

Just Saying No to Wine at Food Stores

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About the Regional Centers

- Provide technical assistance to health and substance abuse prevention coalitions and programs.
- Promote Partnerships among regional and local Public Health Leaders to improve the health and well-being of youth and adults.
- Mobilize youth and young adults for leadership and civic action.

Evidence-Based Environmental Strategies

- Responsible Beverage Service
- Alcohol Compliance Checks
- Happy Hour Restrictions
- Sobriety and Traffic Safety Checkpoints
- Graduated Drivers' License Laws

Evidence-Based Environmental Strategies

- Social Host Laws
- Keg Registration
- Restricting Alcohol Sales at Public Events
- Reducing Alcohol Outlet Density
- Increasing Taxes on Sales of Alcohol

Question 1: Wine at Food Stores

- AN ACT TO INCREASE CONSUMER CONVENIENCE AND CHOICE BY PERMITTING FOOD STORES TO SELL WINE

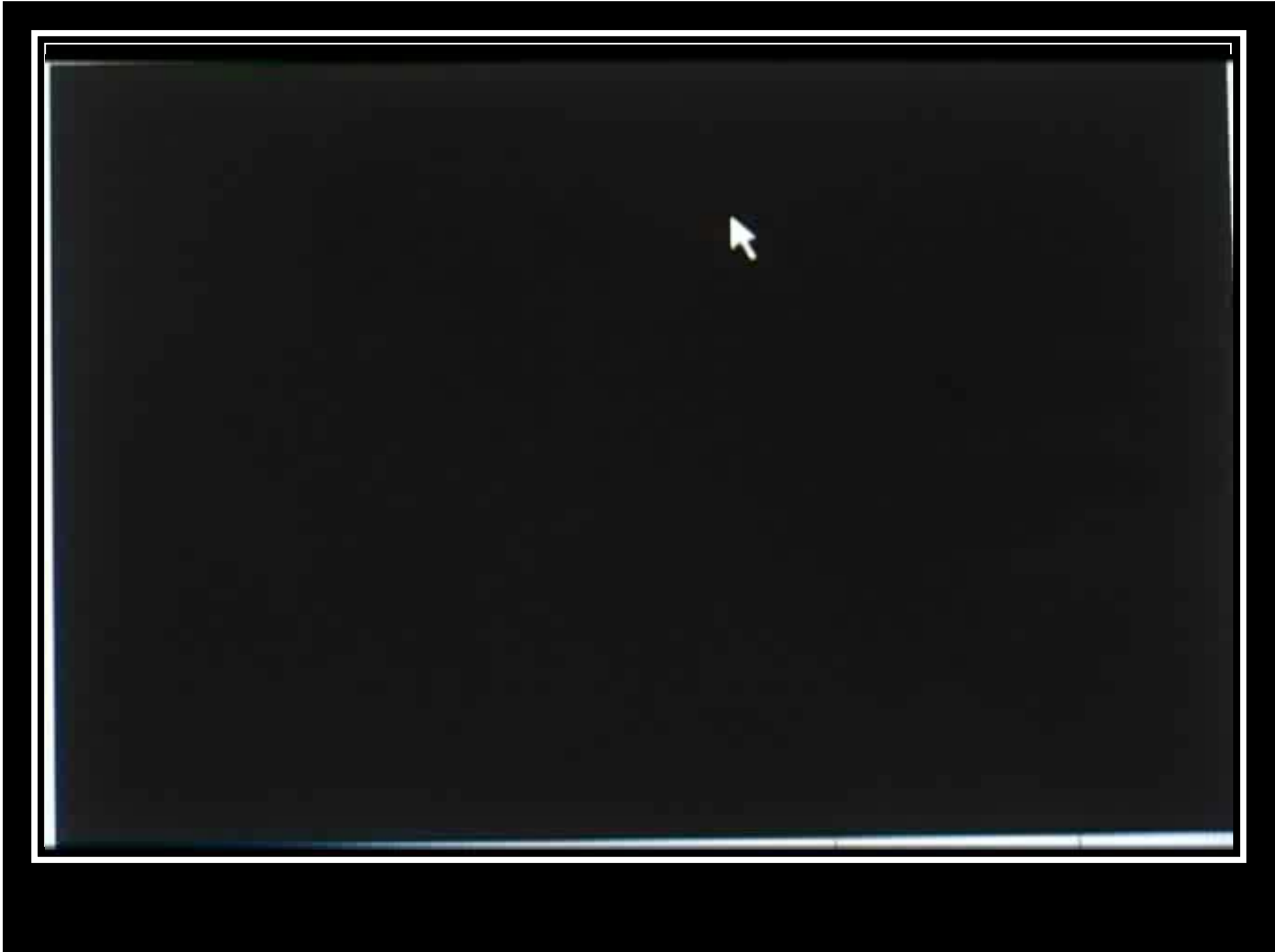
Key Players

- Massachusetts Food Association – pro
 - Grocery stores
- Wine Merchants and Concerned Citizens for Safety – con
 - Package stores
 - Public health
 - Concerned residents
 - Public safety – MA Police Chiefs Association

Pros & Cons

Pros	Cons
Wine not drink of choice for teens	Teens will drink what is accessible/ normalizes alcohol use
Grocery stores sufficiently enforce underage drinking laws	Grocery stores will not be closed if violate underage drinking laws
MA liquor stores old unfair monopoly	Small liquor stores will be driven out of business
More outlets = greater availability = lower cost for consumers	Grocery stores will monopolize over time and drive prices up
Not every town uses every liquor license	Some communities will have 50-100 new liquor licenses available





