

# **Controlling Substance Abuse: Dollars and Sense**

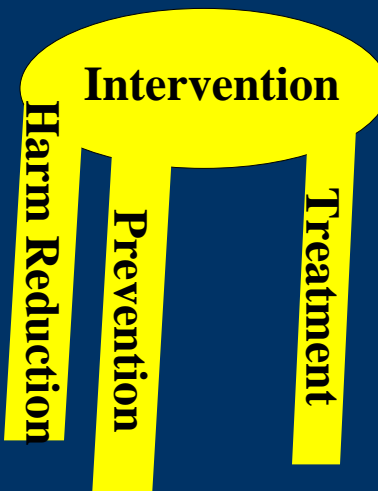
**Ted R Miller, PhD**

**Principal Research Associate**

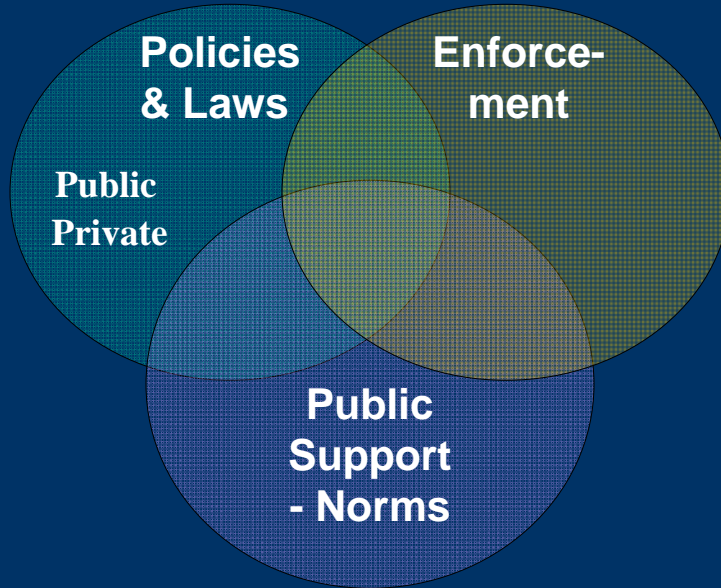
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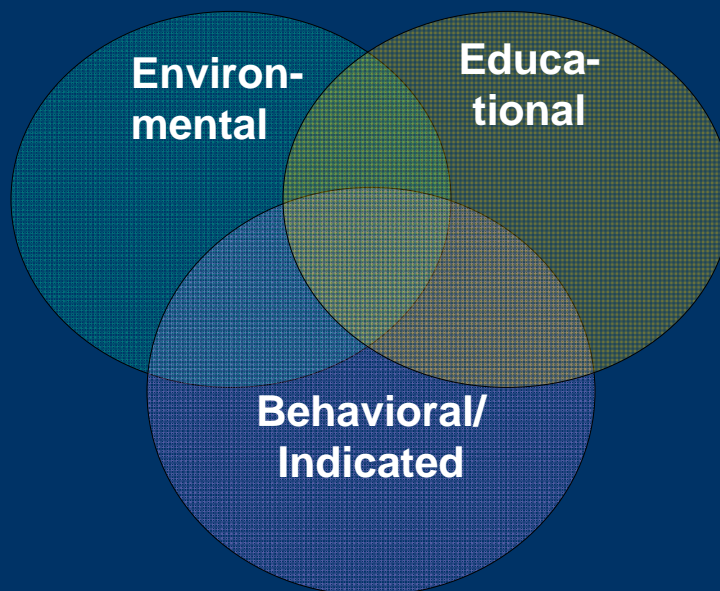
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## *Effective Prevention*

