

NABCA DAILY NEWS UPDATE

Monday, August 17, 2020

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TODAY'S HIGHLIGHTS

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NABCA News

Visit NABCA's COVID-19 Resource page for updates regarding policy changes that effect on- and off-premise retail operations.

TTB NEWS

You can now find all of [TTB's COVID-19-related news and guidance](#) in a single location.

ADDITIONAL LINKS

Visit NABCA's website for information on:

- Control State Agency Information
- Doing Business in Control States
- NABCA News

CONTROL STATE NEWS

MI: Column: Is Michigan missing the mark on non-alcoholic beers? (opinion)

The Oakland Press

By Justin Lamb Special to MediaNews Group

August 17, 2020

Whether it's the east side, west side, north side or OddSide, Michigan loves its craft beer. In fact, a lot of people outside of Michigan love the Great Lakes' craft brews, too.

It's no surprise to anyone that Michigan helps lead the way in independent beer, ranking sixth in states with the most breweries (Statistica, 2019), but what may surprise a lot of people is where Michigan beers and breweries are missing the mark: non-alcoholic and low-alcohol beer.

What started as a shameful order at a seedy bar in the form of O'Douls or Busch NA, has now become part of a regular drinker's lifestyle. The growth of non-alcoholic beers in the craft beer market is undeniable. In Europe, this trend started decades ago with some of the best mainstream or macro-brew choices out there, like Clausthaler, but with breweries like Mikkeller (DEN) and BrewDog (SCOT) making some delicious IPAs and Stouts without the alcohol, the market is trending upward and likely to hit greater than \$25 billion globally by 2024 (Global Market Insights).

The U.S. was slow to latch on, but in the last two years, we've seen numerous breweries spring up that specialize in only making non-alcoholic craft beer, ensuring that you don't have to sacrifice taste for a great beer with little to no alcohol content.

From California to Connecticut, breweries like Surreal, Bravus, WellBeing, and Athletic, are changing the landscape of non-alcoholic beer. Even macrobrews like Heineken have joined the search for great taste without alcohol, releasing their Heineken 0.0 in 2019. With the wide range of selection out there, the struggle still lies in the distribution. Larger breweries like BrewDog and Mikkeller are easier to find in your local craft beer store, but the above mentioned exclusive non-alcoholic breweries are more likely received via mail order or a store visit that involves a road trip and/or a passport. With recent legislation changes in Michigan, you can't even get some of these options shipped to you

anymore. This is where the missed opportunity lives in the great mitten state.

With all of the craft breweries in Michigan, especially the nationally distributed ones like Bell's, Founder's and New Holland, the likelihood of you finding a non-alcoholic beer mixed in with their regular selection is slim to none. Some of these breweries offer an NA version in their tap rooms from time to time, but overall, it seems to be a growing interest that they are just avoiding altogether. They clearly recognize the market for a lower alcohol content, with releases like Bell's Light Hearted Ale, for example, but seem to be very hesitant to take the leap into a full-on non-alcoholic beer.

When you watch each trend get mass produced at an alarming rate, whether it's a barrel-aged stout, hazy IPA, Milkshake IPA, Pastry Porter, etc., you have to wonder: Is Michigan missing the mark on non-alcoholic beer?

ME: Maine sets October date to commence recreational cannabis sales

Marijuana Business Daily
August 14, 2020

In a long-awaited move, Maine regulators set an Oct. 9 date for recreational cannabis sales to begin, nearly four years after voters approved adult-use sales.

The state's Office of Marijuana Policy released the timetable for adult-use cannabis businesses, saying it plans to issue the first licenses Sept. 8 and sales will begin roughly a month later, according to Westbrook, Maine, TV station WMTW.

License types include cultivation, manufacturing, retail and testing.

The office's director said its goal was to issue the licenses and begin sales earlier in the year, but the coronavirus pandemic delayed the program.

INTERNATIONAL NEWS

South Africa Allows Alcohol Sales Once Again

The Drinks Business
by Rupert Millar
August 17, 2020

There was relief and joy in the South African drinks industry last night after President Cyril Ramaphosa (once again) lifted the ban on selling alcohol and said restaurants and bars could re-open.

Sales of alcohol and tobacco are to be allowed from today (17 August), along with a removal of "nearly all restrictions" on economic activities, including the re-opening of the country's on-trade.

