

BURDEN OF RISKY ALCOHOL USE LA CROSSE COUNTY JULY 1, 2015 UPDATE

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Changing the Culture of Risky Drinking Behavior Coalition,
a partnership between the La Crosse Medical Health Science Consortium
and the Injury Research Center at the Medical College of Wisconsin

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ALCOHOL USE

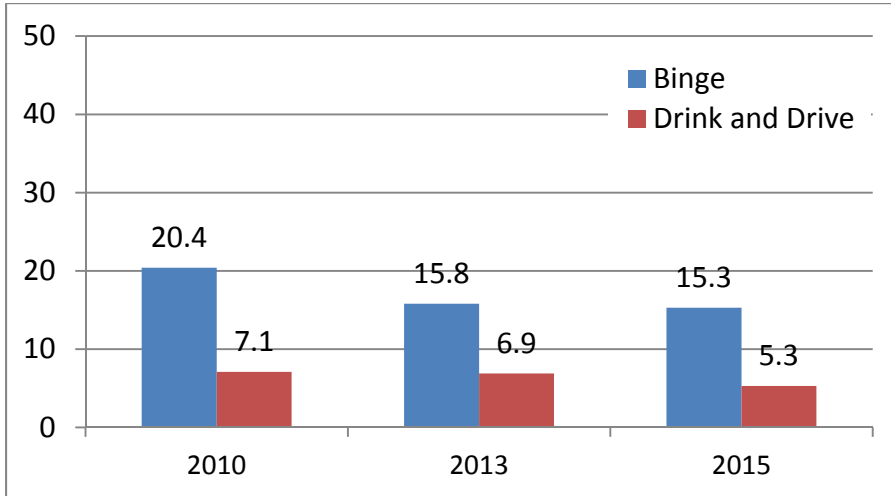
Definitions:

Binge drinking: 4 or more drinks for females, 5 or more drinks for males on one occasion

Drink and Drive: Driven after having too much to drink

Heavy Drinking: 1 drink daily for females, 2 drinks daily for males

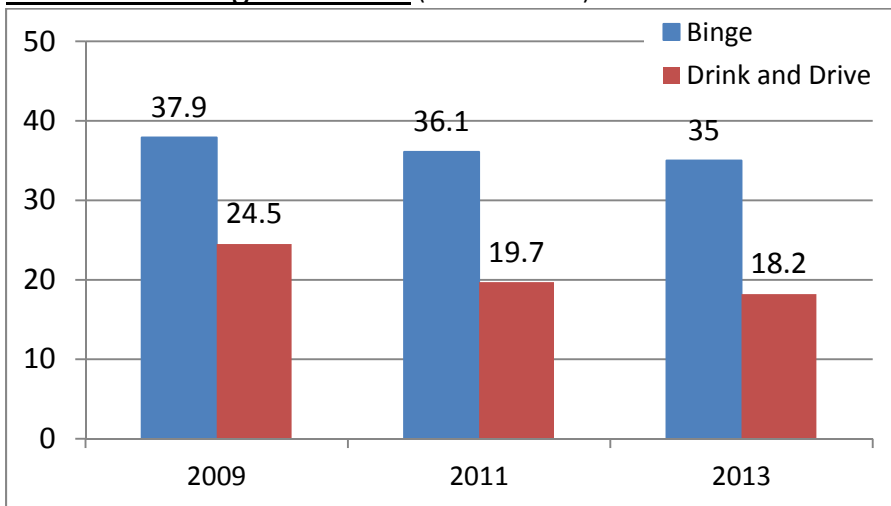
La Crosse County High School Youth (Source: YRBS)



The rate of binge drinking and drinking and driving has declined among La Crosse County High School youth from 2010 to 2015.