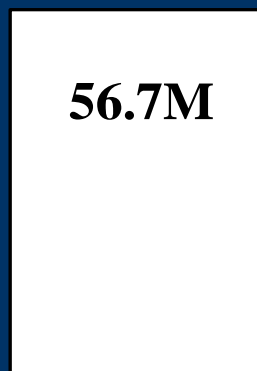


## *Effective Prevention*



- **Size & Cost of Substance Abuse Problem**
- **Savings Intervention**

### **Number Abusing, Past Month**

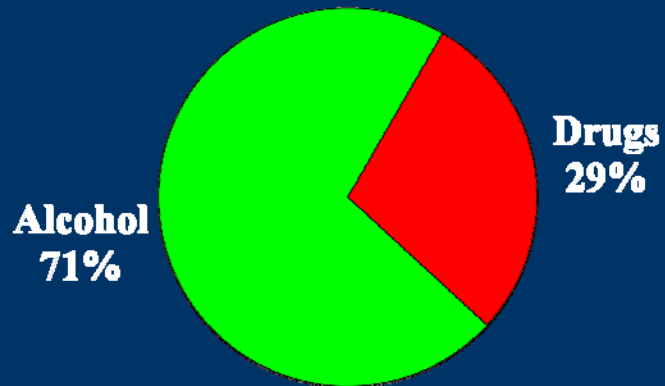


**Binge Drink**

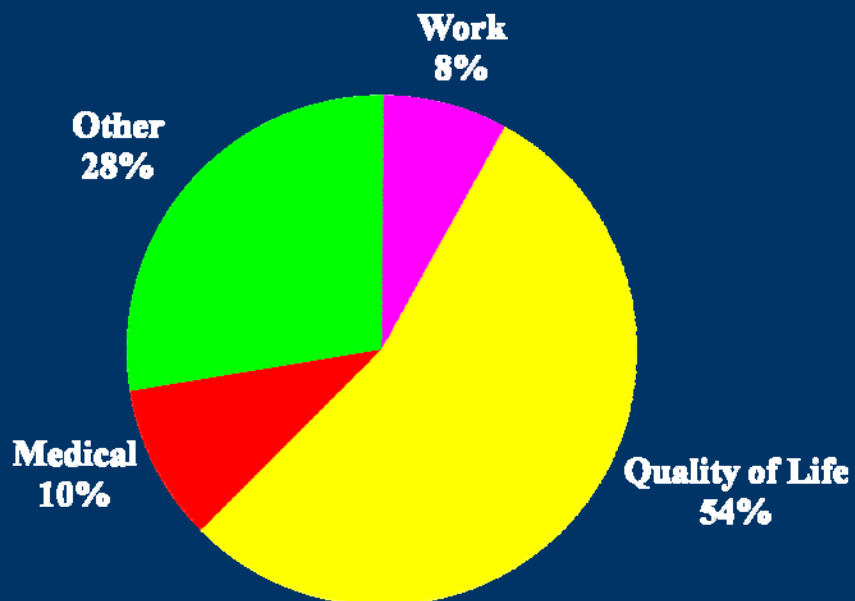


**Illicit Drugs**

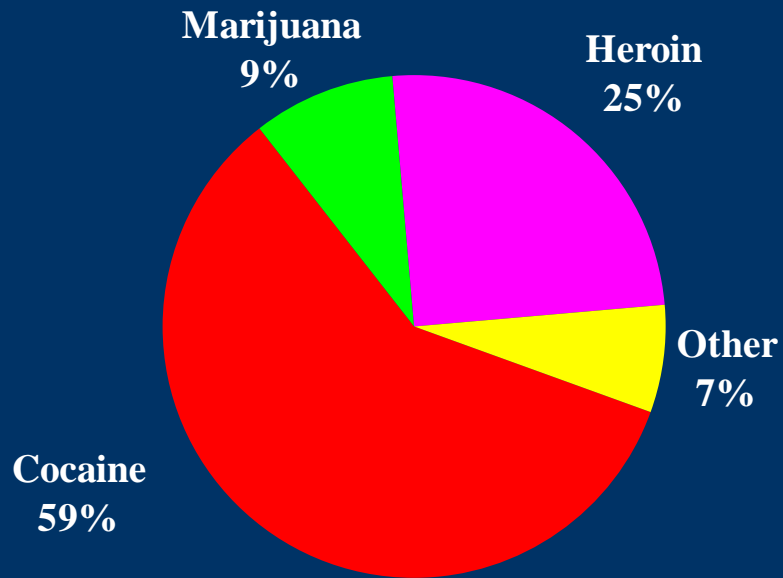
## Drug & Alcohol Abuse Cost \$957 Billion in 2007



