

# Liquor Retailer Density Analysis: Council District 3

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## Summary of Literature on Associations Between Outlet Density and Health Effects

Excessive alcohol consumption is a serious public health issue, costing the United States approximately 88,000 lives each year. By these numbers, alcohol consumption ranks as the fourth leading cause of preventable death, following tobacco, poor diet and physical inactivity.<sup>1</sup> Research shows that as the number of alcohol establishments in a community increases, so do rates of alcohol consumption and alcohol-related harms, including: motor vehicle crashes, liver cirrhosis deaths, hospital admissions, suicide, crime and violence.

Researchers have also evaluated changes in the occurrence of various health events following changes to alcohol licensing laws. In general, laws that make it easier to obtain a license to sell alcohol are followed by increased alcohol consumption and more frequent alcohol-related harms.

This body of research supports regulating the number of establishments selling alcohol in a given area as an effective means for reducing health harms associated with excessive alcohol consumption.<sup>2</sup>

## Summary of Alcohol Retailer Density Maps for Denver, CO

The following maps show how the density of alcohol outlets varies throughout the City and County of Denver. It is beyond the scope of this report to attribute specific health outcomes to the observed variation in alcohol outlet density. However, research would suggest that the geographic variation in retailers influences where alcohol-related health events occur, as well as which populations bear the majority of the health burden related to alcohol.

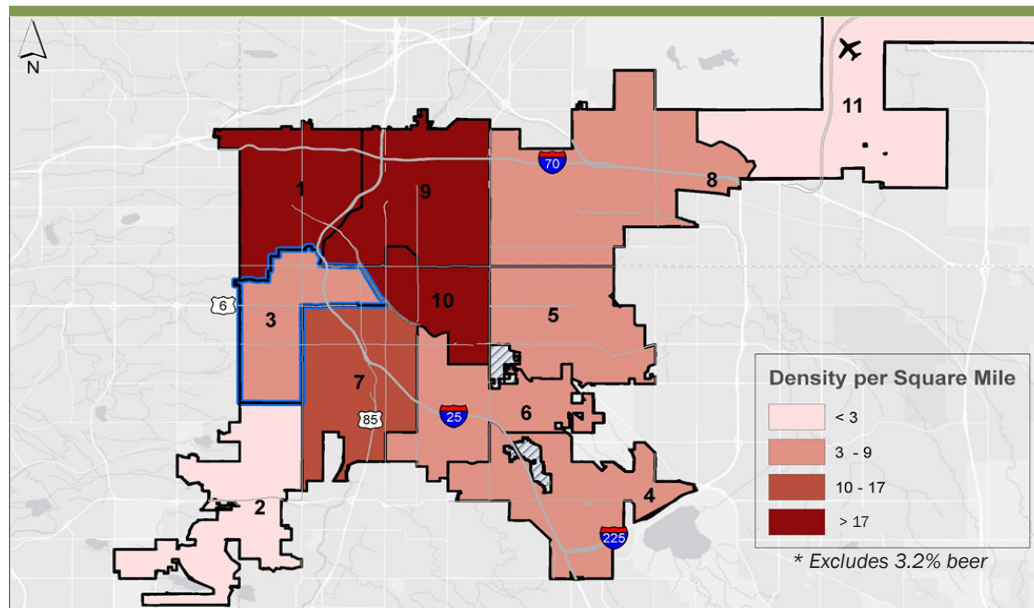


1. Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. JAMA. 2004;291(10):1238-45.

2. Campbell CA, Hahn RA, Elder R, Brewer R, Chattopadhyay S, Fielding J, et al. The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms. Am J Prev Med. 2009;37(6):556-69.