	<u>Binge</u>	<u>Drink & Drive</u>
US	20.8%	10.0%
WI	18.4%	8.9%

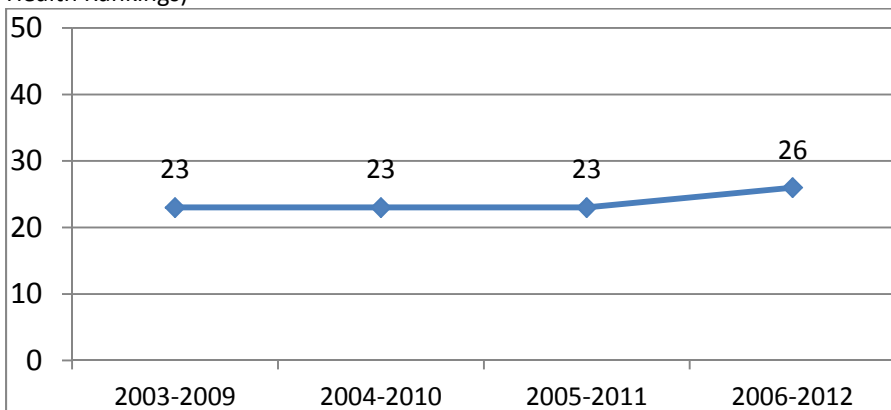
La Crosse College Students (Source: NCHA)



The rate of binge drinking and drinking and driving has declined among college students attending University of Wisconsin-La Crosse, Viterbo University, and Western Technical College from 2009 to 2013.

	<u>Binge</u>	<u>Drink & Drive</u>
US	42.0%	14.0%

La Crosse County Adults – Excessive Alcohol Use (Binge or Heavy Drinking) (Source: BRFSS, County Health Rankings)



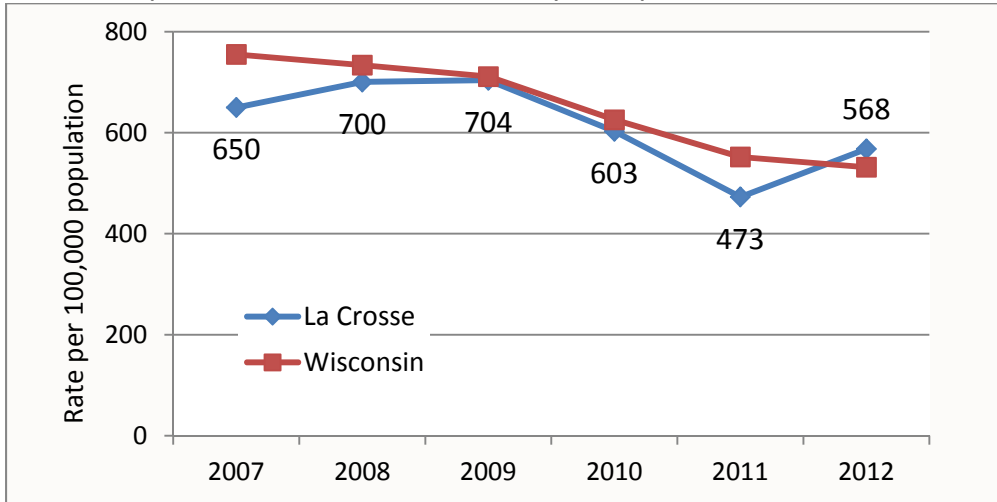
The rate of excessive alcohol use among La Crosse County adults has increased in recent years.

La Crosse County adults' excessive alcohol use is higher than the Wisconsin average of 24%.

Wisconsin's excessive alcohol use is higher than any other state in the Nation.

ALCOHOL CONSEQUENCES (Source: <https://wilenet.org/html/justice-programs/programs/justice-stats/index.htm>)

OWI Rate per 100,000 La Crosse County Compared to State 2007-2012



The OWI rate for La Crosse County and Wisconsin has been declining, although in 2012, the rate increased for La Crosse County.

