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COMBINING LAW, PUBLIC HEALTH, AND INJURY PREVENTION IN A LOCAL CONTROL STATE TO REDUCE EXCESSIVE ALCOHOL USE IN WISCONSIN

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Wisconsin Alcohol Policy Project

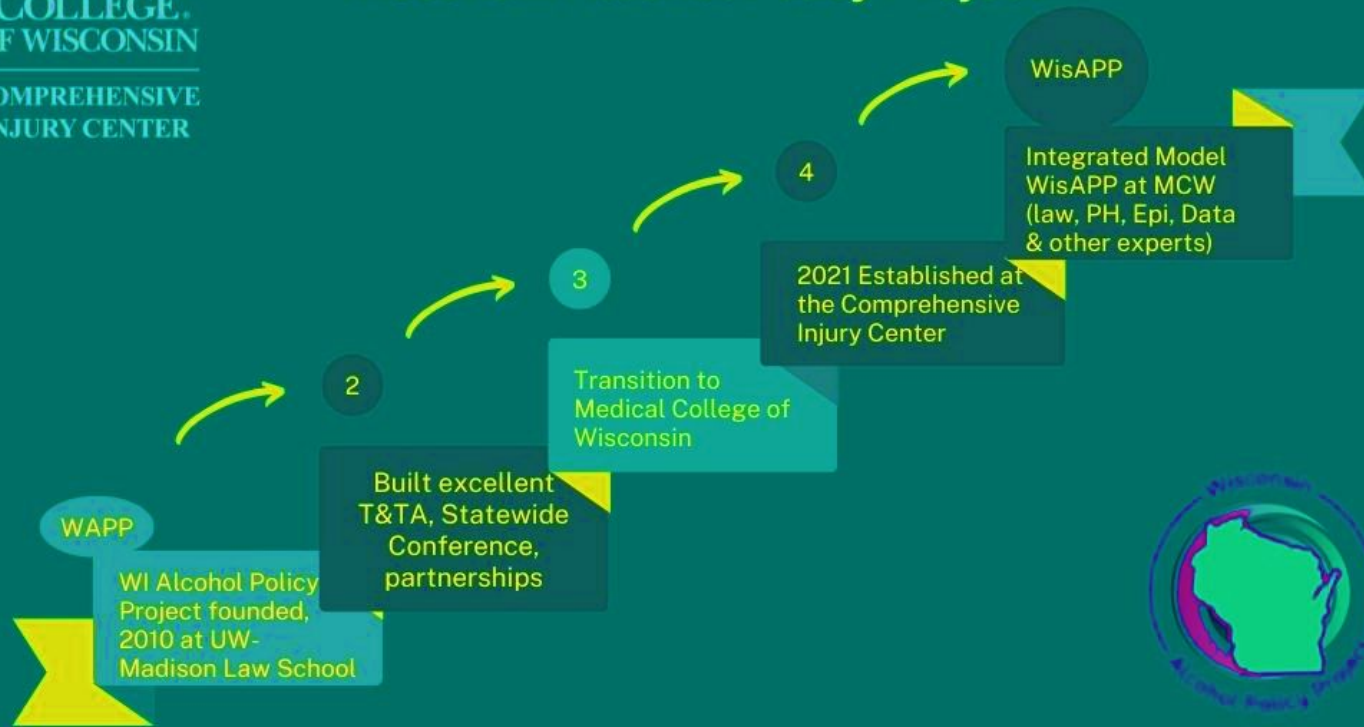
September 14, 2022



**As required by the Alcohol Policy 19 Conference,
I/we have signed a disclosure statement and note the
following conflict(s) of interest:**

