

# ALCOHOL IMPACTS ON HEALTH & SAFETY

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July 1, 2025

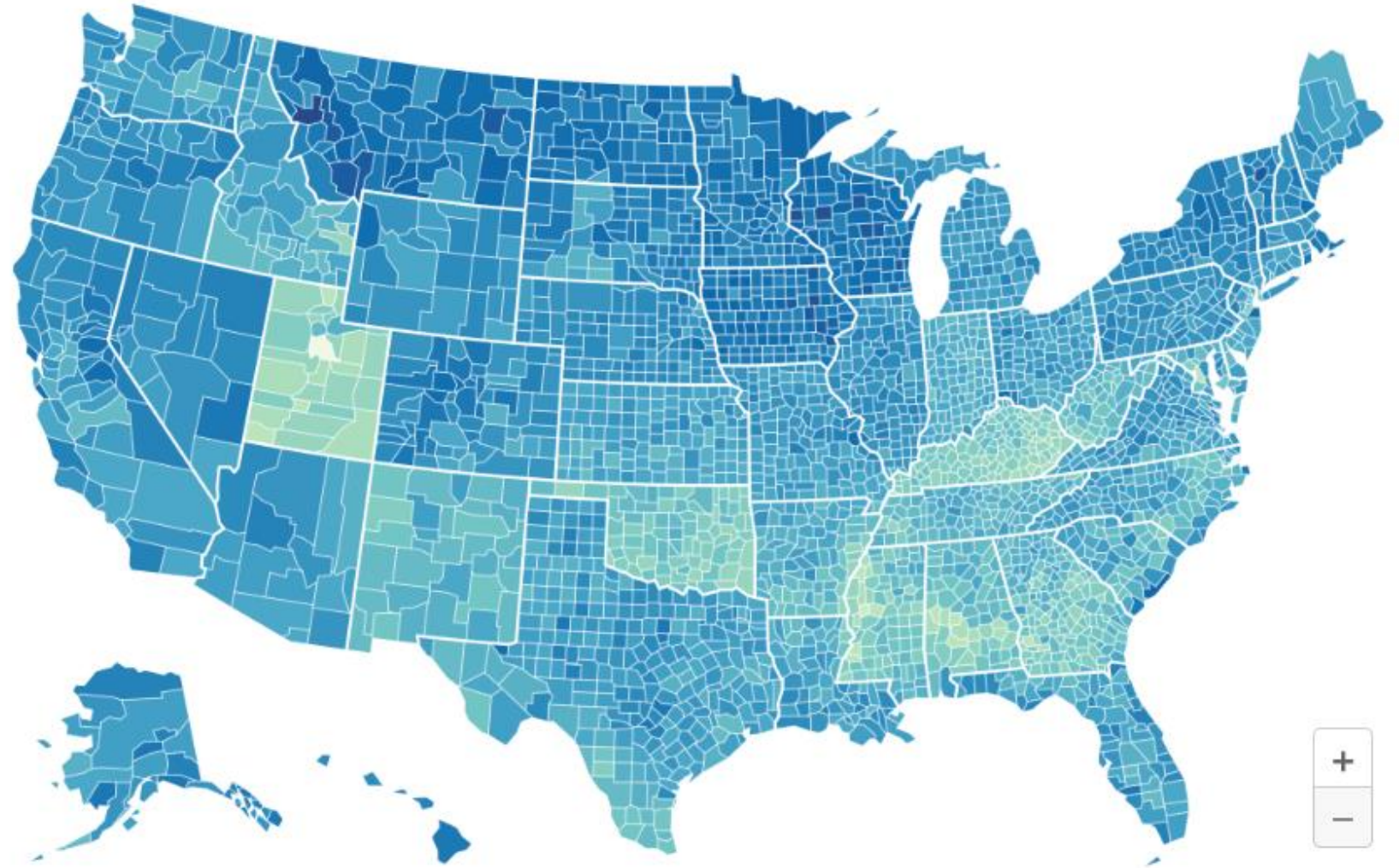


**EXCESSIVE ALCOHOL USE IS  
A PUBLIC HEALTH & SAFETY  
PROBLEM**

Every  
County in  
WI is higher  
than the  
national  
average for  
excessive  
drinking.