OWI in La Crosse County by Jurisdiction Compared to State Arrests 2007-2012

	2007	2008	2009	2010	2011	2012
Bangor	4	8	6	0	0	6
Campbell	26	17	12	10	4	20
Holmen	12	11	21	12	14	20
County Sheriff	77	179	146	147	125	127
La Crosse	506	439	458	400	283	350
(% of county total)	(67.9%)	(54.7%)	(56.8%)	(57.9%)	(52.2%)	(53.7%)
Onalaska	92	106	126	84	76	80
UW-La Crosse	16	23	23	23	28	26
West Salem	12	20	15	15	12	22
County total	745	803	807	691	542	651
State total	42941	41736	40446	35577	31387	30234

The La Crosse Police Department arrests account for over half of the county's OWI arrests, although this percentage has declined a bit since 2007.

Liquor Law Violations¹ in La Crosse County by Jurisdiction Compared to State Arrests 2007-2012

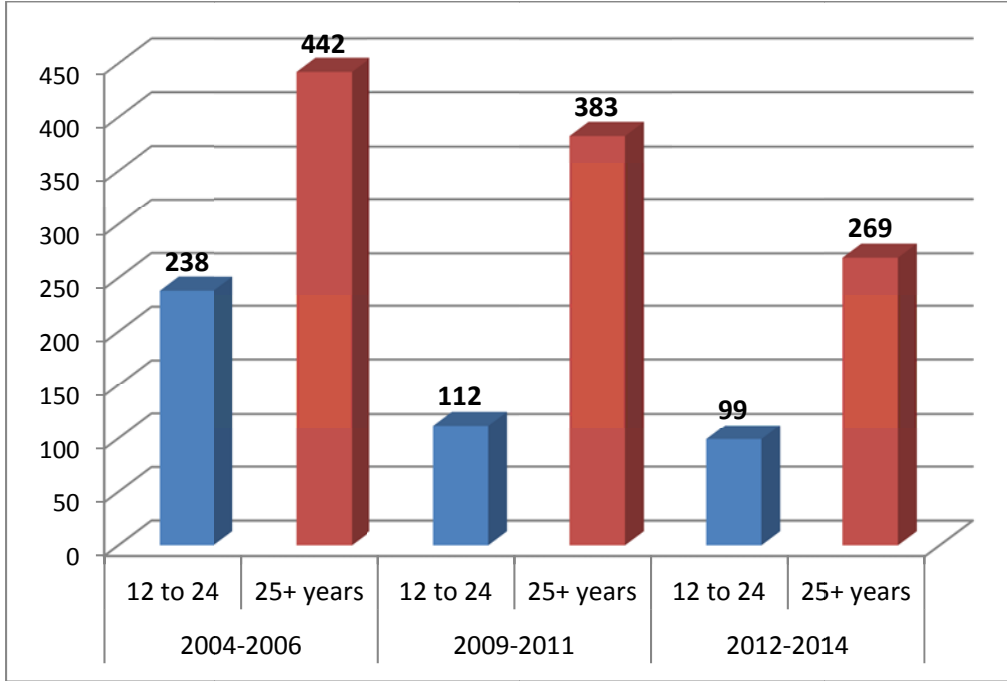
	2007	2008	2009	2010	2011	2012
Bangor	0	2	5	3	3	2
Campbell	29	22	24	24	4	19
Holmen	36	45	46	17	17	32
County Sheriff	137	112	156	138	127	71
La Crosse	1835	1789	1353	788	848	1160
(% of county total)	(75.9%)	(76.1%)	(66.4%)	(50.0%)	(56.5%)	(63.6%)
Onalaska	87	121	138	163	162	123
UW-La Crosse	278	258	316	441	334	401
West Salem	15	2	0	1	7	16
County total	2417	2351	2038	1575	1502	1824
State total	43996	41958	37803	31768	24834	26526

The La Crosse Police Department arrests account for 60-70% of the county's Liquor Law Violations, although this percentage has declined a bit since 2007.

