

PREVENTION
IS BETTER
THAN A CURE

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USING RESEARCH TO GUIDE PREVENTION

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Agenda

- 1) Review the Report
- 2) Introduce Next Steps providers can take
- 3) Using Research to Develop your Prevention System (How to conduct lit reviews)
- 4) Questions, Discussion, Final Comments

Subject Matter Expert

- *Benjamin Gleason*
- Co-founder, Prospectus Group
- PhD student, Educational Psychology & Educational Technology, Michigan State University



Research: Explores the uses of educational technology (social media) to support interest-driven, peer-focused participation that suggests teaching and learning

Experience: Educator (High School and College), Youth Development Specialist, Prospectus, Ed Research

Review of Research



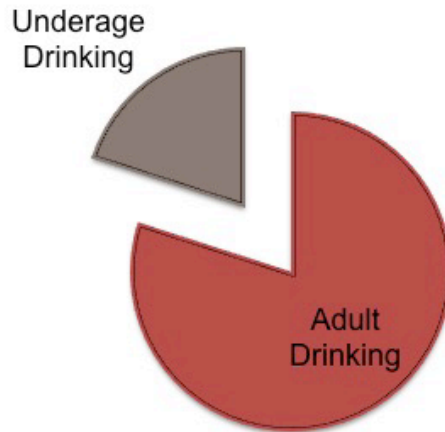
- Explores the negative consequences of underage drinking for small towns & communities in Georgia
- State of the prevention field report that gathers information, synthesizes themes, and issues recommendations
- Objective: Use Research to Support Prevention across Georgia

Introduction to Underage Drinking



UAD is widespread in US, accounting for almost 20% of alcohol purchased.

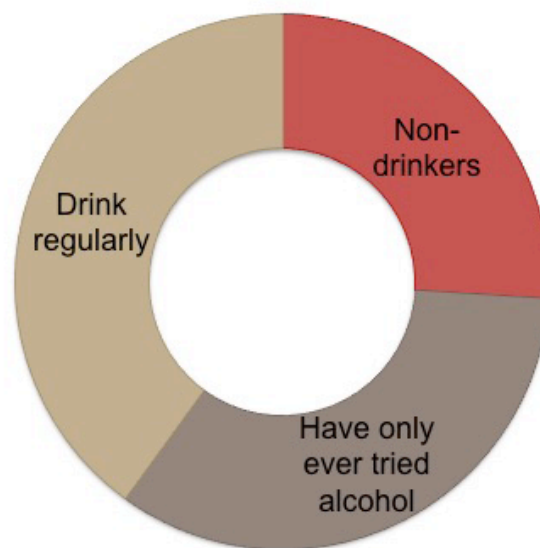
Alcohol Sales



UAD alone is a \$4 billion dollar industry

In Georgia, 74% of high school students have tried alcohol, while 40% regularly drink.

Georgia High School Students



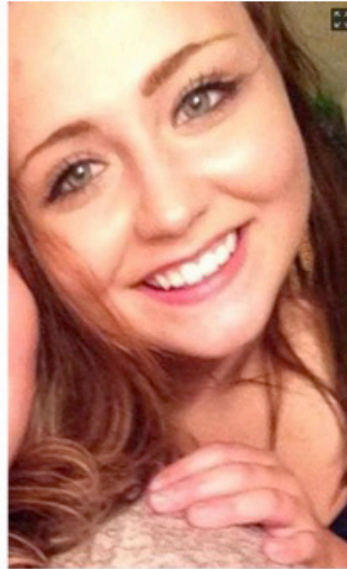
Consequences:

Likelihood of being victim of accident (unintentional injury, homicide, suicide)

High-risk sexual activity

Violence

Etc.



Sandra Lommen, 20, died of hypothermia after she fell in a creek and then passed out in snow for several hours in freezing cold northern Minnesota.

SUMMARIES OF RESEARCH

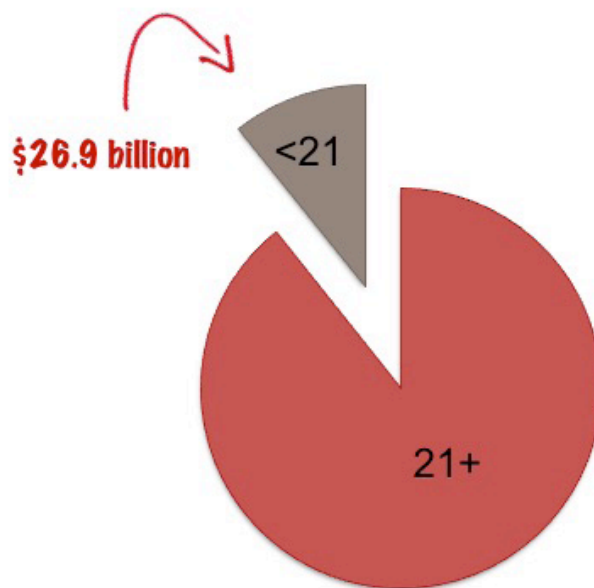
Bouchery (2011)

- Presents a quantitative account of how costly excessive drinking is in the US.
- Study only focused on *direct* costs (healthcare & productivity losses) not *indirect* (pain & suffering).

Total cost to US was \$224 billion, or \$746/ person.

12% of total costs are from underage drinkers.

Direct Costs of Excessive Drinking in US



Since report likely *under-reports* costs, damage to society drastically outweighs alcohol revenue.



