



Wisconsin

State Profile and Underage Drinking Facts

State Population: 5,686,986
Population Ages 12–20: 681,000

	Percentage	Number
Ages 12–20		
Past-Month Alcohol Use	31.1	212,000
Past-Month Binge Alcohol Use	22.1	150,000
Ages 12–14		
Past-Month Alcohol Use	5.1	11,000
Past-Month Binge Alcohol Use	2.2	5,000
Ages 15–17		
Past-Month Alcohol Use	29.9	70,000
Past-Month Binge Alcohol Use	19.8	46,000
Ages 18–20		
Past-Month Alcohol Use	56.7	130,000
Past-Month Binge Alcohol Use	43.2	100,000
		Number
Alcohol-Attributable Deaths (under 21)		86
Years of Potential Life Lost (under 21)		5,156

	Percentage of All Traffic Fatalities	Number
Traffic Fatalities, 15- to 20-Year-Old Drivers with BAC > 0.01	31.0	30

Laws Addressing Minors in Possession of Alcohol

Underage Possession of Alcohol

Possession is prohibited with the following exception(s): EITHER

- Parent/guardian OR
- Spouse

Underage Consumption of Alcohol

Consumption is prohibited with the following exception(s): EITHER

- Parent/guardian OR
- Spouse

Internal Possession by Minors

Internal possession is not explicitly prohibited.

Underage Purchase of Alcohol

Purchase is prohibited and there is NO ALLOWANCE for youth purchase for law enforcement purposes.

False Identification for Obtaining Alcohol

Provision(s) Targeting Minors

- Use of a false ID to obtain alcohol is a criminal offense.
- Penalty may include driver’s license suspension through a judicial procedure.

Provision(s) Targeting Suppliers

- It is a criminal offense to lend, transfer, or sell a false ID.
- It is a criminal offense to manufacture or distribute a false ID.

Provisions Targeting Retailers

- Licenses for drivers under age 21 are easily distinguishable from those for drivers age 21 and older.
- Retailers are permitted to seize apparently false IDs.
- Specific affirmative defense—the retailer inspected the false ID and came to a reasonable conclusion based on its appearance that it was valid.

Laws Targeting Underage Drinking and Driving

BAC Limits: Youth (Underage Operators of Noncommercial Motor Vehicles)

- BAC limit: 0.00
- Any detectable alcohol in the blood is per se (conclusive) evidence of a violation
- Applies to drivers under age 21

Loss of Driving Privileges for Alcohol Violations by Minors (“Use/Lose Laws”)

Use/lose penalties apply to minors under age 21.

Type(s) of Violation Leading to Driver’s License Suspension, Revocation, or Denial

- Underage purchase
- Underage possession
- Underage consumption

Authority To Impose Driver’s License Sanction

- Discretionary

Length of Suspension/Revocation

- Minimum: 30 days
- Maximum: 90 days

Graduated Driver’s License

Learner Stage

- Minimum entry age: 15 years, 6 months
- Minimum learner-stage period: 6 months
- Minimum supervised driving requirement: 30 hours—10 of which must be at night

Intermediate Stage

- Minimum age: 16
- Unsupervised night driving
 - Prohibited after: 12 a.m.
 - Primary enforcement of the night-driving rule
- Passenger restrictions exist: No more than one person under 21 who is not an immediate family member or instructor
 - Primary enforcement of the passenger-restriction rule

License Stage

- Minimum age to lift restrictions: 16 years, 9 months

Laws Targeting Alcohol Suppliers

Furnishing Alcohol to Minors

Furnishing is prohibited with the following exception(s): EITHER

- Parent/guardian OR
- Spouse

Compliance Check Protocols

No data

Penalty Guidelines for Sales to Minors

- Time period/conditions: 12 months
- First offense: Not specified
- Second offense: Up to 3-day license suspension
- Third offense: 3- to 10-day license suspension
- Fourth offense: 15- to 30-day license suspension

Responsible Beverage Service

Mandatory Beverage Service Training for Licensees, Servers

- Applies to both on-sale and off-sale establishments
- Applies only to new outlets

Minimum Ages for Off-Premises Sellers

- Beer: 18
- Wine: 18
- Spirits: 18

Note: No person, including a member of the licensee’s or permittee’s immediate family, other than the licensee, permittee, or agent, may serve fermented malt or alcohol beverages in any place operated under a Class “A,” “Class A,” Class “B,” “Class B,” or “Class C” license or permit unless he or she has an operator’s license or is at least 18 years old and is under the immediate supervision of the licensee, permittee, agent, or a person holding an operator’s license who is on the premises at the time of the service. Thus, if an 18-year-old held an operator’s license, he or she would not require immediate supervision by a manager or supervisor.

