Excellence in Prevention – *descriptions of the prevention programs and strategies with the greatest evidence of success*

Name of Program/Strategy: <u>Lower Levels of Alcohol in Beverages</u>

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1. Overview and description

Few studies of the specific effects of reduced-alcohol beverages on young people have been conducted.

2. Implementation considerations (if available)

3. Descriptive information

Areas of Interest	Substance abuse prevention
Outcomes	
Outcome Categories	Alcohol
Ages	

Gender	Male Female
Races/Ethnicities	American Indian or Alaska Native Asian Black or African American Hispanic or Latino White Race/ethnicity unspecified
Settings	
Geographic Locations	Urban Suburban Rural and/or frontier Tribal
Implementation History	
NIH Funding/CER Studies	
Adaptations	
Adverse Effects	
IOM Prevention Categories	Universal

4. Outcomes

Scientific Evidence

Total alcohol consumption in Sweden was substantially higher when medium- strength beer could be purchased in grocery stores between 1965 and 1977, rather than only in state monopoly stores (Noval and Nilsson, 1984).

Students attending a fraternity party where only low-alcohol content drinks were served consumed the same number of drinks but had a lower blood alcohol concentration (BAC) than did students at parties where regular alcohol content beer and mixed drinks were served. The findings demonstrate the potential interaction between retail availability (low absolute alcohol drinks) with social avail- ability (social events) (Geller, Kalsher, and Clark, 1991).

5. Cost effectiveness report (Washington State Institute of Public Policy – if available)

6. **Washington State results (from Performance Based Prevention System (PBPS) – if available)**

7. **Who is using this program/strategy**

Washington Counties	Oregon Counties

8. **Study populations**

9. **Quality of studies**

The documents below were reviewed for Quality of Research. The research point of contact can provide information regarding the studies reviewed and the availability of additional materials, including those from more recent studies that may have been conducted.

References

Geller, E. S., Kalsher, M. J., & Clarke, S. W. (1991). Beer vs mixed drink consumption at fraternity parties: A time and place for low-alcohol alternatives. Journal of Studies on Alcohol, 52(3), 197-204.

Noval, S., & Nilsson, T. (1984). Mellanölets effekt på konsumtionsunivån och tillväxten hos den totala alkoholkonsumtionen [The effects of medium-strength beer on consumption levels and the rise in overall alcohol consumption]. In T. Nilsson (Ed.), När mellenölet försvann [When middle-strength beer disappeared] pp. 77-93). Linköping: Samhällsvetenskapliga institutionen, Universitetet i Linköping.

10. **Readiness for Dissemination**

11. **Costs (if available)**

12. **Contacts**