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Cc: [Mayor](#); [Rummel, Marsha](#)
Subject: Public Hearing Aug. 15 ALRC Comments
Date: Sunday, August 12, 2018 3:59:39 PM
Attachments: [Madison Alcohol Outlet Density Facts and Recommendations.pdf](#)

Dear ALRC Member,

There are three new licenses under consideration of the ALRC this week that I urge you to consider voting against or at least add additional conditions.

The licenses include a gas station (Go2Stop Inc/Seversin Citgo at 3401 Milwaukee St) and two new nightclubs that will serve liquor and have entertainment (Musonics LLC/Cafe Coda 1224 Williamson St and Frameshift Arts Cafe/The Winnebago Arts Cafe 2262 Winnebago St.). These locations are all located in the 6th Aldermanic District (Marsha Rummel, Alder).

The reasons to oppose these businesses are twofold: they will increase neighborhood alcohol outlet density (see the attached PDF for an overview of the issue), and, the locations of the businesses are in areas where children and families play and attend school.

All three licenses would be in residential neighborhoods. The Arts Cafe is .2 miles from East High School and .4 miles from the Goodman Community Center. Cafe Coda will be located .4 miles from Marquette Elementary and O'Keeffe Middle Schools, and .1 miles from the Goodman Skate Park.

While I am a supporter of arts, culture, small business development and community-building in general, but I do not support the businesses with the emphasis on on alcohol sales is not appropriate at this time.

Sincerely,
Dan Nordstrom

Madison, WI 53703

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Dan Nordstrom, MSSW, CAPSW

Check out my blog at www.addictionmadison.com/blog

Addressing Alcohol Outlet Density in Madison, Wisconsin

Dan Nordstrom, MSSW, CAPSW dan@addictionmadison.com Updated August 12, 2018

Author's Summary

I'm a parent of two school-age children and have lived in the Williamson-Marquette and Schenk-Atwood-Starkweather-Yahara Neighborhoods in Madison, Wisconsin, since 2007. I received a Master of Science degree in Social Work from the University of Wisconsin-Madison, with a concentration in healthcare policy and administration in 2005. My professional background is in disability policy, corrections, healthcare, higher education and mental health counseling with an emphasis on addictions and behavioral health.

Problem Statement

Our City and State's approach to alcohol consumption is problematic and alarming. Wisconsin citizens have higher rates of excessive drinking as well as risk factors and outcomes affecting individuals, families and communities throughout the state. A 2016 report found that Madison residents have the 4th highest percentage of residents who report drinking heavily or engaging in binge drinking.¹ Nationwide, Wisconsin is 2nd place in residents who engage in chronic and heavy drinking.^{2 3} Among women between ages 18-44, Wisconsin has the highest rates of both any alcohol use in the previous month and of binge drinking.⁴

Excessive and binge drinking is associated with a wide number of health, safety, economic and social impacts. Almost all people who drink excessively do not meet the definition of meeting the diagnostic criteria for having a severe alcohol use disorder.⁵ Binge drinking is defined as having a BAC (Blood Alcohol Concentration) above 0.08%, or about 4 drinks in a two hour period for women or 5 drinks for men, while heavy or excessive drinking is defined as consuming more than 8 drinks per week for women or 15 drinks for men.⁶

According to the Wisconsin Alcohol Policy Project, the state's higher drinking rates and negative outcomes are not due to Wisconsin's culture, but rather, are affected by a strong business lobby that opposes limiting the availability of alcohol or by increasing its costs. Wisconsin's problem is caused by the, "4 A's:" of Availability, Attractiveness, Affordability, and Acceptance.⁷

Limiting the harmful use of alcohol and associated impacts by reducing alcohol outlet density is the best way for communities to address the issue, although increasing the price and limiting advertising should also be considered.

This paper will (1) provide an overview of the problem of excessive drinking, (2) urge policymakers to limit alcohol outlet density in the City of Madison and (3) share resources to stakeholders to adopt effective strategies and interventions to limit alcohol outlet density.

