

Alcohol Use

- Imposing high taxes on alcoholic beverages and limiting their availability, including applying rigorous age restrictions for purchase and consumption.³⁸
- Implementing early interventions or the treatment of problem drinkers. Investment in treatment for alcohol problems can reduce one-year health care costs, with a cost-benefit ratio of 2.30:1.³⁹
- Physicians providing advice to patients regarding alcohol use potentially produces a cost-benefit ratio of 4.3:1.⁴⁰

Ideas That Work

- Develop worksite alcohol abuse detection, counseling, access to appropriate medication, and in- and out-patient treatment.
- Provide alternative beverages at company-sponsored and community events.
- Sponsor and support:
 - Educational projects, especially in schools.
 - Public service announcements.
 - Victims impact panels.
 - Designated driver programs.
 - “Safe ride home” programs.
- Create coalitions and develop initiatives with advocacy groups.
- Sponsor community- and school-based programs and advertising campaigns to promote awareness to help prevent underage drinking and drunk driving.
- Work with local vendors and businesses to invest in training regarding alcohol sales and alcohol server training for restaurants.
- Support or fund local law enforcement to provide:
 - Alcohol sales compliance checks of establishments.
 - Overtime traffic and party patrols.
 - Related equipment purchases.
 - Talks in schools about the risks of alcohol and drunk driving.
- Provide funding to health care organizations and institutions in support of in-house alcohol awareness, information, and treatment programs.

“Eliminating tobacco use could reduce up to one-third of all cancers. If we are to cut societal costs of cancer, M. D. Anderson Cancer Center must marshal its resources to eliminate tobacco adoption, help smokers quit, and support policies that eliminate exposure to tobacco smoke.”

John Mendelsohn, MD
President



The University of Texas M. D. Anderson Cancer Center

Too Cool to Smoke with Kids on the Block, Inc.

Community Initiative Theme

- Reduce cancer risks by eliminating adoption of tobacco by youth.

Program Goals

- To teach children:
 - The dangers of tobacco and the diseases it causes.
 - Refusal skills and how to avoid secondhand smoke.
 - How to talk with others about quitting tobacco use.

Program Components

- *Too Cool to Smoke* is a puppet show for children in grades K–4. It discourages smoking and prepares children by teaching avoidance skills before they are confronted with the decision to smoke.
- Each 20-minute performance is followed by a question and answer period during which children ask questions directly to the puppet characters who introduce content not addressed in the script.
- For maximum impact, programs are targeted to neighborhoods in which smoking rates are highest and children are more likely to begin smoking.

Program Highlights

- Since its inception in 2005, more than 58,000 children have seen the show.
- Quantitative and qualitative evaluations from puppeteers, teachers, and community liaisons, supported by student “fan” mail, demonstrate increased knowledge and intent to avoid tobacco use.
- Visit: www.mdanderson.org/publiceducation