



Resources for Alcohol Policy and Data

Compiled by Community Health Improvement in Action, April 22, 2015.

Secondary Data:

Alcohol and Public Health: Alcohol-Related Disease Impact:

http://apps.nccd.cdc.gov/DACH_ARDI/Default/Default.aspx

County Health Rankings:

www.countyhealthrankings.org. Measures include: excessive drinking, alcohol impaired driving deaths, and alcohol-related hospitalizations (under additional measures, rate not available for smaller counties). How to Access the Data: Choose Wisconsin on the map. Then choose your county. The "County Snapshot" will appear: see the measure under "Health Factors" and then "Health Behaviors." In addition to the snapshot, click on "Additional Measures." Data available by county and state. To better understand what each measure means, click on the measure. In the new screen, a Data Source tab and a Description tab provide detailed information on the measure. Must go to original source of data for stratification by subgroupings:

- Excessive Drinking measure can be stratified by age group, education, employment, ethnicity, gender, and race: <http://www.dhs.wisconsin.gov/wish/main/BRFS/definitions.htm>.
- Alcohol Impaired Driving Deaths can be stratified by age: [Crash facts - Wisconsin Department of Transportation](#)
- Alcohol-related hospitalizations can be stratified by age group: DHS Public health profiles: <http://www.dhs.wisconsin.gov/localdata/pubhlthprofiles.htm#>. Select the link to your county. Select Wisconsin for the state figure. Click on *About the Data* link for detailed info. Rate not available for smaller counties.

Outlet Density by Wisconsin County:

<http://www.dhs.wisconsin.gov/substabase/alcdensity.htm>. A joint DHS & Wisconsin Alcohol Policy Project tool that lists outlet density by a number of factors in every municipality by county.

Wisconsin Department of Health Services, Behavioral Risk Factor Surveillance System:

<https://www.dhs.wisconsin.gov/wish/brfs/form.htm>. Measures available include Adult Binge Drinking and Adult Heavy Drinking. Select measure under Risk Factors. Fill out the remainder of the form to narrow data set to a specific population. State and county estimates available from the [Behavioral Risk Factor Survey \(BRFS\)](#), which uses a representative sample of Wisconsin adults living in households with landline telephones. The [All Counties Module](#) also provides estimates by county for specific three-year periods. The Wisconsin Behavioral Risk Factor Survey is part of the national [Behavioral Risk Factor Surveillance System](#), which is coordinated by the U.S. Centers for Disease Control and Prevention (CDC). Every state and U.S. territory health department conducts the survey as part of the system, whose purpose is to collect information on adult health-risking behaviors, health conditions, use of preventive care and other health-related topics.



Wisconsin Department of Natural Resources: <http://dnr.wi.gov/topic/snowmobile/snowcrashinfo.html>.

Annual reports each January on snowmobile fatal crash statistics, including factors involved. Listed by location (county, municipality).

Wisconsin Department of Transportation:

<http://www.dot.wisconsin.gov/drivers/drivers/traffic/crash/index.htm>. Traffic crash statistics by county.

Human consequences of traffic crashes, including alcohol, broken down by county (see 2012 Wisconsin Traffic Crash Facts, Section 5). Stratified by age, severity of crash, location (e.g., highway or local roads).

Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2014

<https://www.dhs.wisconsin.gov/publications/p4/p45718-14.pdf>. A compilation of alcohol and other drug use data from various sources, last released in 2014. From each data source, it presents the most recent available year of data, as well as trend information for previous years and U.S. comparisons when available. County-level data tables are included to assist in developing local needs assessments. [Alcohol consumption by county is on page 69 of the 2014 report.](#) The annual profiles are published by the Wisconsin Department of Health Services: <https://www.dhs.wisconsin.gov/stats/aoda.htm>

Youth Risk Behavior Survey:

[CDC-Youth Online-High School YRBS](#). Youth Drug and Alcohol Use measures, such as % of students who had their first drink of alcohol other than a few sips before age 13; and % of students who had at least one drink of alcohol on one or more of the past 30 days. This link is for state and national data only. How to Access the Data: Choose Wisconsin. In the next window, in the left-hand bar of "Filter Data", choose "Alcohol and Other Drug Use." Also in Choose Table Content, choose the appropriate year. Then choose specific question of interest. Data can be stratified by race/ethnicity, gender, and grade in school. Data is available by school district; local data available if you partner with your schools and they participate in the survey.