## Cost of Substance Abuse



## Cost of Drug Abuse

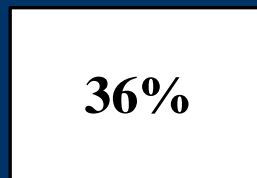


## Cost/Abuser/Year

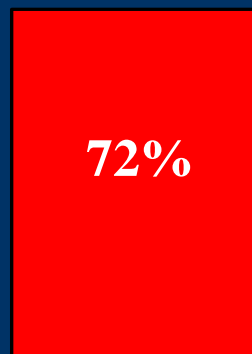


- **Nationally, alcohol kills 4 times as many people as drugs kill**
- **Federal spending to prevent drug use is 25 times Federal spending to prevent underage drinking (Institute of Medicine, 2004)**

**Alcohol Is Legal**  
**41% of Booze Consumed When BAC > .08**

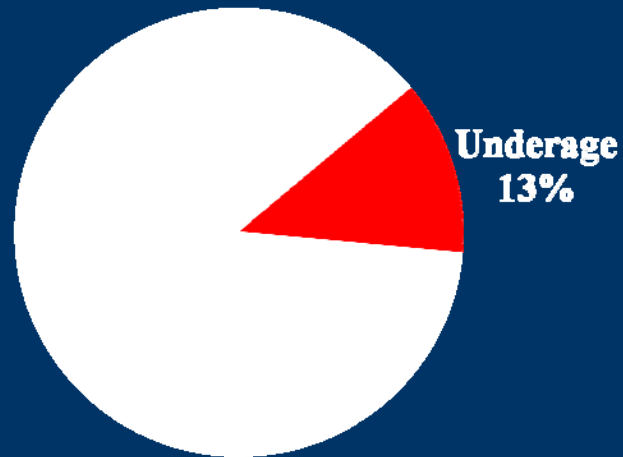


**Legal Drinker**



**Underage**

## Underage Drinking Is Big Business in VA



## \$19.7 Billion of Booze Was Consumed by Underage Drinkers in 2005



**Underage Booze**



**Starbucks**

## What kind of booze do kids drink?



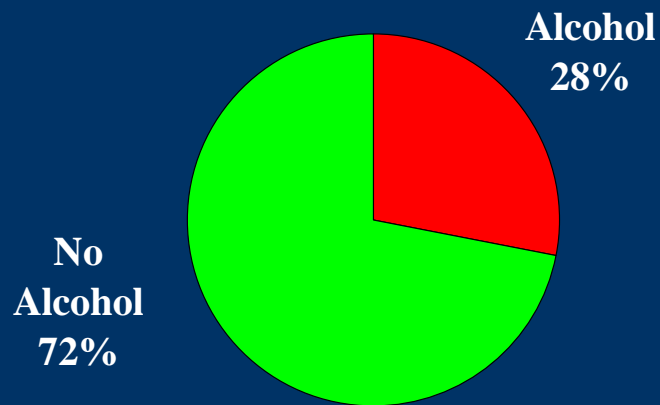
## The Beer Myth: Bingers grades 6-10, in the past month, drank