¹ Elbow, Stephen. (2016) "Wisconsin takes 12 spots in top 20 for drunkest cities; Madison comes in at No. 4." Wisconsin State Journal website, May 19, 2016.

http://host.madison.com/ct/news/local/city-life/wisconsin-takes-spots-in-top-for-drunkest-cities-madison-comes/article_7452c79c-c500-5cd3-8b4f-1a8ffb019149.html

² America's 2016 Health Rankings. United Health Foundation website. Retrieved from the web on December 20, 2017 at <https://www.americashealthrankings.org/>

³ Wisconsin Epidemiological Profile on Alcohol and Other Drug Use (2014). State of Wisconsin Department of Health Services Division of Mental Health and Substance Abuse Services, Office of Health Informatics, Division of (cont.) Public Health and the the University of Wisconsin Population Health Institute. Retrieved from the web on December 20, 2017 at <https://www.dhs.wisconsin.gov/publications/p4/p45718-14.pdf>

⁴ State Level Estimates of Alcohol Use of Women (2016). Centers for Disease Control. Retrieved from the web on July 24, 2018 at <https://www.cdc.gov/ncbddd/fasd/data-maps-2016.html>

⁵ Esser MB, Hedden SL, Kanny D, Brewer RD, Gfroerer JC, Naimi TS. (2014) Prevalence of alcohol dependence among US adult drinkers, 2009–2011. *Prev Chronic Dis.* 2014;11:140329. Retrieved from the web on March 7, 2018 at <http://dx.doi.org/10.5888/pcd11.140329>

⁶ Alcohol and Public Health Frequently Asked Questions (2018) Centers for Disease Control. Retrieved from the web on July 30, 2018 at <https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking>

⁷ Druke, Galen.(2014) "Wisconsin's Drinking Problem Doesn't Stem From Cultural Heritage, Expert Says" Wisconsin Public Radio website. Retrieved on December 20, 2017 at <http://www.wpr.org/wisconsins-drinking-problem-doesnt-stem-cultural-heritage-expert-says>

The Impact of Alcohol Overuse on Health and Safety

Excessive and chronic drinking contributes to a national epidemic of alcohol abuse, including causing 88,000 alcohol related fatalities per year and high rates of alcohol dependence. Alcohol use is the 4th highest cause of preventable death.⁸ Alcohol is involved in one quarter of suicides,⁹ as well as deaths, illnesses and injuries from fires, drowning, sexual assaults and other violence, alcohol poisoning, fetal alcohol syndrome, miscarriage, risky sexual behaviors, high blood pressure, heart disease, stroke, liver disease, digestive problems, cancer (breast, mouth, throat, esophagus, liver, and colon), depression, anxiety, learning and memory problems, and dementia.¹⁰ A large study found in a 2018 report that there is no safe amount of alcohol use in terms of cancer risk.¹¹

This is especially true for women who are pregnant or trying to conceive.¹² According to national statistics, Fetal Alcohol Spectrum Disorders are observed in between 2-5% of all children, which is a higher prevalence than Autism.¹³

Dementia is found to be twice as high among those diagnosed with alcohol use disorder.¹⁴ Emergency room visits due to heavy drinking are also on the rise. A recent article in the New York Times found that alcohol related ER visits have increased 50% since 2000, as well as finding that cirrhosis of the liver cases in the U.S. have increased after having decreased for decades.¹⁵ Falls are an additional serious problem, mostly affecting citizens over the age of 65.¹⁶

Injuries from motor vehicle accidents and violence can be largely attributed to alcohol use, representing approximately one-third of all traffic fatalities involving automobiles, motorcycles and pedestrians.¹⁷ Children and the elderly pedestrians are especially at risk of injury or death due to intoxicated drivers. Half of all pedestrians killed by cars were killed when either the pedestrian or driver had been drinking. One in every five children under age 15 killed in traffic accidents were pedestrians. People 65 or older were 19% of all pedestrians killed in traffic accidents in 2015.¹⁸ Wisconsin has higher arrest rates than the nation overall for operating a motor vehicle while intoxicated and more than three times the national rate of arrests for other liquor law violations. Our citizens also have the highest rate of self-reported drinking and driving in the country.

