

City of Madison Comprehensive Alcohol Policy Statement
DRAFT (March 21, 2007)

Acknowledging the important social and economic role of alcohol in our community, as well as the substantial financial and societal costs associated with its misuse and abuse, the City of Madison adopts this comprehensive alcohol policy statement.

The City of Madison will develop, implement and evaluate policies based on the values of efficacy, efficiency, fairness, transparency of process, consistency, reasonableness, and balance. Furthermore, the City recognizes that flexibility and adaptability are key components in the development and implementation of policy efforts aimed at addressing the dynamic range of alcohol-related problems in our community. Finally, the City acknowledges that alcohol-related problems cannot be addressed through law enforcement efforts alone. To that end, the City of Madison focuses on and encourages preventive efforts that involve broad community-wide input, action and evaluation.

Goals:

- (1) Reduce alcohol-related harm;
- (2) Promote safe drinking practices and environments; and
- (3) Increase the efficiency and efficacy of public expenditures on alcohol-related problems.

Focal points:

- (1) Public safety;
- (2) Public health;
- (3) Culture of alcohol use;
- (4) Considerations of cost; and
- (5) Measurement and evaluation.

Overlapping strategy arenas:

- (1) Regulatory, including enforcement;
- (2) Educational, including messaging; and
- (3) Environmental.

General strategies:

- (1) Enforcement: Continue the enhanced and consistent enforcement of alcohol-related laws and regulations;
- (2) Health Care: Encourage and facilitate an expanded public role for the health care community in addressing alcohol-related problems;
- (3) Stakeholder Involvement: Develop, facilitate, and encourage partnerships with stakeholders to build sustainable, community-wide approaches to reduce alcohol-related harm;
- (4) Legislation: Utilize legislative efforts at the state and local level to improve the environmental factors associated with the sale and use of alcohol; and
- (5) Data: Collect and analyze data to better manage alcohol-related concerns.

Assumptions and beliefs:

- (1) Benefits: Alcohol is an integral part of Madison's societal fabric and, if used responsibly, can have benefits that enhance the well-being of both individuals and the community as a whole;
- (2) Harm: The misuse and abuse of alcohol can and does cause significant and serious harm to individuals and community;
- (3) Harm reduction: Reducing alcohol-related harm is an outcome that the citizens of Madison support and encourage;
- (4) Governmental role: The government has a legitimate and important role in minimizing alcohol-related harm. Long-term success is impossible, however, without concerted, community-wide involvement;
- (5) Legislative compliance: Existing legislation related to the sale and use of alcohol should be complied with, enforced, or changed – but not ignored;
- (6) Partnerships: Working in partnership to reduce alcohol-related harm is desirable and will ensure the most effective and efficient use of resources;
- (7) Multiple strategies: A balanced and mixed approach is the most appropriate and effective way to reduce alcohol-related harm;
- (8) Evidence-based: When possible, initiatives should be supported by scientific findings, based on best practice information, and evaluated for efficacy;
- (9) Innovation: Strong stakeholder support and involvement leads to new and innovative initiatives; and
- (10) Naturally-occurring authority: The most effective and efficient successes are realized when those in the best position to affect positive change are identified and put in charge of a specific problem.