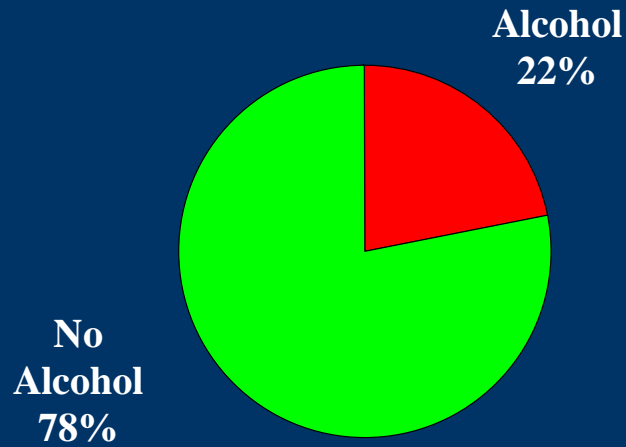


## **A Devastating Tidal Wave of Alcohol-Related Harm Results**

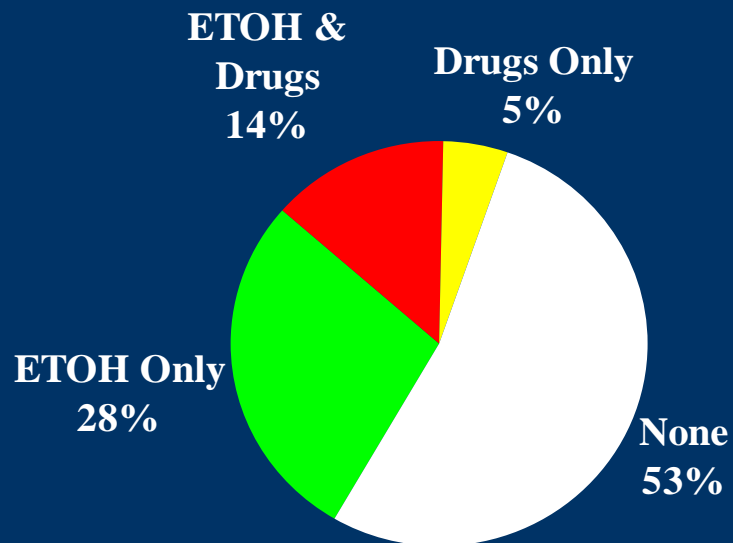
**Alcohol Is a Factor in 28% of VA's  
Crash Costs: DWI Cost \$3.4 B in 2005**



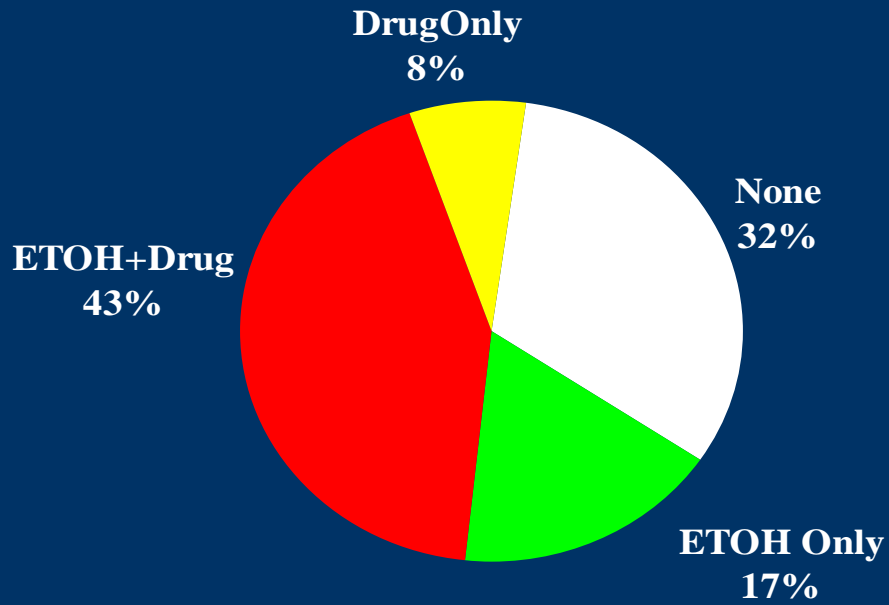
## Alcohol-Related Crashes Cause 22% of VA's Auto Insurance Payments