Alcohol can be sold for home consumption from Monday to Thursday only for now and no alcohol can be sold or served after 10pm.

Gatherings of more than 50 people are still restricted and a night time curfew is still in effect.

Nonetheless, this is good news for South Africa's drinks industry, and those involved in winemaking most especially, which has had an unpleasant rollercoaster ride through a series of bans imposed, lifted and imposed again as the government there sought to tackle the spread of Covid-19.

Back on 26 March South Africa banned both the domestic sale of alcoholic products as well as all wine exports.

The export ban was lifted on 7 April only to be imposed again on 16 April, then re-allowed once more on 1 May.

On 26 May meanwhile, the government announced that retailers could open again and recommence the sale of alcohol for at-home consumption.

The government said shortly afterwards that the change in tack had caused a spike in alcohol related harm and injury which was placing a burden on hospitals at a time when the country seemed to be heading towards peak infections and so sales were banned for a second time on 12 July.

The combined cost in monetary terms and jobs for the South African drinks industry as a whole has been immense, with revenue loss pegged as high as R18 billion (£852 million) back in July, with a cost to the government of several billion rands worth of excise tax and 18,000 jobs lost.

Over the course of July and early August, pressure from the trade and regional governments, especially in the Western Cape, to allow alcohol and tobacco sales began to mount.

With domestic sales banned, word has filtered out into export markets to 'buy South African' and this summer has seen several initiatives designed to support the

country's industry, ranging from WOSA's 'Spectacular South Africa' campaign, the 'Great British Braai Off' weekend and Waitrose offering a specially put together case of South African wine with a discount which proved very popular.

United Kingdom: Public health and a UK single market (excerpt)

BBC News

By Douglas Fraser, Business/economy editor, Scotland

August 16, 2020

The food processing industry and marketers of tobacco and alcohol have good reason to dislike devolved powers in the UK.

Scotland pioneered the indoor smoking ban and minimum unit pricing on alcohol. Others followed.

The Scottish government is keen to move next on food that is high in fat, sugar or salt, though it's paused that legislative process.

At campaign group Alcohol Focus Scotland, there's an ambitious list in the policy shopping basket: a ban on outdoor advertising, and on public transport and social media, an end to drinks company sponsorship of professional sports, music and culture, all backed up by an independent regulatory body.

It's the kind of thing the prime minister used to deride, in his days as a columnist, lambasting the "nanny state" for interfering in individual freedom.

Boris Johnson has changed his tune on obesity, after his brush with mortality in the Covid-19 ward. But his countryfolk in England remain more defiant than others in refusing to kow-tow to instructions on mask-wearing. Individual liberty runs deep in English veins.

So what happens when these different approaches clash? Can the four parts of the UK go their own ways, and at a greater speed after Brexit and the removal of European legal constraints on such market interventions?

Probably not. European law has indeed provided constraints. Without it, the UK government is keen to ensure that divergence does not accelerate - not, at least, so far that it undermines efforts to strike new trade deals as it emerges as "global Britain".

That's at the heart of the proposed UK single market law. On July 16, Alok Sharma, the UK business secretary, issued a consultation paper, claiming this was merely, and innocuously, to ensure that trade remains seamless.

It seemed so innocuous and uncontroversial that the consultation was given less than a month, at the point of the year when people and organisations are least well placed to respond. That door is now closed.

The Welsh government was unimpressed, having had nothing to do with the plans in preparation. "Any new system must have independent oversight and dispute resolution," said a spokesman.

The white paper appears to assume that disputes won't be much of a problem, so no need to specify how they'll be handled.

But the Cardiff position is: "Any attempt to unilaterally impose a system will be deeply damaging."

In Northern Ireland, there's a different issue altogether, as the province is yet to find out how access across the border to the EU single market is to be squared with playing a full part within the UK one.

The Scottish government went much further, saying there was a "power grab". The claim is that policy areas that used to be handled jointly by Holyrood and Brussels would now be shared between Holyrood and Westminster - such as food standards and environmental controls.

To the UK government, the handing of powers from Brussels to Holyrood, as well as Cardiff Bay and Stormont is "a power surge".

But at the same time, it's cautious about opening up divergence within the UK that would make it hard to implement trade deals. If, for instance, Holyrood votes to ban genetically-modified food from Scottish shelves, that could be a stumbling block in trade talks with the US.