Minimum Ages for On-Premises Sellers

- Beer: 18 for both servers and bartenders
- Wine: 18 for both servers and bartenders
- Spirits: 18 for both servers and bartenders

Note: No person, including a member of the licensee’s or permittee’s immediate family, other than the licensee, permittee or agent, may serve fermented malt or alcohol beverages in any place operated under a Class “A,” “Class A,” Class “B,” “Class B,” or “Class C” license or permit unless he or she has an operator’s license or is at least 18 years of age and is under the immediate supervision of the licensee, permittee, agent or a person holding an operator’s license who is on the premises at the time of the service. Thus, if an 18-year-old held an operator’s license, he or she would not require immediate supervision by a manager or supervisor.

Dram Shop Liability

Statutory liability exists.

Social Host Liability Laws

Statutory liability exists.

Host Party Laws

Social host law is not specifically limited to underage drinking parties

- Action by underage guest that triggers violation: Consumption

- Property type(s) covered by liability law: Residence, outdoor, other
- Standard for hosts’ knowledge or action regarding the party: Knowledge—host must have actual knowledge of the occurrence.
- Preventive action by the host negates the violation.

Note: The “preventive action” provision in Wisconsin allows the prosecution to establish guilt by proving that the host failed to take preventive action.

Direct Sales/Shipments of Alcohol by Producers

Direct sales/shipments from producers to consumers are permitted for wine with the following restrictions:

Age Verification Requirements: None

State Approval/Permit Requirements

- Producer/shipper must obtain State permit.

Reporting Requirements

- Producer must record/report purchaser’s name.

Shipping Label Statement Requirements

- Recipient must be 21.

Keg Registration

Registration is not required.

Alcohol Pricing Policies

Home Delivery

- Beer: Prohibited
- Wine: Prohibited
- Spirits: Prohibited

Alcohol Tax

- Beer (5 percent alcohol): Specific excise tax is \$0.06 per gallon.
- Wine (12 percent alcohol): Specific excise tax is \$0.25 per gallon.
- Spirits (40 percent alcohol): Specific excise tax is \$3.36 per gallon.

Drink Specials

No law

Wholesale Pricing

Pricing restrictions exist.

Beer (5 percent alcohol)

- Minimum markup/Maximum discount: Yes—3 percent markup to cover a proportionate part of the cost of doing business or a lesser amount with proof. No sales below cost.
- Retailer credit: Restricted—15 days maximum

Wine (12 percent alcohol)

- Minimum markup/Maximum discount: Yes—3 percent markup to cover a proportionate part of the cost of doing business or a lesser amount with proof. No sales below cost.
- Retailer credit: Restricted—30 days maximum

Spirits (40 percent alcohol)

- Minimum markup/Maximum discount: Yes—3 percent markup to cover a proportionate part of the cost of doing business or a lesser amount with proof. No sales below cost.
- Retailer credit: Restricted—30 days maximum