Primary Data:

Listening to the Community: A Guide to Primary Data Collection: Tools and resources for how to collect primary data about general community health needs and strengths while increasing community engagement. It includes how to choose and implement effective methods, including key informant interviews, focus groups, surveys, forums, and observation. Created by the CHIPP Infrastructure Improvement Project:

www.wicommunityhealth.org (Listed in the "Table of Resources," under the "Resources by Stage" tab)

Tri-Ethnic Center Community Readiness Handbook: Community Readiness for Community Change, 2nd edition, 2014. Tri-Ethnic Center for Prevention Research. Key components include: 1) a set of *survey questions* consisting of open-ended questions about the community's attitudes, knowledge, beliefs, etc. about (your issue); 2) a small number of *interviews of key respondents* using this survey; 3) *Scoring* of the completed interviews using scales provided for each dimension of community readiness; 4) Calculation of *readiness scores on 5 dimensions* using the interview scores; and 5) Use of these final readiness scores to develop a *plan for action*. www.TriEthnicCenter.ColoState.edu

Wisconsin SPF-SIG Assessment Toolkit: Includes alcohol-specific assessment tools, such as key informant interview questions, focus group questions, and an environmental scan. Created by Dorothy Chaney, revised by Community Health Improvement in Action.

Websites and web-based documents

Alcohol, Culture and Environment Workgroup Report, Changing Wisconsin's Alcohol Environment to Promote Safe and Healthy Lives (The ACE Report) <http://scaoda.state.wi.us/docs/ace/ACE2011reprint.pdf>

Alcohol Policy Research & Alcoholic Beverage Control Systems: An Annotated Bibliography & Review, 2nd edition. National Alcohol Beverage Control Association, 2009.
http://www.nabca.org/Resources/Files/2009_WEB_AB2.pdf

Building Successful Coalitions to Address Underage Drinking: A step-by-step guide
http://www.clearthinkingcommunications.com/case_studies_for_clear_thinking_communications/ReducingUnderageDrinking.pdf

Center on Alcohol Marketing and Youth: A project that measures youth exposure to alcohol advertising and supports actions that will reduce youth exposure to alcohol advertising. Website includes reports, advertising gallery and parent tools: <http://www.camy.org/>

Community How To Guide On...Underage Drinking Prevention, National Highway Traffic Safety Administration. Nine guides on environmental change. The language is different than the Strategic Prevention Framework, but the steps are closely aligned. On the web, forms are easily copied PDFs.
http://www.nhtsa.gov/people/injury/alcohol/community%20guides%20html/guides_index.html

Festivals and outdoor events: A Wisconsin Alcohol Policy Project webpage with coalition resources to plan, assess or measure the alcohol policies at an outdoor event or festival. <http://law.wisc.edu/wapp/festival.html>

Strategic Prevention Framework – Prevention Training and Technical Assistance: SAMSHA web site with resources to walk groups through every step of the framework, beginning with assessment.
<http://captus.samhsa.gov/prevention-practice/strategic-prevention-framework>

STOP Underage Drinking: Federal portal for underage drinking prevention materials:
<https://www.stopalcoholabuse.gov/Default.aspx>

Reference Books

Alcohol: No Ordinary Commodity: research and public policy, second edition Barbor, Caetano, Casswell, et.al., Oxford University press, 2010

Municipal Licensing and Regulation of Alcohol Beverages. Wisconsin League of Municipalities, 2001 \$15,
http://www.lwm-info.org/index.asp?SEC=7F12B34B-5B62-4C9A-A92E-1B97A228811E&Type=B_BASIC

Reducing Underage Drinking: A Collective Responsibility, National Academies Press. Executive Summary is available without charge on the website. http://www.nap.edu/catalog.php?record_id=10729



Acknowledgements:

This listing created in collaboration with the [Wisconsin Alcohol Policy Project](#). The [Community Health Improvement in Action \(CHIA\)](#) project is funded by a grant from the UW School of Medicine and Public Health from the Wisconsin Partnership Program (WPP)

For more information about Community Health Improvement in Action (CHIA), visit our [website](#).

Looking to discuss best practices with your peers across Wisconsin? Join the [CHIA Google Group](#). This online forum/listserv is one of several CHIA activities that aim to deepen knowledge and expertise in implementing and evaluating community health improvement strategies, with an emphasis on policy, systems, and environmental changes that address unhealthy and risky alcohol use in Wisconsin communities