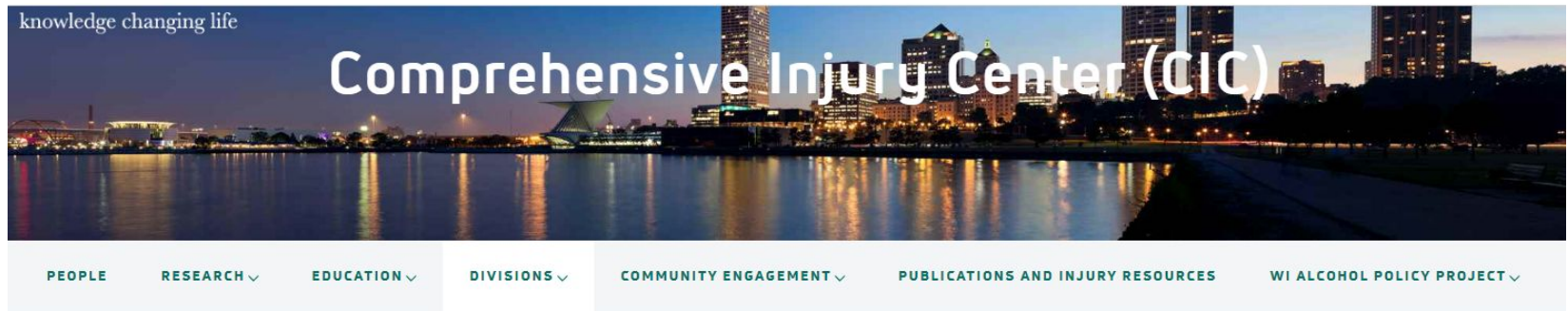
NONE

Wisconsin Alcohol Policy Project



www.mcw.edu/wisapp

EXPERTISE IN CIC



HOME / DEPARTMENTS / COMPREHENSIVE INJURY CENTER (CIC) / DIVISIONS

Comprehensive Injury Center Divisions

DIVISION OF DATA SURVEILLANCE AND INFORMATICS

Data utilized to inform the prevention and reduction of injury and violence.