## Excessive Drinking by County 2025

The % of adults who self-reported excessive drinking




As of 2022

Map: Addy Bink, Nexstar • Source: [University of Wisconsin Population Health Institute | 2025 County Health Rankings](#) • [Get the data](#) • Created with [Datavrapper](#)


# Impact of Binge Drinking in Dane County


Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.<sup>3</sup>

In Dane County, excessive alcohol consumption contributes to an annual average of

 **170** alcohol-related deaths<sup>4</sup>

 **5,485** alcohol-related hospitalizations<sup>5</sup>

 **472** alcohol-related crashes<sup>6</sup>

 **724** persons in an alcohol-related treatment service<sup>7</sup>

Excessive alcohol consumption includes:<sup>2</sup>

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women



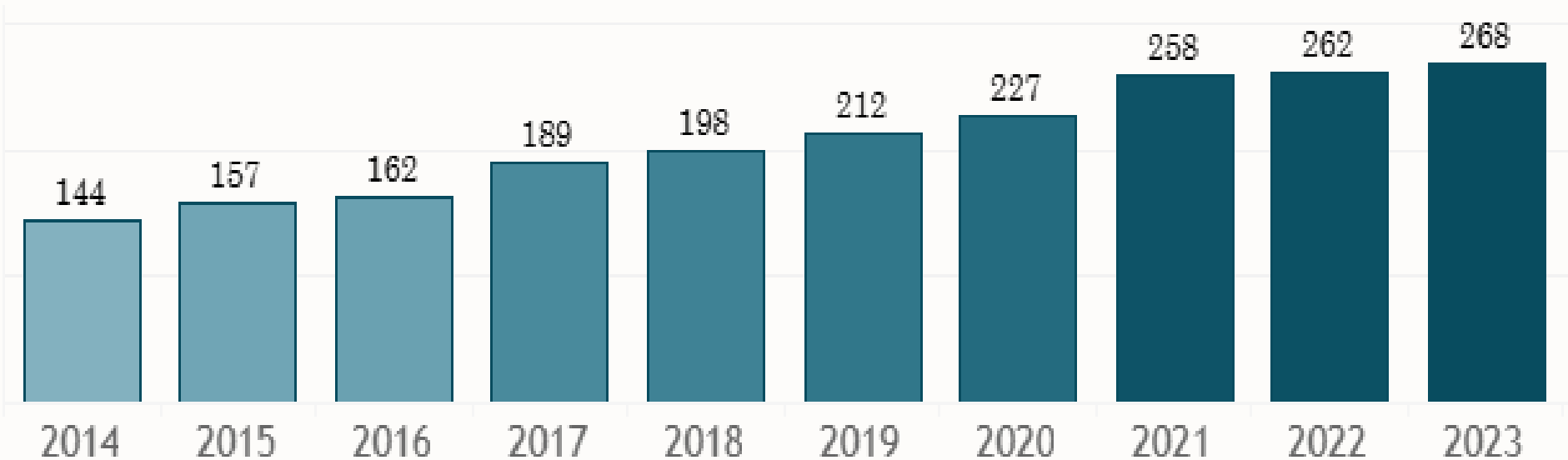
# Alcohol-related crashes – City of Madison Jan '24 – May '25



# Dane County Alcohol-Related Deaths

**Alcohol-related deaths are increasing in Dane County.**

All Alcohol-Attributable Deaths Over Time



# Binge drinking costs Dane County nearly \$398 Million

In Dane County, the estimated annual economic cost of binge drinking is **\$397.7 million**.



# Underage Alcohol Citations - 2024

1,355





# A Public Health Approach

**Prevent and  
reduce impacts of  
substance use on  
individuals and  
community.**



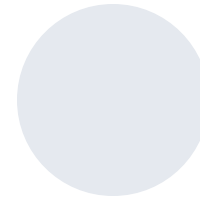
**Prevention**



**Awareness &  
Education**



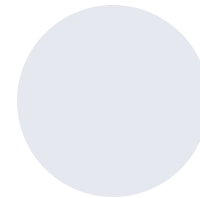
**Policy, Systems &  
Environments**



**Harm Reduction**



**Linkages to Care**



**Stigma Reduction**

# Alcohol Outlet Density: An Evidence-Based Strategy

States permit local governments to regulate alcohol outlet density

Local governments use licensing and/or zoning authority to regulate alcohol outlet density

