SEOW Overview

- Who and what is the SEOW?
- Our Mission
- Our Funding
- Our Future
Today’s Goals

- What is excessive drinking?
- What is the impact?
- What can be done about it?
EXCESSIVE DRINKING INCLUDES:

- **Binge Drinking**
  - For women, binge drinking is 4 or more drinks consumed on one occasion.*
  - For men, binge drinking is 5 or more drinks consumed on one occasion.*
  - Any alcohol use by pregnant women

- **Heavy Drinking**
  - For men, heavy drinking is 15 drinks or more per week.
  - For women, heavy drinking is 8 drinks or more per week.

- **Underage Drinking**
  - Any alcohol use by those under age 21

- **Any Alcohol Use**

*One occasion = 2-3 hours
What is considered a “drink”?

U.S. Standard Drink Sizes

- 12 ounces of 5% ABV beer
- 8 ounces of 7% ABV malt liquor
- 5 ounces of 12% ABV wine
- 1.5 ounces of 40% ABV (80-proof) distilled spirits or liquor (Examples: gin, rum, vodka, whiskey)

Source: https://www.cdc.gov/alcohol/onlinemedia/infographics.html
9 out of 10 excessive drinkers are not alcohol dependent.

89.8%
Excessive Drinkers
Who Are Not Dependent

10.2%
Excessive Drinkers
Who Are Dependent

Source: Esser et al, Preventing Chronic Disease (2014)
Reduce Excessive Drinking to Build Healthier Communities

One in five adults in Colorado drinks alcohol excessively. Excessive drinking can cause injuries, violence, and chronic disease.

Excessive drinking cost Colorado $5 billion in 2010, with almost half of the cost paid by taxpayers. This is similar to the cost of providing 150,000 students in Colorado with four years of college tuition.

Effective policies to reduce excessive drinking:
- Limit alcohol outlet density
- Limit days and hours of sale
- Strengthen liability laws
- Increase alcohol taxes

Evidence-Based Policies to Reduce Excessive Drinking

Limit Alcohol Outlet Density
Density refers to how many and how close together alcohol outlets (such as bars, restaurants, or liquor stores) are in an area. High alcohol outlet density increases excessive drinking, along with disorderly conduct, public nuisance, and property damage.

Limit Days and Hours of Sale
Colorado allows the sale of alcohol up to seven days a week, 19 hours a day. Extending hours of sale can increase motor vehicle crashes, emergency room visits, alcohol-related injuries, and violent crimes.

Strengthen Liability Laws
A licensed alcohol establishment can be sued for knowingly selling alcohol to a person under the age of 21 or a visibly intoxicated person in Colorado. Strengthening these laws can reduce excessive drinking and related harms such as alcohol-impaired driving, crashes, and fatalities.

Increase Alcohol Taxes
Even a small increase in the price of alcohol can lead to reductions in excessive drinking. The current excise tax in Colorado is only one cent for a 12-ounce beer, which is the third-lowest beer tax in the country.

For more information visit the Colorado State Epi Outcomes Workgroup website: https://tinyurl.com/coloradoexow
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Sources: Behavioral Risk Factor Surveillance Survey (2016); CDC Fact Sheet "Alcohol Use and Your Health"; Sacks et al AJPM (2015); Colorado Higher Education Student отметить.
Evidence-Based Policies to Reduce Excessive Drinking

- Limit alcohol outlet density
- Limit days and hours of sale
- Strengthen liability laws
- Increase alcohol taxes
Limit Alcohol Outlet Density

- Applying regulatory authority (e.g. licensing, zoning, nuisance ordinances) to reduce density or limit the increase of density of alcohol outlets.

- Alcohol outlet - a place where alcohol is legally sold for the buyer to drink on-premises (e.g. bars, restaurants) or off-premises (e.g. liquor stores).

Sources: Campbell et al, AJPM (2009); US Preventive Services Take Force: “Regulation of Alcohol Outlet Density.”
Limit Days and Hours of Sale

Maintain existing limits (e.g. limit extending hours at liquor stores)

Expand current limits (e.g. reduce # of hours a bar may be open)

Sources: Middleton et al, AJPM (2010); Hahn et al, AJPM (2010); US Preventive Services Take Force: “Maintaining Limits on Days of Sale”; US Preventive Services Take Force: “Maintaining Limits on Hours of Sale”
Strengthen Liability Laws

Liability to the licensee of an alcohol outlet if a patron is served and then causes harm, including death, injury, or other damages to another person.

Sources: Rammohan et al, AJPM (2011); US Preventive Services Take Force: "Dram Shop Liability"
Increase Alcohol Taxes

- Alcohol excise taxes are charged to the manufacturers or the first licensee to receive alcohol from out-of-state.

Sources: Elder et al, AJPM (2010); US Preventive Services Task Force: "Increasing Alcohol Taxes"
Increase Alcohol Taxes

- Current excise tax rate by alcohol type:
  - Beer = $0.01 per drink
  - Wine = $0.01 per drink
  - Spirits = $0.03 per drink

- Economic cost of excessive drinking:
  - $2.14 for each drink sold

Sources: Naimi et al, Journal of Studies on Alcohol and Drugs (2018); Sacks et al, AJPM (2015)
Increase Alcohol Taxes

- Taxable at the local level
  - Portion of funds generated from taxes support prevention efforts

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- Nationally one of the states with the lowest alcohol excise taxes
  - Not taxable at local level
  - Taxes do not support prevention efforts

*If local governments (e.g. cities and towns) levy a cigarette tax, they forfeit their portion of the state tobacco tax ‘share back’.
Communities with Stronger Alcohol Policies have less:

- Adult alcohol-related impaired driving
- Alcohol-related motor vehicle crash deaths among youth and adults
- Adult binge drinking
- Youth drinking, youth binge drinking
- Alcohol-Related homicides, suicides
- Alcoholic cirrhosis and mortality rates

Sources: Naimi et al, AJPM (2013); Xuan et al, AJPH (2015); Xuan et al, Pediatrics (2015); Xuan et al, IJADR (2015); Hadland et al, PCD (2015)
Next Steps for the brief

• Dissemination planning and implementation

• Evaluation of dissemination efforts
Thank you!

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