And the plan for a single market would require each part of the UK to accept anything that can be sold in another part. In other words, if England chooses to import goods that Scotland or Wales don't want to be publicly available, they'll have to accept them anyway - and vice versa.

The infamous chlorine-washed chicken is something the US wants to export to the UK (it's currently blocked under EU law) but on that, the UK government says it

intends to keep a block on the import of food produced with lower animal welfare standards.

Health emergency

So far, so constitutional and politically predictable. The rest is stuff for trade wonks.

But it's not just about goods on the shelves. It's also about the way they're marketed.

Those organisations that campaign on food and drink take the side of the Scottish government, and see this as a worrying potential block on the changes they hope to secure at Holyrood.

It's not just Alcohol Focus Scotland, but an alliance of similar organisations around the UK. As the consultation closed, the Alcohol Health Alliance UK set out its objections to the plan.

They fear that Holyrood and Cardiff Bay will not be able to introduce diverging public health measures unless there is "a public, plant or animal health emergency".

"This would appear to set a very high bar for exceptions... leaving limited scope for protecting public health," says the alliance. "It would seem doubtful that long-term public health issues, such as alcohol misuse, would be considered a public health emergency".

It is common in most trade agreements, they say, for some exceptions to be available to all sides, to protect public health, as well as environmental standards and human rights. But the UK government plans offer no such wriggle room.

At least the minimum unit pricing for alcohol is a done deal, right?

Wrong, they say. There's a sunset clause in the legislation. Holyrood has to come back to back it affirmatively, and any rise in the price level set requires secondary legislation.

Either could trigger renewed legal challenges from the drinks industry using a new UK single market law. The Scotch Whisky Association pursued legal action against minimum unit pricing that delayed its introduction by nearly five years.

Alison Douglas, chief executive of Alcohol Focus Scotland, said: "Scotland has previously shown itself willing to take innovative action to protect public health. This White Paper appears to close the door

to such action in future, in order to protect the UK internal market.

"Alcohol Focus Scotland believes these proposals place far too much weight on economic interests at the expense of public health. The equivalent EU internal market arrangements have enabled this balance to be struck for decades, but the UK proposals only allow exceptions in a public health 'emergency'."

TOP

Family mental health crisis: Parental depression, anxiety during COVID-19 will affect kids too

The Conversation

By Jamaal S. Abdul-Alim, Education Editor

August 16, 2020

For most parents, to say the the COVID-19 pandemic has been stressful would be a dramatic understatement. The combination of financial pressure, loss of child care and health concerns is exceedingly challenging for families. Mental health problems are expected to rise dramatically as a secondary effect of COVID-19 and the measures that have been put in place to contain it.

The potential long-term consequences on children from increased parental stress, anxiety and depression are only beginning to be understood. However, past research tells us that the children exposed to these problems are more likely to experience mental health problems themselves, in addition to developing an increased risk of learning and behaviour problems and reduced economic mobility throughout their lives.

We need to develop an approach that helps parents now and protects children's futures.

Escalation in parental anxiety and depression

In our current studies, we report that pregnant mothers and those with young children are experiencing three- to five-fold increases in self-reported anxiety and depression symptoms. A history of mental illness, current domestic conflict and financial stress were associated with worse mental health across multiple child age groups. These figures are especially concerning because young children are highly vulnerable to maternal mental illness due to their near total reliance on caregivers to meet basic health and safety needs.

High rates of parental mental illness combined with children spending more time at home due to COVID-19

present multiple risks, including alterations in children's stress-system function, higher rates of physical health problems and cognitive impairments.

Parenting stress associated with mental illness can lead to negative interactions, including harsh discipline and being less responsive to children's needs. For parents, depression contributes to health problems and low quality of life. Suicide is a leading cause of death for women of child-bearing age that we expect to increase should high rates of mental health problems continue to be unaddressed.

Mental health system needs urgent improvement

The World Health Organization (WHO) and other child welfare leaders highlight the critical nature of prioritizing parent mental health services so that parents can build their capacity to fulfil children's health and development needs.

Addressing parental mental illness not only mitigates harmful effects on child health but builds children's capacities to manage other stressors, such as school transitions and other unpredictable events.

Effective treatments exist for parental mental illness; however, the high barriers to accessing standard care have become even higher during COVID-19. Existing barriers such as the high cost of psychotherapy and childcare demands have been exacerbated due to physical distancing, closure of existing services and closure of daycares and schools.

