

WHEREAS; excessive alcohol consumption, which includes binge drinking, heavy drinking, underage drinking, and drinking during pregnancy, is a serious public health and safety concern in Wisconsin, with adult alcohol use in the state being more than ten percent higher than the national average; and

WHEREAS; according to the Wisconsin Department of Health Services (DHS), more than 3,000 Wisconsinites die every year from alcohol-related causes such as cancer, liver disease, motor vehicle crashes, and suicide; and

WHEREAS; excessive drinking has a negative impact on Wisconsin’s communities and costs Wisconsin almost \$4 billion per year, posing innumerable societal costs to families, healthcare facilities, law enforcement, judicial systems, school systems, and employers throughout the state, in addition to being a major factor in increased risk for at least seven different types of cancer, reported motor vehicle crashes, injuries, poisonings, falls, drownings, hypothermia, homicides, and suicides; and

WHEREAS; Wisconsinites can reduce the toll of excessive alcohol use by addressing the accessibility, acceptability, and availability of alcohol in their homes and communities, as well as by supporting evidence-based alcohol education and engaging in preventative healthcare; and

WHEREAS; this occasion presents all Wisconsinites with the opportunity to reflect on community alcohol policies and examine their own drinking habits, assess the effects on their overall health and well-being, consider the risks of alcohol use, and utilize resources, such as those available through DHS, to learn more about alcohol and its impacts; and

WHEREAS; this month, the state of Wisconsin joins DHS in supporting efforts to reduce excessive alcohol use among all Wisconsinites, provide resources and services to individuals who need professional help, and assist friends, family members, and neighbors in their recovery;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim April 2025 as

**ALCOHOL AWARENESS MONTH**  
throughout the State of Wisconsin and I commend this observance  
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 18th day of March 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State