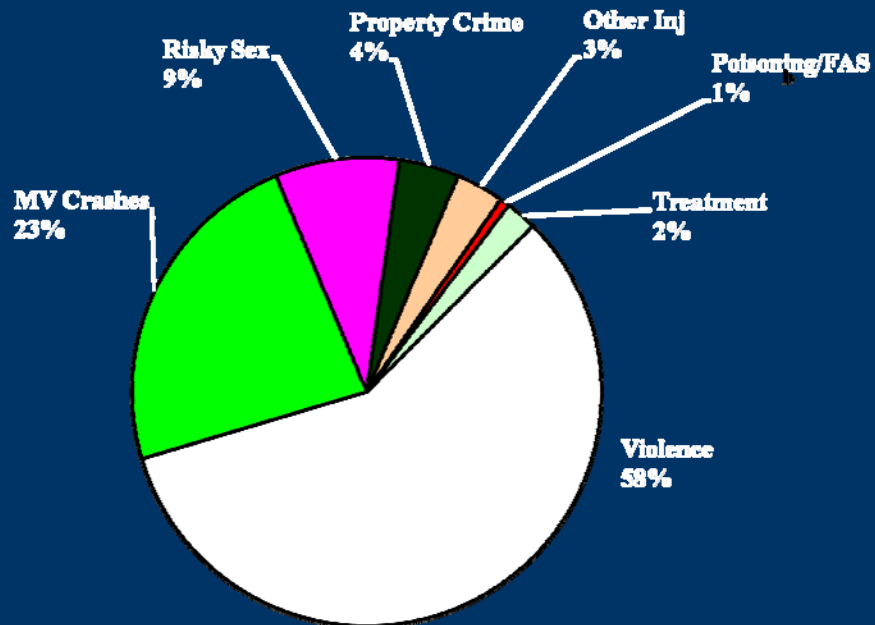
## Cost of Violence



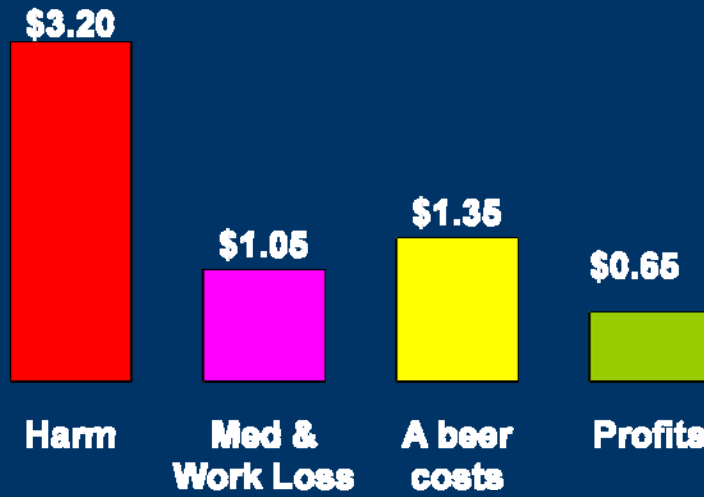
## Cost of Youth Crime



## Underage Drinking in VA Cost \$1.35 B, 2007



## Cost/Underage Drink in VA

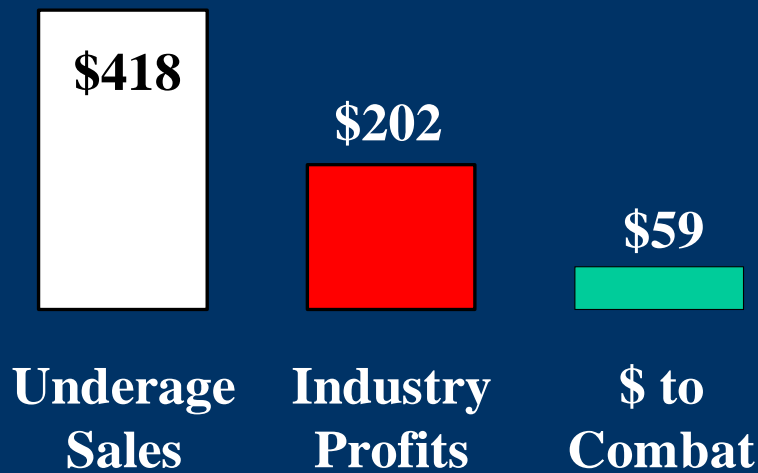


## Intervention



- **No one intervention will solve the problem**
- **Need package of complementary measures**
- **Prevention, treatment, & harm reduction**
- **All age & youth**
- **Broad measures**
- **Narrowly targeted measures to population segments (motorcyclists, multi-problem youth)**

### **VA, 2005 (M of \$)**



<b>BCRs for Treatment Programs (with costs &amp; benefits computed comparably)</b>		
<b>PROGRAM</b>	<b>Cost/ Treatee</b>	<b>BCR</b>
<b>Brief Physician Intervention</b>	<b>\$79</b>	<b>37</b>
<b>Drug Court</b>	<b>\$2,100</b>	<b>4.6</b>
<b>In-Prison Treatment</b>	<b>\$5,800</b>	<b>3.2</b>
<b>Post-Release Prisoner Treatment</b>	<b>\$2,300</b>	<b>0</b>
<b>DWI Offender Treatment</b>	<b>\$1,250</b>	<b>3.4</b>
<b>Residential Drug Treatment</b>	<b>\$10,100</b>	<b>59</b>

**20% of Problem Drinkers Are Treated**

**%age is Much Lower for Kids**

## **Prevention**

- **We know more re ETOH than drugs**
- **More re illicit drugs than prescription drugs**

## **HIGH RISK BEHAVIORS**

- **Multi-Problem Behavior Is the Norm**
- **87% of binge-drinking youth are drugging, smoking, violent, or having risky sex (95% at age 12, 86% at age 19) – also correlates with suicide, eating disorders**
