Alcohol Policy Basics

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• Alcohol & Tobacco Policy: Similarities & Differences
• Basics of Alcohol Policy
  – The really big picture
  – Alcohol in Wisconsin
  – Alcohol Regulation in Wisconsin
  – 4A’s & the ACE Report

Similarities
Shared Goals for Community Health
  – Delay initiation
  – Limit misuse
  – Reduce harm to others

Shared Tactics
  – Price increases through taxation
  – Reducing access
  – Changing social norms

Marketing & Advertising Concerns
  Threat of industry supported preemption
  Powerful industry

Differences

**ALCOHOL**
- 21
- Legal moderate use
- Message varies by group
- Municipal policy
- Limited youth involvement
- Acute & chronic harms

**TOBACCO**
- 18
- Eliminate use
- Message to all – use harmful
- State level policy
- Significant youth involvement
- Deferring & eliminating initiation - long term use
Wisconsin’s Alcohol Policy Framework

Wisconsin had a thriving Temperance Movement (1832) BEFORE it had a commercial brewery (1840).

1839: Samuel & Jeremiah Phoenix persuaded the territorial legislature to create a new dry county named Walworth after a prominent eastern temperance leader.

1850: “Great trial of liquor sellers terminated today, having been in continuance more than two days. Suit brought by a wife to recover damages of a liquor seller on his bond of indemnity, for selling and rendering incapable her any support. Verdict for the plaintiff of $100, being the largest sum within the jurisdiction of the justices’ court. This is the first case under the new law of this kind which has been tried in the state.”

Diary of Colonel M. Frank, Kenosha County, January 16, 1850.
Prohibition was controversial in Wisconsin, in part because much of the state was already dry.

In 1964, the Temperance Movement still had a booth at the Wisconsin State Fair.

Using policy to address alcohol misuse

“Across space and historical time and within the context of culturally determined value systems... The catalogue includes such remedies as total prohibition, state rationing, ..., Licensing hours or definition of the legal drinking age....... Other polices have includes mass media....”

Harm Reduction: 1980 Detour

“Making the World a Better Place for Drunks”

Rephrasing of the environmental approach to alcohol control

No evidence that harm reduction can be accomplished without the population level reductions in alcohol consumption.
Alcohol Misperceptions Exposed

The style and level of drinking has no relationship to alcohol-related problems.

Heavy drinkers are a species apart and uninfluenced by ordinary constraints.

Alcohol misuse only impacts a tiny portion of the population.

Too exclusive focus on chronic illness which are caused by drinking.

The comfortable delusion that our own favored beverage is not really alcohol but an essential food or emblem of national virtue.

“The difference between good and bad alcohol policy is not an abstraction, but very often a matter of life & death.”

Alcohol: No Ordinary Commodity, page 239.

Environmental influences on alcohol use include: acceptance of alcohol use by society; availability, advertising and marketing both nationally and locally; and public policies regarding alcohol and enforcement of those policies.

Acceptable
Available
Attractive
Affordable
In Wisconsin:

No Alcohol Beverage Control Board (ABC).

No registration or approval of new alcohol products.

No Liquor Law Enforcement Agency.

Recommendations Were Developed

ACE Report is a Map. Not a Recipe.

- Interrelated not interdependent
- Begin with the community

Municipalities have the ability to create a positive alcohol environment

- Municipal government has the primary responsibility for alcohol control.

- Policy makers & the process are available to public through Wisconsin meetings and open records laws.
The 4 Alcohol-Related Issues in Every Municipality

1. **Licensing**: who, where, what

2. **Enforcement**: Implementing policy

3. **Budgets**: Allocating resources to implement policy

4. **Ordinances**: Supporting change

Municipal Advantage

- Small numbers, high impact
- Reduced outside influence
- Talking to neighbors & colleagues
- Few lobbying concerns

Local control has unintended consequences:

- National surveys note the absence of a state-wide policies that suppress ratings
- Effective policies are often presented as state-wide models
- Alcohol & hospitality industry influence is diffused

The Unexpected Lesson:

Municipalities are ready to act.

Why? About 74% of municipal expenditures are related to emergency & police services
Effective Alcohol Control Begins with Licensing

**Density:** The number of licensed establishments

**Occupancy:** The total number of permitted customers in all the licensed establishments

There is no right to an alcohol license in Wisconsin. Once awarded, it can be difficult to retrieve.

Over-concentrations of alcohol outlets results in higher levels of alcohol related violence, *even if all the retailers are compliant.*

**Sober Server**

Will an impaired server over-serve?

ACE Recommendation: BAC limited to .04 on duty
Ban Drink Specials
By Ordinance

2-4-1
Time Limited Pricing
All you can drink – flat fee

Public Intoxication
Ordinance

Menomonie:
First offense $390 forfeiture + costs.
April-December 2011 60 citations.

La Crosse:
First offense Forfeiture or motivational interview
2007 - 89 citations
2008 - 59 citations
2009 - 43 citations

Social Host Ordinance

• Prohibit hosting or allowing a gathering where underage drinking occurs
• Covers underage consumption or the intent to consume.
• Prohibits adults from intentional aiding, advising, hire, counsels or conspires or procures another to allow these behaviors.
• First offense $1,000
• Second offense $5,000

Social Host Ordinances

Adopted in:
• Manitowoc
• Two Rivers
• Valders
• Prairie du Chien
• Kenosha
• Fond du Lac
• North Fond du Lac
• Wausau
• Weston
• Racine
### Social Host Ordinance

Illegal to allow, enable for fail to prevent 3 or more unrelated underage youth from drinking alcohol. 

**Citation:** $1,000-$5,000

### Unlicensed Tavern

State offense or municipal offense. 

125.04 (1) Must have license for any activity requiring a license.

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### Restrict Alcohol at Public Events

Municipalities should adopt ordinances placing significant restrictions on the sale of alcohol at public events including:

- Prohibiting alcohol sales at youth events and youth oriented events such as interscholastic sports or children’s entertainment
- Mandated on or off-duty officers retained for security, wrist bands and hand stamp to confirm security and the diligent monitoring for intoxicated/ incapacitated persons
- Non-alcohol beverages that cost less than alcohol
- Fenced and gated alcohol serving and consumption area with seating
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