Shifting treatment options to evidence-based online formats has also been slow and requires substantial investments for large-scale delivery and program refinement in response to current needs. Another problem is that most existing telehealth models do not simultaneously treat parental mental illness and parenting risks, despite substantial evidence for the importance of addressing both.

Notably, parent mental illness is disproportionately experienced in racialized communities that face both racism and systemic oppression. Failing to address the mental health and parenting needs at both the population level and in response to community-identified needs will only perpetuate intergenerational health inequities, such as those experienced by Indigenous and Black Canadians.

Small steps that may help

Although many of the causes of parents' poor mental health are out of our control, there are small steps you can try right now:

Reaffirm that your emotions make sense. This is an unprecedented time of difficulty that comes with stress, sadness and anxiety. You are not alone in these feelings and wondering about what comes next. Many other parents are similarly feeling distressed and trying to problem solve how to care for themselves and their families.

Talk about your feelings. Sharing your emotions with supportive partners, friends, family members and service providers can be helpful. Brainstorming and problem solving with others can alleviate stress and improve your mood. Just the simple act of sharing can help normalize the fact that you're working hard and still having a hard time feeling well.

Practise self-compassion. Too often we are kind to others and cruel or dismissive of our own distress. It's important to prioritize your own well-being and self-care. If you're experiencing stress, anxiety or depression, talk to and treat yourself like you would a friend. Many people are not used to treating themselves compassionately, but there are resources available to help you cultivate self-compassion.

Seek professional help. If you are having persistent thoughts of self-harm, hopelessness or an increase in alcohol or substance use that is difficult to manage, don't wait to ask for support. If your low mood or anxiety affects your functioning at home, with friends or at work for two weeks or more, seeking additional help to work through challenges could be important to get to the place you'd like to be.

Urgent action needed on key risk factors

Immediate action is needed to address key risk factors across family, community and policy levels.

The time is now for the development of a national perinatal and family mental health strategy. Early intervention investments are expected to yield high health and economic benefits by preventing the long-term consequences of parental mental illness from becoming embedded in children's biological and behavioural development.

Investing in family mental health and parenting support now and on multiple fronts, before problems are entrenched, will yield enormous payoffs. It is one

governments must prioritize as part of the COVID-19 pandemic response.

TOP

Six ways the drinks industry can support racial diversity

The Spirits Business

by Lauren Eads

August 17, 2020

This article is over multiple pages

The spirits industry plays as big a role as any other sector in the effort to support racial diversity and eradicate racism, and there's plenty that can be done at all levels.

Since the death of African-American George Floyd three months ago while in police custody in Minneapolis, the Black Lives Matter movement has snowballed, sparking a ripple of action from every corner of society. But for the movement to be successful, that momentum has to be maintained, and keep growing.

The work of unpicking white privilege and its impact and acknowledging discrimination in the workplace doesn't stop with posting a black square to Instagram. Industries need to be engaged and committed to doing the work long after the initial momentum subsides.

The spirits industry plays as big a role in this as any other industry, and there's plenty that can be done at all levels to support racial diversity within its workforce.

For example, earlier this year the Black Bourbon Society launched a non-profit consultancy firm, called Diversity Distilled, to create more diversity and inclusion across the spirits industry. Its aim is to advise spirits brands on how they can create and implement diversity and inclusion policies within their corporate structures.

The following is by no means exhaustive, or definitive, but it provides a starting point, outlining the basic measures that the spirits industry, and all businesses, can take to start supporting Black and ethnic minorities in the workplace.

Click through to the following pages to see six ways the industry can support racial diversity.

TOP

Tariffs Are Bad, Especially during a Pandemic

Aluminum tariffs constrain supply just when we need it most.

Capital Matters

By Iain Murray

August 17, 2020

If you're a lover of soda (or pop, depending on where you grew up), you might have noticed that your grocery-store options have become somewhat limited recently. That could soon get worse. Why? Because the president recently increased tariffs on Canadian aluminum — ostensibly to help the domestic aluminum market. It's a case study in the tangled web of tariff policy.

Let's leave aside the fact that the American aluminum giant Alcoa says that the tariffs will unnecessarily disrupt the market. Instead, consider what this means for industries that use aluminum. The simple, undisputable fact is that tariffs always and everywhere cause prices to rise. So, anyone who uses aluminum as an input is going to face increased costs.