# Denver Alcohol Retailer Density Maps: All Retail Types

**Map 1: All Alcohol Retail Types by City Council District**



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

Data Sources:  
U.S. Census 2010  
Colorado Department of Revenue

Date: February 2017  
Cartographer: Christie Mettenbrink, Denver Public Health  
Map ID: 712a

**Alcohol Retailer Density by City Council District: August, 2016**

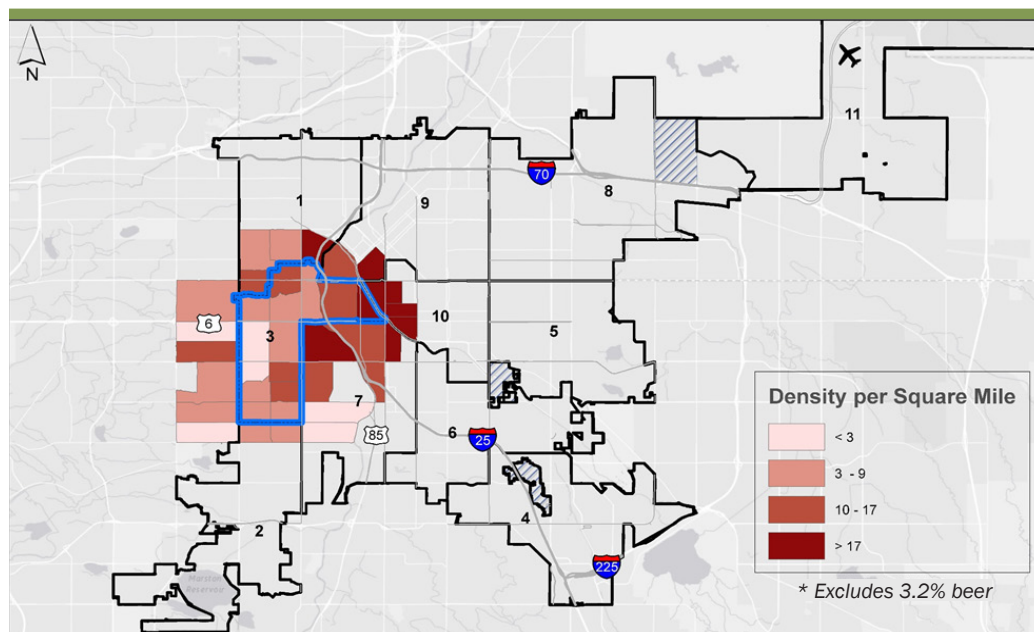
Includes: Restaurants, Bars, Liquor Stores, Wineries, and Breweries\*

**Map 1 Summary:**

There is variability in alcohol outlet density throughout the City and County of Denver.

- The council districts with the highest densities of alcohol outlets are Districts 1, 9 and 10.
- The council districts with the lowest density are Districts 2 and 11.

**Map 2: All Alcohol Retail Types by Census Tract**



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

Data Sources:  
U.S. Census 2010  
Colorado Department of Revenue

Date: February 2017  
Cartographer: Christie Mettenbrink, Denver Public Health  
Map ID: 712e

**Alcohol Retailer Density In and Adjacent to City Council District 3, by Census Tract: August, 2016**

Includes: Restaurants, Bars, Liquor Stores, Wineries, and Breweries\*

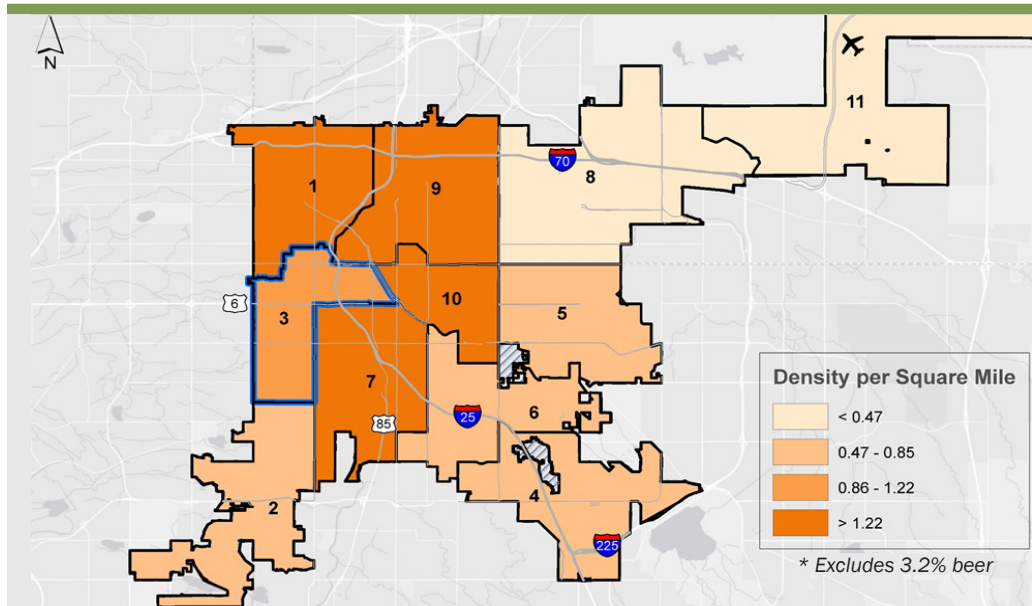
**Map 2 Summary:**

There is variability within council districts, as well.

