

Madison Alcohol License Density Ordinance Health Impact Assessment (ALDO HIA)



Project Background

Alcohol consumption plays an undeniable role in Wisconsin's history and culture. This State has one of the highest rates of heavy, binge, and underage drinking in the nation.

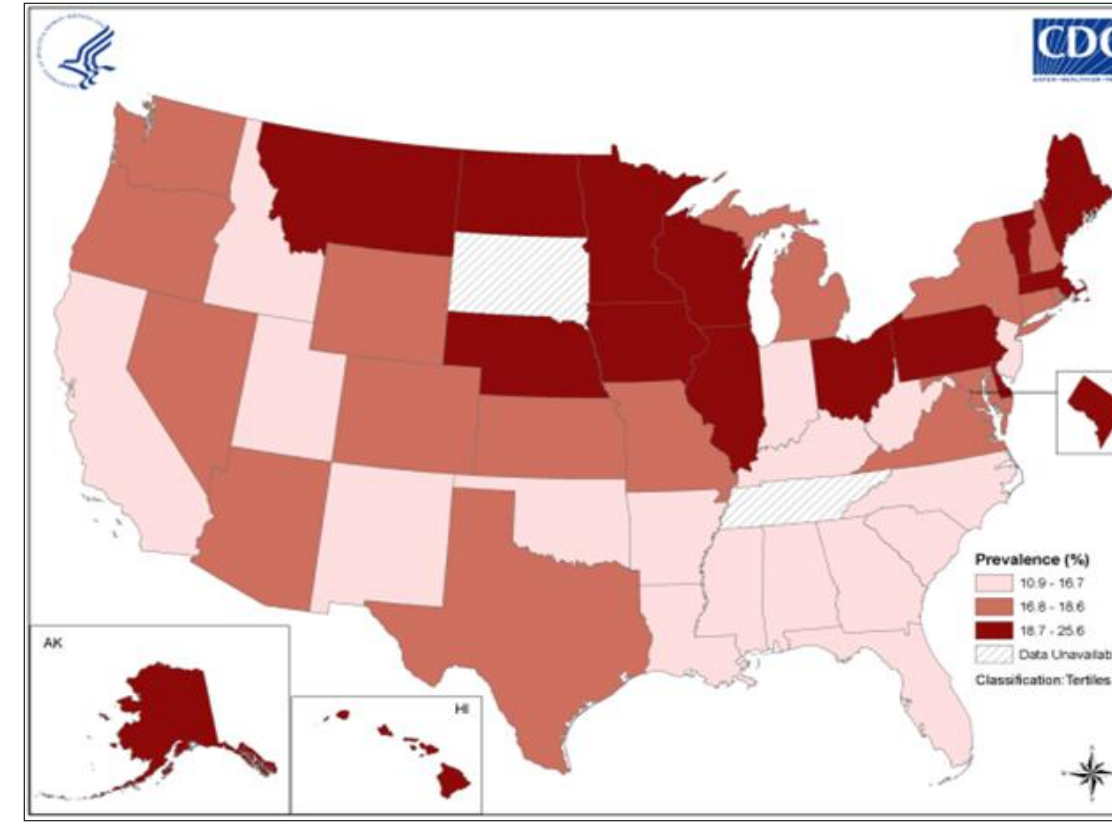


Fig. 1. Prevalence of binge drinking among adults, 2010



Madison, Dane County, Wisconsin, with a population of 233,700 and home to the University of Wisconsin-Madison, has 523 people per alcohol outlet.

Alcohol Licensing Density Ordinance (ALDO)

In 2007 Madison passed ALDO, an ordinance limiting the number of alcohol outlets in the downtown area. ALDO will sunset Jan 2014.

Alcohol density is defined as the number of alcohol outlets within a given area or population.



Fig. 2. Proposed Alcohol Density Area Madison, WI

HIA Objectives

This HIA is intended to inform the Madison Common Council's decisions on a set of alcohol policy and business development recommendations developed by city staff for the ALDO sunset. This study focuses on the city staff's proposals concerning:

- Management of number & type of alcohol licenses.
- Improving enforcement of alcohol regulations.
- Enhancement of entertainment and retail diversity.

This HIA will add value by:

- Systematically assessing the health implications of city staff recommendations.
- Enabling wide stakeholder participation.
- Providing a health equity lens.