Wisconsin State Survey Responses

State Agency Information	
<i>Agency with primary responsibility for enforcing underage drinking laws:</i> No State agency has primary responsibility.	
<i>Methods by which local and State enforcement agencies coordinate their efforts to enforce laws prohibiting underage drinking:</i> Laws are enforced locally. Coordination among local law enforcement within each of Wisconsin's 72 counties may be coordinated through County Sheriff Departments or Intra-Agency Agreements between local jurisdictions.	
Enforcement Strategies	
<i>State law enforcement agencies use:</i>	
Cops in Shops	No
Shoulder Tap Operations	No
Party Patrol Operations or Programs	No
Underage Alcohol-Related Fatality Investigations	Yes
<i>Local law enforcement agencies use:</i>	
Cops in Shops	No
Shoulder Tap Operations	No
Party Patrol Operations or Programs	Yes
Underage Alcohol-Related Fatality Investigations	Yes
<i>State has a program to investigate and enforce direct sales/shipment laws</i>	
Primary State agency responsible for enforcing laws addressing direct sales/shippments of alcohol to minors	Yes Wisconsin Department of Revenue
Such laws are also enforced by local law enforcement agencies	Yes
Enforcement Statistics	
<i>State collects data on the number of minors found in possession</i>	
Number of minors found in possession by State law enforcement agencies	No Data not collected
Number pertains to the 12 months ending	Data not collected
Data include arrests/citations issued by local law enforcement agencies	Data not collected
<i>State conducts underage compliance checks/decoy operations² to determine if alcohol retailers are complying with laws prohibiting sales to minors</i>	
Data are collected on these activities	No
Number of licensees checked for compliance by State agencies	Data not collected
Number of licensees that failed State compliance checks	Data not collected
Numbers pertain to the 12 months ending	Data not collected
<i>Local agencies conduct underage compliance checks/decoy operations to determine if alcohol retailers are complying with laws prohibiting sales to minors</i>	
Data are collected on these activities	Yes
Number of licensees checked for compliance by local agencies	No Data not collected
Number of licensees that failed local compliance checks	Data not collected
Numbers pertain to the 12 months ending	Data not collected
Sanctions	
<i>State collects data on fines imposed on retail establishments that furnish minors</i>	
Number of fines imposed by the State ³	No Data not collected
Total amount in fines across all licensees	Data not collected
Numbers pertain to the 12 months ending	Data not collected
<i>State collects data on license suspensions imposed on retail establishments specifically for furnishing minors</i>	
Number of suspensions imposed by the State ⁴	No Data not collected
Total days of suspensions across all licensees	Data not collected
Numbers pertain to the 12 months ending	Data not collected
<i>State collects data on license revocations imposed on retail establishments specifically for furnishing minors</i>	
Number of license revocations imposed ⁵	No Data not collected

Numbers pertain to the 12 months ending	Data not collected
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Additional Clarification
Wisconsin is a local control State. Each city, town, and municipality is responsible for alcohol sales licensing and compliance.

- ¹ Or having consumed or purchased per State statutes
- ² Underage compliance checks/decoy operations to determine whether alcohol retailers are complying with laws prohibiting sales to minors
- ³ Does not include fines imposed by local agencies
- ⁴ Does not include suspensions imposed by local agencies
- ⁵ Does not include revocations imposed by local agencies

Underage Drinking Prevention Programs Operated or Funded by the State: Programs SPECIFIC TO Underage Drinking

Parents Who Host Lose the Most: Don't be a party to teenage drinking	
Number of youth served	No data
Number of parents served	No data
Number of caregivers served	No data
Numbers pertain to the 12 months ending	07/01/2011
Program has been evaluated	Yes
Evaluation report is available	Yes
URL for evaluation report	http://www.drugfreeactionalliance.org/docs/PWHExecSummary2006.pdf
URL for more program information	https://sites.google.com/site/parentswhohostawi/

Program description: Developed by the Drug Free Action Alliance of Ohio, the Parents Who Host Lose the Most campaign is aimed at many well-meaning parents who think that it is enough to take away car keys at their teens' parties so the teens can't drink and drive. Parents provide the alcohol or allow alcohol to be consumed based on the false belief that it's a rite of passage, especially at prom and graduation parties. The "Parents Who Host, Lose The Most: Don't be a party to teenage drinking" public awareness campaign was developed by Drug-Free Action Alliance in 2000 to educate parents about the health and safety risks of serving alcohol at teen parties and to increase awareness of and compliance with the Ohio Underage Drinking Laws. This program was modified to meet the needs of Wisconsin communities. Some 65 communities annually implement the campaign with cooperation from law enforcement during prom and graduation season.

Wisconsin Strategic Prevention Framework-State Incentive Grant (SPF-SIG)	
Number of youth served	0
Number of parents served	0
Number of caregivers served	0
Numbers pertain to the 12 months ending	07/01/2011
Program has been evaluated	Yes
Evaluation report is available	No
URL for evaluation report	Not applicable
URL for more program information	http://www.dhs.wisconsin.gov/substabase/spfSig/index.htm

Program description: Wisconsin received a Strategic Prevention Framework State Incentive Grant through SAMHSA beginning in October 2006. Funds were used to support the implementation of environmental strategies in 20 Wisconsin communities. Communities selected from one of the following three priorities: (1) Reducing Underage Drinking, (2) Reducing Young Adult Binge Drinking, or (3) Reducing Alcohol-Related Motor Vehicle Injuries or Fatalities. In the 5 years of program implementation, Wisconsin has seen a significant decrease in underage drinking and alcohol-related motor vehicle injuries and fatalities. The full program evaluation will be completed in 2012.

