



knowledge changing life

ALCOHOL AWARENESS MONTH: WHAT YOU CAN DO!

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AGENDA

Cover key aspects of SCAODA report



Discussion SCAODA report



Brief overview of tools, trainings and other resources to support stakeholders in their understanding of the recommendations

THE PROBLEM



**A person is killed or injured
nearly every 3 hours in Wisconsin
from a driver using alcohol.**


You're less likely to be in a crash involving a
drunk driver if you live in a state with more
alcohol policy safeguards.





#wisapp #ProofsInTheNumbers



THE PROBLEM



**ER visits from chronic alcohol use
increased nearly 70%**
between 2011 and 2021
creating a burden on healthcare
systems

 **#wisapp** **#ProofIsInTheNumbers** 

THE PROBLEM

Lethal Mix Alcohol & Opioids

Binge drinkers have nearly 2x the odds of misusing opioids than nondrinkers.

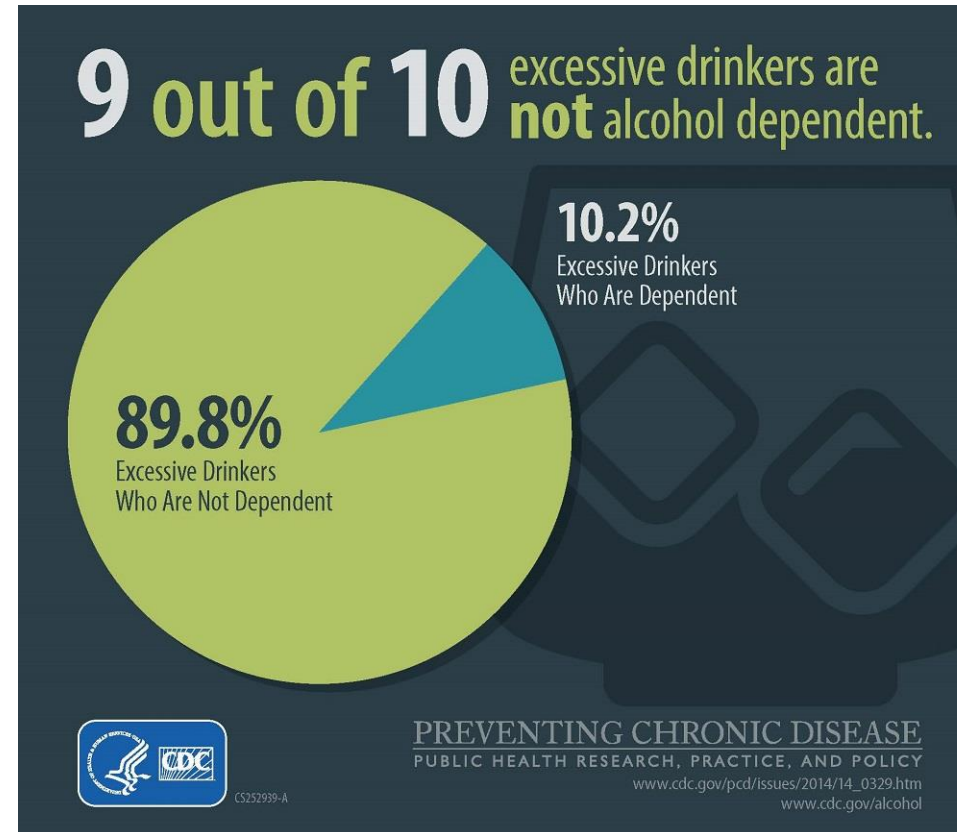
Health experts recommend strong alcohol policy safeguards to prevent heavy drinking and for physicians to screen patients on their alcohol use.

[#wisapp](#) [#ProofIsInTheNumbers](#)