Regulating alcohol outlet density improves health & saves lives



**Reduced rates of excessive alcohol consumption (including binge and underage drinking)**



**Fewer public nuisance activities and reduced police costs**



**Lower rates of violence**

## Considerations for Local Regulation of Alcohol Outlet Density as a Public Health Strategy



**Gives authority to those who know local conditions best**



**Encourages local residents to engage in decision-making processes**



**Supports community norms that discourage excessive drinking**



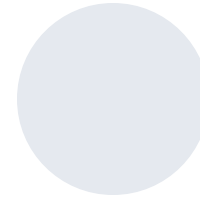
**Empowers local law enforcement agencies to address problems associated with excessive alcohol use**

# Alcohol Outlet Density

**Using policy to  
reduce alcohol  
retailers in a given  
area.**



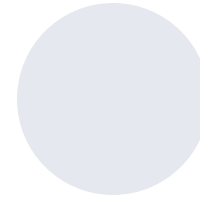
Geographic  
Restrictions



Time/Space  
Restrictions



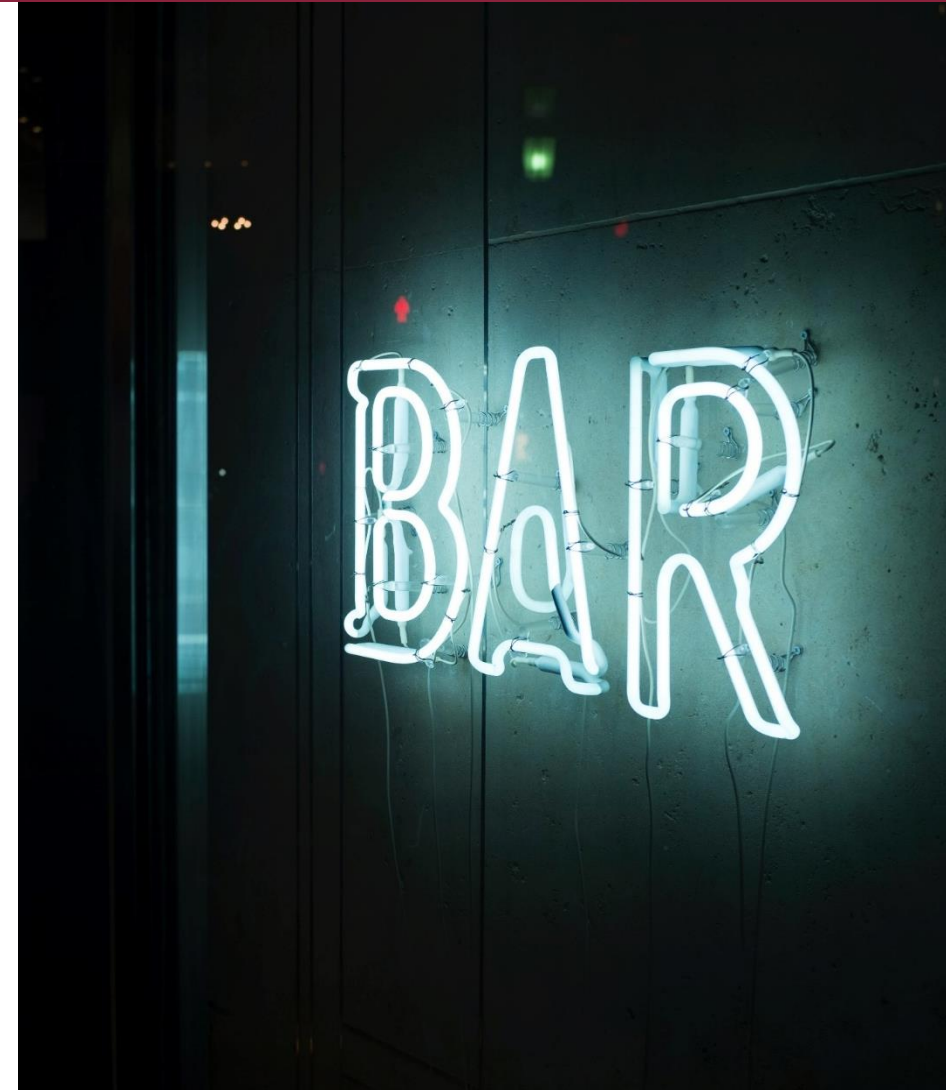
Population-Level  
Restrictions



Commercial  
Restrictions

# What is Place of Last Drink (POLD)?

Place of Last Drink (POLD) is an initiative to identify patterns of alcohol use that lead to law enforcement response and calls for service. Over time, collecting this information will allow departments to identify patterns and areas of concern.