Alliance for Wisconsin Youth	
Number of youth served	0
Number of parents served	0
Number of caregivers served	0
Numbers pertain to the 12 months ending	07/01/2011

Program has been evaluated	No
Evaluation report is available	Not applicable
URL for evaluation report	Not applicable
URL for more program information	No data
<p>Program description: The Alliance for Wisconsin Youth brings together coalitions, individuals, and resources to prevent substance abuse and related behavioral health concerns affecting young people and to promote positive youth development. The Alliance’s mission is to enhance and support the capacity of local alliances (member coalitions) in their prevention and youth development work. Over 120 local coalitions are members of the Alliance. The Alliance for Wisconsin Youth is served by five Regional Prevention Centers that provide support, training, and technical assistance to community coalitions to prevent alcohol and drug abuse. These coalitions work towards the implementation of environmental strategies to prevent underage drinking among other State priorities.</p>	
<p>Substance Abuse Prevention and Treatment Block Grant Programs</p>	
Number of youth served	71,732
Number of parents served	No data
Number of caregivers served	No data
Numbers pertain to the 12 months ending	12/31/2010
Program has been evaluated	No
Evaluation report is available	Not applicable
URL for evaluation report	Not applicable
URL for more program information	http://www.dhs.wisconsin.gov/substabus/docs/sabg/sabg2011application.pdf
<p>Program description: The Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services received a Substance Abuse Prevention and Treatment Block Grant from SAMHSA. Of the funds received, 20 percent are used to support substance abuse prevention services, including underage drinking prevention. The majority of funds are distributed to county-operated Human Service Departments for the delivery of prevention services. Most provide individual-level prevention services.</p>	

<p>Underage Drinking Prevention Programs Operated or Funded by the State: Programs RELATED TO Underage Drinking</p>	
<p>Brighter Futures Initiative</p>	
URL for more program information	http://dcf.wisconsin.gov/bfi/
<p>Program description: The Brighter Futures Initiative (BFI) promotes healthy families and youth; school readiness for children; child safety in families and communities; and successful navigation from childhood to adulthood. The Initiative supports evidence-based, positive youth development and prevention strategies focusing on the following legislative outcomes set forth in s. 46.99, Wis. Stats., Brighter Futures Initiative: Prevent and reduce the incidence of youth violence and other delinquent behavior; prevent and reduce the incidence of youth alcohol and drug use and abuse; prevent and reduce the incidence of child abuse and neglect; prevent and reduce the incidence of nonmarital pregnancy and increase the use of abstinence to prevent nonmarital pregnancy; and increase adolescent self-sufficiency by encouraging high school graduation, vocational preparedness, improved social and other interpersonal skills, and responsible decisionmaking.</p>	
<p>Wisconsin Alcohol Policy Project</p>	
URL for more program information	http://www.law.wisc.edu/wapp/
<p>Program description: The Wisconsin Alcohol Policy Project provides training, tools, and technical assistance to individuals and groups working to adopt and implement alcohol policy. The Wisconsin Alcohol Policy project supports the work of municipal leaders, law enforcement, the media, and community coalitions reviewing and adopting the policies and practices to improve the alcohol environment and reduce alcohol misuse.</p>	
<p>Wisconsin Clearinghouse for Prevention Resources</p>	
URL for more program information	http://wch.uhs.wisc.edu/