Wisconsin Alcohol Policy Project

MEDICAL COLLEGE OF WISCONSIN COMPREHENSIVE INJURY CENTER

IT'S NOT ALWAYS WHO YOU THINK

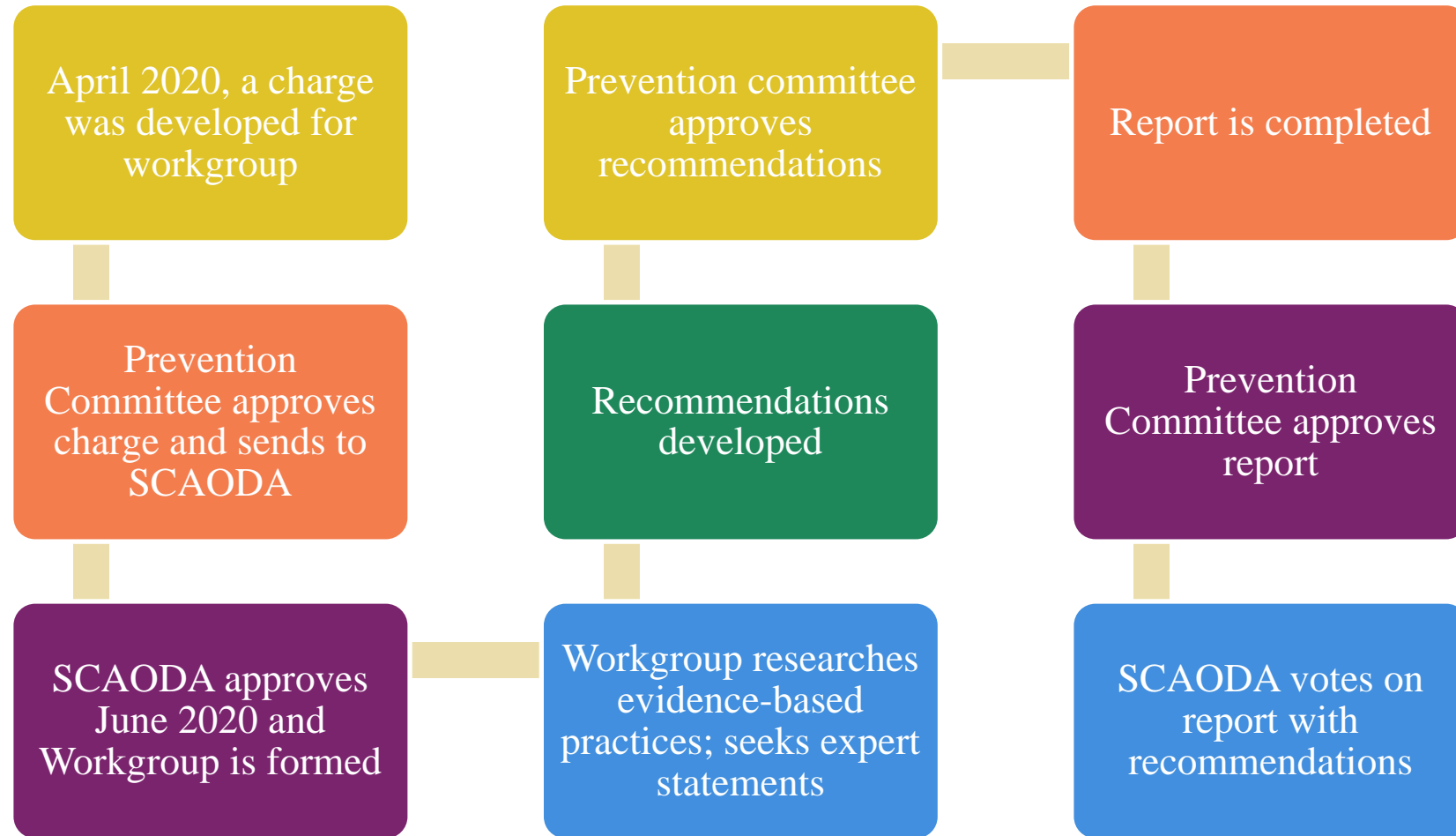


CHARGE FROM SCAODA

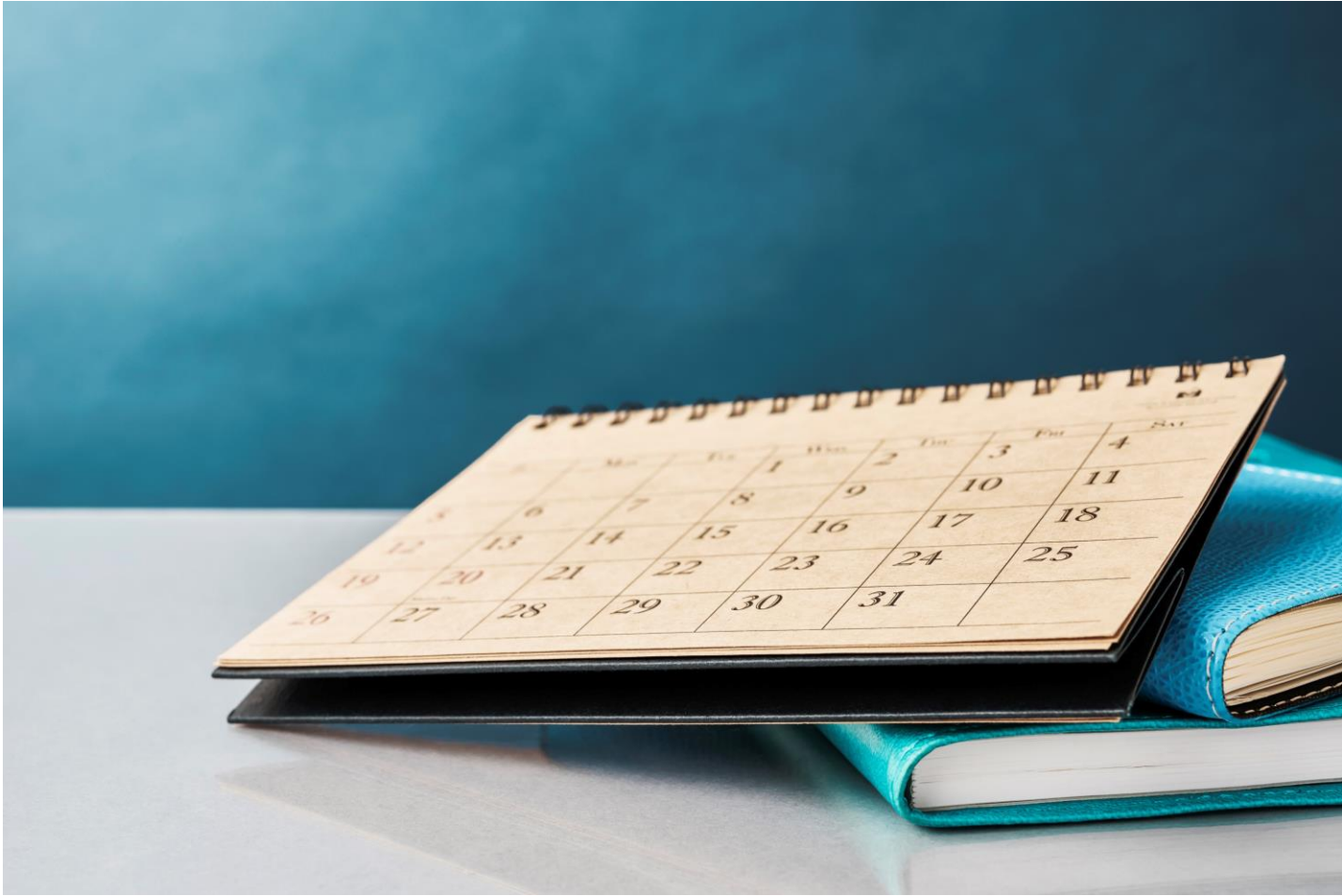
The Ad Hoc Workgroup on Alcohol Prevention will:

- Identify barriers that slow progress towards the alcohol objectives in Healthy Wisconsin.
- Identify gaps in Chapter 125 statutory language that limit or prevent effective alcohol regulation.
- Identify the groups, organizations and professions that have roles in the adoption and implementation of identified strategies.
- Identify under-recognized alcohol-related health issues and the appropriate agency, organization, or profession best able to fill those gaps.
- Identify gaps in data collection that limit the ability of law enforcement, health care providers and educators to identify and implement effective policy or program options.
- Consider how all levels of government can support individuals in addiction recovery in their communities.

PROCESS FOR DEVELOPING RECOMMENDATIONS



TIMELINE OCT. 2020 THRU OCT. 2021



BUILDING BLOCK: 2010 ACE REPORT

First of its kind report
that gave specific
policy
recommendations to a
variety of users

Helpful tool for
communities, elected
officials, public
health, community
members

Many policies enacted
from report

Reductions seen in
underage drinking
patterns



WHAT'S NEW?

2021 REPORT - UPDATES

- Adds additional recommendations on monitoring and evaluation
- Add considerations on health equity
- Adds additional areas to help improve patient screenings
- Provided additional context to action-based recommendations
- Shifted focus to primary prevention areas
- Shifted educational focus away from punitive measures to preventive measures and screenings.
- Did not provide recommendations for employers, since those were covered by a separate SCAODA work group.
- Add a focus to changes in which the alcohol industry can participate.

IMPLEMENTING AGENCIES

Civic, Community,
Educational and Religious
Organizations

Healthcare Systems and
Providers

Local Government (Counties;
Tribes; Municipalities
including Cities, Villages, and
Towns; and their various
departments, such as law
enforcement, etc.)

State Government and State
Agencies

Alcohol Industry

COMPREHENSIVE APPROACH

Modify the
Drinking
Environment

Increase Cost of
Alcohol

Reduce
Promotion of
Alcohol to Youth

Reduce
Availability of
Alcohol

Support
Evidence-Based
Alcohol
Education

Engage in
Preventive Health
Care

Enact Laws and
Regulations

Monitor and
Evaluate

TOP TIER RECOMMENDATIONS

Reducing density of alcohol outlets

Encouraging Place of Last Drink (POLD) data collection and analysis so communities understand where excessive drinking is happening

Alcohol Age Compliance checks to ensure outlets aren't selling to children

Screenings and Brief interventions as evidence shows it can help reduce those who are binge drinking and assist in referring to treatment so that can get the services they need

Raising the price of alcohol (reduce youth consumption and binge, heavy drinkers)

USING THE REPORT

FROM WHERE YOU STAND

- Find recommendations as a municipality, health care, state agency, civic or community base organization and alcohol industry
- Learn the variety of ways necessary to create safer alcohol environments and to reduce excessive use of alcohol
 - Excessive alcohol use includes binge drinking, heavy drinking, any alcohol use by people under the age 21 minimum legal drinking age, and any alcohol use by pregnant women.
- Share & educate your community, your elected officials, your coalitions on what can be done to create healthy and safe communities

WHAT CAN YOU DO?

Build	Build awareness of the issue with your family and friends
Join	Join a Coalition; Join WisAPP's listserv (email mbusalacchi@mcw.edu)
Engage	Engage with Public Health
Encourage	Encourage organizations you are a part of to take stands on the issue
Follow	Follow Alcohol License and Review Commissions



THANK YOU!

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