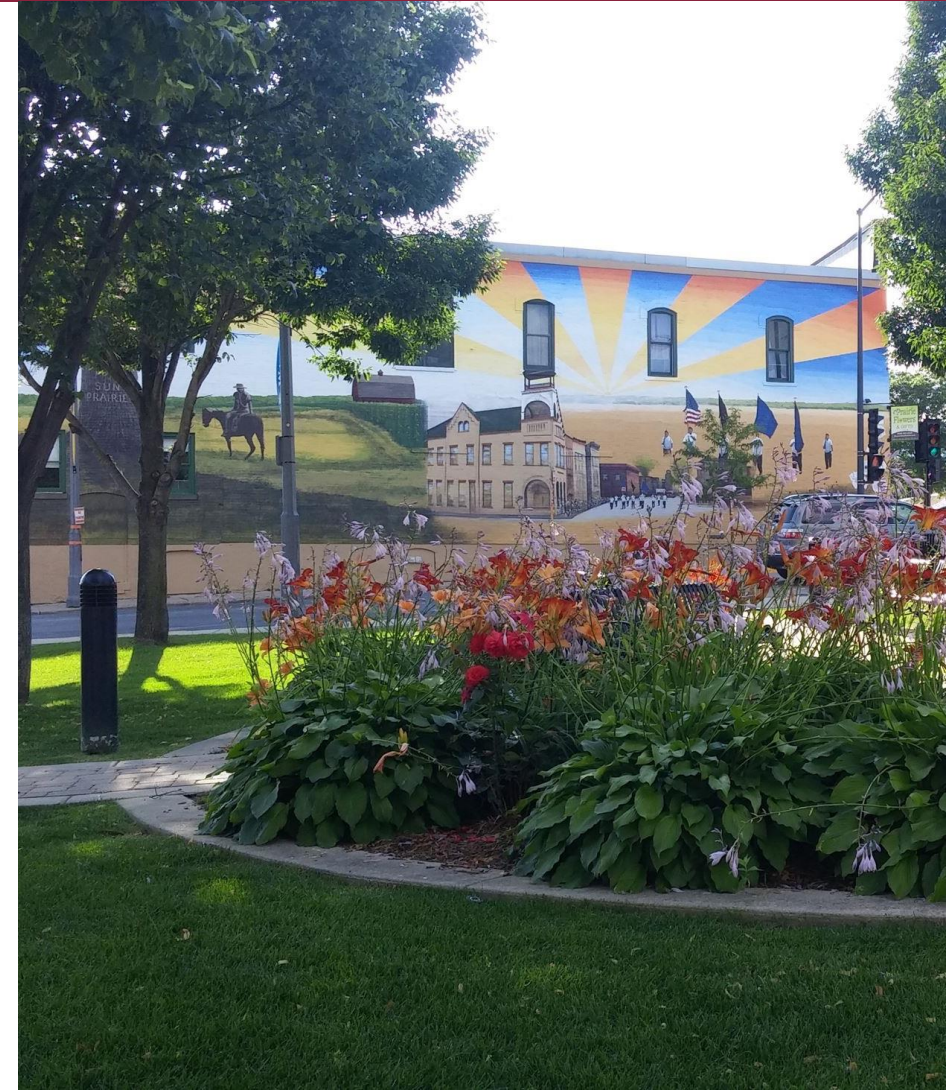


# POLD Collected in Madison

**POLD information is collected in any event in which the officer believes alcohol played a factor:**

## **535 stops in 2024**

- 92 of 534 (17%) named license holder
- 282 of 534 (53%) unknown/refused
- 147 of 534 (28%) generic: e.g. friends, work, residence, 'a bar'
- AVG BAC of .18 (422 of 535 results, 79%)



# State Statute 125.68(3)

**(3)** Restrictions on location. No “Class A” or “Class B” license or permit may be issued for premises the main entrance of which is less than 300 feet from the main entrance of a public or parochial school, tribal school, as defined in s. [115.001 \(15m\)](#), hospital, or church, except that this prohibition may be waived by a majority vote of the governing body of the municipality in which the premises is located. The distance shall be measured by the shortest route along the highway from the main entrance of the school, church, or hospital to the main entrance of the premises covered by the license or permit. The prohibition in this subsection does not apply to any of the following:

**(a)** Premises covered by a license or permit on June 30, 1947.

**(b)** Premises covered by a license or permit prior to the occupation of real property within 300 feet thereof by any school, hospital or church building.