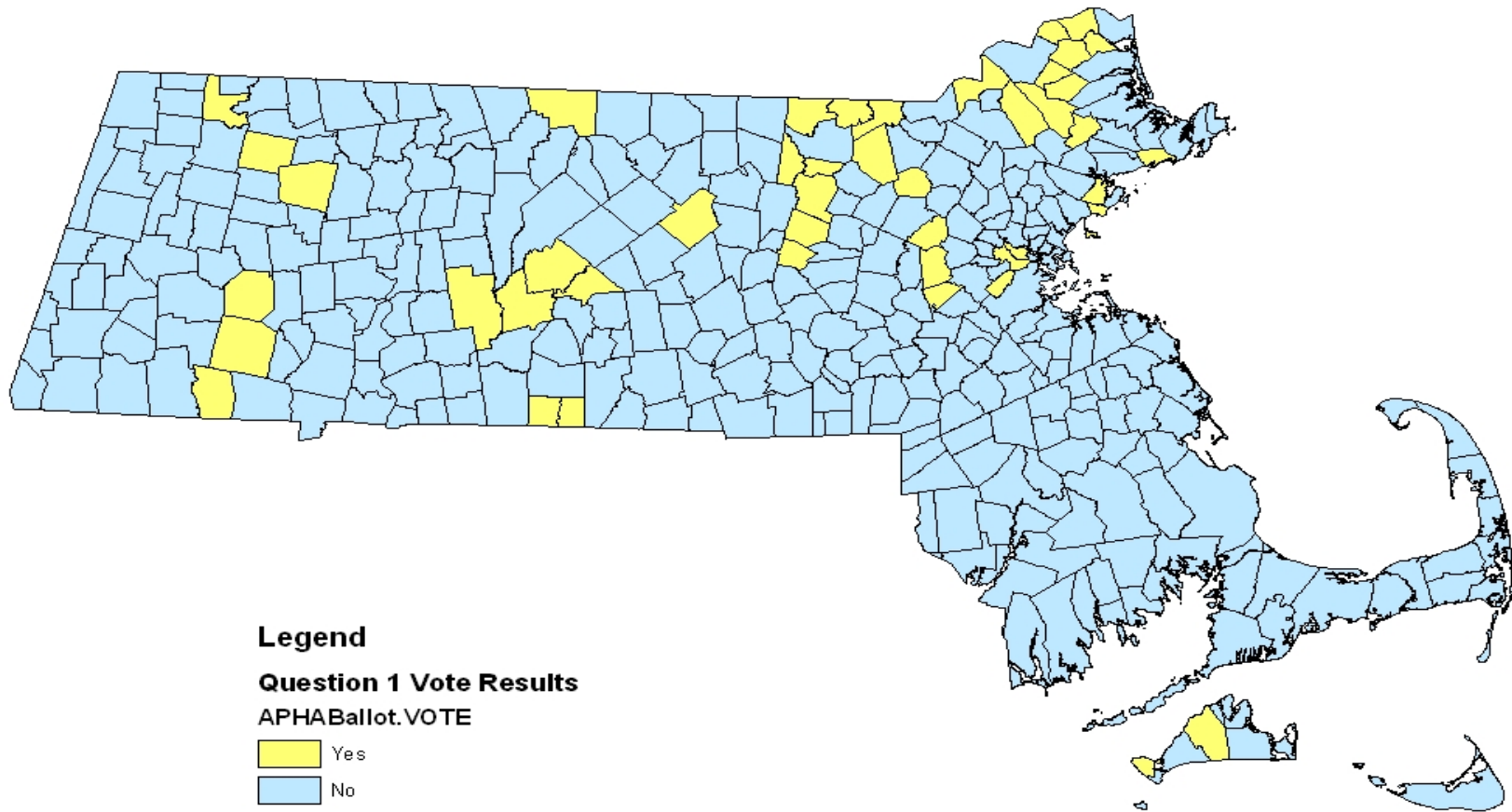


Ads


- No1
- No2
- Yes1
- Yes2

Vote Results

- 1,180,708 “NO”; 915,076 “YES” (265,632)
- 46 communities voted for ballot (13%)
 - Northeast/North Shore area - 38% (16/42)
 - Southeast – 5% (2/42)
- Mostly suburbs and towns/small cities
 - Salem, Cambridge, Brookline, Somerville



Legend
Question 1 Vote Results
APHABallot.VOTE

	Yes
	No

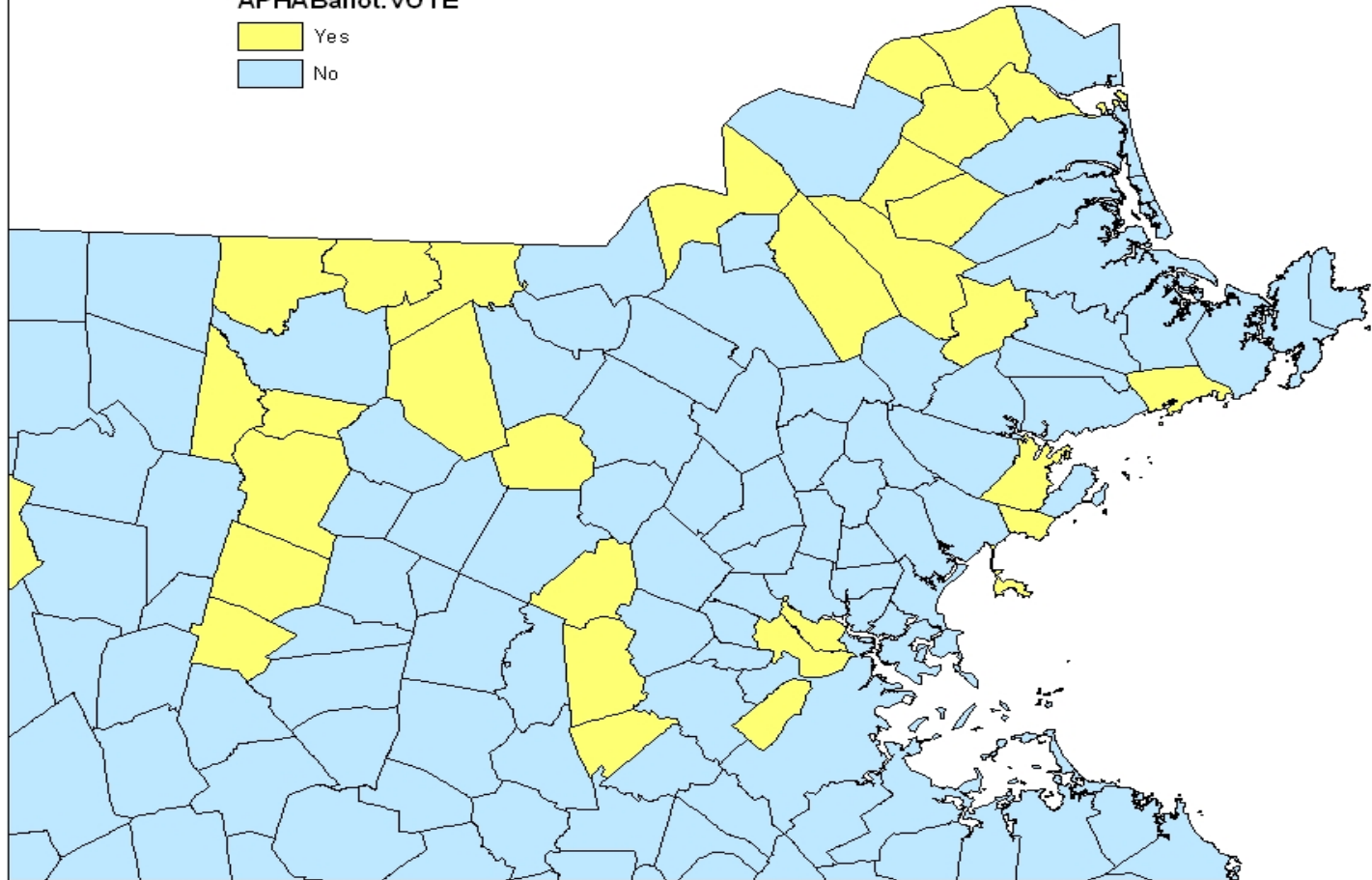
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Question 1 Vote Results

APHABallot.VOTE

Yes

No



Towns Voted for Ballot

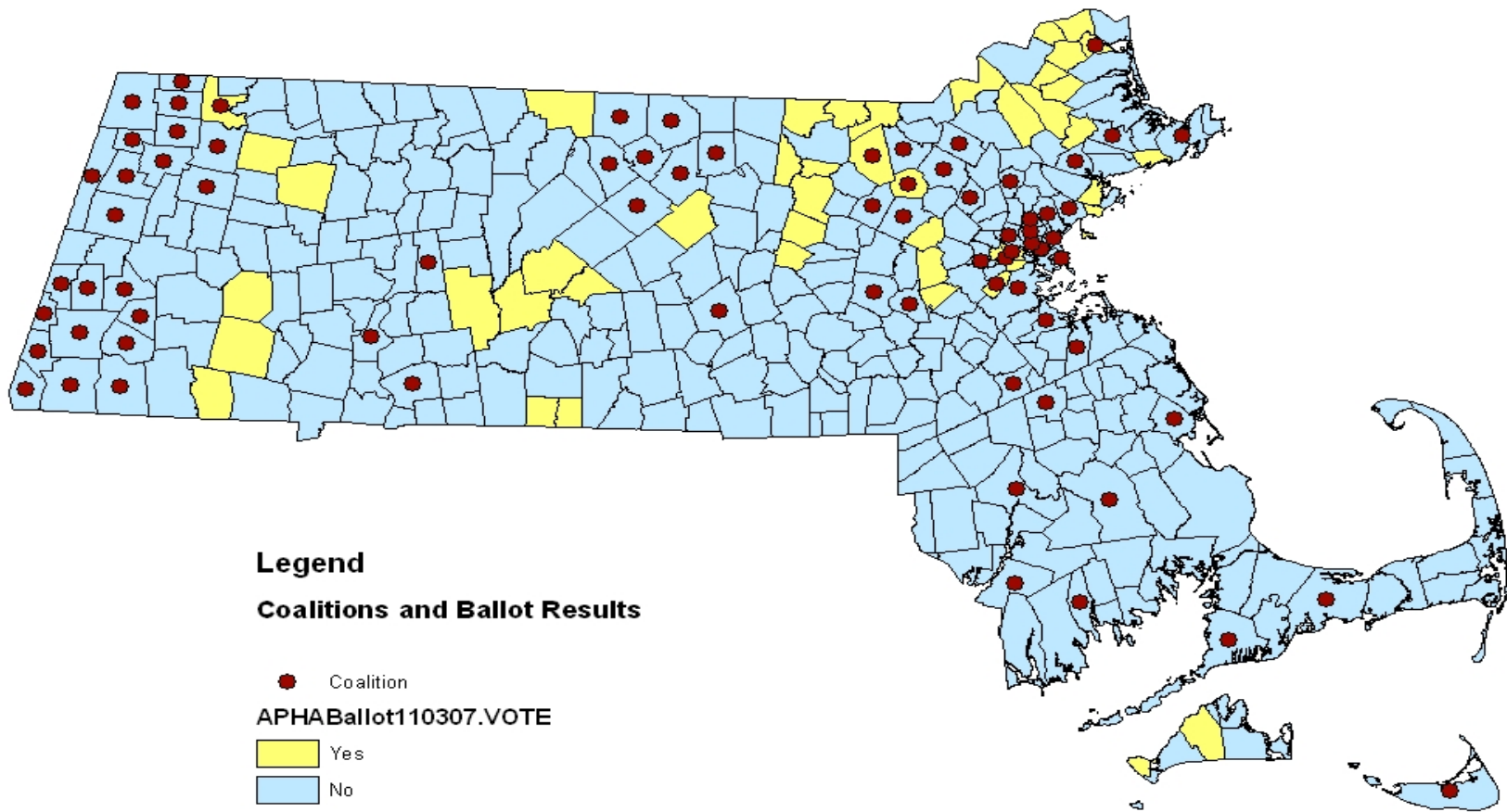
Amesbury	Aquinnah	Ashfield	Ayer
Belchertown	Berkley	Blandford	Bolton
Boxford	Brookline	Cambridge	Carlisle
Chester	Dunstable	Florida	Georgetown
Groveland	Hardwick	Harvard	Hawley
Holland	Lincoln	Manchester	Merrimac
Methuen	Nahant	New Braintree	Newburyport
North Andover	Pepperell	Princeton	Royalston
Salem	Shirley	Somerville	Swampscott
Tolland	Topsfield	Tyngsborough	Wales
Ware	Wellesley	West Newbury	West Tisbury
Westford	Weston		

