

For Liz

Laying the foundation for today's discussion.

- Reminder that focusing on policies can impact the broader population. Policies are like traffic signs that affect behaviors. Just like we know which way to go on a one-way street, policies provide a framework for behaviors that can reduce and prevent underage use and adult high-risk behaviors.

When we look at the types of policies that affect underage use and high risk use of substances, It can be helpful to group them into categories.

- Defining the 5 P's
 - Placement/access
 - Both the placement of licensed locations in a community and the placement of products in stores affect availability.
 - Includes outlet density, minor access, and days and hours of sale. Home delivery, cocktails-to-go, and direct shipping have raised additional concerns in recent years because of contributing to increased availability.
 - Products/potency
 - The composition of products and their labeling and packaging can impact youth and adult use.
 - High potency products increase the risk of harm.
 - Promotion / Advertising
 - Methods to attract customers and increase attention to products impact youth use and levels of consumption.
 - Includes billboards, signage, promotional events, giveaways, 2-for-1 offers, etc.
 - Pricing/taxation
 - Pricing effects overall cost and can influence overall consumption, especially for those who are sensitive to price, such as youth
 - Efficient and appropriate tax collection needs to be ensured
 - Public safety
 - Focus is on the monitoring and enforcement of law and regulations.
 - Enforcement helps to ensure the effectiveness of policies in the other areas.

As we move into today's discussion, these are areas to consider.