Ordinarily, this would likely mean slightly higher prices for your favorite soda at the grocery store. Those price increases might be moderated by competition and eventually innovation. If aluminum became too expensive, soda makers would probably shift toward selling their products in bottles.

Yet we do not live in ordinary times. The pandemic has shifted our demand patterns. Because we can't go to bars, we are drinking more beer at home. This has meant that the beer industry (God bless 'em) has shifted production so that more beer is shipped in cans to grocery and liquor stores and less in kegs to bars.

Now, why do tariffs cause price increases? Partly because of the additional cost of tariffs and partly because those tariffs reduce supply. So, when the beer industry needs more aluminum and the supply is reduced, there's going to be a bidding war for aluminum cans. This pits the beer industry in even more direct competition with the soda industry for a resource that is now scarcer than normal.

As we know, beer is more expensive than soda, reflecting the higher value we place on it. The resources will follow the higher-valued use. So, ultimately, there will be fewer aluminum cans available to soda manufacturers.

Even within individual soda companies, there are competitive forces at work. Some sodas are in higher demand and are therefore of higher value than others. So companies facing the choice will direct their now-scarce resources at those higher-value products. What this means is that if you are a fan of Fresca, or Cheerwine (like my son is), you are going to find it hard to get those products. Once inventory is sold out, you may not see them again for a while.

Protectionism also distorts employment. Yes, there will be some jobs and profits saved in the aluminum industry, but in the end, there will be jobs and profits lost in industries that depend on less-expensive and more-available aluminum. That may turn out to be a wash, but the simple fact is that the jobs created and destroyed are not the ones that would have been created or destroyed in a freer market.

There is harm done to our political system as well. Any industry feeling pressure from foreign competition is incentivized not to improve its business practices but to lobby for tariffs, price controls, or some other government intervention. That empowers politicians to interfere even more, using the populist slogan of saving jobs to encourage crony capitalism. In short, protectionism reduces civic virtue. It also makes politicians think they can control the economy, putting them on the road to tractor quotas.

Finally, of course, there's retaliation. As my colleague Ryan Young pointed out, the last time Canada imposed retaliatory tariffs, "This meant tariffs against \$12.6 billion of American-made goods as diverse as toilet paper, coffee, and sleeping bags." So, the coffee industry takes a hit because the president wanted to help an aluminum industry that doesn't need help — and we still can't get Fresca? Of course, Canadians will also suffer because they can't get American coffee and will have to settle for Tim Hortons (with apologies to my Canadian cousins).

All of these changes are taking place at a time when global supply chains already have been disrupted, and demand patterns are shifting, making their effects even worse.

Sadly, there is rarely a constituency for free trade until the ramifications of protectionism are made clear. In early-19th-century Britain, working people opposed tariffs because they knew they were paying more for bread than they would under free trade. Every Fresca, Cheerwine, and Mello Yello drinker who asks why their favorite sodas aren't on the shelves could be one more convert to the free-trade cause.

TOP

Distilleries face uncertain future, call on Congress for economic relief

WHNT

By Ethan Fitzgerald

August 16, 2020

HUNTSVILLE, Ala. — Distilleries across the United States are calling for leaders in Washington D.C. to provide them with economic relief. In Alabama, making distilled spirits is an \$822 million industry providing over 9,000 jobs. However, that could soon take a turn for the worse.

Pre-COVID distilleries in the state were poised to get bigger and better.

"We would have a line outside the distillery. Basically around this corner and down the hall. Sometimes over 170 people in line," said Jeff Irons, the owner of Irons Distillery.

Irons said offering online sales has worked out well. Now he sells out in 90 seconds.

"We sell online and people pay for it there," Irons said. "They'll know if they got the product or not. Then they come to the distillery and pick it up."

Irons admits he's lucky his business model is working. Other distilleries that rely on tasting rooms and bar-type settings may not be so fortunate.

"I don't think it's going very well at all. In fact, I think a number of small distilleries will not survive this," said Irons.

Distillers are calling on Congress to provide permanent federal tax relief, centered on their production taxes, which happened about a year ago and helped. Now they want the move to be permanent. Irons added Alabama legislators could have a bigger impact on the tax situation compared to leaders in D.C.

“That would certainly help out. This is a small and growing business,” Irons said. “It would be wonderful because we are surrounded by states that are pretty good on taxes. We are not so good.”