- Census tracts in the north, northeast and southeast parts of Council District 3 have a higher density of alcohol retailers than other District 3 census tracts.
- Census tracts adjacent to Council District 3 have relatively higher densities of alcohol retailers, especially those tracts to the east and north.

## Denver Alcohol Retailer Density Maps: Sales of Alcohol to be Consumed Elsewhere

**Map 3:** Sales of Alcohol to be Consumed Elsewhere by City Council District



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

Data Sources:  
U.S. Census 2010  
Colorado Department of Revenue

Date: February 2017  
Cartographer: Christie Mettenbrink, Denver Public Health  
Map ID: 712b

### Alcohol Retailer Density by City Council District: August, 2016

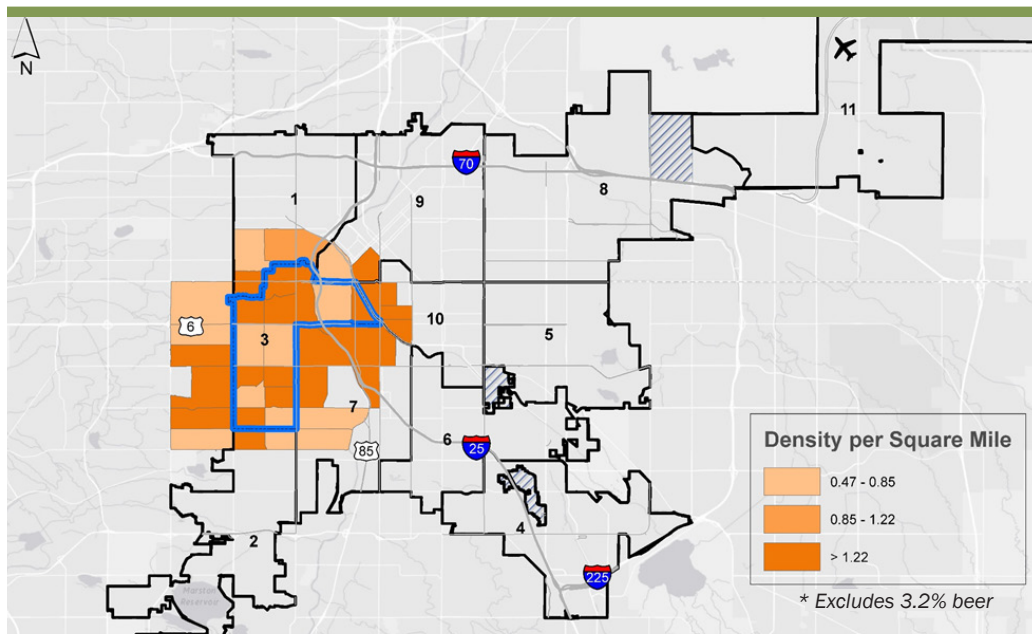
Includes: Liquor Stores, Wineries, and Breweries\*

#### Map 3 Summary:

There is variability in alcohol outlet density throughout the City and County of Denver.

- Council Districts 1, 7, 9 and 10 have the highest density of off-premise alcohol retailers.
- The council districts with the lowest density are Districts 8 and 11.

**Map 4:** Sales of Alcohol to be Consumed Elsewhere by Census Tract



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

Data Sources:  
U.S. Census 2010  
Colorado Department of Revenue

Date: February 2017  
Cartographer: Christie Mettenbrink, Denver Public Health  
Map ID: 712g

### Alcohol Retailer Density In and Adjacent to City Council District 3, by Census Tract: August, 2016

Includes: Liquor Stores, Wineries, and Breweries\*

#### Map 4 Summary:

- Council District 3 has pockets of relatively higher alcohol retailer density census tracts throughout the district.
- Over 50% of census tracts adjacent to Council District 3 have relatively higher densities of off-premise alcohol retailers.
- Denver Council District 3 is ranked #5 out of 11 in the density of off-premise alcohol retailers.