⁸ Health Impacts of Alcohol Use. (2017) National Institute on Alcohol Abuse and Alcoholism. Retrieved from the web on December 20, 2017 at <https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/alcohol-facts-and-statistics>

⁹ Rabin, Roni Caryn (2009) Alcohol a Common Factor in Suicides. New York Times. Retrieved from the web on December 20, 2017 at <http://www.nytimes.com/2009/06/19/health/19suicide.html>

¹⁰ Fact Sheets - Alcohol Use and Your Health (2016) Centers for Disease Control. Retrieved on December 20, 2017 at <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm>

¹¹ World Cancer Research Fund and the American Institute for Cancer Research (2018) Recommendations and public health and policy recommendations. Retrieved from the web on May 26, 2018. www.wcrf.org/sites/default/files/Cancer-Prevention-Recommendations-2018.pdf

¹² Alcohol and Pregnancy Questions and Answers (2018). Centers for Disease Control. Retrieved from the web on July 24, 2018 at <https://www.cdc.gov/ncbddd/fasd/faqs.html>

¹³ Fetal Alcohol Spectrum Disorders (FASDs) Data and Statistics (2018). Centers for Disease Control. Retrieved from the web on July 24, 2018 at <https://www.cdc.gov/ncbddd/fasd/data.html>

¹⁴ Schwarzinger, et al. (2018) Contribution of alcohol use disorders to the burden of dementia in France 2008–13: a nationwide retrospective cohort study. The Lancet. Retrieved from the web on Feb. 24, 2018 at <http://cdn.cnn.com/cnn/2018/images/02/20/dementiaalcohol.pdf>

¹⁵ Glasser, Gabrielle. (2017) "America, Can we Talk About Your Drinking?" New York Times. Retrieved on December 31, 2017 at <https://www.nytimes.com/2017/12/29/opinion/sunday/alcohol-binge-drinking.html>

¹⁶ Coutu, Peter (2017). Losing their footing: More Wisconsin seniors are drinking, falling and dying. Cap Times retrieved from the web on March 7, 2017 at http://host.madison.com/ct/news/local/health-med-fit/losing-their-footing-more-wisconsin-seniors-are-drinking-falling-and/article_35c6584e-8c2e-11e7-9f44-9f4244b5c44a.html

¹⁷ Drunk driving crashes, fatalities and injuries (2015). State of Wisconsin, Department of Transportation. Retrieved from the web on December 20, 2017 at <http://wisconsin.gov/Pages/safety/education/drunk-drv/ddcrash.aspx>

¹⁸ Pedestrian Safety. (2015) Centers for Disease Control. Retrieved from the CDC Website on March 4, 2018 at https://www.cdc.gov/motorvehiclesafety/pedestrian_safety/index.html

¹⁹ Nationally, “There are more alcohol-impaired driving deaths per year than deaths attributable to certain cancers, HIV/AIDS, and drownings.” ²⁰

With regard to injuries and deaths due to violence, one study showed, “Approximately 2 in 5 violent deaths and 1 in 4 emergency department visits for violence-related injuries are due to excessive alcohol use.”

²¹ ²² Alcohol is also the most frequently used substance involved in sexual assault, and is found to be used by the survivor, the perpetrator or both in half of all reported cases of sexual assault. ²³

The Impact of Alcohol Overuse on the Economy

Studies have also found an economic burden on states, counties and cities as public safety, human services, legal and medical resources are impacted. A report issued by the Wisconsin Population Health Institute in 2013 found that the cost of alcohol policies in Wisconsin cost taxpayers approximately \$6.8 billion. ²⁴ Nationally, a report released in 2016 by the US Surgeon General found that social costs of alcohol misuse to be \$249 billion. ²⁵ As a comparison, the opioid epidemic causes \$78.5 billion in social costs per year to the country. ²⁶ These costs include the financial impact that communities, states and society in general bear including missed days at work, health and law enforcement costs and deaths. Homelessness is also exacerbated by alcohol and other drug use. ²⁷

The economic health of cities and neighborhoods are adversely affected by higher alcohol outlet density because bars and restaurants crowd out other types of businesses. While bars and restaurants do employ many people in our economic, workers are often not paid as well as in other types of businesses. ²⁸ The city of Madison is currently studying the impact of alcohol outlets on surrounding businesses. ²⁹

Community development is also be diminished as nonprofits, grocery stores, affordable housing and other needed public offerings are not able to withstand the tide of incoming restaurants and bars.

