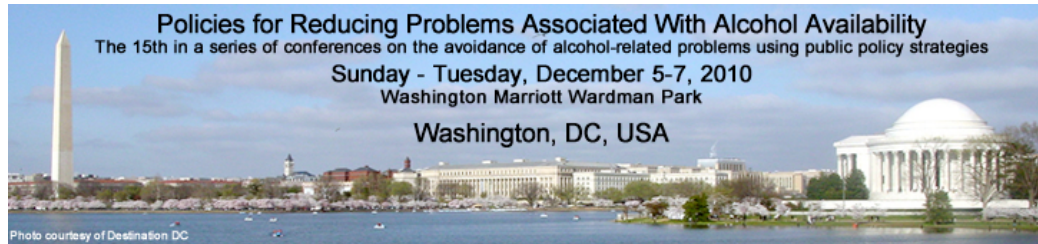


## Alcohol Policy 15



### Pre-Conference Institutes, Sunday, December 5, 9:30-11:30 AM

All registered participants at Alcohol Policy 15 are welcome to attend the pre-conference institutes. When registering online you have the option to select one of these sessions.

AP15

#### Alcohol industry 101

The alcohol industry is at the root of most preventable alcohol harm. From its marketing practices, to selling cheap products, to undermining sound public policy, Big Alcohol is the 800 pound gorilla in the room. And yet, most researchers and advocates alike have little understanding of who the major players and how they operate. This workshop will give the latest updates on an increasing consolidated industry and their power. Presenter: **Michele Simon, JD, MPH**, is a public health lawyer specializing in policy analysis, legal strategies, and countering corporate tactics.

#### GIS and mapping for alcohol problem prevention and policy initiatives

Geographic information systems and mapping are powerful tools for alcohol problem prevention and policy initiatives. Participants will learn how to use one of the leading mapping and GIS systems, ArcGIS, to make maps that show alcohol problems in your city or neighborhood, how to use them to enhance presentations to media and political bodies, and how to advance your policy initiatives effectively. A recent published book which takes a hands on, step by step approach will be available for discount purchase on site. Presenter: **Robert Nash Parker, PhD**, is professor of sociology and co-director of the Presley Center for Crime and Justice Studies at the University of California, Riverside.

#### Implementing alcohol policy at the local level: Dialogue on challenges and opportunities

Community organizers, public health workers, policy advocates, program evaluators, and researchers will consider proposals for a national alcohol strategy. Tentative topics: Driving under the influence; commercial access/outlet density; social access/social host; price and tax; screening and brief interventions; and violence. Small groups assigned a facilitator and a recorder will: (1) Define the key problem/issue; (2) Identify what we know works; (3) Identify barriers to successful implementation of effective interventions; (4) Suggest future action; (5) Consider aspects most relevant for a National Alcohol Strategy; and (6) Identify next steps. Presenters: **Norman Giesbrecht, PhD**, is a senior scientist with the Social and Epidemiological Research Department at the Centre for Addiction and Mental Health in Toronto. **Linda Bosma, PhD**, is president of Bosma Consulting, focusing on public health initiatives that utilize community mobilization and environmental policy approaches and serving Her non-profits, government agencies, universities, and foundations.

For additional information on the conference agenda, call for proposals, conference scientific advisors, registration, and logistics, please visit <http://www.silvergategroup.com/ap15/>

Organized by the Silver Gate Group