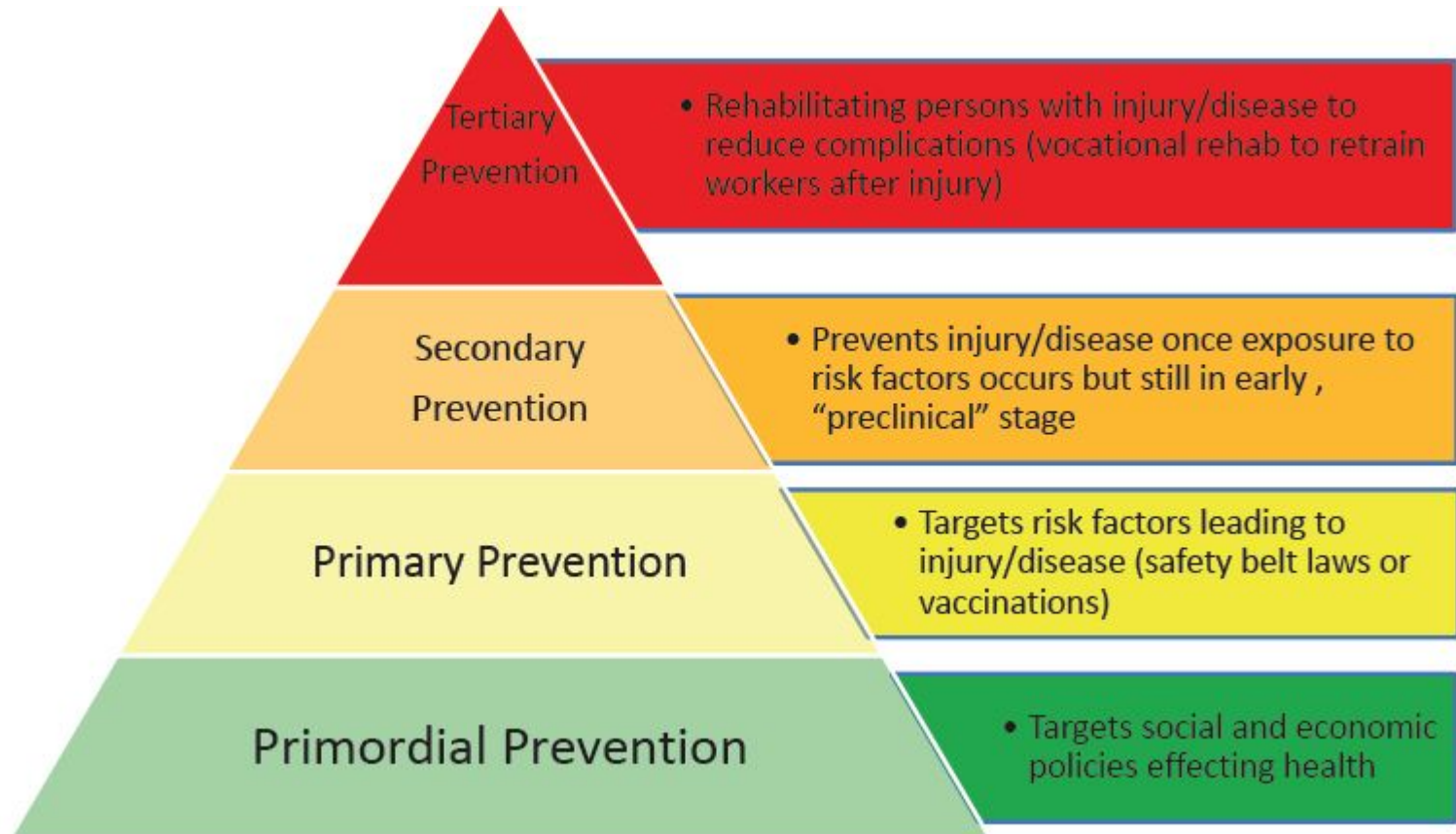
DIVISION OF SUICIDE PREVENTION

The Division of Suicide Prevention at the Comprehensive Injury Center is a statewide leader in efforts to prevent loss of life from suicide.

DIVISION OF VIOLENCE PREVENTION

The Division of Violence Prevention at the Comprehensive Injury Center at the Medical College of Wisconsin is to advance violence prevention policy...

GOAL: INJURY PREVENTION



WISCONSIN ALCOHOL POLICY PROJECT



Tools, Training, & Technical Assistance to
Reduce Excessive Alcohol Consumption

<https://www.mcw.edu/wisapp>



HOME / DEPARTMENTS / COMPREHENSIVE INJURY CENTER (CIC) / WI ALCOHOL POLICY PROJECT

Wisconsin Alcohol Policy Project

Excessive alcohol use remains a significant threat to the health, safety and prosperity of Wisconsin's residents. In Wisconsin, the alcohol control framework is guided by the Wisconsin Statutes, which provides municipalities with the authority to license and regulate alcohol sales. Wisconsin's municipalities have the ability and authority to improve their community alcohol environment. Research has identified policies or practices that prevent and reduce alcohol misuse without inconveniencing moderate adult drinkers.

The Wisconsin Alcohol Policy Project supports local elected leaders, public health professionals and others as they identify local alcohol-related issues and implement policies to address them.



OUR WHY



WISCONSIN IS AMERICA'S DRUNKEST STATE

In Wisconsin

Adults binge or heavy drinking:

27.1% (Highest)

Driving deaths involving alcohol:

35.7% (5th highest)



<https://247wallst.com/special-report/2021/11/07/americas-drunkest-states-2/11/>

EVERY COUNTY IN WISCONSIN IS OVER THE U.S. AVERAGE FOR EXCESSIVE DRINKING



Bentley, D., Every county in Wisconsin has a high percentage of excessive drinkers (jsonline.com)
<https://www.jsonline.com/story/news/local/wisconsin/2021/05/27/every-county-wisconsin-has-high-percentage-excessive-drinkers/7436900002/>

THE BURDEN OF BINGE DRINKING IN WISCONSIN REPORT SUMMARY

In Wisconsin, the estimated annual economic cost of binge drinking is **\$3.9 billion**.