¹⁹ Wisconsin Epidemiological Profile on Alcohol and Other Drug Use (2014). State of Wisconsin Department of Health Services Division of Mental Health and Substance Abuse Services, Office of Health Informatics, Division of Public Health and the the University of Wisconsin Population Health Institute. Retrieved from the web on December 20, 2017 at <https://www.dhs.wisconsin.gov/publications/p4/p45718-14.pdf>

²⁰ National Academy of Sciences, Engineering and Medicine (2018). Key Facts and Recommendations: Getting to Zero Alcohol-Impaired Driving Fatalities. Retrieved from the web on Jan. 30, 2018 at <https://www.nap.edu/resource/24951/011718AlcoholImpairedDrivingfacts.pdf>

²¹ Brewer, Robert (MD) (2015) Reducing Alcohol Outlet Density Can Reduce Violent Crime (2015). Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health, Excessive Alcohol Use Prevention Team. Retrieved from the web on December 20, 2017 at <http://blogs.cdc.gov/pod/2015/05/28/reducing-alcohol-outlet-density-can-reduce-violent-crime/>

²² Zhang X, Hatcher B, Clarkson L, et al. (2015) Changes in density of on-premises alcohol outlets and impact on violent crime, Atlanta, Georgia, 1997-2007. Retrieved from the web on December 20, 2017 at <http://www.preventviolence.info/EvidenceBase?ID=1039>

²³ University of Michigan Sexual Assault Prevention and Awareness Center. Retrieved from the web on December 31, 2017. <https://sapac.umich.edu/article/50>

²⁴ Herzog, Karen (2013) Wisconsin binge drinking exacts \$6.8 billion toll, new report says. Wisconsin State Journal Website. Retrieved on December 20, 2017 at <http://archive.jsonline.com/news/health/wisconsin-binge-drinking-exacts-68-billion-toll-new-report-says-4194g4u-197362241.html>

²⁵ Surgeon General Issues Landmark Report on Alcohol, Drugs, and Health (2016). Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services. Retrieved from the web on December 20, 2017 at <https://newsletter.samhsa.gov/2016/11/29/surgeon-general-report-on-alcohol-drugs-health/>

²⁶ Costs of US prescription opioid epidemic estimated at \$78. 5 billion (2016). Science Daily website. Retrieved from the web on December 20, 2017. <https://www.sciencedaily.com/releases/2016/09/160914105756.htm>

²⁷ Substance Abuse and Mental Health Services Administration. Homelessness and Housing. Retrieved from the web on December 31, 2017. <https://www.samhsa.gov/homelessness-housing>

²⁸ Thompson, Derek. (2017) Restaurants Are the New Factories. The Atlantic. Retrieved from the web on February 19, 2018 at <https://www.theatlantic.com/business/archive/2017/08/restaurant-jobs-boom/536244/>

²⁹ Shelver, Matthew. (2016). Eating, drinking establishments crowding out retail on State Street, mayor tells committee. Badger Herald. Retrieved from the web on February 19, 2018 at <https://badgerherald.com/news/2016/03/16/eating-drinking-establishments-crowding-out-retail-on-state-street-mayor-tells-committee/>

Alcohol Outlet Density

Alcohol availability can be measured by comparing Alcohol Outlet Density by population. Alcohol outlets include all, “gas stations, bars, liquor stores, tasting rooms and restaurants.”³⁰ Dane county has a rate of 1 alcohol outlet for every 440 residents. While this rate is lower than the state average of one outlet per 330 residents, it is higher than the national average of one outlet per 1,400 residents.³¹ In Aldermanic District 6 I found there to be one outlet per approximately 150 residents per outlet (approximately 90 outlets for 13,500 residents).³² A google map of all alcohol outlets in Aldermanic District 6 is available on my personal website.³³

The impacts on the areas where there is a high concentration of alcohol outlets are well understood a meta-study published in 2008 found that, “Neighborhoods where bars, restaurants and liquor and other stores that sell alcohol are close together suffer more frequent incidences of violence and other alcohol-related problems.”³⁴

Conclusion and Recommendations:

The widespread availability of alcohol has a negative economic and public health impact on our city and state, and it is getting worse. The trend will continue without effective municipal and state policies to balance the availability of alcohol with the public interest. Limiting alcohol outlet density is an effective method to save taxpayer dollars, help the local economy and improve public health and to prevent violence, crime, injuries and death.

