



Healthier
Together

Pierce County

St. Croix County

ALCOHOL ABUSE BY THE NUMBERS

JULY 2018

- ◆ There are **33,186** adults and **8,715** children in Pierce County¹
 - ◆ **28%** of adults report binge or heavy drinking²
 - ◆ Student population (9th-12th) that drank alcohol in the last 30 days⁴:
Male: **22.3%** Female: **23.7%**
Binge drank⁴:
Male: **12.1%** Female: **11.7%**
 - ◆ Annual economic cost of excessive alcohol use³: **\$67.8 Million**
 - ◆ Alcohol related hospitalizations⁶: **110**
 - ◆ Alcohol related arrests³: **634**
 - ◆ **27%** of respondents reported alcohol as an important health concern⁵

- ◆ There are **66,350** adults and **22,353** children in St. Croix County¹
 - ◆ **26%** of adults report binge or heavy drinking²
 - ◆ Student population (9th-12th) that drank alcohol in the last 30 days⁴:
Male: **25.7%** Female: **30.6%**
Binge drank⁴:
Male: **14.5%** Female: **15.9%**
 - ◆ Annual economic cost of excessive alcohol use³: **\$105.2 million**
 - ◆ Alcohol related hospitalizations⁶: **270**
 - ◆ Alcohol related arrests³: **603**
 - ◆ **23%** of respondents reported alcohol as an important health concern⁵

Excessive Alcohol Use

Excessive alcohol use includes heavy drinking, binge drinking, any alcohol consumption by youth under the age of 21, and any alcohol use by pregnant women.



Heavy drinking is defined as more than two drinks per day on average for men and one drink per day on average for women. Binge drinking is defined as five or more drinks on one occasion for men and four or more for women.

Excessive drinking increases risk for, alcohol poisoning, high blood pressure, heart attack, sexually transmitted infections, unintended pregnancy, fetal alcohol syndrome, suicide, interpersonal violence, and motor vehicle accidents.²



Adolescent Alcohol Use

A large percentage of Wisconsin high school students report drinking alcohol in the last month. The percentage of students that report binge drinking continues to be higher in Wisconsin than in many other states. The majority of these students feel their parents would think it is wrong or very wrong for them to drink alcohol at least twice a month.⁴

Cost of Excessive Alcohol Use

Each year it is estimated the cost of excessive alcohol use is \$1653 per resident of Pierce County and \$1248 per resident of St. Croix County. These costs include the price of healthcare, lost productivity, costs associated with the criminal justice system, and motor vehicle accidents. These costs are paid by the taxpayers, the excessive drinkers and their families, private health insurance companies, employers, and crime victims. Binge drinking is responsible for about 76% of the economic cost of excessive alcohol consumption.³

Annual Cost of Excessive Alcohol Use in Wisconsin



\$6.8 Billion
Total Losses Annually

\$4.9 Billion
Lost Productivity

\$749 Million
Alcohol-related Health Care

\$649 Million
Alcohol-related Criminal Justice

\$498 Million
Alcohol-related Crime

The Cost of Excessive Alcohol Use, 2013 Executive Summary

Wisconsin and Alcohol

Excessive alcohol consumption is one of Wisconsin's largest public health issues. Excessive alcohol use is linked to many negative health and social consequences. Everyone who lives and works in Wisconsin is affected by the negative consequences of excessive alcohol use.

Wisconsin ranks number 1 in the United States in both rates of binge drinking and intensity of drinking. Wisconsin adults report drinking an average of nine drinks per occasion.³

¹United States Census Bureau

²County Health Rankings, 2018

³The Burden of Excessive Alcohol Use in Wisconsin, University of Wisconsin Population Health Institute, 2013

⁴Centers for Disease Control and Prevention, 2016 Youth Risk Behavior Survey

⁵2015 Healthier Together Pierce and St. Croix Counties Community Health Survey

⁶Wisconsin Epidemiological Profile on Alcohol and Other Drugs, Wisconsin Department of Health Services, 2016