Reducing Risky Alcohol Use Through Policy Work

This statewide project represented a strategic step toward reducing the financial and human toll of risky alcohol use.

**Description:** The Building Effective Partnerships to Reduce Risky and Problem Alcohol Use project emphasized collaboration to support advocates, researchers and other public health professionals working to implement environmental and policy-based approaches to reduce the public health impacts of risky alcohol use.

**Relevance:** Risky and problematic alcohol use, and the negative consequences associated with it, is one of Wisconsin’s most pressing issues. The estimated cost of excessive alcohol consumption in Wisconsin was $6.8 billion in 2012.

**Partnerships:** State and local partners attended a planning summit in June 2011 to assess the need for and interest in statewide alcohol policy.

**Results:** With input from leaders at the prevention summit, the project team hosted regional meetings to refine the goals, strategies and tools needed to move forward on both the state and local level. Health First Wisconsin developed a website (http://healthinpractice.org/alcohol-misuse-prevention) for coalition partners, policymakers and the public with links to timely resources. Social media and conference calls created a forum for ongoing conversations and disseminating information, research and educational materials to partners throughout the state.

Expansion of the state leadership team is underway. The leadership team will analyze data collected from various venues and determine what priorities will unite and facilitate continued collaboration around the state. A good example of building statewide capacity to act on a problem through policy, this project led to a $400,000 implementation grant awarded by the Wisconsin Partnership Program in 2012.

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**BUILDING EFFECTIVE PARTNERSHIPS TO REDUCE RISKY AND PROBLEM ALCOHOL USE**

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**Award:** $50,000 over one year

Wisconsin ranks number one in the United States in rates of binge drinking.