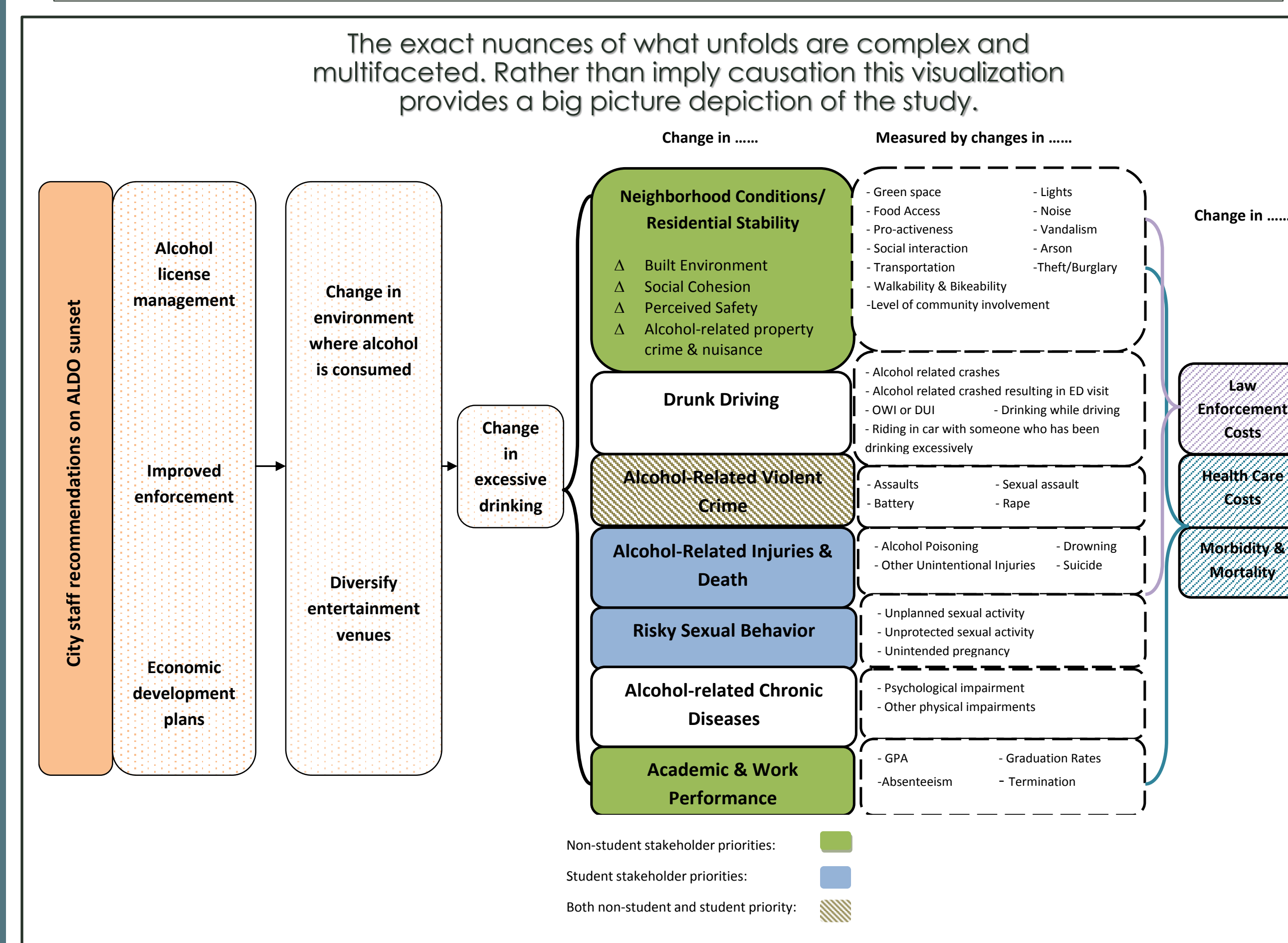
Scoping

Project Partners

- Public Health Madison & Dane County
- Wisconsin Public Health Association's HIA Section
- University of Wisconsin Population Health Institute
- City of Madison staff
- Madison Common Council

Pathway Diagram

Fig. 3. Health, Safety, and Social Impacts Pathway Diagram



Assessment

Methods:

- Peer reviewed literature.
- Key informant interviews with business owners and directors of community organizations.
- Focus group discussions with UW-Madison students.
- Engagement of City of Madison staff and alders, UW Madison stakeholders, statewide experts.
- Analyses of relevant population health data.

References

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Acknowledgments

- Paula Tran Inzeo, MPH, Doctoral student, University of Wisconsin-Madison School of Human Ecology.

Preliminary Results

Literature Review:

- Excessive alcohol consumption is the third leading lifestyle-related cause of death in the United States (CDC, 2012).
- Research demonstrates positive correlations between alcohol outlet density, violent crime (domestic abuse, violence, assault & sexual assault) and alcohol consumption (Campbell et al, 2009; Gruenewald et al, 2002; & NCADD, n.d.).

Stakeholder Focus Groups & Key Informant Interviews:

- Results are pending.

Data Analyses:

- Rate of alcohol related hospital visits statistically higher for Madison, WI than Dane Co. (PHMDC, 2002-2012).
- Dane County youth who reported alcohol consumption within last 12 months were:
 - 3 times more likely to have experienced forced sex.
 - 2 times more likely to be in a car where driver had been drinking (DCYA, 2012).
- Drinking prevalence higher in LGBT youth and youth eligible for free or reduced price lunches (DCYA, 2012).
- Liquor and drug violations most prevalent crimes on and near UW Madison campus (2008-2009).

HIA Highlights & Next Steps

HIA Highlights:

- This HIA was the first to be conducted by Public Health Madison Dane County (PHMDC) and therefore was a learning opportunity and capacity building exercise for all stakeholders involved. Lessons learned through this HIA will help inform future HIAs in Madison, WI.
- Through this HIA the Madison Common Council recognized the importance of including a health equity framework into public policy decision making.
- This HIA provided an opportunity to understand the complexity of alcohol regulation, to visualize it through a public health lens and to explore its health and socioeconomic determinants in addition to its legal and law enforcement aspects.

Next Steps:

- Drafting of recommendations with stakeholders. Recommendations will focus on harm reduction strategies and strategic messaging.
- Final report to be presented to the Madison Common Council on Oct 14th.
- Dissemination of final HIA report to stakeholders and community members.
- Monitoring & evaluation of HIA impacts and outcomes.

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