

2016 Wisconsin Alcohol Policy Seminar Policy Options to Address Excessive Drinking

October 20, 2016 Kalahari Resort & Convention Center, Wisconsin Dells

<http://www.uwsp.edu/conted/ConfWrkShp/Pages/AlcoholPolicySeminar.aspx>

7:30- 9:00 Registration & Buffet Breakfast

9:00-10:00 General Session - R.A.V.E. and P.O.L.D.: Minnesota Changes the Conversation

*Brian Kringen of the Minnesota Department of Public Safety, Alcohol & Gambling Enforcement Division;
Chief Shane Mikkelsen , Osseo Minnesota Police Department*

Retail Alcohol Vendor Enforcement (R.A.V.E.) and its Place of Last Drink (P.O.L.D.) initiative identify patterns of alcohol sales and serving to support retailer education and enforcement. R.A.V.E. provides education, support and if needed holds retailers accountable selling to underage customers or over-serving. The POLD Task Force created a system to identify the location where a person last consumed alcohol before they are involved in an alcohol-related incident such as DWI or assault. This award-winning initiative has been recognized nationally as an innovative policy because of the development of an online data collection system that shares information between participating departments and collects last drink information at the time of the incident rather than later in the adjudication process.

10-minute transition

10:10-11:10 Workshop Session #1

1A POLD in Wisconsin

*Michelle Enderle, Specialist, City of Waukesha Police Department
Lieutenant Dan Furseth, De Forest Police Department*

The law enforcement agencies that issue citations for OWI collect information on the last location which served alcohol to an impaired driver but very few communities in Wisconsin compile or use that data. Two communities that have will describe how the data was compiled, then how the data was used to identify locations that habitually over-serve patrons. They will also discuss some unexpected results and the community reaction to it.

1B Framing Alcohol-Related Stories for Impact

Julie Swanson, MPH, What's Possible Now

Working on alcohol policy is complicated. You have limited resources. You need to leverage what works. Story, the strategic and intentional use of narrative, is a proven, powerful advocacy tool. Are you leveraging the power of story? This session will explore how to identify and craft effective alcohol policy advocacy stories. We'll look at research plus real life examples and practices. 1) What makes narrative powerful and how can you leverage that power? 2) How to use story intentionally and

strategically 3) What are the lessons from tobacco control we can build on? What differences (between tobacco and alcohol) do we need to take into account? 4) What tips, tools and resources can you use to build your strategic story capacity?

1C Navigating a Community through Social Host: from Adversity to Passing to Promotion

Jennifer Braun, Building a Safer Evansville (BASE)

Meagan Farrell, Coalition Coordinator, Healthy Edgerton

This session will discuss how two different communities in Southern WI were able to get social host ordinances passed. One community faced with strong adversity in the community and a small coalition membership. The other, with a strong coalition membership, was able to pass it within city limits as well as the surrounding township. We'll discuss 1) how to work with your key community leaders, who aren't sitting at your coalition table and how to get them to support your advocacy efforts 2) a different approach to a social host ordinance, that includes controlled substances 3) promotion of the ordinance in the community and much more.

1D Alcohol License Conditions

Jennifer Zilavy, JD, Assistant City Attorney, Office of the City Attorney, Madison, WI

Municipalities may add specific requirements, usually called conditions, to on-premises and off-premises alcohol licenses when they are issued. These conditions can address neighborhood concerns, potential nuisance issues, safety issues and quality of life issues. The City of Madison uses liquor license conditions in a variety of situations in an attempt to address known concerns or anticipated concerns with a new or renewal liquor license. Learn how your community could use license conditions to prevent later problems.

5-minute transition

11:15- 12:15 Workshop Session #2

2A OWI Treatment Courts: Addressing the Addiction

Tonya Ramsey, AODA and Mental Health Therapist, Rock County Human Services, Treatment Court Services

Treatment Court programs assist in treating the underlying causes that lead individuals into the Criminal Justice System, such as substance abuse and mental health issues. While providing treatment, treatment court programs also provide the participants a high level of accountability as well as other resources that will help the participants be successful in their future. OWI Treatment Courts are just one of the many problem solving courts utilized today. The goals of increasing public safety and reducing recidivism are addressed by utilizing a combination of treatment and intense supervision to assist participants in dealing with the underlying issues of addiction and mental health problems. Research shows that OWI/DWI courts have reduced recidivism of hard core drunk drivers more than other programs. This workshop will explore the guiding principles of treatment court and give specific information on the Rock County OWI Court. The Rock County OWI Treatment Court program uses evidence-based treatment and strategies to assist participants in living better lives while reduce recidivism rates and increasing community safety. Learn more about how problem solving court are

playing an increasingly important role in preventing and reducing the number of impaired drivers in Wisconsin.