¹Violations of state or local laws or ordinances prohibiting the manufacture, sale, purchase, transportation, possession, or use of alcoholic beverages, not including driving under the influence and drunkenness

ALCOHOL CONSEQUENCES

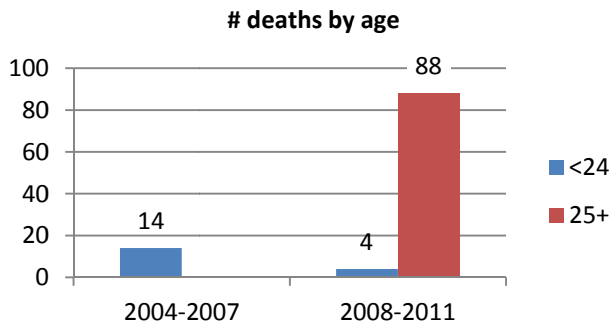
Alcohol Related Emergency Room Visits by Age (Source: Gundersen Health System)



The number of alcohol-related emergency room visits has declined since 2004-2006 for all ages.

Alcohol-related emergency room visits are not a college-age phenomenon.

Alcohol Related Deaths – La Crosse County (Source: La Crosse County Medical Examiner’s Office)



Alcohol-related deaths 2008-2011			
Cause of Death:	15-24	25+	Total
Motor Vehicle Crash	1	8	9
Drowning	1	0	1
Fall	0	3	3
Hypothermia	0	1	1
Suicide/gun shot	1	7	8
Alcohol Poisoning	1	12	13
Chronic abuse	0	56	56
Undetermined	0	1	1

The rate of alcohol-related deaths in 15-24 year old adults has decreased substantially from 2004-2007, in which there were 14 deaths compared to 4 deaths from 2008-2011. There has been only 1 alcohol-related drowning since 2007. Unfortunately, alcohol played a significant role in the deaths of many people in La Crosse County suffering from chronic alcohol abuse. These deaths tend to go unreported in the media.

The 2013 Cost of Excessive Alcohol Use in La Crosse County (Source: <http://uwphi.pophealth.wisc.edu/>)

Healthcare ¹	\$11.5 million
Lost Productivity ²	\$75.8 million
Other: Criminal Justice System, Motor Vehicle Crashes, and Other Consequences ³	\$17.7 million
Total:	\$105 million annually
Cost per La Crosse County Resident	\$915.72 annually

The estimated total annual economic cost of excessive drinking in Wisconsin is \$6.8 billion, and over \$100 million for La Crosse County.