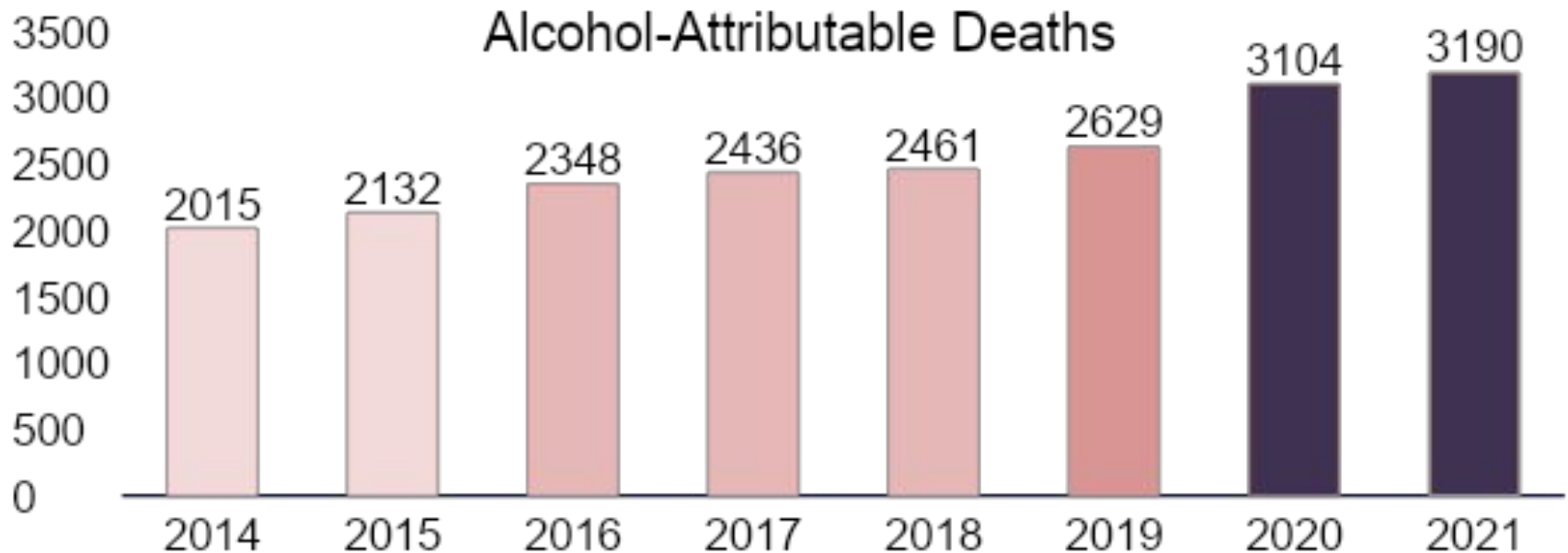


The alcohol tax revenue collected in Wisconsin was **\$60.9 million** in 2018.

Binge drinking is responsible for 76% of the excessive alcohol consumption economic cost.