Madison did impose a moratorium on new taverns in the downtown area from 2007-2014, but failed to include restaurants in the ordinance.³⁵ A proposal in Madison that is currently being considered would restrict alcohol sales at all types of alcohol outlets.³⁶

The City of Madison should impose a moratorium on new alcohol outlet licenses in neighborhoods in excess of alcohol outlets at a rate of 1 per 400 residents in each aldermanic district. Furthermore, alcohol should be limited in locations adjacent to places where children are present including schools, parks, churches, community centers and other public places.

Furthermore, the City of Madison and State of Wisconsin should explore increasing taxes on alcohol sales, limits of drink specials, limits on public advertising of alcohol, limits on outdoor seating at bars and restaurants that serve alcohol, limiting alcohol services at athletic and community events, and increasing funding for the prevention of alcohol misuse through public safety, human services and public health agencies.

³⁰ Alcohol License Overview for Dane County (2012) State of Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services, Bureau of Prevention Treatment and Recovery and the University of Wisconsin Law School, the Resource Center on Impaired Driving, and the Wisconsin Alcohol Policy Project. Retrieved on December 20, 2017 at <https://www.dhs.wisconsin.gov/publications/p0/p00778-dane.pdf>

³¹ Alcohol, Culture and Environment Workgroup Recommendations (2010) Wisconsin State Council on Alcohol and Other Drug Abuse, Prevention Committee, Alcohol, Culture and Environment Workgroup. Retrieved on December 20, 2017 at https://media.law.wisc.edu/s/c_903/9n2zm/changing_wisconsins_alcohol_environment.pdf

³² City of Madison list of Alcohol License recipients in District 6. Population data is an estimate based on 2010 census data. Information gathered by the author of this paper. Retrieved from the web on December 20, 2017 at <http://www.cityofmadison.com/>

³³ Map of alcohol outlets in Madison's 6th Aldermanic Ward. Data compiled from the City of Madison website at <http://www.cityofmadison.com/> Map created by the author of this paper. Retrieved from the web on Feb. 5, 2018 at <http://www.addictionmadison.com/blog/current-alcohol-outlet-licenses-in-madisons-6th-aldermanic-district>

³⁴ Stewart, Kathryn. (2008). How Alcohol Outlets Affect Neighborhood Violence. Pacific Institute for Research and Evaluation, Prevention Research Center, UC-Berkeley. Retrieved from the web on December 20, 2017 at <http://resources.prev.org/documents/AlcoholViolenceGruenewald.pdf>

³⁵ Kliese, Jennifer. (2014) Madison adopts new alcohol licensing policy. WKOW Television News website. Retrieved from the web on December 20, 2017 at <http://www.wkow.com/story/25203762/2014/04/Wednesday/madison-adopts-new-alcohol-licensing-policy>

³⁶ Rickert, Chris. (2017) Soglin to propose moratorium on new liquor licenses for Downtown restaurants. Madison.com. Retrieved from the web on February 19, 2018 at http://host.madison.com/wsj/news/local/govt-and-politics/soglin-to-propose-moratorium-on-new-liquor-licenses-for-downtown/article_83488d0d-03b8-5ff1-b5db-5ead011fc5ae.html

The following organizations, government bodies and scientific research agencies support limiting alcohol outlet density. The links provide further recommendations on how to calculate alcohol outlet density and how to address it at state and local levels.