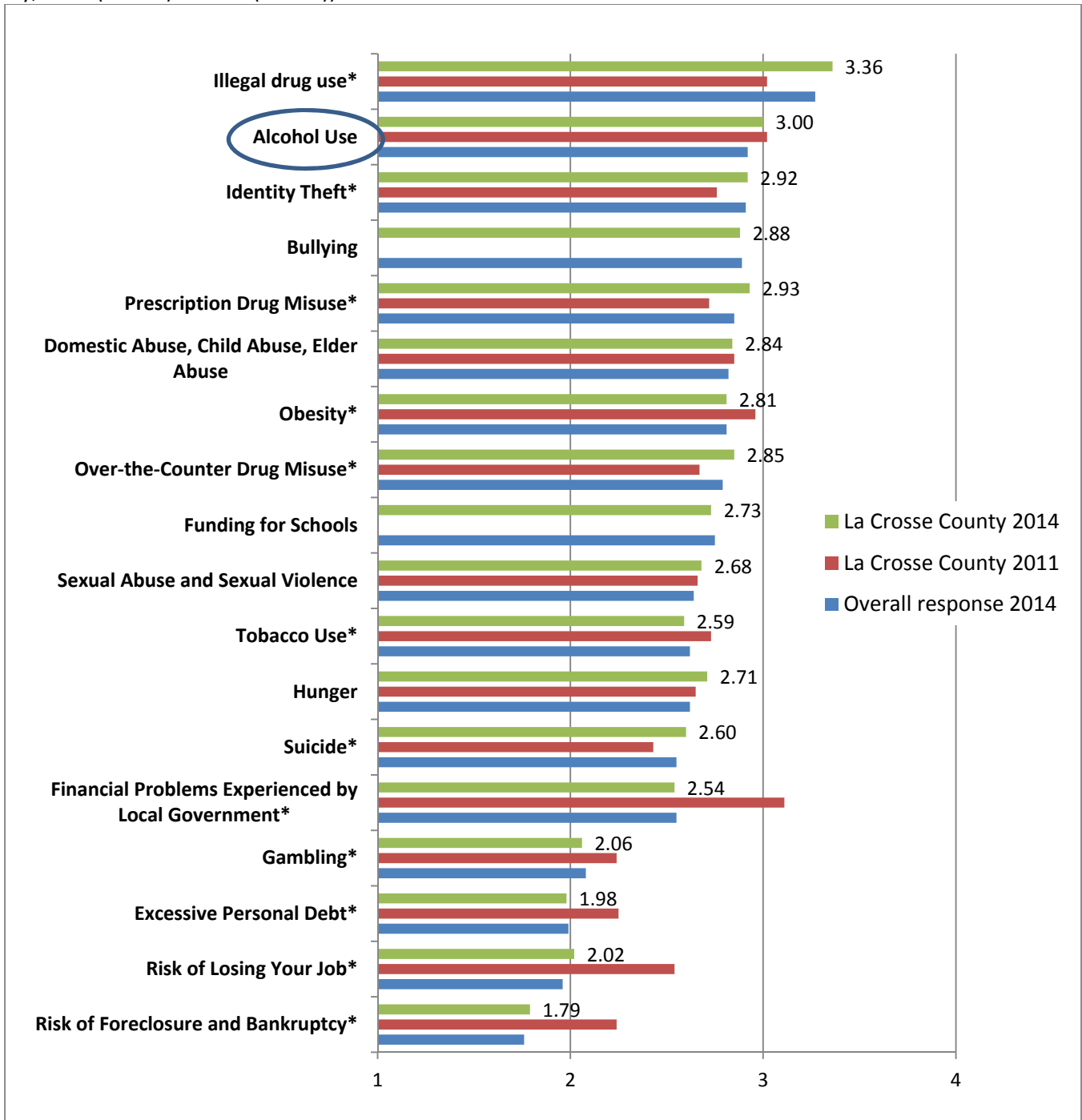
¹ Healthcare: specialty care for abuse/dependence, hospitalizations for 54 Alcohol-Related Disease Impact (ARDI) conditions (primary diagnosis only), Fetal alcohol syndrome, health insurance administration, prevention and research, ambulatory care for the ARDI conditions (primary diagnosis only), nursing home costs, training of substance abuse and mental health professionals.

² Productivity: estimated earnings levels, lost productivity while at work, home, or while institutionalized, premature mortality, incarceration of perpetrators, absenteeism, crime (loss of work among victims), Fetal alcohol syndrome.

³ Other: criminal justice (police, court system, corrections, legal costs), motor vehicle crashes, fire losses, crime victim property damage, Fetal alcohol syndrome – special education.

COMMUNITY CONCERNS REGARDING ALCOHOL USE

Concern for Issues in the Community - La Crosse County Residents (source: COMPASS NOW – Random Household Survey, 2011 (N=520) & 2014 (N=435))



