



Put In Your 2¢ Worth...

About 2¢ a drink yields \$44 million annually to reduce the impact of alcohol problems in Missouri.

Question:

Why do policymakers find it difficult to adopt a comprehensive view of alcohol-related problems, even when they acknowledge that serious problems do exist?

Answer:

It's hard to generalize, since responses vary. Reduction of alcohol-related problems, *per se*, is not a high priority on "the public agenda." Even though the harmful, often tragic consequences intrude themselves on a regular basis, as noted by the large number of legislative proposals, they tend to be viewed as isolated instances rather than as part of a "web of influences." Key factors are suggested below.

MISSOURI ALCOHOL IMPACT FACT #29

- DENIAL – "It's not a problem for me or for most of us, just for an 'irresponsible' few."
- INDIVIDUALISM – "It's the responsibility of the individual, not ours as a society, a legislature, or a government."
- DISCONTINUITY – "If the dots are there, they'll just have to stay unconnected."
- FRAGMENTATION – "We can only deal with one small part of the problem."
- NARROWNESS – "I can't see where anything useful can be done about it."
- DRIFT – "Whatever will be, will be."
- PASSIVITY – "Some things just happen."
- AMBIVALENCE – "I can't decide because it has both good and bad aspects."
- DEFEATISM – "It's too big and complex. It can't be changed."
- PARALYSIS – "Since the resources are not available in any case"
- FEAR – "The opposition is too strong. I would rather not fall on that sword."
- SILENCE – "Speaking out may have personal as well as political repercussions."

For more information call one of the Missouri's Alcohol Impact Coalition members below:

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