**(c)** A restaurant located within 300 feet of a church or school. This paragraph applies only to restaurants in which the sale of alcohol beverages accounts for less than 50 percent of their gross receipts.

# Licensing Maps



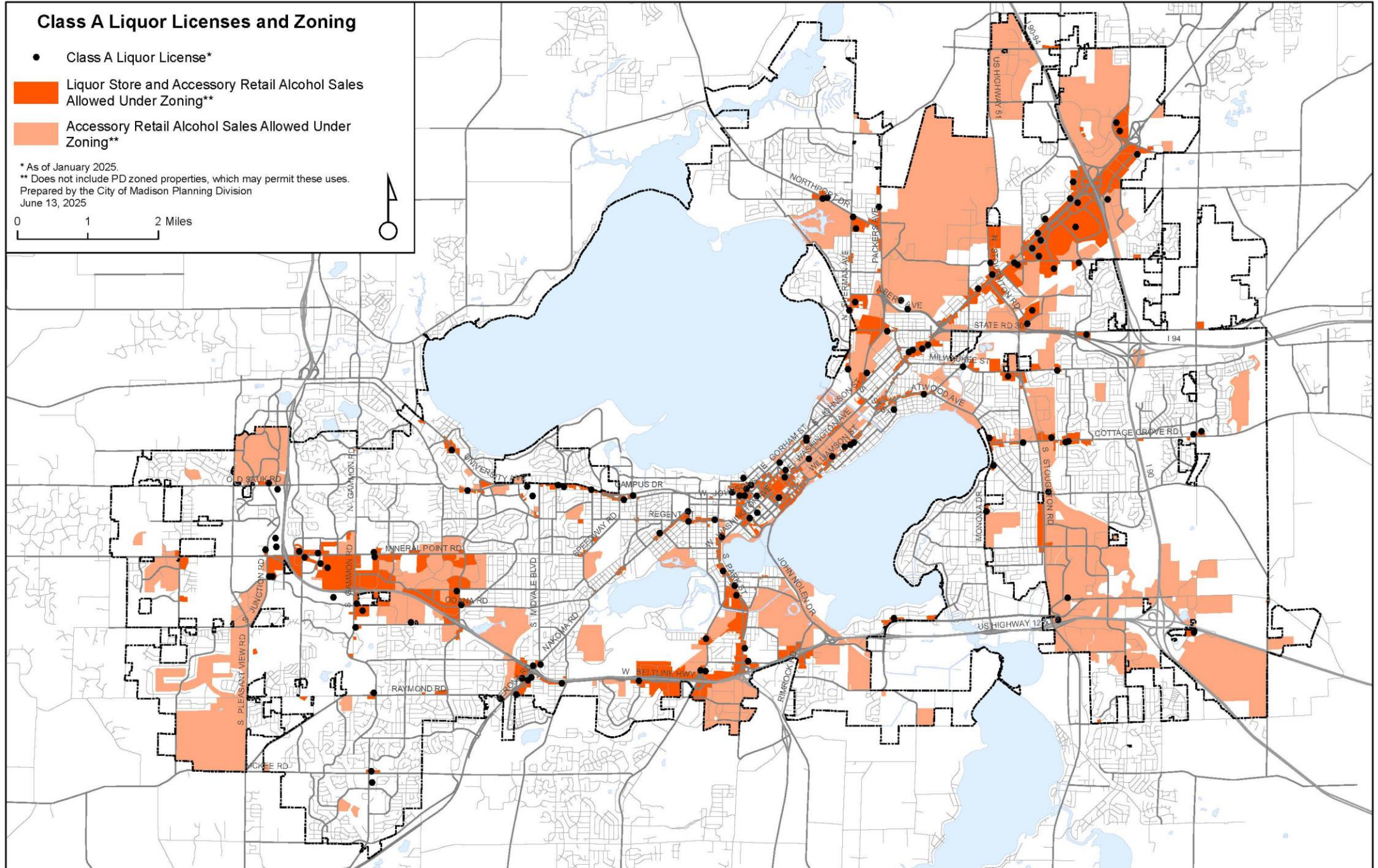
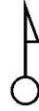
## Class A Liquor Licenses and Zoning

- Class A Liquor License\*
-  Liquor Store and Accessory Retail Alcohol Sales Allowed Under Zoning\*\*
-  Accessory Retail Alcohol Sales Allowed Under Zoning\*\*

\* As of January 2025.