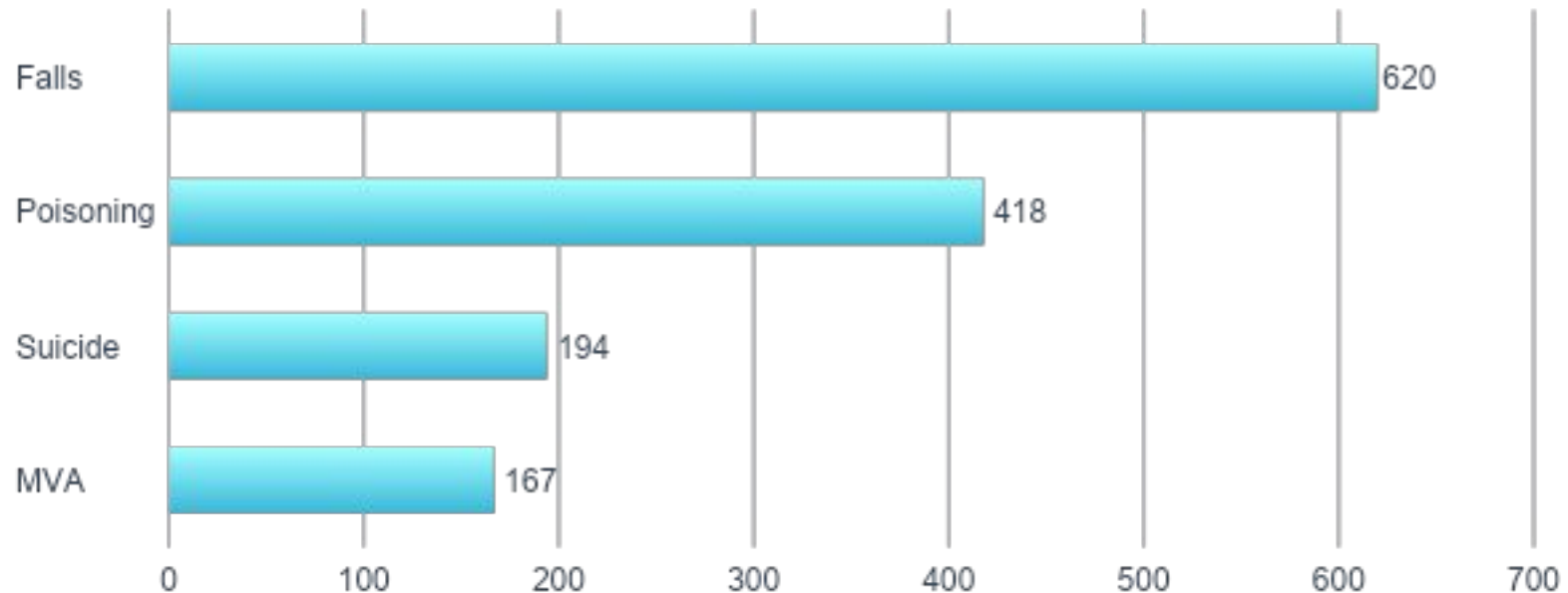
Sarah Linnan et al., 2019 [The Burden of Binge Drinking in Wisconsin](#)

