



## The Oregon Coalition of Local Health Officials

### CLHO Legislative Committee Recommendation to the CLHO Board **Rethink the Drink**

#### **Background:**

The Oregon Health Authority Health Promotion and Chronic Disease Section (HPCDP) asked CLHO to sign on as a partner for the [Rethink the Drink](#) (RTD) Campaign. RTD, launched in June 2022, is a mass media campaign meant “to decrease excessive drinking and the harm it causes individuals, families and communities throughout our state.” Multiple LPHAs are currently [listed as partners](#) on the website. CLHO and LPHAs have used RTD resources and materials on their social media and other communication channels.

#### **Recommendation**

The CLHO Legislative Committee recommends that CLHO support the Rethink the Drink Campaign because alcohol use disorder is a rising concern and requires coordinated efforts across the public health system.

#### **Attendees:**

Armando Jimenez, Tom Kuhn, Richard Bruno, Jackson Baures, Elisabeth Maxwell, Madelyn Hiner, Marie Boman-Daivs, Bill Michielsen

#### **Discussion:**

The committee discussed the challenges of pushing back against the alcohol industry. However, this campaign is not focused on the alcohol industry - it is focused on individuals’ choices around alcohol use. The Committee also discussed the need for public health capacity for this coordinated work on substance use. [See notes for more details.](#)

#### **Vote Count**

Votes in favor: all

Votes against: 0

Abstentions: 0