Methods

- www.census.gov
- Mapping using ArcMap
- Personal communication with staff at regional centers throughout state
- Analysis of Boston Globe blog

Boston Globe Blog

- Responded to advertisements
- Responded to pros and cons of ballot
- Responded to culture of Massachusetts (Puritanical and liberal)
- Responded to capitalism and competition
- Responded to public safety
- Little mention of public health issues



Legend

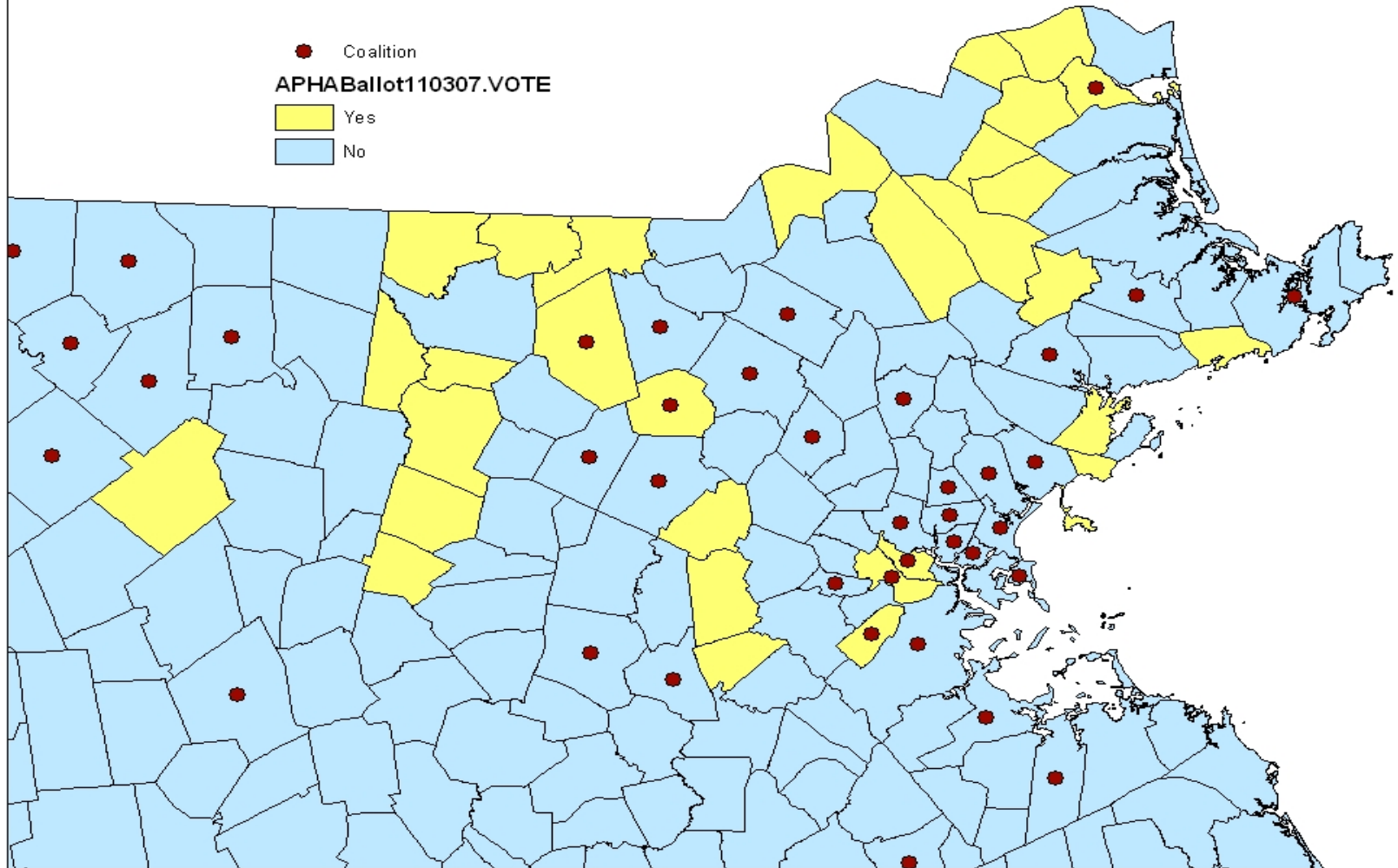
Coalitions and Ballot Results

● Coalition

APHABallot110307.VOTE

■ Yes

■ No



Findings

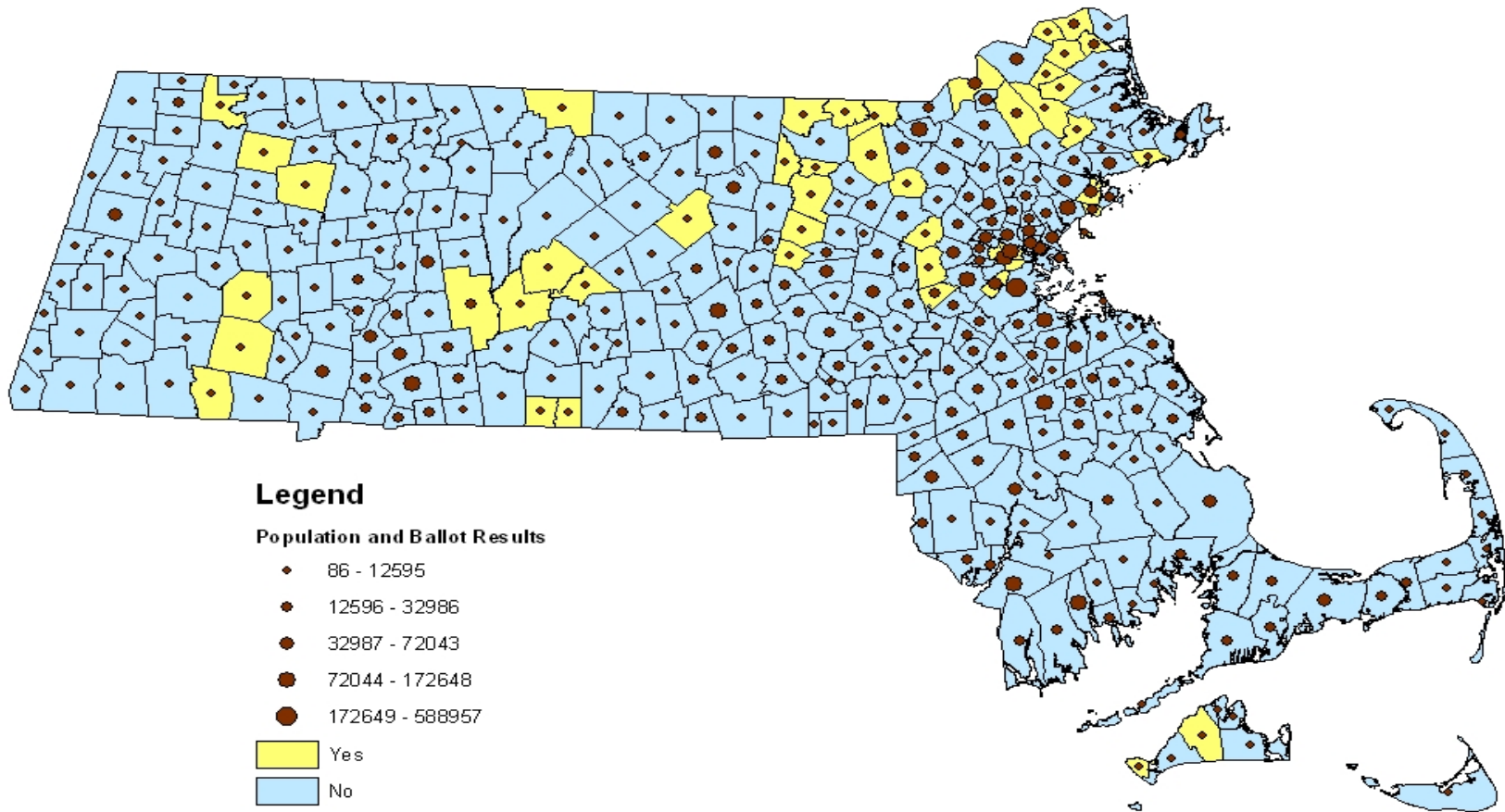
- 75 (21%) communities have anti-drug or substance abuse prevention coalition
- Among the communities with a coalition, 8 (19%) voted “NO”; 67 (81%) voted “YES”
- Coalition involvement in advocating against the ballot was mixed
 - Funding source/structure of coalition