WI ALCOHOL DEATHS CONTINUE TO GROW



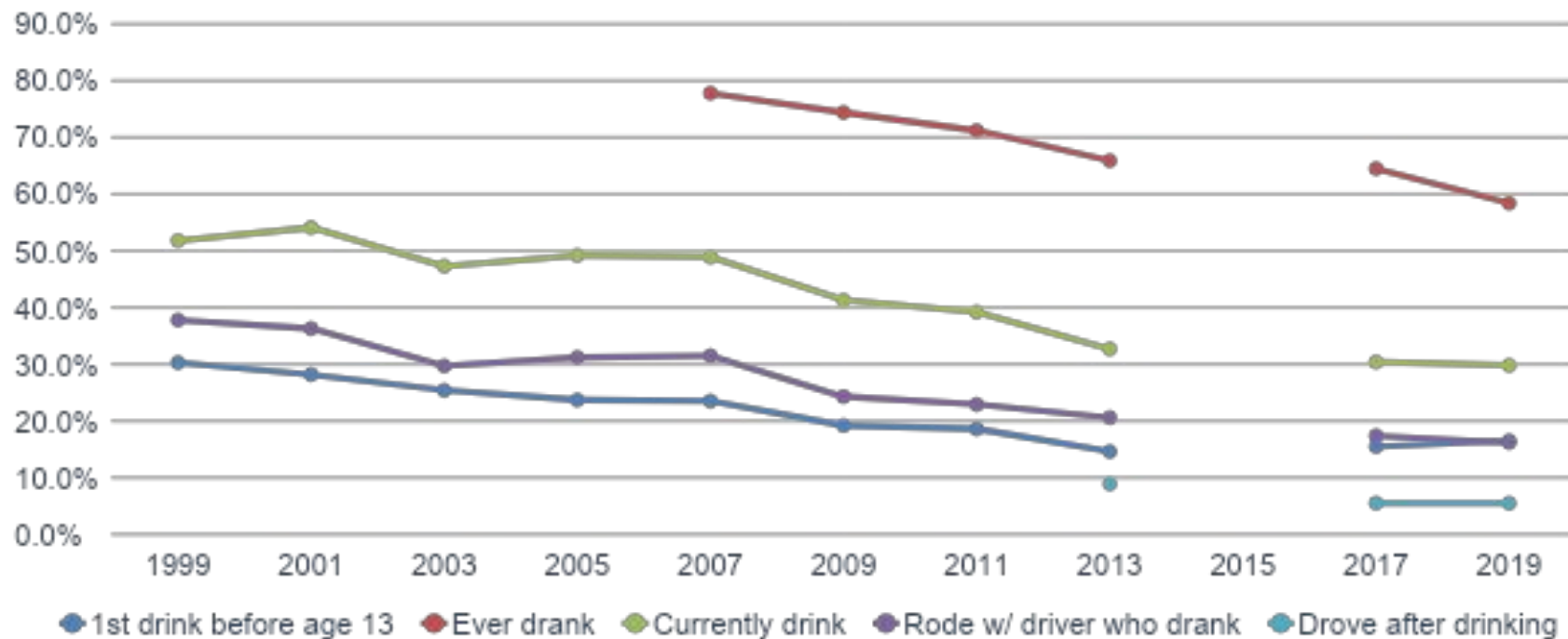
Wisconsin Department of Health Services. DHS Interactive Dashboards: Alcohol Death Module. Last Updated 7/12/2022

2020 WISCONSIN ACUTE ALCOHOL-INDUCED DEATHS INCLUDE:



Wisconsin Department of Health Services. DHS Interactive Dashboards: Alcohol Death Module; Environmental Public Health Data Tracker. <https://dhsgis.wi.gov/DHS/EPHTracker>; Community Maps. <https://transportal.cee.wisc.edu/partners/community-maps/crash/pages/about.jsp>

WISCONSIN TEEN DRINKING DECREASED DURING LAST TWO DECADES



WISCONSIN IS A LOCAL CONTROL STATE: MUNICIPAL REGULATION OF LOCAL ALCOHOL ENVIRONMENT

“AUTHORIZATION. Any municipality may enact regulations incorporating any part of this chapter and may prescribe additional regulations for the sale of alcohol beverages, not in conflict with this chapter.”

Wis. Stat. §125.10(1)

HOW MANY MUNICIPALITIES ISSUE LIQUOR LICENSES IN WISCONSIN?

1850

STATE AND LOCAL ALCOHOL REGULATORY ENVIRONMENT

State:

- Permits distilleries, breweries, rectifiers, wholesalers, distributors, and some retailers.
- Sets guidelines for locals within chapter 125.
- Including hours of closing, opening, number of Class B liquor establishments permitted



Local:

- Alcohol licenses for all classes, but not permits.
- Certain options for click and collect, quadricycles, opening hours, etc.



