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.

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.

Project Background

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.

ALDO sunset. This study focuses on the city staff’s recommendations on ALDO sunset. This study focuses on the city staff’s recommendations on ALDO sunset.

Pathway Diagram

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

This figure shows the potential health, safety, and social impacts of alcohol outlets. The visualization provides a big picture depiction of the study.

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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