 - Political implications

Findings

- Somerville, Cambridge and Brookline have coalitions; border Boston where vote was close
- Boston vote tipped by 9 neighborhood coalitions actively advocated for “NO” vote
 - Vote in Boston: 70,579 “NO” vs. 70,341 “YES” (238)
 - Visibility & visit to state house

Findings

- Active coalitions seemed to bring out larger number of “NO” voters
 - Fall River – 11,303 “NO” vs. 6,479 “YES” (4,284)
 - Springfield – 16,755 “NO” vs. 13,256 “YES” (3,499)
 - Billerica – 7,347 “NO” vs. 5,724 “YES” (1,623)
 - Amherst – 4,438 “NO” vs. 3,451 “YES” (987)
 - New Bedford – 13,709 “NO” vs. 7,679 “YES” (6,030)
 - Worcester – 22,334 “NO” vs. 15,495 “YES” (6,839)
 - Quincy – 16,374 “NO” vs 10,270 “YES” (6,104)

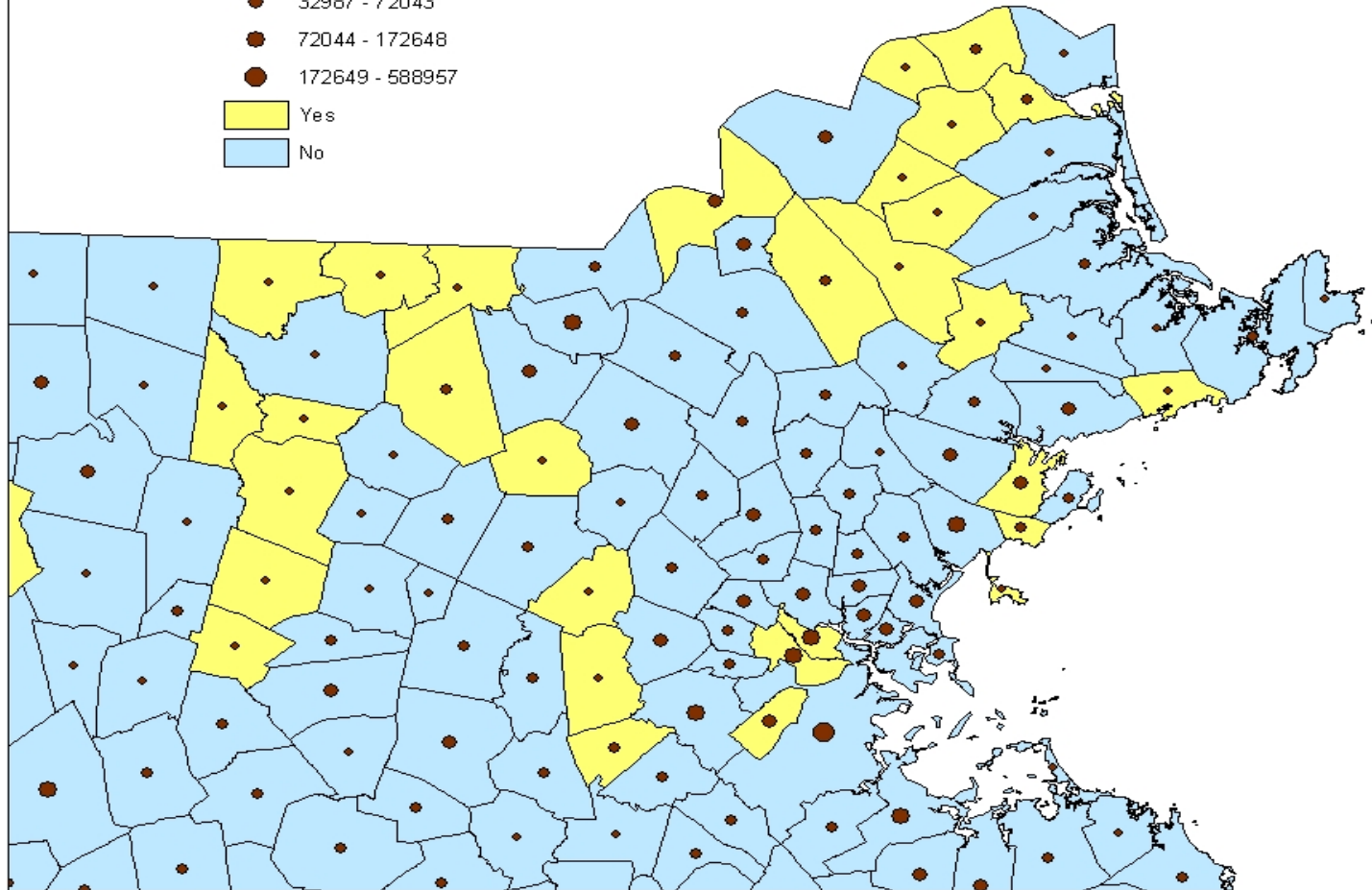


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Population and Ballot Results