Nelson (2013)

- Though alcohol is responsible for many health problems worldwide, few studies have examined which policies are most effective.
- Effective policies for curbing underage drinking:
 - Price controls (retail price restrictions, bans on alcohol sales (day/time))
 - compliance checks
 - Loss of driver's license
 - Minimum drinking age

Powell (2009)

- Report found that underage drinking in Georgia cost the state over \$1.2 billion



- These costs include alcohol-related traffic crashes, violence, injuries & pain/suffering.

Each drink consumed by an underage person costs \$3.35.



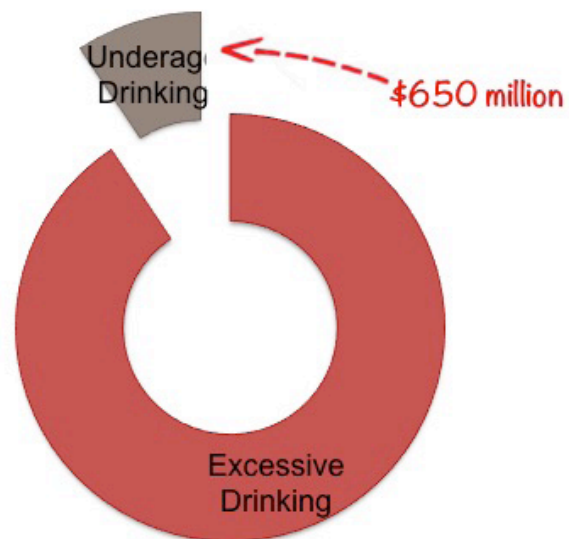
Sacks (2006)

- Excessive drinking is costly, and federal, state & local governments bear much of the costs.
- Authors note that it is likely that these costs are *under-reported*.

Drinking Costs to Georgia

In 2006, excessive drinking cost \$6.3 billion to GA & government paid \$2.6 billion.

Underage drinking, meanwhile, cost GA \$650 million.



Next Steps



- Now that we have reviewed significant findings from the Literature Review, we are ready to think about how to use this research to support prevention efforts.
- Take a moment to consider this:
 - From the research we just reviewed, what findings are significant for your prevention system? Why?

Guiding Questions



- In terms of using research to support prevention of underage drinking, **what are you interested in learning more about?** (Or, what do you know already & what do you want to know more about now?)
- How will using **research** support your prevention system's goals?

Guiding Questions



- The context surrounding underage drinking is important. What are some significant **social, cultural, political, historical or economic factors** which contribute to the community's issue?
- Who are **key stakeholders** that would benefit from learning more about the economic costs of underage drinking? How would their mission (or goals) align with your community's?

Think, Pair, Share



- **Think** for a few minutes on your own. Write down your thoughts.
- **Pair** with a partner and **share** your ideas.

****If you have the chance, you may want to use Google Docs to write down some thoughts to refer to later****

Info for Key Stakeholders

17.5% of young people in Georgia have reported binge drinking in the previous year, which is lower than the US average. In addition, the CDC recommended that increasing commercial liability for “dram shops” would likely lead to fewer car crashes and injuries.

Source: CDC (2014)

Underage drinking costs Georgia residents \$1,450 per youth per year, or over \$1.4 Billion every year. Of that amount, youth violence costs the state over \$700 Million per year, while youth traffic crashes amount to over \$180 Million per year. In 2009, underage customers accounted for over 13% of all sales in Georgia (\$548 Million in sales).

Source: PIRE (2011)

Enforcing the minimum drinking age of 21 is a highly effective way to prevent and reduce underage drinking. To that end, Powell recommended that compliance checks be **on-going**, as effectiveness diminishes within two weeks. **One of the benefits of compliance checks is that even the mere threat of the checks decreased the likelihood of alcohol sales.**

Source: Powell (2009)

Many of the costs associated with underage drinking in Georgia are intangible, and come from lost productivity and pain and suffering. For example, **since each drink consumed by someone underage costs around \$3.35**, over \$1 is spent on healthcare costs, property damage, and other costs. In addition, the true cost to the state may be as much as *twice as high as estimated*, which for Georgia may reach as high as \$12 Billion.

Source: Sacks (2006)

Research/Advocacy Plan

Now, we're ready to develop an *action plan*.

- 1) What is your prevention system's goal?
- 2) Framing UAD is a critical skill. How can you frame your issue for broad appeal?
- 3) What resources are needed to support this goal, and what partnerships can be mobilized?
- 4) What do you need to implement your objective & how will you assess its success?

Integrating Research into Prevention Efforts



- According to scholars Boote & Beile (2005), high-quality research “advances our collective understanding” of particular problems (e.g., the consequences of underage substance use).
- **Note:** For prevention specialists, a literature review will synthesize the “lessons learned” about particular interventions, strategies, or prevention efforts.

Integrating Research into Prevention Efforts



- Focus on finding primary sources (journal articles, reports, & other publications)
- High-quality open access sources:
 - <http://www.opendoar.org/>
 - <http://doaj.org/>
 - <http://www.biomedcentral.com/bmcpublikealth>
 - <http://www.sciencedirect.com/>
 - <http://core.ac.uk/>

Organize Research/Results



- 1) Archive articles (Google Drive) & share
- 2) Take notes on findings from articles (Article citation, Findings, Connection to Prevention Efforts)
- 3) Analyze & Synthesize:
 - What are the main points from the articles?
 - Are their common findings or implications *across* the articles?

Conclusion



- Now that we've reviewed research on UAD, talked with peers & developed action plans, what questions/concerns remain?
- Thank you!
- Email: bgleason@progroup.us