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Addressing Alcohol-Related Harms: A Population Level Response


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1 Limit the density of alcohol retail outlets and prevent clustering of outlets in communities.
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2 Restrict alcohol advertising and marketing, specifically to younger people.
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3 Increase enforcement by state and local law enforcement agencies to encourage compliance among alcohol retailers and prevent illegal sales of alcohol.
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4 Restrict or prohibit alcohol promotions through state regulatory initiatives and local ordinances.
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5 Oppose policies that further erode government controls aimed at the sale of alcohol, such as ending government-run alcohol monopolies.
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6 Increase state and local alcohol excise and sales taxes, oppose efforts to reduce alcohol taxes.
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7 Track developing evidence on place of last drink (POLD) data collection.
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8 Adopt 0.05% BAC per se laws for alcohol-impaired driving.
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9 Oppose efforts to lower the MLDA of 21.
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10 Oppose policies that increase hours and days of alcohol retail sales.
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11 Oppose policies that further erode the effectiveness of dram shop liability laws.
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12 Encourage inclusion of alcohol as a risk factor for cancer in state cancer control plans.
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13 Enhance responsible beverage service (RBS) training laws.

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Adopted, November 5, 2019

- 1 **Limit the density of alcohol retail outlets and prevent clustering of outlets in communities**, particularly in areas with few alcohol outlets, through state and local regulatory controls (e.g., licensing, zoning, etc.) to better address alcohol-related inequities within communities. **Municipal issue in Wisconsin.**
- 2 **Restrict alcohol advertising and marketing, specifically to younger people.** Localities may have authority to mitigate youth exposure to alcohol advertising by limiting window signage on alcohol retail outlets or by restricting alcohol advertising on public transit. **Municipal issue in Wisconsin.**
- 3 **Increase enforcement by state and local law enforcement agencies to encourage compliance among alcohol retailers and prevent illegal sales of alcohol.** Additionally, increase resources to states and communities through SAMHSA, DOJ, and NHTSA to fund alcohol compliance checks and support regular and routine inspections. **Municipal issue in Wisconsin.**
- 4 **Restrict or prohibit alcohol promotions through state regulatory initiatives and local ordinances** (e.g., happy hours, special pricing, two-for-one drink specials, etc.). **Municipal issue in Wisconsin.**
- 5 **Oppose policies that further erode government controls aimed at regulating the sale of alcohol, such as ending government-run alcohol monopolies;** create cracks in the three-tier regulatory system governing producers, wholesalers, and retailers in Wisconsin. **Wisconsin retail is currently 100% private.**
- 6 **Increase state and local alcohol excise and sales taxes, oppose efforts to reduce alcohol taxes, as well as track evidence on other pricing interventions** (e.g., minimum unit pricing strategies) as the research expands. **State action required.**
- 7 **Track developing evidence on place of last drink (POLD) data collection** as a tool for guiding enforcement and their regulatory compliance efforts toward alcohol outlets. **Municipal and county collaboration in Wisconsin.**
- 8 **Adopt 0.05% BAC per se laws for alcohol-impaired driving** through state legislation. **State action required.**
- 9 **Oppose efforts to lower the MLDA of 21.** Currently, 21 is the minimum legal drinking age (MLDA) in every state, supported by extensive evidence of its effectiveness in reducing alcohol related deaths among youth. State action required to change this law. **State action required to change current law.**
- 10 **Oppose policies that increase hours and days of alcohol retail sales**, particularly those that extend hours of sale by more than two hours or expand the days of alcohol sales (e.g., holidays, Sundays, etc.) through either local or state policy. **Limited municipal authority in Wisconsin.**
- 11 **Oppose policies that further erode the effectiveness of dram shop liability laws** in states where these laws are in place. Where these laws do not exist, public health professionals should encourage and support the adoption of these laws. **State action required.**
- 12 **Encourage inclusion of alcohol as a risk factor for cancer in state cancer control plans.** **NOTE:** The Wisconsin Cancer Collaborative made reducing excessive alcohol consumption a priority.
- 13 **Enhance responsible beverage service (RBS) training laws**, and ensure that they are enacted in conjunction with strong enforcement operations, such as robust local- and state-level compliance checks and on-premise bar inspections. The required content of the training programs, the target groups for mandated training, and the training format (e.g., online, in person, etc.) are all critical elements of an effective RBS training law. **State action required.**