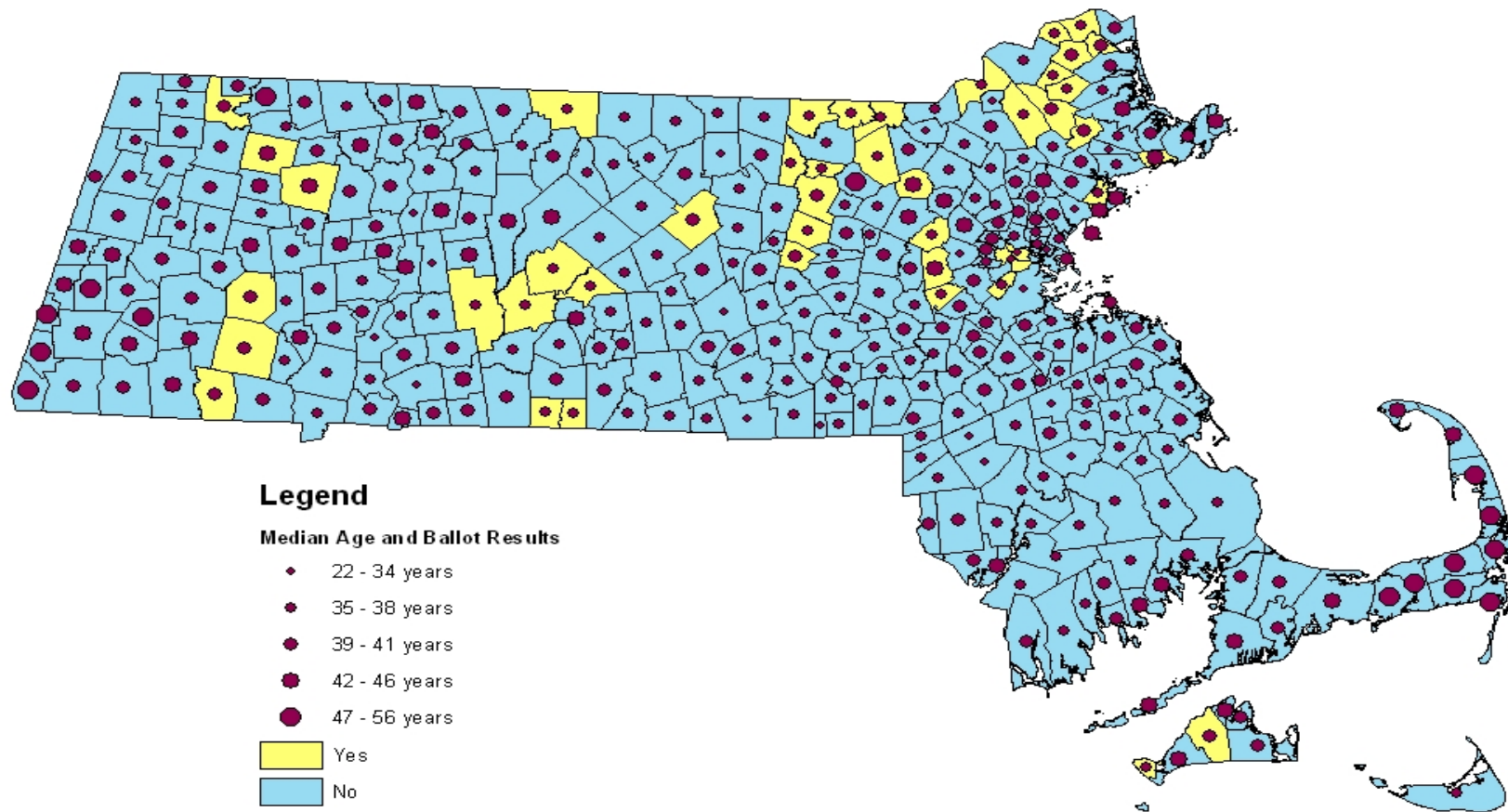
- 86 - 12595
- 12596 - 32986
- 32987 - 72043
- 72044 - 172648
- 172649 - 588957

- Yes
- No



Findings

- Most (41) communities voting for ballot have population less than 40,000
 - Methuen, Salem, Brookline, Somerville have population 40,000 – 78,000
 - Cambridge population 101,000
- Population size for communities voting against ballot initiative varies greatly from small to large sized communities



Legend

Median Age and Ballot Results

- ◆ 22 - 34 years
- ◆ 35 - 38 years
- ◆ 39 - 41 years
- ◆ 42 - 46 years
- ◆ 47 - 56 years
- Yes
- No

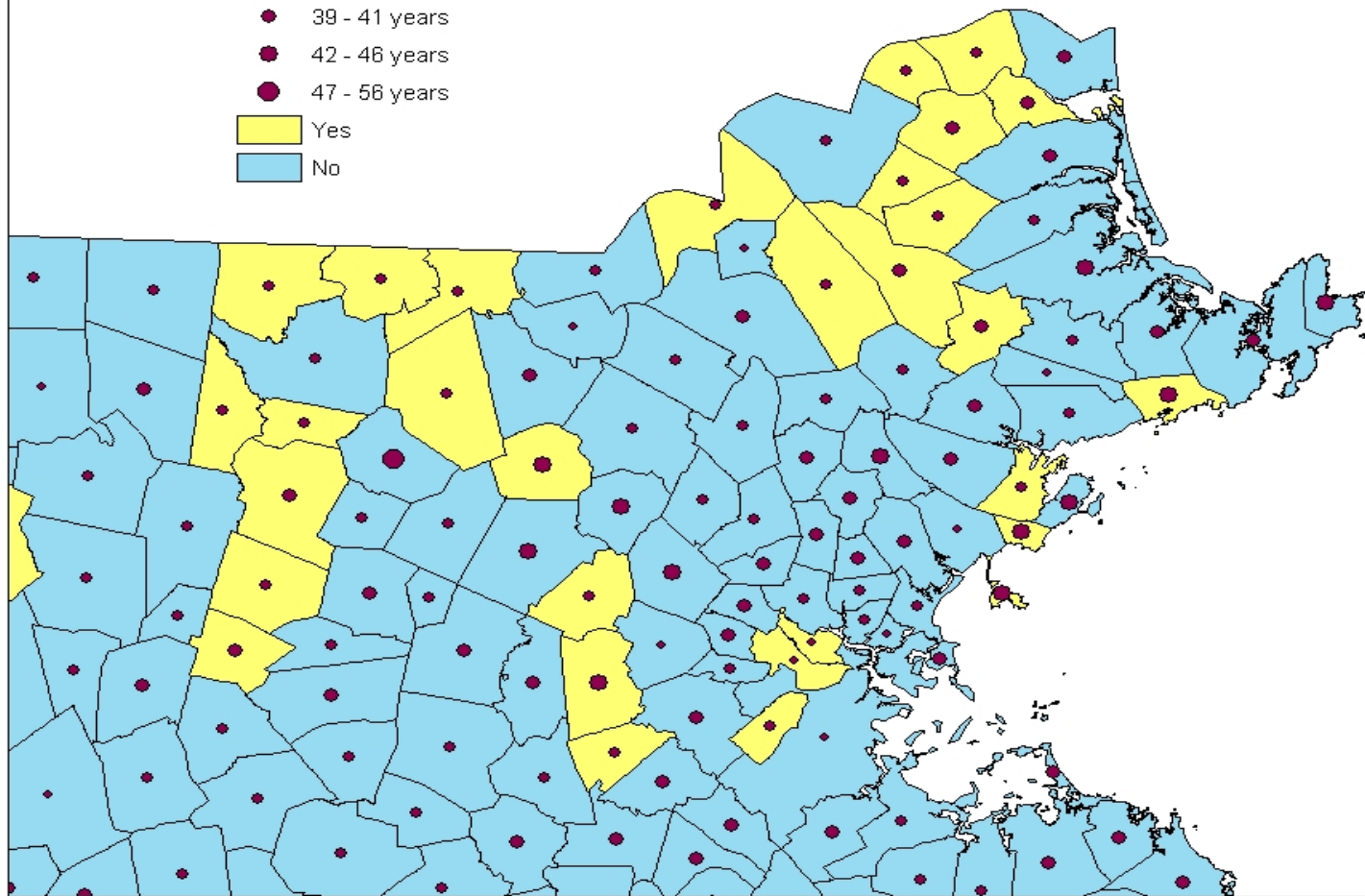
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Median Age and Ballot Results