## Summary of Evidence-Based Interventions Evaluated by the Community Preventive Services Task Force that Could be Implemented in Denver \*

Intervention	Details	Sector	Efficacy	Feasibility in Denver
Increasing Alcohol Taxes	Alcohol excise taxes affect the price of alcohol, and are intended to reduce alcohol-related harms, raise revenue, or both. Alcohol taxes are implemented at the state and federal level, and are beverage-specific (i.e., they differ for beer, wine and spirits). These taxes are usually based on the amount of beverage purchased (not on the sales price), so their effects can erode over time due to inflation if they are not adjusted regularly.	Policy-makers	Strong Evidence: The Community Preventive Services Task Force recommends increasing taxes on the sale of alcoholic beverages, on the basis of strong evidence of the effectiveness of this policy in reducing excessive alcohol consumption and related harms.	<b>Yes.</b> Current Colorado excise tax rates are 8 cents/gallon for beer, fermented malt beverages, and hard cider; 7.33 cents per liter for wine; 60.26 cents per liter for spirituous liquors; and \$10/ton for winery grape/produce.
Enhanced Enforcement of Laws Prohibiting Sales to Minors	Enhanced enforcement programs initiate or increase the frequency of retailer compliance checks for laws against the sale of alcohol to minors in a community. Retailer compliance checks, or “sting operations,” are conducted by, or coordinated with local law enforcement or alcohol beverage control (ABC) agencies, and violators receive legal or administrative sanctions. Enhanced enforcement programs are often conducted as part of multicomponent, community-based efforts to reduce underage drinking. Many also include strategies to increase perceived risk of detection by publicizing the increased enforcement activities and cautioning proprietors against selling alcohol to minors. These messages can be delivered using either mass media or by sending letters to all local alcohol retailers.	Law Enforcement	Sufficient Evidence: The Community Preventive Services Task Force recommends enhanced enforcement of laws prohibiting sale of alcohol to minors, on the basis of sufficient evidence of effectiveness in limiting underage alcohol purchases. Further research will be required to assess the degree to which these changes in retailer behavior affect underage drinking.	<b>Yes.</b>
Regulation of Alcohol Outlet Density	Alcohol outlet density regulation is defined as applying regulatory authority to reduce alcoholic beverage outlet density or to limit the increase of alcoholic beverage outlet density. Regulation is often implemented through licensing or zoning processes. An alcohol outlet is a place where alcohol may be legally sold for the buyer to drink there (on-premises outlets, such as bars or restaurants) or elsewhere (off-premises outlets, such as liquor stores). Density refers to the number of alcohol outlets in a given area.	Policy-makers and city planners	Sufficient evidence: On the basis of the reviewed evidence, the Community Preventive Services Task Force found sufficient evidence of a positive association between outlet density and excessive alcohol consumption and related harms to recommend limiting alcohol outlet density through the use of regulatory authority (e.g., licensing and zoning) as a means of reducing or controlling excessive alcohol consumption and related harms.	<b>Yes.</b> Current Denver law prevents new retail liquor stores from being located within 500 feet from public and parochial schools, colleges, universities, and seminaries and requires a 1500 foot distance from another retail liquor store or liquor-licensed drugstore.
Maintaining Limits on Hours of Sale	One strategy to prevent excessive alcohol consumption and related harms is to limit access by regulating the hours during which alcohol can legally be sold. Approaches may include: <ul style="list-style-type: none"> <li>Maintaining existing limits in response to efforts to expand hours of sale</li> <li>Expanding current limits on hours of sale</li> </ul> Policies limiting hours of sale may apply to outlets that sell alcohol for consumption at the place of purchase (on premises outlets, such as bars or restaurants) or elsewhere (off-premises outlets, such as liquor stores). In the United States, policies may be made at the state level and, where not prohibited, by state pre-emption laws at local levels.	Policy-makers	Sufficient Evidence: On the basis of sufficient evidence of effectiveness, the Community Preventive Services Task Force recommends maintaining existing limits on the hours during which alcoholic beverages are sold at on-premises outlets as another strategy for preventing alcohol-related harms. The Task Force found insufficient evidence to determine the effectiveness of increasing existing limits on hours of sale at off-premises outlets, because no studies were found that assessed such evidence.	<b>Yes.</b> In Colorado, the current limits are 5 AM to midnight for 3.5% beer licenses, 7 AM to 2 AM for on-premises licenses, and 8 AM to midnight for off-premises licenses (except Christmas)

\* Table adapted from the Community Guide review of evidence for different strategies for preventing excessive alcohol consumption.

