THE BIG PICTURE

Team Name: Coalition for Alcohol Policy
Location: Wisconsin

Project Goal/Outcome: The goal of the Coalition for Alcohol Policy is to build a statewide infrastructure as a strategy to combat the environmental and social norms that condone and even promote risky alcohol behaviors in Wisconsin and ultimately pass the three identified policy goals.

Socio-Economic, Political and Cultural Context

- **History of alcohol culture in WI**
- The primary responsibility for alcohol licensure and control falls on local government in Wisconsin
- **Individual ideas hamper progress**
- **Alcohol policy has not changed greatly in decades**
- **Insignificant Alcohol tax**
- **Major cost to alcohol-related crime & incarceration costs**
- **Waiting times for AODA treatment**
- **Major money maker (including in youth-serving org fundraisers)**
- **Power of the tavern league**
- **Substance abuse coalitions across this state already working on alcohol issues**

Rationale

Alcohol is the state's most compelling health issue. Wisconsin's alcohol use and misuse rates are the highest in the nation. According to the 2012 Wisconsin Epidemiological Profile on Alcohol and Other Drug Use - as of 2010 Wisconsin adults continue to have the highest rates of binge drinking among all U.S. states and territories. Wisconsin's per capita alcohol consumption and the rates of underage drinking (ages 12-20) both exceed national averages. The result of risky alcohol use and related problems, there is a tremendous cost to the state. Our work requires that local community coalitions and other key agents of change be equipped locally with the leadership skills as well as understand alcohol policy in order to advocate for change within their fields of influence. Once established, this local infrastructure will also be the foundation to support momentum for statewide policy initiatives.

Stakeholders

Community coalitions, law enforcement, policy makers – both at the state and local level, treatment providers, parents and youth, educational systems, health care in the broad scope (reflecting all 12 sectors), as well as other key stakeholders that are not easily brought to the table including the tavern league and distillers associations.

Pathway to Change/ Key Activities

Leadership development plan – Coalition, leadership team and with local coalitions in the state

Conduct planning sessions with key stakeholders related to each identified policy goal

More opportunities to connect as a team in person

- Assess burden of alcohol
- Build grassroots support for policy change
- Educate policy makers
- Engage local media

Leadership Learning Priorities

- **Working within differing perspectives**
- **Working through conflict (internal/external)**
- **Delegating responsibilities**
- **Media relations and messaging**
- **Boost capacity for evaluation**
- **Stay focused of three priority goals**

Indicators of Success
Output and Process Indicators

By December 2013:

Campaign plan developed for each policy goal

Sustainability plan developed

- Action plan for capacity building developed

Strategic plan to engage 75% of coalitions developed

Strategic plan developed to reach 75% of coalitions statewide

- Specific stakeholders identified
- Feedback re: specific policies
- Statewide media coverage
- Trainings on alcohol policy (attendance, occurrence, eval)

Outcome Indicators:

By _____ Date:

- # of new or revised alcohol policies are proposed
- 50% of community coalitions are engaged
- # of press conferences are held
- ↓ in alcohol-related statistics?
- ↑ # of alcohol policies at local level