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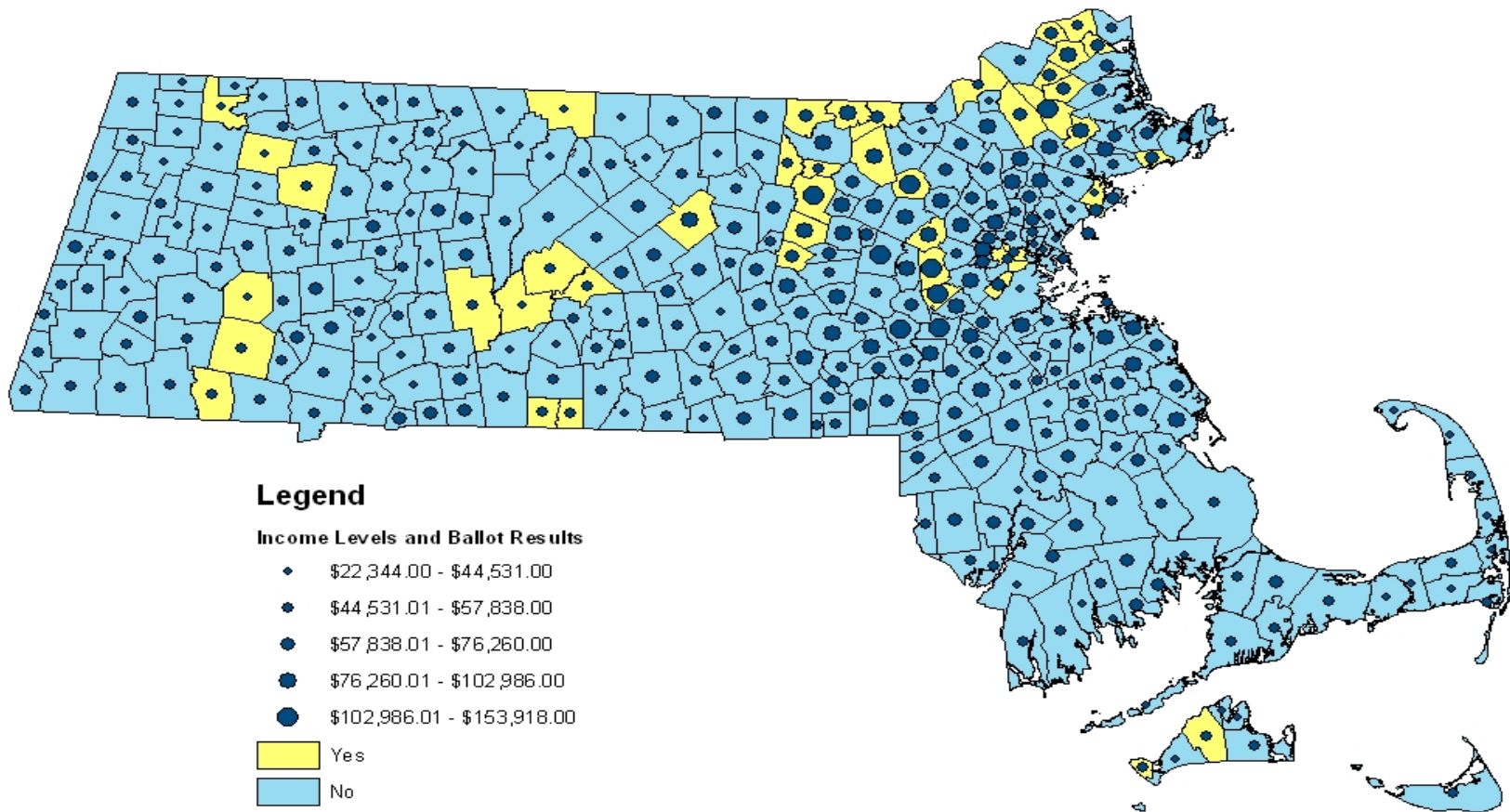
Yes

No



Findings

- Median age of communities voting either way differ by one year (38 “YES”; 39 “NO”)
- Somerville median age – 31 years
- Cambridge median age – 30 years
- Brookline median age – 35 years

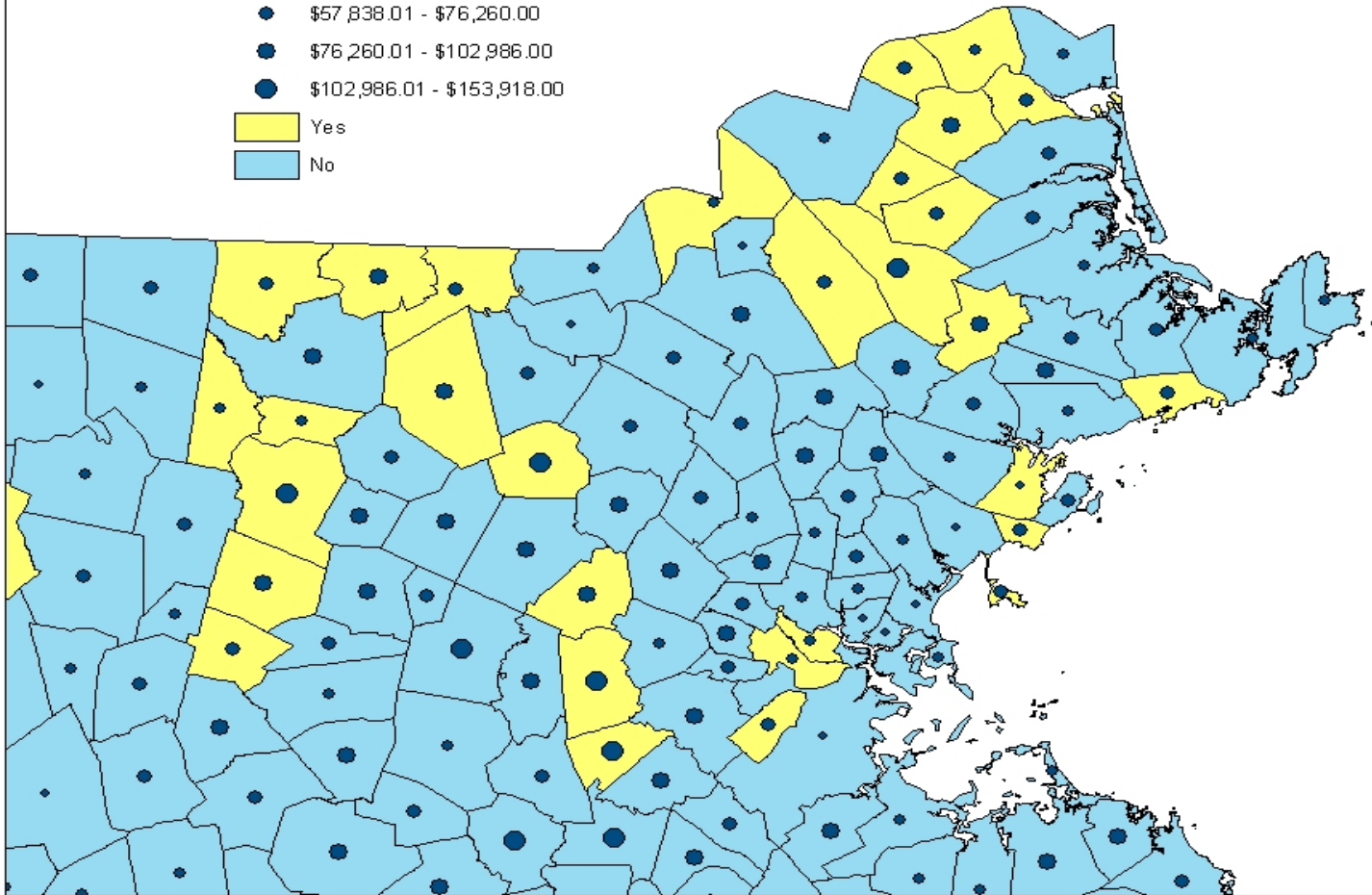


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Income Levels and Ballot Results