WORKING COLLABORATIVELY



STATE & LOCAL POLICY OPPORTUNITIES CHALLENGES

- Past successes have been to move local policy that then builds momentum for statewide changes
- Positives and negatives for both state & local control with framework and control over creating the alcohol environment in Wisconsin
- Consistent messaging and approaches can benefit both state and local efforts



61 RECOMMENDATIONS FOR:

Local Government

State Government and State Agencies

Civic, Community, Educational and Religious Organizations

Healthcare Systems and Providers

Alcohol Industry

Moving Forward: Policies and Strategies to Prevent and Reduce Excessive Alcohol Use in Wisconsin



Analysis and Recommendations for Addressing and Reducing Excessive Alcohol Use in Wisconsin

DECEMBER 2021

Wisconsin State Council on Alcohol and Other Drug Abuse
Prevention Committee
Alcohol Prevention Ad-Hoc Workgroup



State of Wisconsin
State Council on Alcohol and Other Drug Abuse
1 West Wilson Street, P.O. Box 7851
Madison, Wisconsin 53707-7851

COMPREHENSIVE APPROACH

1. Modify the Drinking Environment
2. Increase Cost of Alcohol
3. Reduce Promotion of Alcohol to Youth
4. Reduce Availability of Alcohol
5. Support Evidence-Based Alcohol Education
6. Engage in Preventive Health Care
7. Enact Laws and Regulations
8. Monitor and Evaluate



SCAODA TOP TIER RECOMMENDATIONS

Reducing Density of Alcohol Outlets

Place of Last Drink (POLD)

Alcohol Age Compliance Checks

Screenings and Brief Interventions

Raising the Price of Alcohol

TRAININGS, TOOLS, & TECHNICAL ASSISTANCE



BUILDING STATEWIDE TOOLS

Municipal
Alcohol Policy
Database



















POLD

AACC

REDCAP DATABASE: ALCOHOL POLICIES

[+ Add new record](#)

Displaying: [Instrument status only](#) | [Lock status only](#) | [All status types](#)

StudyID	Municipality Info	Issued Licenses Data	Chapter 125	Internal Possession	Sober Server	Open Intoxicants
1 Name: Cottage Grove Jurisdiction Type: City County: Dane						
3 Name: Agenda Jurisdiction Type: City County: Ashland						
Testcak						



PLACE OF LAST DRINK (POLD) – STATE AND LOCAL EFFORTS

When an individual arrested for an OWI/DUI they are asked to name the last location that served them alcohol – the place of last drink.



“An essential part of any arrest or accident investigation involving an alcohol-impaired driver should include an assertive effort by law enforcement officers to determine the local where the impaired driver had been served alcohol”.

[NTSB, 2012]

WHY USE PLACE OF LAST DRINK (POLD)

Compilation local, annual



Patterns of frequent overserving



Alerts municipality to potential problems



Can focus PD investigations.



Can trigger interventions

ALCOHOL AGE COMPLIANCE CHECKS – LOCAL RESPONSIBILITY

- No statewide infrastructure to support AACC
- No common reporting depository
- Statewide funding does not exist

Varies by community:

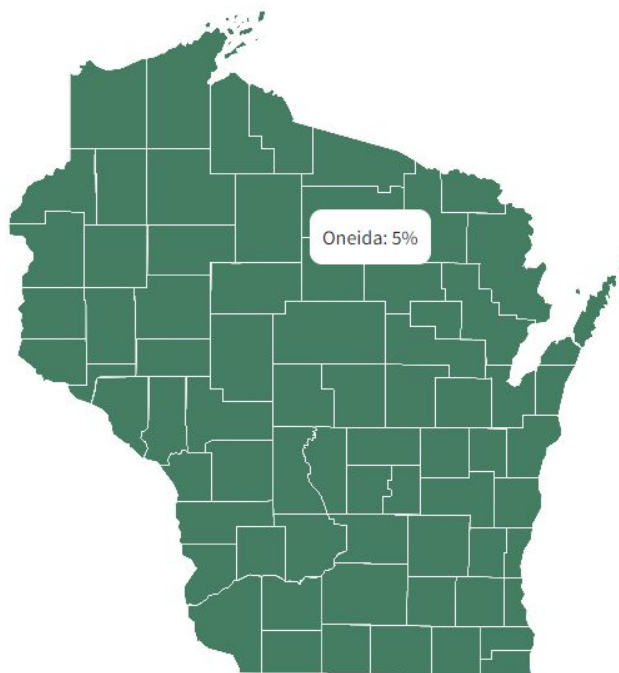
- Frequency of checks
- Release of data to public
- Whether local coalitions or public health are involved



DATA TOOL: WISCONSIN WINS --- WHY NOT ONE FOR ALCOHOL AGE COMPLIANCE CHECKS?

