



Feedback for Liquor Advisory Group

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Dear Liquor Enforcement Division staff and Liquor Advisory Group members,

The following facts about alcohol use and evidence-based strategies for preventing alcohol-related consequences may be helpful to you when developing recommendations for your final report.

General facts about alcohol use in Colorado:

- Excessive drinking, including binge drinking (4+ drinks for women or 5+ drinks for men within a few hours), heavy drinking, underage drinking, and drinking by pregnant persons, accounts for more than 2,600 deaths in Coloradans each year from both chronic and acute causes. (Source: [CDC Alcohol Related Disease Impact Application](#))
- Excessive drinking costs more than \$5 Billion per year in Colorado, or about \$2.14 per drink sold. More than half of the cost of excessive drinking is attributable to binge drinking. This is a conservative estimate since it is based on 2010 economic data and doesn't account for inflation or changes in drinking behavior that have occurred over the last few years. (Source: [Sacks et al](#))
- Alcohol continues to be the most widely consumed intoxicating substance by both adults and underage youth, is the most common substance involved in impaired driving fatalities, and is the most common substance for which people seek substance use treatment. (Sources: CO Behavioral Risk Factor Surveillance System, Fatality Analysis Reporting System, Substance Abuse and Mental Health Services Administration)

Evidence related to alcohol policies and practices:

- Evidence suggests that the three-tiered system continues to be an effective method of preventing tainted alcohol from entering the marketplace, streamlining the tax revenue process, and maintaining responsible distribution and sale of alcohol products. Evidence suggests that deregulation of the three-tiered system could cause unintended consequences such as increases in underage drinking and increases in counterfeit alcohol production. Policy changes that may degrade the three-tiered system should be viewed with extreme caution and evaluated for efficacy before being widely implemented. (Sources: [US Preventive Services Task Force](#); [NABCA](#))
- States with weaker (or more permissive) alcohol policy environments have higher rates of binge drinking. Research suggests that effective regulatory strategies for reducing harms associated with excessive drinking (including underage drinking) are strategies that reduce access to alcohol, either physically or economically. Some of these strategies include: maintaining limits on days and hours of sale; limiting alcohol outlet density; increasing price of alcohol for consumers; and enforcing commercial compliance and liability standards (e.g.

dram shop liability). Local jurisdictions should not be preempted from enacting their own regulations to promote community health and safety.

(Sources: [The Community Guide](#) and [APS manuscript](#))

- Evidence suggests that exposure to alcohol marketing, including in-store advertisements and displays, increases the attractiveness of alcohol and the likelihood of drinking by young people. Regulations that restrict marketing are likely to prevent early onset of drinking in youth and binge drinking in all ages.

(Sources: [Alcohol: No Ordinary Commodity \(Babor et al\)](#); [Prevention First](#); [Center on Alcohol Marketing and Youth](#))

Thank you,

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