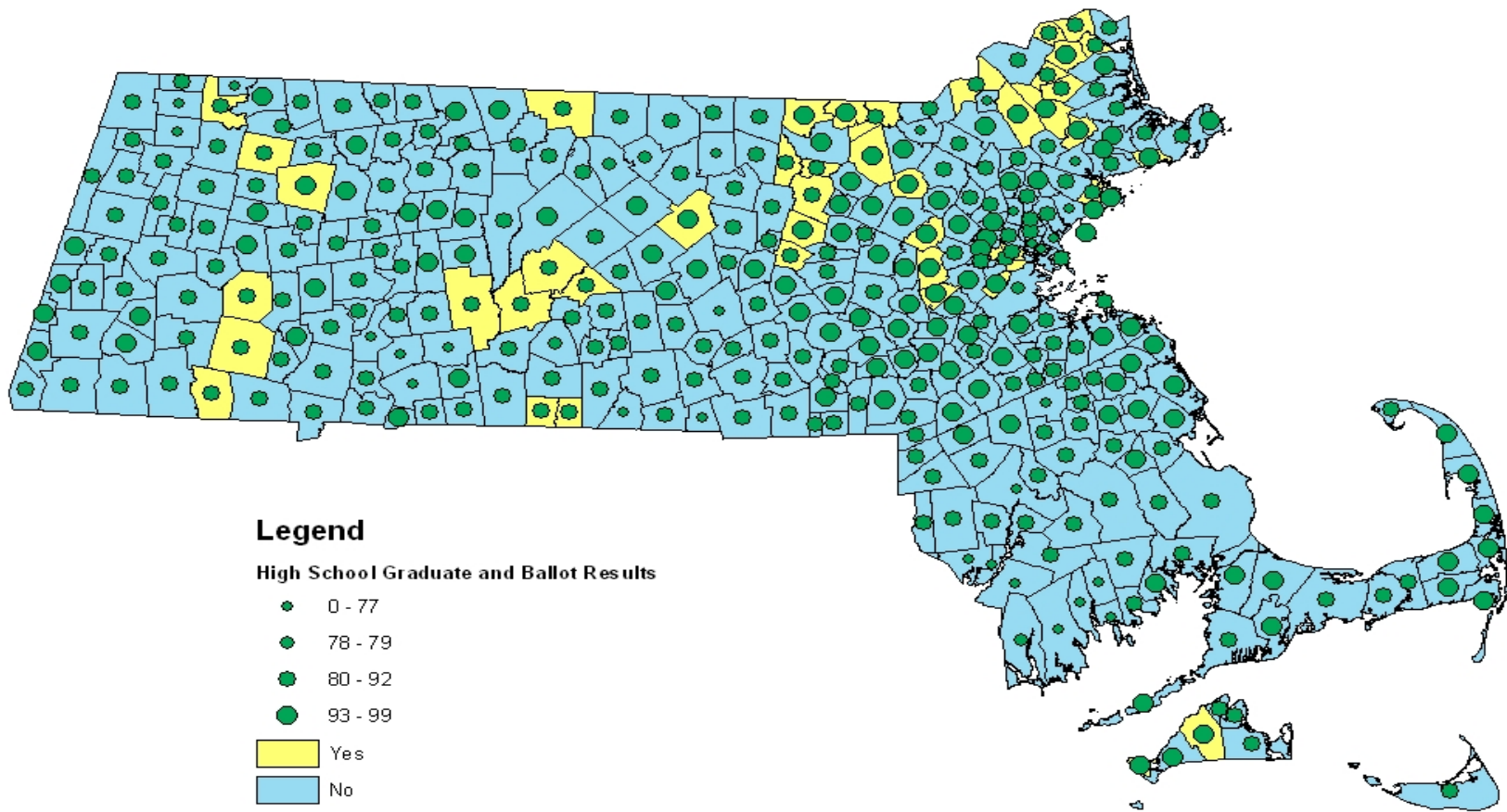
- ◆ \$22,344.00 - \$44,531.00
- \$44,531.01 - \$57,838.00
- \$57,838.01 - \$76,260.00
- \$76,260.01 - \$102,986.00
- \$102,986.01 - \$153,918.00

- Yes
- No



Findings

- Median incomes for communities voting for ballot ranged \$36,875 to \$153,918
- Median income for communities voting against ballot ranged \$22,344 to \$141,818
- Somerville median income - \$46,315
- Cambridge median income - \$47,979
- Brookline median income - \$66,711

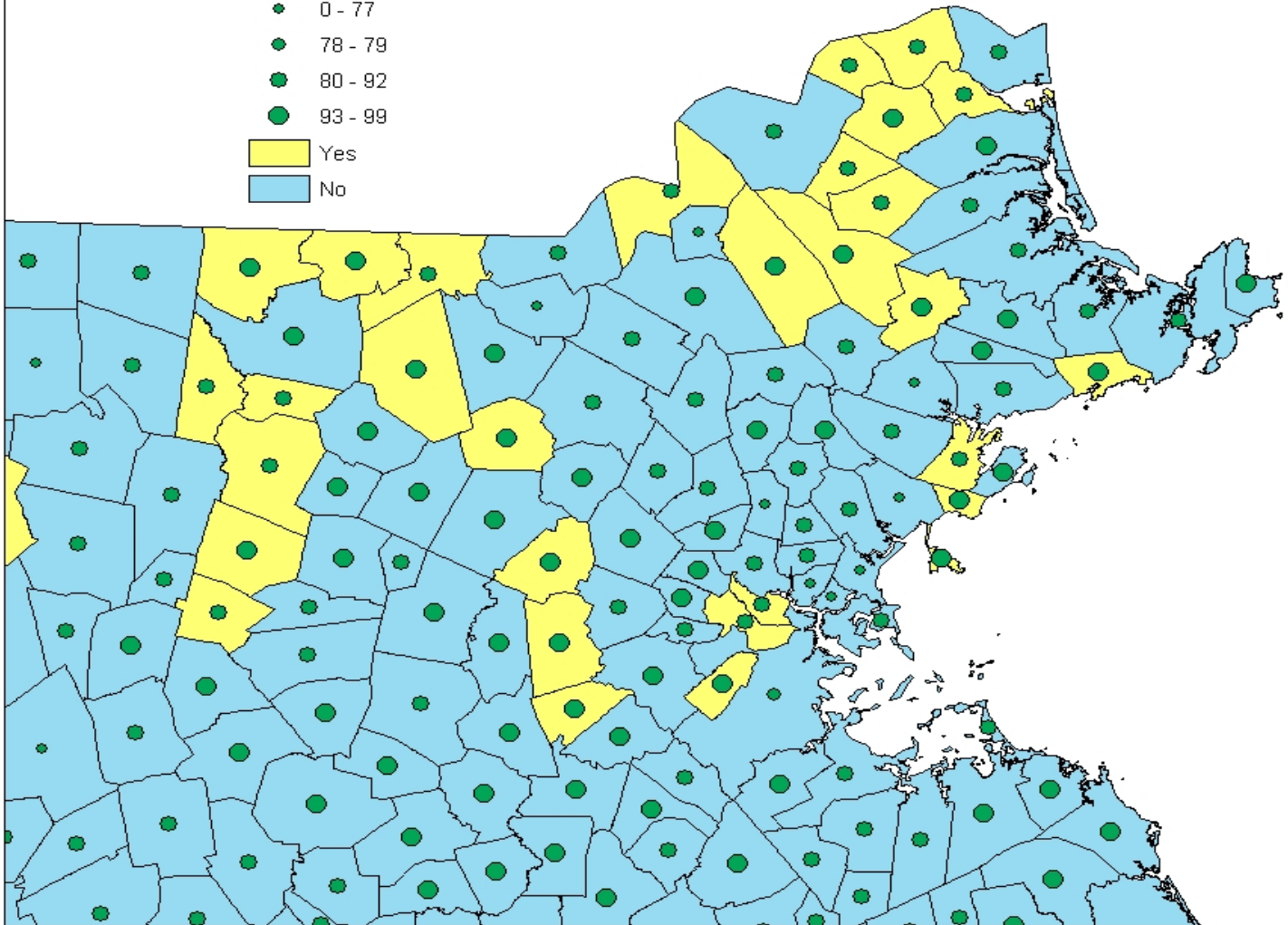


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High School Graduate and Ballot Results