- **Interventions addressing the underlying cause of multi-problem behavior should reduce a range of problems**

**BCRs for Environmental Interventions  
(costs & benefits computed comparably)**

<b>PROGRAM</b>	<b>BCR</b>
<b>20% Alcohol Tax</b>	<b>9</b>
<b>30% Alcohol Tax</b>	<b>6</b>
<b>21 Minimum Drinking Age</b>	<b>4</b>
<b>Mandatory Server Training</b>	<b>4</b>
<b>Enforce Serving Intoxicated Patrons Law</b>	<b>84</b>
<b>Provisional Licenses, 12AM Driving Curfew</b>	<b>8</b>
<b>Zero ETOH Tolerance, Driver LT 21</b>	<b>25</b>
<b>Workplace Peer Support &amp; AOD Testing</b>	<b>30</b>

**21 Minimum Drinking Age**

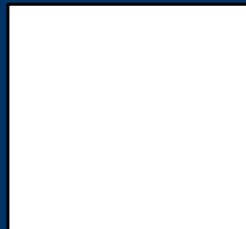
- Reduces youth DWI deaths by 19%**
- Reduces alcohol-involved youth suicides by 27%**
- Raises age of initiation which lowers the risk of alcoholism in adulthood**
- Reduces % of youth who drink & binge**



- **Confuses college presidents**

**VA's retail monopoly on spirits:  
reduces underage binge drinking**

9.9%



**Spirits Only**

## BCRs for School-Based Pgms (T=tobacco, V=Violence)

PROGRAM	Cost/ Kid	MJ redux	Alc redux	BCR
All Stars T	\$140	6%	7%	34
Keepin' It Real T	\$130	5%	11%	28
Life Skills Training	\$220	3%	1%	21
Project Northland T	\$400	7%	7%	17
Project Star Midwest Prev Pgm T	\$400	7%	3%	10
Project Alert	\$120	4%	0%	6

