Effect of Food, Agriculture, and Transportation Systems on the Health of Urban Populations

June 13-14, 2019

Health-Focused Public-Private Partnerships (PPPs) in the Urban Context: A Workshop
Harmful use of alcohol is a problem

Harmful use of alcohol is a leading risk factor for premature deaths & disabilities globally

2.8 million deaths were attributable to harmful use of alcohol globally in 2017. This represents 5% of all premature deaths.

Source: 2017 Global Burden of Disease, World Health Organization (WHO)

Reducing harmful alcohol use is a priority of the WHO and UN

The World Health Organization launched a global strategy to reduce harmful alcohol use by at least 10% globally by 2025.

The United Nations included reducing harmful use of alcohol and strengthening public-private cooperation in the Sustainable Development Goals

UN SDG 17
Strengthen means of implementation and revitalize global partnership for sustainable development

UN SDG 3.5
Strengthen the prevention & treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol

WHO Global NCD Target 1
At least a 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context by 2025
AB InBev’s Global Smart Drinking Goals

We are empowering consumers through choice

- **NABLAB Portfolio**
  - Ensure No- or Lower-Alcohol Beer Products represent at least 20% of AB InBev’s global beer volume by the end of 2025

- **Alcohol Health Literacy**
  - Place a guidance label on all of our beer products in all of our markets by the end of 2020
  - Increase alcohol health literacy by the end of 2025

We are changing behaviors through social norms

- **Social Norms**
  - Influence social norms and individual behaviors to reduce harmful alcohol use by investing at least 1 billion USD across our markets in dedicated social marketing campaigns and related programs by the end of 2025

- **City Pilots**
  - Reduce the harmful use of alcohol by at least 10% in six cities by the end of 2020
  - Implement the best practices globally by the end of 2025

AB InBev created the AB InBev Foundation with an initial commitment of 150 million USD over 10 years
The AB InBev Foundation’s mission is to accelerate the reduction of harmful drinking. The Foundation was established on the principles of transparency, local leadership, collaboration and rigor.
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The Foundation is currently working in six cities around the world, including in Columbus, Ohio.
The Steering Committee provides critical local leadership and oversight to the work being implemented in the City Pilots. As a public-private partnership, the City Pilot Steering Committee brings together leaders from multiple sectors, including representatives from:

- Office of the Mayor of Columbus (*Committee Chair*)
- The Ohio State University’s School of Public Health
- Anheuser-Busch, Corporate Social Responsibility & Research
- Columbus Distributing Company
- Columbus Public Health, Office of Epidemiology
- Columbus Public Health, Family Health Administrator
“As technology gains in popularity and becomes accessible and available to more individuals and communities, there is an opportunity to use the alternative transportation options previously discussed—smartphone-enabled network ride sharing, safe ride programs, and public transportation (mass transit, taxis, subways, buses, metro)—more broadly to provide options for drivers who have been drinking.”
The quality of research about safe ride programs is variable, with different study methods producing different results.

This pilot program and its evaluation will contribute to the body of knowledge about the utility of safe ride programs.
INTERVENTION DESIGN

HYPOTHESIS

Safe Rides Programming ($30 RT coupon) + Increased Enforcement in high risk areas and times

Reduction in Impaired Driving

INTERVENTION PERIOD: mid-September 2017 – December 31, 2017
EVALUATION DESIGN

• Intercept Survey
  • Two waves of weekend data collection completed in 4 hospitality zones
  • n=1279

• Columbus SafeRide Survey of All Users on 5 Weekends
  • $2 Amazon gift card in the invitation
  • n=426 (response rate 11.2%)
  • Significantly higher response rate than typical Ride Share Survey (~5%)

• Usage data from the ride share company


The evaluation was conducted by HBSA, Pacific Institute for Research and Evaluation
PRELIMINARY FINDINGS

• Coupon redeemers said they were less likely to drive while intoxicated.

• Having the coupon resulted in an average of about one additional drink.

• Benefit-cost ratio is low

The evaluation was conducted by HBSA, Pacific Institute for Research and Evaluation. The evaluation will be published for peer-review.
THE OPPORTUNITY AHEAD

1. Explore the lessons from this program in Columbus to diverse global and regional stakeholders seeking to implement or partner on similar initiatives.

2. Explore the potential to re-design the SafeRides program to better address both short-term injury prevention (impaired driving) and long-term health promotion (heavy drinking) goals.
We are currently testing innovative approaches to reducing harmful drinking – including those focused on drink driving – in six cities around the world.
Questions?