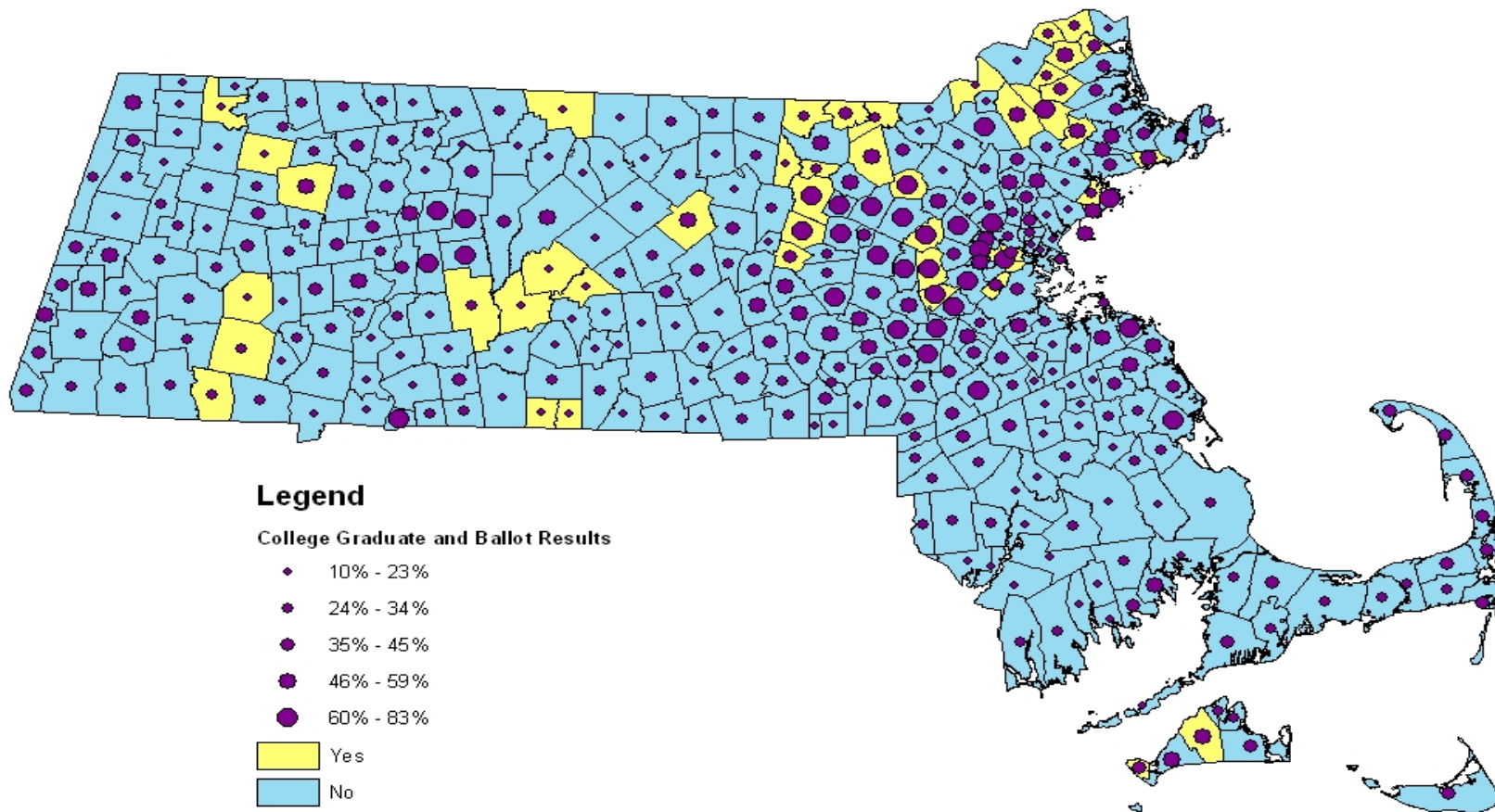
- 0 - 77
- 78 - 79
- 80 - 92
- 93 - 99

- Yes
- No



Findings

- High school completion for communities voting for ballot ranged 82% - 99%
- High school completion for communities voting against ballot ranged 57% - 99%
- Somerville high school completion – 81%
- Cambridge high school completion – 90%
- Brookline high school completion – 96%

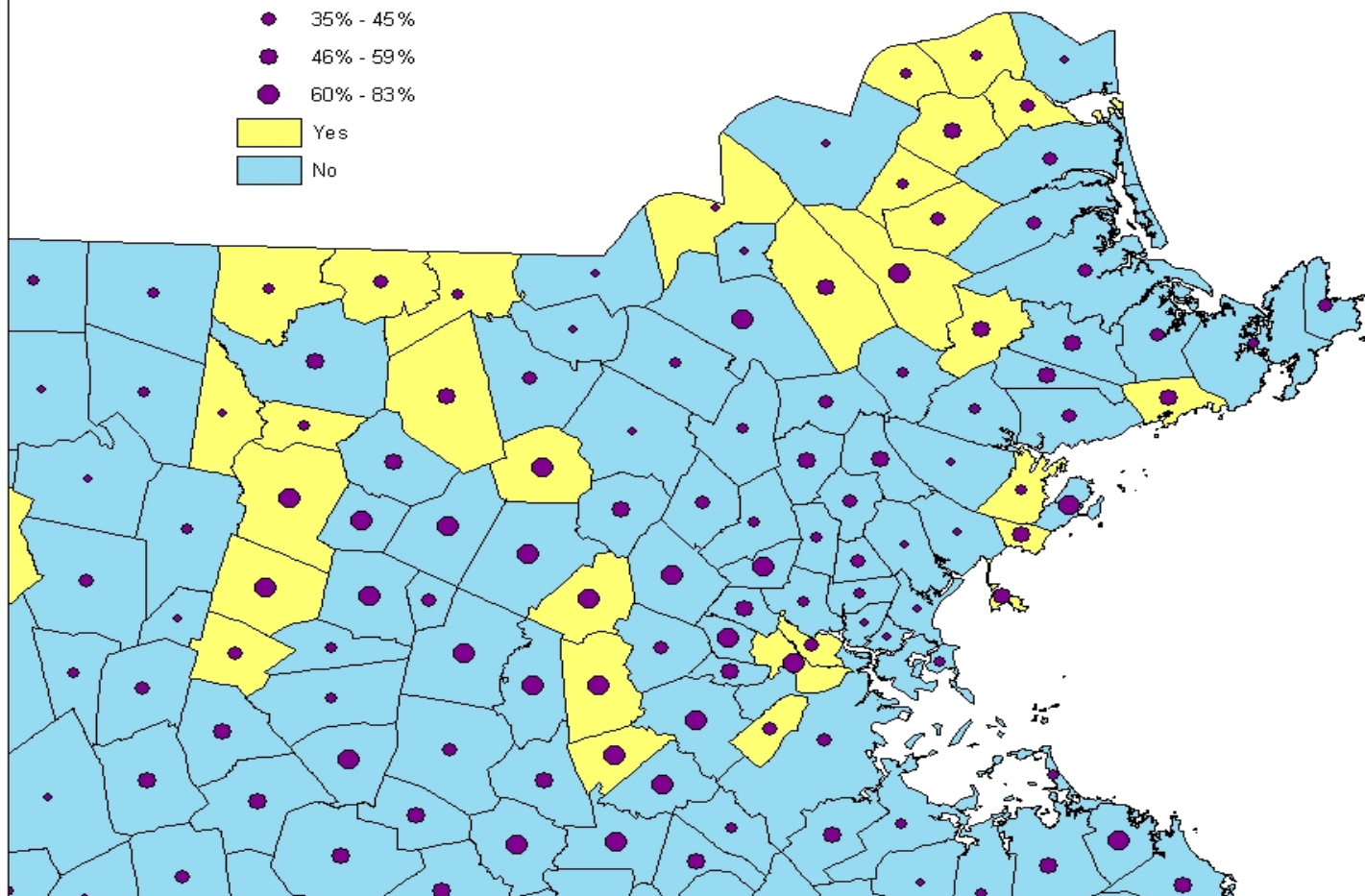


Legend

College Graduate and Ballot Results

- ◆ 10% - 23%
- 24% - 34%
- 35% - 45%
- 46% - 59%
- 60% - 83%

- Yes
- No



Findings

- College graduate rates for communities voting for ballot ranged 14% - 75%
- College graduate rates for communities voting against ballot ranged 10% - 78%
- Somerville college graduate rate – 45%
- Cambridge college graduate rate – 65%
- Brookline college graduate rate – 41%

Next Steps and Recommendations

- Follow up analysis on socio-demographic characteristics of communities and vote results
- Follow up analysis of role of coalitions in policy making
- Prepare for next move
 - Confident that another legislative effort around issue of licensing

Next Steps and Recommendations

- Mobilize statewide policy initiative
 - Role of public health with public safety
 - Role of anti-drug coalitions
- Implement social marketing campaigns to targeted populations
 - Role of public health and environmental strategies to reduce underage drinking and associated consequences

Special Thank You

- Penelope Bruce, Intern, University of Massachusetts – Lowell
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- Staff and colleagues at the NCHC and the Regional Center System

Thank you and contact information

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