## Lower Return on Investment

- Project TND (Toward No Drugs) 4%D, 0%A
- STARS for families 8% binge
- Original DARE did not work

## BCRs for Youth Development Programs

PROGRAM	Cost/ Kid	MJ redux	Alc redux	BCR
Family Matters T	\$160	?	7%	30
FamilyStrengtheningT	\$880	15%	18%	11
AdolescentTransitionsT	\$1220	?	14%	8
SocialCompetncPromo	\$350	?	11%	7
Child Development Pjt	\$230	4%	4.5%	6
SOAR V Dropout	\$3200	2%		6
Guiding Good Choices (Prep f/Drug-FreeYrs) V	\$710	9% (0%)	8%	3.4

- CASAstart costs more than it saves
- Across Ages – razor-thin savings, increases marijuana use
- Project PATHE does not work

## Prevention Approaches Can Impact Broadly or Narrowly

- **Thinning Alcohol Outlet Density or Raising Alcohol Taxes changes alcohol consumption & thus reduces all alcohol-related problems**
- **Creating Defensible Space (thru lighting, gating, etc.) only reduces violence**
- **Evaluations often do not assess some impacts, notably for midnight driving curfew, 0-tolerance, .08**

JUVENILE VIOLENCE MEASURES	Other Impact	BCR
Treatment foster care	Y	73
Multisystemic therapy	Y	43
Functional family therapy	Y	35
Aggression replacement training	N	101
Adolescent diversion	N	44
Intensive probation supervision	N	5
Boot Camp	N	0.1
Scared Straight	N	0

## **Program Selection Criteria**

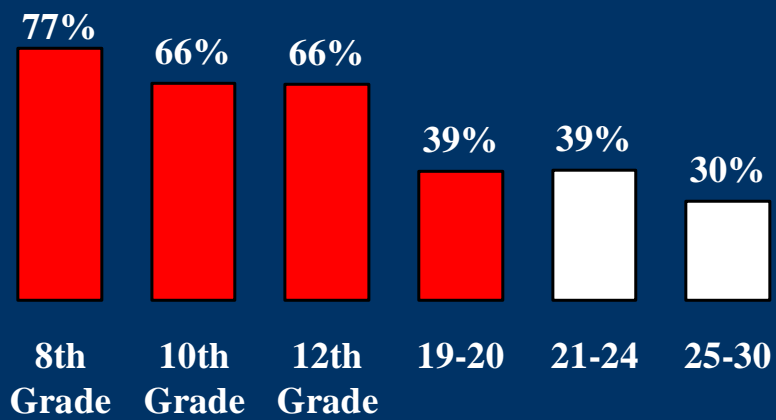
- **Local priorities & problems**
- **Appropriateness for the target population**
- **Political feasibility**
- **Return on Investment**
- **Aggregate benefits**
- **Government savings**
- **Affordability**
- **Immediacy of the impacts (weeks versus years)**
- **Unevaluated spillover effects**

## **Underage Drinking Prevention**

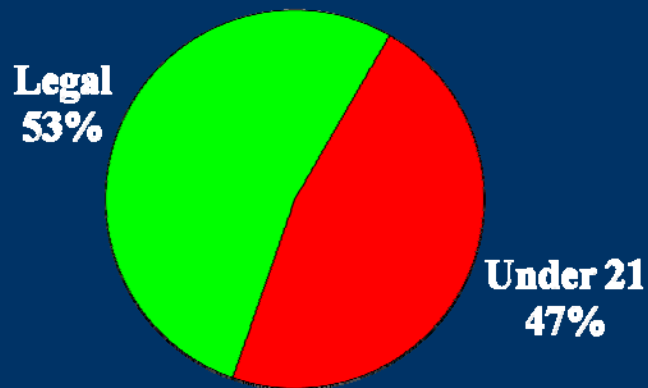
- **Aggressively enforce underage sales laws, VA bans on all-you-can-drink, on publicizing happy hours, two-for-one. Report violations to ABC**
- **Reduce outlet density: use coalitions to challenge licenses, building code violations**
- **Improve age-checking technology**
- **Social host policies that hold adults liable when kids drink at home parties**
- **Police track source of last drink on DWI, violence citations**

