

Opposition to serving beer, wine, cider, and mead at farmers markets

Research has established that youth are affected by risk and protective factors.

SAMHSA (Substance Abuse and Mental Health Services Administration)

<https://www.samhsa.gov/capt/practicing-effective-prevention/prevention-behavioral-health/risk-protective-factors>

“**In society**, risk factors can include norms and laws favorable to substance use... Protective factors in this context would include laws or policies... limiting the availability of alcohol.”

Accordingly, one of the risk factors is the normalization of alcohol use in everyday life, in atypical situations such as grocery stores, farmer markets, movie theatres and so forth. The example set for youth is not positive and is contrary to prevention efforts to teach youth that it is possible to engage in family and recreational activities without consuming alcohol or other drugs.

The normalization of alcohol use in atypical situations also blurs the law enforcement/public safety message that people should not drink and drive. The norm we tend to set, however, is that it is okay to drink “a little bit” (as in the case of small samples). This is a dangerous mixed message that adults struggle with all too often, let alone our youth.

We know from common experience that kids are impressionable, so we try to watch our language around them, for instance. (Unfortunately, it sometimes seems like they tend to follow our negative examples more than our positive ones!)

Research describing concerns over the cumulative effects of alcohol-promotion legislation follows. Much of this research relates to alcohol advertising, which in the case farmers markets sometimes takes the form of live promotion through sampling.

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2. Shih RA, Mullins L, Ewing BA, Miyashiro L, Tucker JS, Pedersen ER, Miles JN, D'Amico EJ. Associations between neighborhood alcohol availability and young adolescent alcohol use. *Psychol Addict Behav* 2015;29(4):950-9] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4701620/>
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Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs and Health

<https://addiction.surgeongeneral.gov>

Chapter 3, Alcohol policy section, Pages 3-18, plus bibliography references

Policies that Affect Access to and Availability of Alcohol

Policies Affecting Alcohol Outlet Density

Research suggests that an increase in the number of retail alcohol outlets in an area—called higher alcohol outlet density—is associated with an increase in alcohol-related problems in that area, such as violence, crime, and injuries. (177, 199, 200) Four longitudinal studies of communities that reduced the number of alcohol outlets showed consistent and significant reductions in alcohol-related crimes, relative to comparison communities that had not reduced alcohol outlet density. (199, 201-203) Although no studies have explicitly analyzed the cost-benefit ratio of this intervention, research suggests that the costs of limiting the number of alcohol outlets is expected to be much smaller than the societal costs of alcohol misuse. (177)

Policies to Reduce Days and Hours of Alcohol Sales

A review of 11 studies of changing days of sale (both at on-premise alcohol outlets such as restaurants and bars, and off-premise outlets such as grocery, liquor, and convenience stores) indicated that increasing the number of days alcohol could be sold was associated with increases in alcohol misuse and alcohol-related harms, while reducing days alcohol is sold was associated with decreases in alcohol-related harms. (206) Similarly, a review of 10 studies (none conducted in the United States) found that increasing hours of sale by two or more hours increased alcohol-related harms, while policies decreasing hours of sale by at least two hours reduced alcohol-related harms. (207) One study found that lifting a ban on Sunday sales of alcohol led to an estimated 41.6 percent increase in alcohol-related fatalities on Sundays during the period from 1995 to 2000, equating to an additional cost of more than \$6 million in medical care and lost productivity per year in one state. (208) Banning sales of alcohol on Sundays has been recognized as a cost-effective strategy.

State Policies to Privatize Alcohol Sales

The privatization of alcohol sales involves changing from direct governmental control over the retail sales of one or more types of alcohol, and allowing private, commercial entities to obtain alcohol licenses, typically to sell liquor in convenience, grocery, or other off-premise locations. A systematic review of studies evaluating the impact of privatizing retail alcohol sales found that such policies increased per capita alcohol sales in privatized states by a median of 44.4 percent. Studies show that the per capita alcohol sales rate is known to be a proxy for alcohol misuse. (209, 210)

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