\* Other evidence based strategies were excluded due to inability to implement in Denver, Colorado. More information can be found at: [https://www.thecommunityguide.org/topic/excessive-alcohol-consumption?field\\_recommendation\\_tid=All&items\\_per\\_page=All](https://www.thecommunityguide.org/topic/excessive-alcohol-consumption?field_recommendation_tid=All&items_per_page=All)

(Table continued from Page 4)

Intervention	Details	Sector	Efficacy	Feasibility in Denver
Overservice Law Enforcement Initiatives	<p>Overservice law enforcement initiatives are proactive community efforts to increase the enforcement of laws that prohibit the service of alcoholic beverages to intoxicated customers. Alcohol Beverage Control personnel or plainclothes or uniformed police carry out enforcement, which may include fines or licensing actions.</p> <p>Overservice law enforcement initiatives often involve two more components. The first is to notify alcohol beverage outlets of enforcement plans in order to foster the awareness essential for effective deterrence. The second is to provide information or training to help outlet managers and staff comply with overservice laws by learning how to better recognize intoxicated customers and by providing strategies to prevent overservice. Because overservice laws are not actively enforced in many communities, overservice law enforcement initiatives often involve increases in enforcement from low baseline levels.</p>	Law Enforcement	<p>Insufficient Evidence: The Community Preventive Services Task Force concludes there is insufficient evidence to determine the effectiveness of overservice law enforcement initiatives as a means to reduce excessive alcohol consumption and alcohol-related harms, because of the small number of available studies and inconsistent findings.</p>	<b>Yes.</b>

\* Table adapted from the Community Guide review of evidence for different strategies for preventing excessive alcohol consumption.

\* Other evidence based strategies were excluded due to inability to implement in Denver, Colorado. More information can be found at: [https://www.thecommunityguide.org/topic/excessive-alcohol-consumption?field\\_recommendation\\_tid=All&items\\_per\\_page=All](https://www.thecommunityguide.org/topic/excessive-alcohol-consumption?field_recommendation_tid=All&items_per_page=All)

## Summary of Substance Abuse Prevention Programs at Denver Public Health

In July 2016, Denver Public Health (DPH) was awarded five years of funding from the Colorado Department of Public Health & Environment to implement the “Communities That Care” (CTC) framework within Denver, with the goal of reducing the impact of substance use among Denver youth. Communities That Care was featured in the Surgeon General’s recent Report on Alcohol, Drugs, and Health as a prevention program that has been shown to successfully reduce substance use and abuse.

Denver Public Health is utilizing the CTC framework to establish a community-based coalition in Southwest Denver. The coalition will engage key leaders and community members representing diverse sectors including education, law enforcement, human services, faith-based organizations, private businesses, youth-serving organizations and media. Through the help of DPH’s CTC facilitator, Southwest Denver’s CTC Coalition will receive support to identify and implement interventions that impact risk and protective factors associated with youth substance use in Southwest Denver.

In addition to the CTC efforts in Southwest Denver, DPH is initiating CTC efforts within Denver’s LGBT+ community. DPH also supports the Denver Partnership for Youth Success, a community coalition working to develop prevention initiatives to reduce rates of youth substance abuse throughout Denver County.

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[www.denverpublichealth.org](http://www.denverpublichealth.org)



PhotoVoice project, *Positive Messaging Manifesting Positive Change*, addresses disparities in the retail messages for Alcohol, Tobacco, and Fast Food. This project was conducted in Southwest Denver neighborhoods—Mar Lee & Westwood by Sedona Allen, Denver Public Health Youth Advisor.

Presentation link: <https://www.youtube.com/watch?v=nNzrmUYBGIQ&feature=youtu.be>