2B Alcohol License Conditions

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2C Community Festivals: Making a Change in Community Culture

Tracy Herlitzke, Director, CESA #4

Brenda Rooney, PhD, Epidemiologist, Gunderson Health Systems

The La Crosse Changing the Culture of Risky Drinking Behavior Coalition has successfully worked with health care providers, educators, law enforcement and local elected leaders to implement community policies which will improve the local alcohol environment. In 2010, the Coalition turned its attention to alcohol serving policies at the outdoor events and festivals in the area. The Coalition targeted 12 best practices which reduce alcohol misuse at large events and are readily observable to the volunteer survey teams. The policies selected were among those suggested by the University of Minnesota Alcohol Epidemiology Program for outdoor events. Come learn more about how to evaluate how alcohol is sold and served at community events and how you can affect change around your community and its festivals. Participants will: 1. Examine best practices to improve alcohol control at community events and festivals to reduce underage access to alcohol and binge drinking. 2. Review community festival assessment tool, methodology, scoring process, and results to evaluate how alcohol is sold and served at events. 3. Discuss best use of assessment results to change community festival alcohol policies and practices.

2D Scope of Municipal Authority

Matthew Dregne, JD, Stafford Rosenbaum LLP

Wisconsin municipalities have a great deal of influence over the community alcohol environment through licensing and enforcement policies; but what are the limits of their authority? This session is devoted to the scope of municipal authority to regulate the sale of alcohol. The presentation will offer a framework for evaluating whether a municipality has the legal authority to enact proposed regulations.

10-minute transition

12:25- 1:10 – Lunch with Four Ignite Presentations

10- minute transition

1:20-2:20 Workshop Session #3**3A Healthiest Brown County - Connecting Beyond Health Care**

Thomas Doughman, MA, Asst. Dir. of Counseling & Psychological Services, St. Norbert College

Patricia Finder Stone, MS, RN, De Pere Board of Health, LWV WI, Alcohol Task Force

Laura Hieb, CNO, SVP and CEO of Bellin Health Oconto Hospital

“Beyond Health” represents collaboration between Brown County Health Department, City of De Pere Health Department, Aurora Bay Care Medical Center, Bellin Health System, St. Mary’s and St. Vincent Hospitals (HSHS), WI Division of Public Health NE Regional Office and the Brown County United Way. This partnership was formed to improve the health of Brown County residents through conducting periodic community health needs assessments and leading community-wide action planning teams. Four health priorities for Brown County were selected from the Healthiest Wisconsin 2020 health focus areas at the Community Health Needs Assessment Summit in late 2014. In addition to alcohol misuse, the other three priorities identified for 2015-2017 are oral health, mental health and adequate, appropriate and safe nutrition.

“Beyond Health” is also a partnership among individuals, families, and organizations dedicated to improving the health of Brown County. These four planning groups of diverse community members meet regularly to develop and implement a Community Health Improvement Plan outlined with goals and objectives for each of the four priority health needs.

3B Safe Serving: An Alternative Sanction for Selling/Serving Alcohol to Youth for Servers & Managers

Sheriff Chris Fitzgerald, Barron County Sheriff's Department

Sarah Turner, Prevention Specialist, Barron County Community Coalition

Individuals who are found to sell or serve to underage customers as the result of a compliance check are given the opportunity to attend a training session with their manager at a cost that is significantly less than the forfeiture. The session, conducted by law enforcement, is focused on ways to prevent alcohol sales to youth. If other seller/servers attend, the cost is further reduced. With the ability to cite licensees reduced, this provides a new way to reach managers and licensees while still holding the seller/server accountable. Participating sellers and licensees have improved compliance rates in later compliance checks. Attendees will hear about the session content and learn how to set up this program in their community or jurisdiction.