How are we doing?

Click the map to view your county's latest progress in decreasing sales to minors.



ONEIDA COUNTY

Year	Inspections	Sales	Sales %
2009	151	3	2%
2010	63	3	5%
2011	49	0	0%
2012	60	11	18%
2013	57	6	11%
2014	43	8	19%
2015	41	6	15%
2016	48	6	13%
2017	45	5	11%
2018	52	6	12%
2019	43	2	5%
2020	0	0	0%
2021	0	0	0%

COMPLIANCE RATES FOR TOBACCO

We're Wisconsin Wins (WI Wins)

What we do

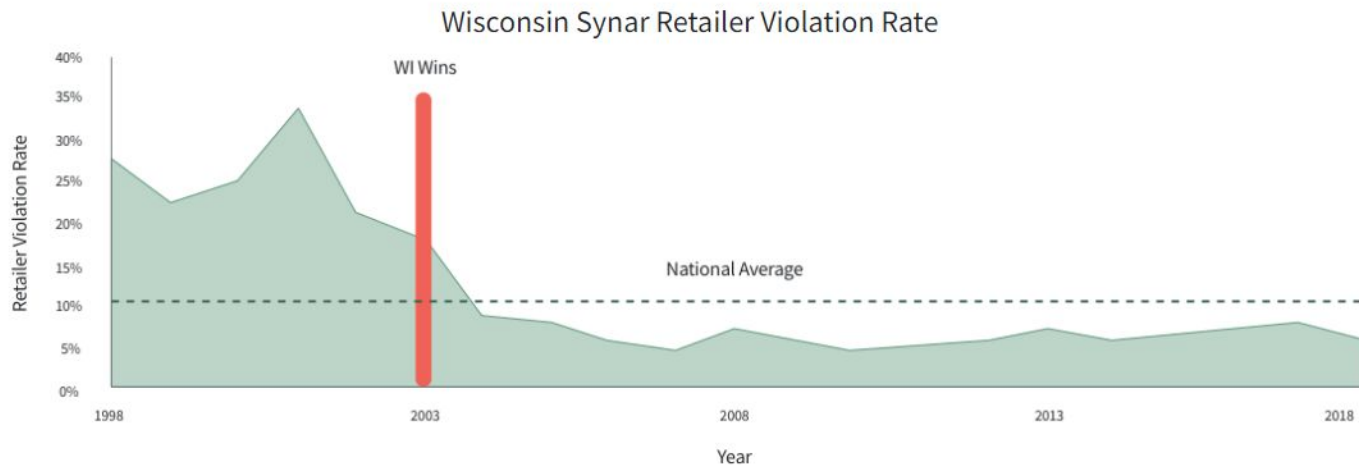
The statewide WI Wins campaign uses a science-based strategy to decrease youth access to tobacco products and help retailers avoid fines.

How the program works

The Wisconsin Department of Health Services contracts with local partners to conduct investigations, retailer education and training, media outreach, and community education.

Our goal

WI Wins uses positive reinforcement to create healthier communities by congratulating clerks who don't sell tobacco to youth and educating those who do.



WHAT'S NEXT?



Build statewide infrastructure to build a strong state and local movement to reduce excessive alcohol use



Build capacity



Collaborate



Continue to build on relationships with CIC



Build policy and research capacity



THANK YOU!

QUESTIONS?
CONTACT

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Felice Borisy-Rudin at fborisyrudin@mcw.edu

WISCONSIN ALCOHOL POLICY PROJECT
COMPREHENSIVE INJURY CENTER
MEDICAL COLLEGE OF WISCONSIN