Additional Information Related to Underage Drinking Prevention Programs	
<p><i>State collaborates with federally recognized Tribal governments in the prevention of underage drinking</i></p> <p>Program description: Great Lakes Inter-Tribal Council (representing Wisconsin’s 11 Tribes). Collaboration on a State/Tribal Strategic Prevention Framework State Incentive Grant. Tribal State Collaborative for Positive Change - The Single State Authority on Alcohol and Drug Abuse and Tribal leaders of Wisconsin’s 11 Native American Tribes collaborate on alcohol and drug abuse and mental health services. The Wisconsin Department of Health Services provides each of Wisconsin’s 11 Native American Tribes with funding to support alcohol and drug abuse prevention and treatment services and behavioral health services.</p>	Yes
<p><i>State has programs to measure and/or reduce youth exposure to alcohol advertising and marketing</i></p> <p>Program description: Not applicable</p>	No
<p><i>State has adopted or developed best practice standards for underage drinking prevention programs</i></p> <p>Best practice standards description: Not applicable</p>	No
Additional Clarification	
<p>It would appear that many of the questions refer to prevention “programs” that serve indicated or selected populations. Wisconsin has moved many of its services towards environmental strategies influencing population-level change through policies and strategies; thus, many of the questions requesting data on number of youth, parents, or caregivers served do not apply. In addition, Wisconsin is a “local control” State. This means that alcohol policy is done locally (regarding licensure, sales, and enforcement). Wisconsin does not have a statewide Alcohol Control Board. Each city, town, or municipality has its own alcohol licensing board as part of local government that issues alcohol sales licenses and is also responsible for suspension or revocation of these licenses.</p>	

State Interagency Collaboration	
<p><i>A State-level interagency governmental body/committee exists to coordinate or address underage drinking prevention activities</i></p>	Yes
<p><i>Committee contact information:</i></p> <p>Name: Mark Seidl Email: seidlm@kewauneeeco.org Address: 810 Lincoln Street, Kewaunee, WI 54216 Phone: No data</p>	
<p><i>Agencies/organizations represented on the committee:</i></p> <p>Governor’s Office The Attorney General’s Office State Superintendent of Public Instruction Office Commissioner of Insurance Office Department of Corrections Department of Transportation Pharmacy Examining Board Controlled Substances Board Law Enforcement and Crime Commission 7 Citizen Members Member Representing the Wisconsin County Human Services Association State Representative, Majority Party State Representative, Minority Party State Senator Majority Party State Senator Minority Party University of Wisconsin Extension Department of Revenue Department of Workforce Development</p>	

Department of Regulation and Licensing Wisconsin Technical College System Department of Veterans Affairs Office of Justice Assistance Liaison to the Mental Health Council Liaison to the Developmental Disabilities Council Division of Public Health Department of Children and Families	
A Web site or other public source exists to describe committee activities URL	Yes http://www.scaoda.state.wi.us/

Underage Drinking Reports	
State has prepared a plan for preventing underage drinking in the last 3 years	No
Prepared by	Not applicable
Plan can be accessed via	Not applicable
State has prepared a report on preventing underage drinking in the last 3 years	Yes
Prepared by	Wisconsin Department of Health Services Division of Mental Health and Substance Abuse Services Division of Health
Report can be accessed via	http://www.dhs.wisconsin.gov/substabuse/docs/spfSig/2010Profile.pdf
Additional Clarification	
No data	

State Expenditures for the Prevention of Underage Drinking	
<i>Compliance checks/decoy operations in retail outlets:</i>	
Estimate of State funds expended	Data unavailable
Estimate based on the 12 months ending	Data unavailable
<i>Checkpoints and saturation patrols:</i>	
Estimate of State funds expended	Data unavailable
Estimate based on the 12 months ending	Data unavailable
<i>Community-based programs to prevent underage drinking:</i>	
Estimate of State funds expended	\$200,000
Estimate based on the 12 months ending	06/30/2011
<i>K-12 school-based programs to prevent underage drinking:</i>	
Estimate of State funds expended	No data
Estimate based on the 12 months ending	No data
<i>Programs targeted to institutes of higher learning:</i>	
Estimate of State funds expended	No data
Estimate based on the 12 months ending	No data
<i>Programs that target youth in the juvenile justice system:</i>	
Estimate of State funds expended	No data
Estimate based on the 12 months ending	No data
<i>Programs that target youth in the child welfare system:</i>	
Estimate of State funds expended	No data
Estimate based on the 12 months ending	No data
<i>Other programs:</i>	
Programs or strategies included	No data
Estimate of State funds expended	No data
Estimate based on the 12 months ending	No data

Funds Dedicated to Underage Drinking	
<i>State derives funds dedicated to underage drinking from the following revenue streams:</i>	
Taxes	No data
Fines	Yes
Fees	No data
Other	No data
<i>Description of funding streams and how they are used: No data</i>	
Additional Clarification	
No data	