- **Restrict hours of sale**
- **Community mobilization & capacity building: advocacy to change laws, enforcement & norms**

### **% of Drinkers Who Drank Alcopops in the Past Month**



## **47% of Alcopops Are Consumed Illegally by Underage Drinkers**



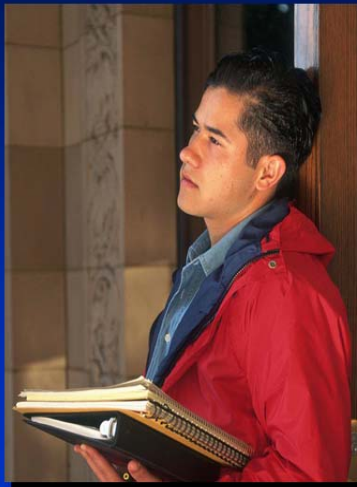
## **Correctly Label Alcopops as Mixed Beverages, Not Beer**

- **Recognizes that >75% of the alcohol in alcopops comes from distilled spirits additives**
- **Increase VA tax revenue**
- **Reduce alcopop sales by 12%, primarily the illegal underage portion**

## With Half of Alcopop Sales Illegal

- Could make a strong public policy case for restricting sales to State stores
- Need to increase enforcement & send in testers

## On-Campus College Policies



- Clear rules regarding sale, possession and use of alcohol.
- Consistent enforcement of policies.
- Substance-free housing.
- Policies for Greek organization.
- Alcohol-free alternatives for socializing.
- Restrictions on industry marketing seen on campus and at campus events.

Source:



	% Redux	BCR
<b>ALL DRIVERS</b>	<b>DWI Deaths</b>	
<b>Enforce SIP Laws</b>	<b>11%</b>	<b>66</b>
Admin License Revoc	6.5%	20
.08 Max Driver BAC	7%	13
Intensive Breath Tests	15%	7
<b>Server Training</b>	<b>17%</b>	<b>2.7</b>
<b>YOUTH</b>		
0-Tolerance LT 21	4% (20%)	23
Grad License/Curfew	2% (5%)	7
<b>21 MLDA</b>	<b>4% (19%)</b>	<b>3.3</b>

	% Redux	BCR
<b>RECIDIVISTS</b>	<b>DWI Deaths</b>	
Ignition Interlock	7%	8
Impoundment	4%	5
Intensively Supervised Treatment	4%	5
House Arrest	3%	4
<b>BROADER IMPACT</b>		
Child Seat Law	LT 1%	32
M/C Helmet Law	2.5%	18
Primary Belt Law	10%	16

<b>BROADER MEASURES</b>		<b>BCR</b>
<b>Regional Trauma System</b>	<b>14%</b>	<b>2.8</b>
<b>Treat Substance Abuse</b>	<b>?</b>	<b>53</b>
<b>Brief ETOH Intervention</b>	<b>6%</b>	<b>32</b>
<b>20% Tax on ETOH</b>	<b>4%</b>	<b>9</b>
<b>30% Tax on ETOH</b>	<b>6%</b>	<b>6</b>

- **T Miller, D Hendrie. (2009). *Cost and Benefit Analyses of Substance Abuse Prevention Interventions*, SAMHSA, <http://download.ncadi.samhsa.gov/publications/pubs/SMA07-4298.pdf>**

## **Summary**

- **Drinking is big business in VA – Underage drinking alone: \$400 M/year in profitable sales**
- **It brings a tidal wave of harm -- \$1.3 billion/year**
- **Treatment deals with perhaps 20% of problem alcohol users**
- **School & community-based programs delay initiation**
- **Tough enforcement, reduced availability, & higher prices can dent consumption & reduce harm, especially below the legal drinking age.**
- **Community mobilization makes that happen**