



## NEWSLETTER

October 2009

### Newsletter to go monthly!

This campaign is upgrading! Starting with this issue, the newsletter will run monthly and be issued on the second Tuesday of every month. A larger data base will expand the reach of these **key messages**:

1. If alcohol is sold in a free market scenario (like tires or mayonnaise), it will likely facilitate increased social problems of addiction, abuse and underage drinking.
2. Common business practices, such as marketing to “frequent purchasers” and “future generations of customers,” must be constrained as these practices could target addicts, alcohol abusers and underage drinkers.
3. Extreme competition that produces a marketplace with large quantities of cheap alcohol can propel an alcohol epidemic like the one currently raging in the United Kingdom.
4. The best defense for alcohol problems is a comprehensive system with multiple means to address price, availability, industry practices, the drinking context, drunk driving, youth consumption and enforcement.

### **The Campaign now has its own website: [www.healthyalcoholmarket.com](http://www.healthyalcoholmarket.com)**

The new website is designed to be a central educational resource on alcohol regulation, particularly regulations that relate to marketplace issues. It will feature simple, easy-to-understand explanations of common marketplace regulations as well as resources for those attorneys who must defend our alcohol regulations. Look for regular upgrades as new material is introduced. The campaign is managed by Public Action Management, PLC and was previously featured on the company website [www.pamaction.com](http://www.pamaction.com). That website will continue to have links and information about the campaign, and it will provide information on Public Action Management’s other concerns and issues. It will also serve as the business site for consulting services of the CEO, Pamela S. Erickson, and her associates.

### **“Alcohol is Different!” NCSLA Panel Concludes**

Jim Mosher, longtime alcohol prevention advocate, and Pamela Erickson, former alcohol regulator, both echoed the conclusion that alcohol must be systematically regulated because it is not an ordinary commodity. The panel took place at the National Conference of State Liquor Administrators Western States Conference held in Portland, Oregon, this September. It was organized and moderated by Paul Romain, Executive Director of the Oregon Beer and Wine Distributors Association. Erickson illustrated the danger of deregulation by highlighting the example of the United Kingdom. That country gradually deregulated alcohol and now is facing a serious epidemic with high rates of abuse, addiction, disease and bar violence. Mosher drew from his long experience working with communities on alcohol issues. He discussed the importance of State regulation in deterring marketing practices at risk, using as a case example the emergence of alcohol energy drinks, which have a dangerous combination of alcohol and stimulants.

### **Old is not Bad!!**

Too often our alcohol regulations are branded as antiquated because they were written over 75 years ago. Do we say the same thing about our Constitution, the Bill of Rights and other revered documents that are even older? Of course not. All bodies of law need review and refinement from time to time and alcohol regulations are no exception. We just shouldn’t buy into the idea that the whole thing should be eliminated because of age. This campaign recommends a careful examination of regulations identified for change. That examination should identify the original rationale, any research on the impact of similar regulations, and how the regulations work within the whole system.

### **UK paper illustrates danger of deregulation!**

The current alcohol epidemic in the United Kingdom is outlined in detail in a recently released report by Pamela Erickson. The conclusions leave no doubt that deregulation can have grave consequences and we must think carefully before we eliminate any of our regulations. Go to [www.healthyalcoholmarket.com](http://www.healthyalcoholmarket.com) for a copy.