The Alabama Distillers Association said their industry connects farmers, truck drivers, warehouses and the entertainment industry, adding damage to distillers goes a long way.

“If we want to encourage people to get into this business, we need to make this a pro-business environment for them,” Irons said.

TOP

Talk to Your College-Bound Teen About Alcohol Use

KNEB

By Media Release

August 16, 2020

For many students, transitioning to college life combined with the availability of alcohol and the desire to fit in to their new surroundings lead to risky decisions.

According to the National Institute on Alcohol Abuse and Alcoholism, the first six weeks of a student’s first year in college are a vulnerable time for harmful and underage college drinking and alcohol-related consequences because of student expectations and social pressures at the start of the academic year.

“College-bound young adults still need and value their parents’ guidance as they make decisions,” said Sheri Dawson, director of the Division of Behavioral Health at DHHS. “Research suggests that teens whose parents talked with them about alcohol avoidance before they begin their first year of college are more likely to not use alcohol or to limit its use—and thus experience fewer alcohol-related consequences.”

The Nebraska DHHS Division of Behavioral Health is working under the SAMHSA Strategic Prevention Framework-Partnerships for Success (SPF-PFS) grant which aims at reducing underage drinking and binge drinking through creating community partnerships across the state and addressing youth alcohol use. Many of the activities include youth alcohol use awareness and youth education. Parents can play an integral role in strengthening these efforts and

continue to help Nebraska see a downward trend in youth alcohol use and abuse.

“Issues surrounding underage drinking and binge drinking may look different from one community to the next,” said Lindsey Hanlon, network and prevention manager for the Division of Behavioral Health. “Our coalitions across the state do an outstanding job in utilizing the data they have to most effectively plan and implement prevention activities whether that is awareness campaigns, education materials, policy work, or environmental changes. Parents can play an integral role in reinforcing that message and those core values to their children.”

According to the 2018 Nebraska Young Adult Alcohol Opinion Survey (NYAAOS), which measures substance use in young adults, alcohol is the most commonly used substance in Nebraska, and the Behavioral Risk Factor Surveillance System (BRFSS) notes that it is the number one most abused substance nationally, as well. The rates of underage drinking, binge drinking, and alcohol-impaired driving continue to be higher in Nebraska than the U.S average. While alcohol misuse is a cause for concern among people of all ages in Nebraska, it is particularly an issue among young adults.

Wondering how to start the discussion? A few tips:

In talking with your young adult about alcohol, look for opportunities to raise the topic naturally. Discussions about majors and course selection can lead to a conversation about the ways in which alcohol use can disrupt academic success and career options. Emphasize that any decisions about alcohol need to be made in accordance with the law and their health.

Housing selection can generate a discussion about whether substance-free residence halls are an option. Discuss ways to handle situations where alcohol use by other students might create a problem, such as interrupted study time or unwanted sexual advances.

As you tour the campus area, note how many alcohol outlets are in the community. Emphasize that no matter where alcohol is available, underage drinking represents a risk and a choice that has consequences. Inquire about alcohol-free spaces and sober tailgates at the school.

Discuss reasons not to drink. Explain the risks of alcohol, and appeal to your teen’s life goals. If you have a family history of alcoholism or drinking problems, be honest. Explain that your teen might be more vulnerable to developing a drinking problem.

Teach your college student to never leave any drink unattended—whether or not the beverage contains alcohol. And don't accept a drink from someone you don't know, especially if you did not see where it came from.

Realize that your college-bound student will most likely be in a social situation where drinking is happening, and some of the people they are with could be of legal drinking age. Discuss how they should decide whether or not to refuse a drink, and talk about the various reasons to avoid alcohol and how and when to say "no."

Be prepared for questions. Your teen might ask if you drank alcohol when you were underage. If you chose to drink, share an example of a negative consequence of your drinking.

Remind your student that drinking to cope with stress, to forget problems, or to try to feel comfortable in a situation that feels unsafe or threatening is never a good idea.

"Even if you don't think your child will choose to drink or try other drugs, peer pressure is a powerful thing," added Lindsey Hanlon, network prevention manager for the Division of Behavioral Health. "Many colleges in Nebraska are implementing social norms campaigns. Based on the assumption that inaccurate normative beliefs such as 'everybody drinks' lead to problem drinking behaviors among underage youth, social norms campaigns use scientific evidence (e.g., consumption data) to promote accurate, healthy norms about alcohol use."