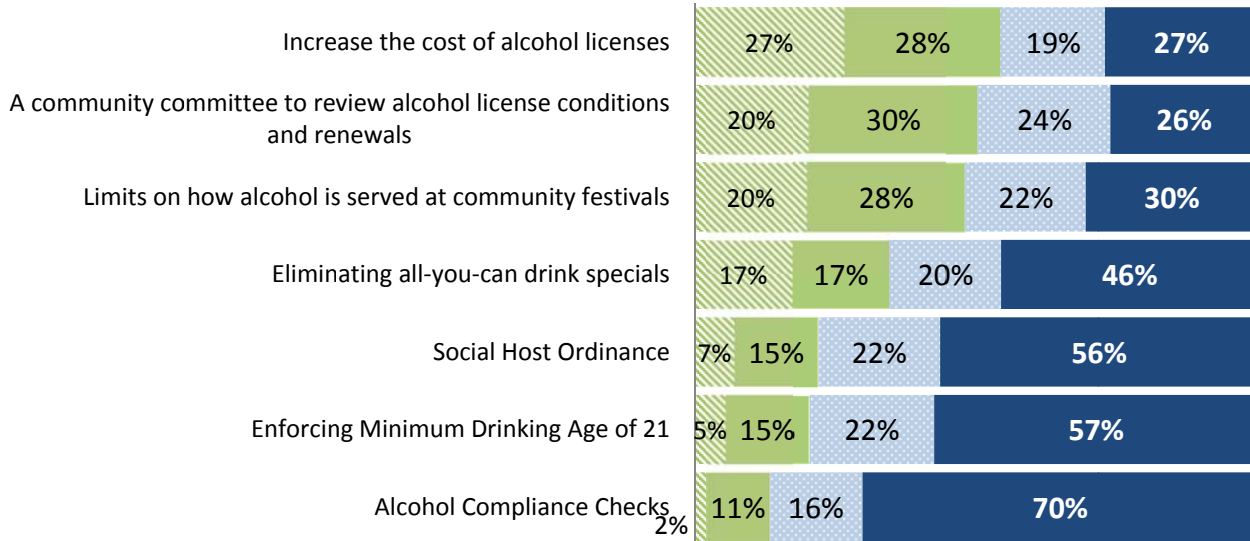
1=No Concern, 4=Very Concerned (*indicates a significant difference in mean level of concern from 2011 to 2014)

United Way and partners completed a random household survey as part of the Community Needs Assessment (COMPASS Now) in 2011 & 2014. Given a list of 18 community issues, **alcohol was rated as the number 2 community concern in 2014, behind illegal drug use.**

COMMUNITY SUPPORT FOR POLICY CHANGES

Community Support for Alcohol Strategies, 2014 (Source: Community Perceptions Survey, 2014 Random Household Survey in La Crosse County, N=405)

■ Not at all Supportive
 ■ Somewhat Supportive
 ■ Mostly Supportive
 ■ Completely Supportive



Changing the Culture of Risky Drinking Behavior Coalition and partners completed a random household survey in La Crosse County. Residents were **very supportive** of alcohol compliance checks, enforcing the minimum drinking age, and Social Host ordinances (>75% saying mostly or completely supportive) More than 50% of residents were **moderately supportive** of eliminating all you can drink specials, limiting how alcohol is served at community festivals, and a committee to review alcohol license conditions. Only 46% of residents were supportive of increase the cost of alcohol licenses.

TAVERN OWNER SURVEY - 2010

In 2010 20 Tavern Owners were interviewed by Changing the Culture of Risky Drinking Behavior Coalition, N=20; 13 were Tavern League Members)

- What should be done about binge drinking in our community?

Transportation – need more taverns on board with safe ride, improve taxi service

Education – more education among staff that serve alcohol

Drink specials – no drink specials, reduce the number of free alcohol give-a-ways

Over-serving – Responsible Beverage Server Training

Penalties – fines, alcohol classes for people who receive alcohol-related tickets

- Receptivity to policy changes:

54% Yes “as long as everyone had to abide by the same standards”, “responsible ones would be receptive to positive change”

31% Depends “dependent upon clientele”, “as long as it doesn’t affect business”

15% No

“All you can drink (AUCD) specials are stupid. It takes the value out of the product. People try to get a deal, and will drink as much as they can in a short period of time, especially if they want to go to another bar. Drink specials are fine, any business will have specials to attract business. But, if you buy a wristband, and you set your drink down and you can’t find it, you will just go get another drink. If you have to pay as you go, chances are you won’t forget where you put your drink due to the cost of having to buy another one. AUCD specials takes the complete value out of the product, and chances are, the bar ends up throwing away a lot of alcohol and making more drinks than necessary. If you are a good bar, you shouldn’t have to offer AUCD specials. You should want to get to know your customers.” - Tavern Owner