3C Changing the Landscape Through Licensing

Lisa Rasmussen, Council President, City of Wausau

This session will look at how municipalities can change the alcohol culture in their area by promoting responsible management of licensed establishments and using the licensing process to evaluate licensed outlet density, location, neighborhood impact, management plans and other factors. Learn how Wausau changed its processes to require up front review of license applications prior to approval as well as how they manage issues with licensed establishments to improve the environment.

3D Environmental Scan

Megan Harshbarger, Drug Free Communities Youth Coordinator of Fond du Lac County
Ellen C. Sorensen, Drug Free Communities Grant Coordinator of Fond du Lac County

Coalitions can improve the alcohol environment through adoption and implementation of evidence-based practices such as environmental scanning. Environmental scans provide specific quantitative and qualitative data which can be used as a basis to change the acceptability, availability and attractiveness of alcohol to underage youth. The data gives the coalition tools to reduce alcohol advertising through utilizing existing municipal policy, or advocate the establishment of ordinances.

5-minute transition

2:25-3:25 Workshop- Session #4**4A My Data Said What?! The First 45 Days Campus Initiative**

Reonda Washington, MPH, CHES Alcohol & Other Drug Prevention Specialist, University of Wisconsin, Madison

In the fall of 2013, the University of Wisconsin-Madison implemented an online alcohol education prevention program for incoming first year students; which resulted in new data about this population. According to the program data, UW-Madison attracts 72% of students who have experience with alcohol consumption, and 28% of students who were high-risk drinkers before arrival on campus. Once on campus, the data showed 42% of students become high-risk drinkers, and 31% chose to drink in campus housing. These rates were significantly higher than other universities, nationally. After much collaboration, discussion, and dissemination of data, the UW- Madison Chancellor's Advisory Group on Alcohol and Other Drugs decided to act. Thus, the First 45 Days Initiative was launched in fall 2014. The goal of the initiative was to implement coordinated efforts that focused on alcohol use across campus; specifically during the first 45 days of the fall semester. The First 45 Days Initiative focused on increased enforcement and accountability, consistent messaging, policy changes, provision of alternative alcohol-free activities and collecting and sharing alcohol data with campus stakeholders. This session will discuss the successes, challenges, and lessons learned from implementation of the campus-wide intervention and continued efforts of The First 45 Days Initiative.

4B Framing Alcohol-Related Stories for Impact

Julie Swanson, MA, What's Possible Now

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4C Alcohol Age Compliance Checks: Effective, Economical Prevention*Officer Jacob Chittum, Wausau Police Department**Sergeant Patrick Reese, Evansville Police Department*

Alcohol age compliance checks reduce youth access to alcohol. Learn how two communities, Wausau and Evansville operate alcohol age compliance checks without additional external funding. Learn how they plan and execute their operations using similar but different protocols tailored to meet the specific needs and goals of each community. Topics include challenges and successes as each community strives to increase the retailer compliance with the MLDA.

4D Scope of Municipal Authority*Matthew Dregne, JD, Stafford Rosenbaum LLP*

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10-minute transition

3:35-4:35 General Session #2 - Pinkwashing and Corporate Marketing*Bruce Lee Livingston, MPP, Executive Director/CEO, Alcohol Justice*

More than 100 studies show a causal relationship between alcohol consumption and breast cancer. Yet many alcohol manufacturers conduct marketing campaigns with pink breast cancer ribbons that allegedly contribute to finding the cure while actually being a major cause. With sexist imagery, often during breast cancer awareness month, alcohol corporations spend much, much more on advertising and marketing than on donations to breast cancer education and research. Pinkwashing is just one variety of Big Alcohol corporate marketing. Multinational companies create the impression of local ties and use quirky names and labels to market “crafty” beer.

When alcohol advertising is everywhere we look, including busses and municipal property it isn’t surprising so many drink to excess. With advertising on bus shelters and mass transit, we are awash in a lived environment where excessive alcohol use is portrayed as the norm. It is often a struggle for reformers and children’s advocates messages to be heard over those with a business interest. Hear why we should organize and educate as if our lives depend on it—they do.

9/1/2016 4:00 PM