\*\* Does not include PD zoned properties, which may permit these uses.  
Prepared by the City of Madison Planning Division  
June 13, 2025

0 1 2 Miles





**Areas Ineligible for New Liquor Licenses**

- Class A Liquor License
- Class B Liquor License
- Area Ineligible for New Liquor License\*
- Liquor Store and Accessory Retail Alcohol Sales Allowed Under Zoning\*\*
- Accessory Retail Alcohol Sales Allowed Under Zoning\*\*

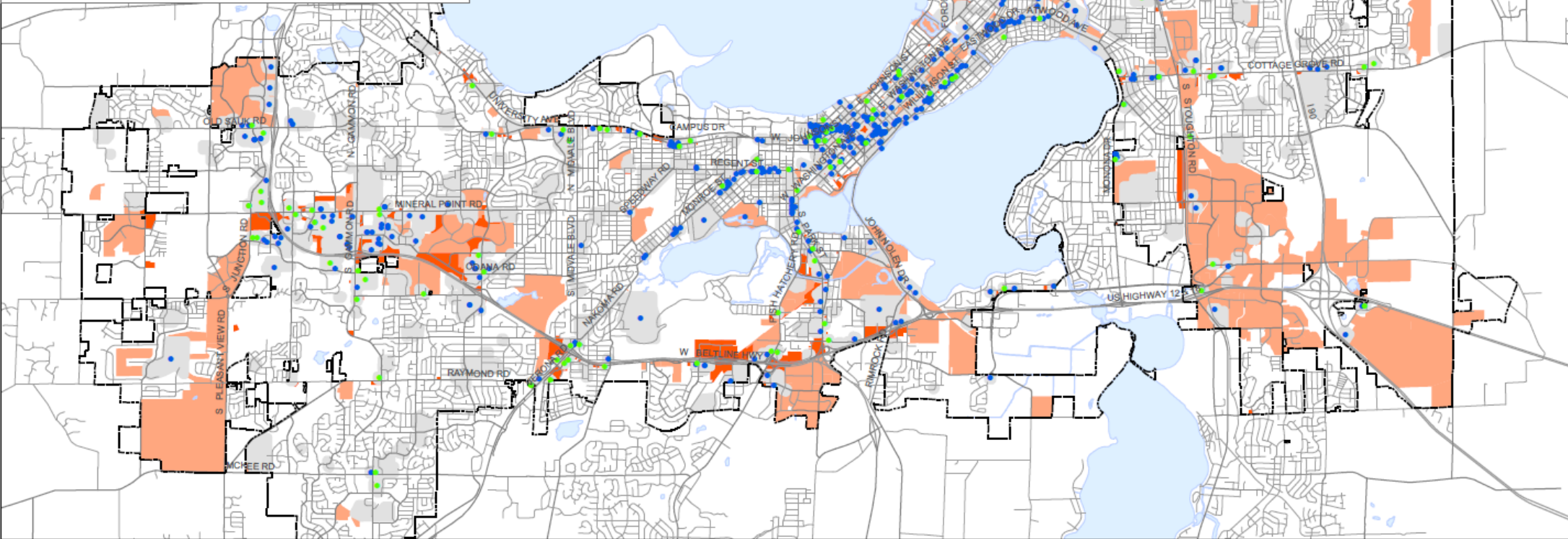
\*300' buffer around parcels containing: public schools, private schools, hospitals, places of worship, public libraries, day or overnight shelters serving the unhoused, substance abuse treatment facilities, Class A licenses, and Class B licenses.  
 \*\* Does not include PD zoned properties, which may permit these uses.  
 Note: Class A licenses from January 2025, Class B licenses from June 2025.  
 Prepared by the City of Madison Planning Division  
 June 18, 2025

0 1 2 Miles

- Area Ineligible for New Liquor License\*
- Liquor Store and Accessory Retail Alcohol Sales Allowed Under Zoning\*\*
- Accessory Retail Alcohol Sales Allowed Under Zoning\*\*

\*\* Does not include PD zoned properties, which may permit these uses.  
Note: Class A licenses from January 2025, Class B licenses from June 2025.

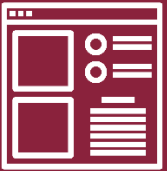
A horizontal number line with three tick marks. The first tick mark is labeled '0', the second is labeled '1', and the third is labeled '2 Miles'.





## **CONTACT ME**

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