Academic Research Centers

- Johns Hopkins Bloomberg School of Public Health, Center on Alcohol Marketing and Youth (CAMY) & Community Anti-Drug Coalitions of America (CADCA) “Regulating Alcohol Outlet Density: An Action Guide”
http://www.camy.org/_docs/research-to-practice/place/alcohol-outlet-density/outlet-density-strategizer-nov-2011.pdf
- Temple University Center for Public Health Law Research ³⁷
- University of Wisconsin Law School Wisconsin Alcohol Policy Project ³⁸
- University of Wisconsin School of Medicine and Public Health - Population Health Institute ³⁹ “What Works for Health: Policies and Programs to Improve Wisconsin’s Health”
<http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=13&t3=38&id=74>

Professional Associations

- American College of Preventive Medicine ⁴⁰
- American Society of Clinical Oncology ⁴¹
- Association for Prevention Teaching and Research ⁴²
- National Academies of Sciences, Engineering, and Medicine ⁴³
- National Academy of Sciences Institute of Medicine; Board on Population Health and Public Health Practice; Committee on Public Health Strategies to Improve Health ⁴⁴
- World Cancer Research Fund and the American Institute for Cancer Research ⁴⁵

Government and Intergovernmental Organizations

- Centers for Disease Control (CDC) Community Preventive Task Force Recommendations and Guide for Measuring Alcohol Outlet Density <http://www.thecommunityguide.org/alcohol/index.html> and <https://www.cdc.gov/alcohol/pdfs/CDC-Guide-for-Measuring-Alcohol-Outlet-Density.pdf>
- State of Wisconsin Department of Health Services, Division of Public Health (<https://www.dhs.wisconsin.gov/dph/index.htm>)
- State of Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services, Bureau of Prevention Treatment and Recovery (<https://www.dhs.wisconsin.gov/aoda/sitemap.htm>) Wisconsin State Council on Alcohol and Other Drug Abuse, Prevention Committee: Alcohol, Culture and Environment Workgroup Recommendations https://media.law.wisc.edu/s/c_903/9n2zm/changing_wisconsins_alcohol_environment.pdf
- World Health Organization ⁴⁶

³⁷ Temple University Center for Public Health Law Research (2012) “The Effect Of Laws Reducing Alcohol Outlet Density On Alcohol Related Harms” retrieved from the web on March 7, 2018 at <http://publichealthlawresearch.org/product/effect-laws-reducing-alcohol-outlet-density-alcohol-related-harms>

³⁸ Wisconsin Dept. of Health Services (2012) “Alcohol License Overview for Dane County” retrieved from the web on March 7, 2018 at <https://www.dhs.wisconsin.gov/publications/p0/p00778-dane.pdf>

³⁹ Wisconsin Dept. of Health Services (2014) “Wisconsin Epidemiological Profile on Alcohol and Other Drug Use” retrieved from the web on March 7, 2018 at <https://www.dhs.wisconsin.gov/publications/p4/p45718-14.pdf>

⁴⁰ Campbell, CA, et. al. The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms (2009) Published by the American Journal of Preventive Medicine and retrieved from the web on March 7, 2018 at <https://www.ncbi.nlm.nih.gov/pubmed/19944925>

⁴¹ LoConte, Noelle. (2018) Alcohol and Cancer: A Statement of the American Society of Clinical Oncology retrieved from the web on March 7, 2018 at <http://ascopubs.org/doi/full/10.1200/JCO.2017.76.1155>

⁴² Romney, Martha. (2014) Public Health Learning Module 6 - Substance Use: Addressing Addiction and Emerging Issues. The Assoc. For Prevention Teaching and Research. Retrieved from the web on March 7, 2018 at http://www.aptrweb.org/?PHLM_06

⁴³ Getting to Zero Alcohol-Impaired Driving Fatalities: A Comprehensive Approach to a Persistent Problem <http://www.nationalacademies.org/hmd/reports/2018/getting-to-zero-alcohol-impaired-driving-fatalities.aspx>

⁴⁴ For the Public’s Health: Revitalizing Law and Policy to Meet New Challenges (2011) <https://www.nap.edu/catalog/13093/for-the-publics-health-revitalizing-law-and-policy-to-meet>

⁴⁵ World Cancer Research Fund and the American Institute for Cancer Research (2018) Recommendations and public health and policy recommendations. Retrieved from the web on May 26, 2018. www.wcrf.org/sites/default/files/Cancer-Prevention-Recommendations-2018.pdf

⁴⁶ Preventing violence by reducing the availability and harmful use of alcohol (2009) <http://apps.who.int/iris/handle/10665/44173>