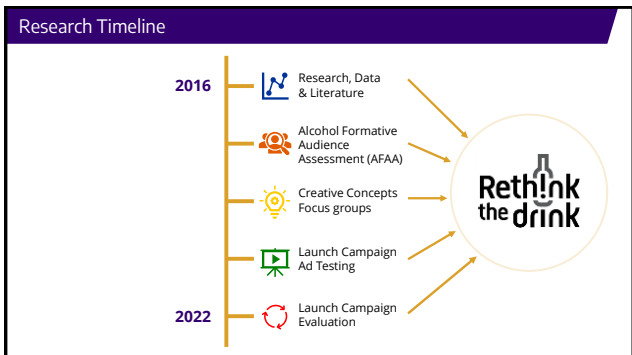


What tactics does your agency use to shift mindsets about public health topics?

- A. Earned media
- B. Social media
- C. Paid, mass-reach campaigns
- D. Working with partners
- E. All of the above
- F. Other (please type in chat)



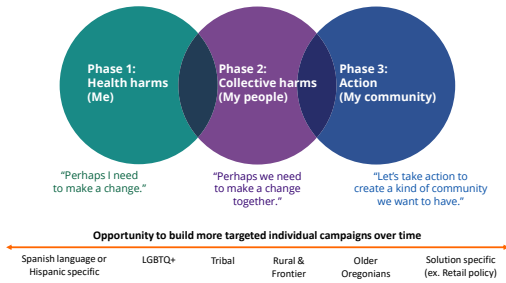




Engagement Timeline



Story Arc



Launching Rethink the Drink!



Ongoing brand infrastructure that was "live" at the end of June:

- Website (listserv)
- Social Media
- Technical Assistance

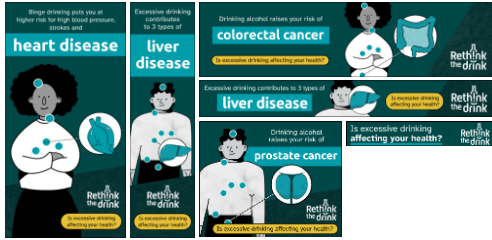
Launch paid media campaign window: June 27 – September 4

- Digital
- Social
- Newspaper (rural)
- Cable
- OTT/CTV
- Radio (rural/Spanish)

Earned media: Press conference July 8, 2022

Goals of the **first** campaign: Start the conversation!

Digital Media Examples



Audio Examples

Audio campaign sample:



Audio campaign sample:



Video Example



<https://vimeo.com/714629821>



Launch Campaign Analytics

- From July 8th (date of OHA Press Conference) to Sept 23rd, OHA documented **87 news stories** about Rethink the Drink. The team calculated that these stories translated to **12,195,270 impressions**
- Impressions :
 - Digital: **13 Million**
 - TV/Cable: **24 Million**
 - Social: **4.7 Million**
 - Website: Over **30,000** visits
- Toolkit Downloads: **56**

Rethink the drink

POSTCAMPAIGN SURVEY FINDINGS
Campaign 1

Health
Salem County Health Department
Public Health Division
Prevention and Chronic Disease Prevention

Presented by
RMC
Rethink the Drink
RMC Development Corporation
Pittsford, NY

November 2022

Evaluation Report

Coming soon!
ETA Spring 2023

Lessons Learned

- ✓ Invest in the long game
 - Engage partners early
 - Take your time
 - Creativity and experimentation
- ✓ Language access
- ✓ It's beneficial to have multiple tactics happening in tandem
- ✓ People are interested and ready to talk about alcohol

A Chat with Alicia and Rebecca



Sue Grinnell

QUESTIONS?



Resources

Rethink the Drink

www.rethinkthedrink.com

Excessive Alcohol Use Prevention

Oregon Healthcare Authority

<https://www.oregon.gov/oha/ph/preventionwellness/excessivealcoholuse/pages/index.aspx>
