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****RELEASE****

Colorado Alcohol Impacts Coalition Launches Through Multi-Partner Collaboration

Denver, Colorado — The Colorado Alcohol Impacts Coalition (CAIC) was launched today through a collaboration of representatives from Denver Health, the Colorado School of Public Health, the Colorado Consortium for Prescription Drug Abuse Prevention, Healthier Colorado, and the Steadman Group. This new statewide partnership is working to address alcohol-related public health and safety issues by reducing harms, raising awareness, and advancing evidence-based policy solutions. By uniting diverse partners, CAIC amplifies impact, coordinates efforts, and drives lasting change to improve health and safety across Colorado.

Alcohol is the leading cause of substance-related death and disability in Colorado, yet it often receives less attention than other public health challenges. More than 2,000 Coloradans die each year from alcohol, many decades before their time, and hospitalizations for alcohol-related illnesses and injuries alone cost \$351 million in 2022—a 47% increase since 2014. With deaths doubling over the past decade and impacts felt across healthcare, public safety, and family well-being, this is a critical moment to act.

“The science is clear: Colorado can save thousands of lives and hundreds of millions of dollars each year by implementing evidence-based approaches to reduce excessive alcohol consumption,” **said Glen P. Mays, PhD, MPH, Colorado School of Public Health.** “The

Coalition will help Colorado realize these savings through sensible, science-based actions.”
said Glen P. Mays, PhD, MPH, Colorado School of Public Health

Key initiatives of the Colorado Alcohol Impacts Coalition will include:

- **Driving Public Education** – Raising awareness of alcohol’s health impacts and shifting harmful cultural norms around drinking.
- **Advancing Policy Reform** – Improving policies and systems so they better reflect current needs, address gaps, and create lasting positive change.
- **Expanding Access to Care** – Increasing the availability of residential and outpatient treatment, peer recovery support, and mental health services across Colorado.
- **Strengthening Data & Evaluation** – Using local and statewide data to model the impact of proposed changes and measure outcomes over time.

“Colorado has had an alcohol problem for a long time; the Coalition is an opportunity to do something about it,” **said Bill Burman, MD, Public Health Institute at Denver Health.**

"As a person in recovery from alcohol, I helped start this coalition so that our state can develop a healthier relationship with alcohol," **shared JK Costello, MD, MPH, The Steadman Group.**

Organizations and individuals are invited to join the Colorado Alcohol Impacts Coalition and create healthier, safer communities by driving impactful solutions. Interested parties can learn more about CAIC and how to get involved by contacting Samantha Strobing at samanthastrobing@steadmangroup.com.

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The **Colorado Alcohol Impacts Coalition (CAIC)** is a statewide, multi-sector coalition that seeks to reduce alcohol-related harms through data-driven strategies, public awareness, and policy collaboration. CAIC brings together leaders from healthcare, research, public health, and community organizations to improve health and safety across Colorado.