There is still time to start the conversation and then keep the conversation going. Need advice? The Nebraska Family Helpline is available 24 hours a day, 7 days a week: (888) 866-8660.

Alcohol Use and Binge Drinking Statistics among 19-25-Year-Olds in Nebraska

Nearly two in five (42.0%) of young adults indicated their parents or caregivers allowed them to drink alcoholic beverages in their home while they were underage.

In addition, young adults believed that nearly one in three (30.1%) of their peers drove after binge drinking in the past 30 days which is much higher than the percent who reported driving after binge drinking (4.0%).

About two-thirds of respondents in 2018 (65.1%) reported using alcohol in the past month, which is similar to previous years (67.9% in 2010, 69.1% in 2012, 68.1% in 2013, 67.2% in 2016).

Among past-month alcohol users in 2018, slightly over half (51.9%) reported binge drinking in the past 30 days, which is significantly less than previous years (64.8% in 2010, 68.3% in 2012, 66.3% in 2013, 56.3% in 2016).

Among all respondents in 2018, about one in three (33.4%) reported binge drinking in the past month which is less than previous years (43.8% in 2010, 47.1% in 2012, 44.9% in 2013, 37.4% in 2016).

Young adults believed that half (48.5%) of their peers binge drank alcohol in the past 30 days, which is higher than the percent that actually binge drink (33.4%).

There have been incremental decreases in past year alcohol-impaired driving in each survey administration. Reported past year driving under the influence of alcohol has decreased from 30.3% in 2010 to 19.8% in 2018.

Past-month driving after binge drinking has also decreased from 8.4% in 2010 to 4.0% in 2018.

TTB News: Health Claims In Advertising

TTB News

August 14, 2020

TTB enforces the advertising regulations that apply to alcohol beverages subject to the Federal Alcohol Administration Act (FAA Act). The regulations apply to most alcohol beverages, but do not apply to:

- Wine products with less than 7% alcohol by volume, and
- Brewed products properly classified as "beer" under the Internal Revenue Code of 1986, but not classified as "malt beverages" under the FAA Act (see TTB Ruling 2008-3).

We have found an increasing number of alcohol beverage advertisements, including company websites and social media accounts, depicting health-related statements that suggest a relationship between the consumption of an alcohol beverage and its purported health benefits or effects.

We remind industry members that the TTB advertising regulations prohibit any health-related statement that is untrue in any particular or tends to create a misleading impression as to the effects of consumption

on health. For more detailed information regarding health claims and advertisements, you may review our regulations:

- Wine - 27 CFR 4.64(i)
- Distilled Spirits - 27 CFR 5.65(d)
- Malt Beverages - 27 CFR 7.54(e)

If you are unsure if your advertising material is in compliance with TTB regulations, we encourage you to submit your advertising to us for review. We will review your advertising material at no charge to determine if it complies with the appropriate advertising regulations. You may send any advertising material to Market.Compliance@ttb.gov for review.

If you would like to report an advertisement that you feel is in violation of TTB regulations, you may also use Market.Compliance@ttb.gov. Please provide a screen shot or photo of the advertising material in question. Please note that we generally do not comment on the outcome or provide the findings of advertising reviews except to the responsible advertiser.

For more TTB News, click on link above.

TOP

AAI appoints Diageo's Balsamo as vice-president

RTE

August 17, 2020

IRELAND - The Association of Advertisers in Ireland has appointed Constance Balsamo as its new vice-president.

Constance serves as Head of Alcohol Policy and Public Affairs for Ireland at Diageo, and was previously Diageo's Head of the EU Internal Market in Brussels.

In her current role with Diageo, she focuses on alcohol regulation and drives the development of responsible drinking initiatives while also overseeing marketing compliance.

Before joining Diageo, she spent a number of years in Brussels and Zurich, where she worked with global communications agency Kreab, and as a public policy advisor with financial services firm UBS.

Her appointment follows that of Derek Liddy, Head of Digital Marketing at Aer Lingus, to the role of President, and completes the AAI's new leadership team.

The Association of Advertisers in Ireland was established in 1951 to advance the commercial interests of advertisers by advocating for the right to responsible self-regulation and fair competition.

It provides its members with a forum for exchange, access to a network of industry leaders and opportunities to shape policies that impact commercial communication.

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