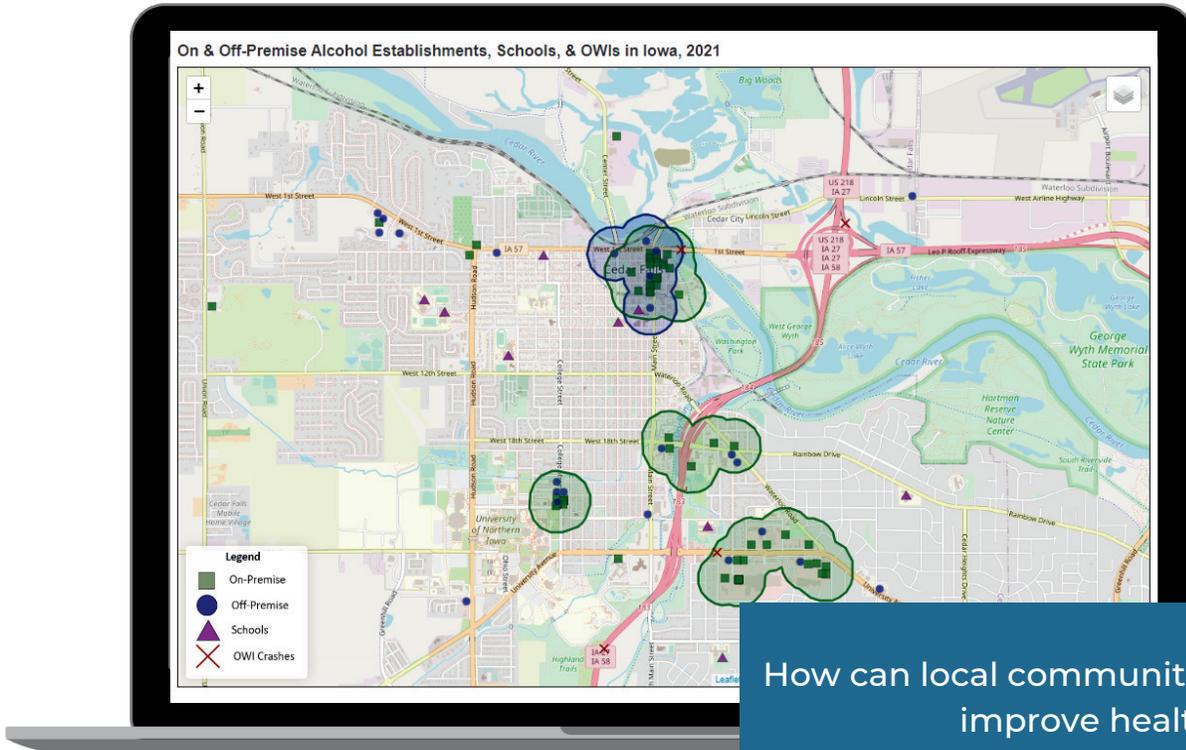


# THE ALCOHOL LANDSCAPE IN IOWA

Population Health Series  
Public Science Collaborative  
Ames, Iowa



How can local communities use data to improve health and safety?

## Alcohol in Iowa

Iowa has the country's second-highest excessive drinking rate, costing an estimated \$2.6 billion annually. Research in urban areas shows that alcohol outlet densities (AOD) may drive costs of alcohol-related harms, but research is needed to confirm this link in rural places. Our research is among the first to analyze AODs in small and midsize towns and rural contexts. We find that neighborhoods with a high concentration of alcohol retailers experience the greatest number of service calls related to family and community violence. We use this information to help Iowa communities develop policies reducing alcohol-related harms in rural areas.

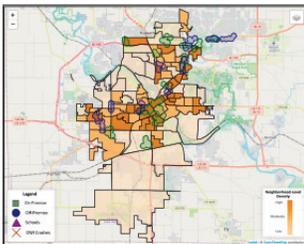
## Why Measure Alcohol Outlets?

High concentrations of alcohol retailers, also known as alcohol outlet densities (AODs), are environmental risk factors. Neighborhoods with high alcohol availability also have higher excessive drinking rates, underage drinking, crime, violence, hospital admissions, sexually transmitted diseases, and emergency service calls. Measuring the location and densities of alcohol retailers can help communities monitor alcohol availability and design interventions to reduce alcohol-related harms.

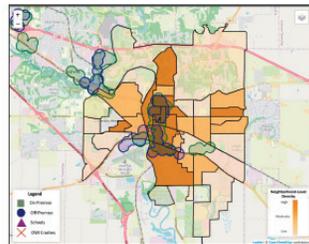
## Community Partnerships

PSC partners with local communities to 1) leverage insights from the Iowa Alcohol Density Monitoring Program to design locally tailored solutions for community issues and 2) expand the dashboard to include substance use surveillance systems for more communities in Iowa.

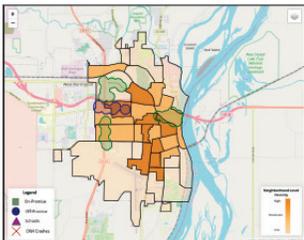
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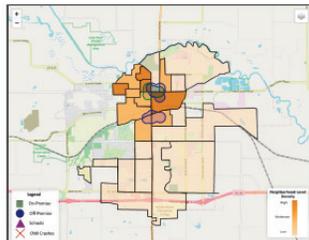
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