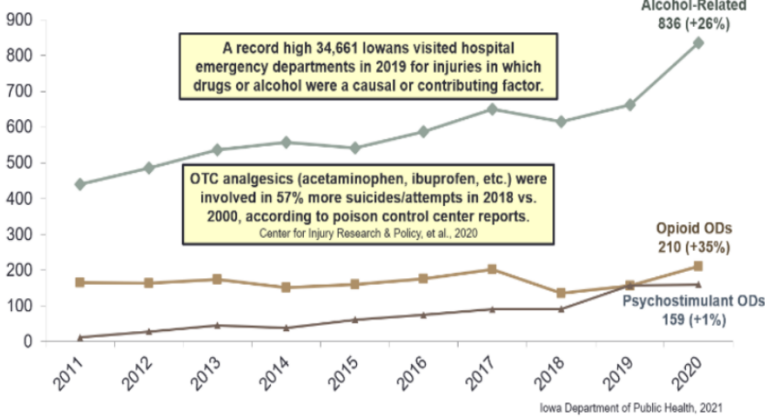


DO YOU KNOW SOMEONE WHO HAS BEEN NEGATIVELY IMPACTED BY ALCOHOL?

CHANCES ARE YOU DO.

Substance-Involved Deaths in Iowa

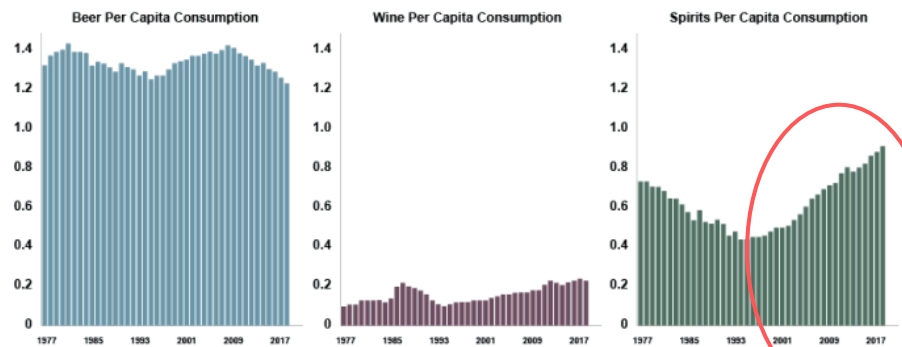
Alcohol, Opioids (including powerful combos) & Psychostimulants (e.g., Meth)



DEATHS

Iowa alcohol-related deaths have increased at an alarming rate in the past two decades and so have consumption, sales, and the numbers of stores to purchase hard liquor/spirits. (Although beer is still the most used type of alcohol in Iowa)

Figure 7: Iowa Trends in per Capita Consumption (1977–2018)



National Institute on Alcohol Abuse and Alcoholism, Division of Epidemiology and Prevention Research:
Apparent Per Capita Alcohol Consumption: National, State, and Regional Trends, 1977-2018

CONSUMPTION

THE INCREASES
IN DEATHS HAVE
BEEN LED BY
ALCOHOL-INVOLVED
ILLNESSES.

Alcohol-related car crashes still kill.

Did you know that many cancers are also caused by alcohol, including breast and colon cancer?

It's true-- Big Alcohol has lobbied hard to make sure you don't know. They keep cancer warnings, serving sizes, calories, sugar content, ingredients, and allergens off of most products.

There has been a petition for 19 years to include this. The data on alcohol and cancer has been known for over 34 years.



CONSUMERS HAVE A RIGHT TO KNOW!

“Americans want lawmakers to prioritize public health and safety over convenience and price when weighing changes to alcohol regulations.”

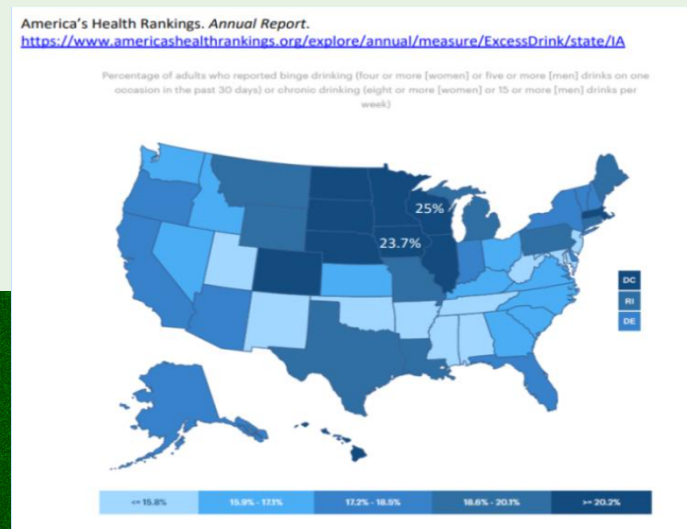
SHOULD BE A PRIORITY

Using a scale of 0 to 10, please indicate how important each of these considerations should be when deciding alcohol regulations: 10 is very important, 0 is not at all important and 5 is a neutral rating.

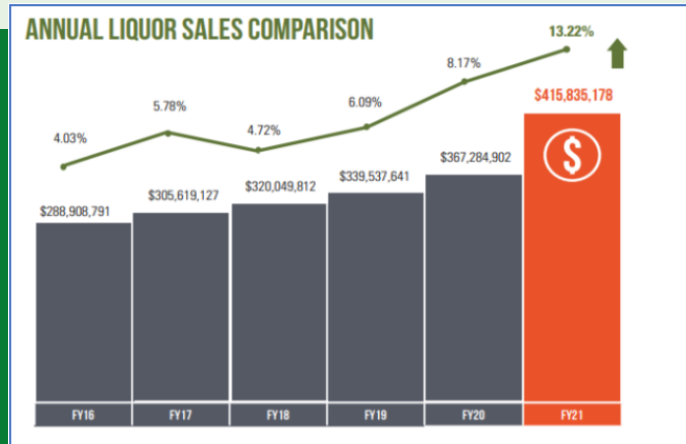


PUBLIC OPINION ON ALCOHOL POLICY PRIORITIES

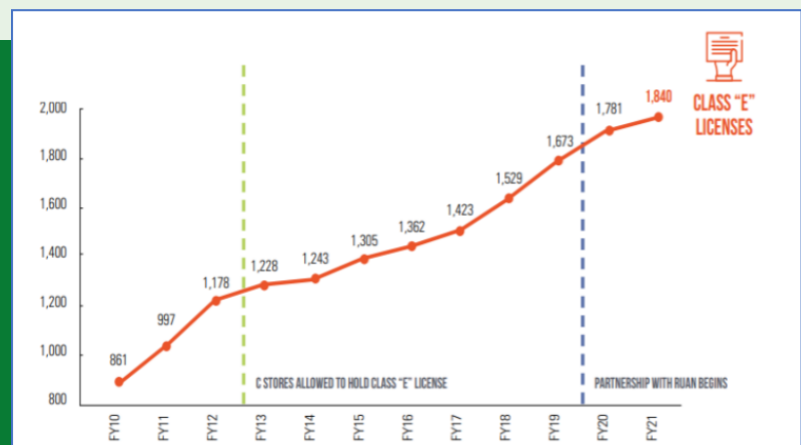
Did you know that Iowa ranks in the bottom three states for its alcohol policies and that Iowa consistently ranks in the top several states in the nation for excessive, high-risk drinking?



Yet, sales and places to purchase hard liquor and spirits continue to rise.



SALES



PLACES TO PURCHASE HARD LIQUOR/SPIRITS:

M U P

MINIMUM UNIT PRICING

New strategic policy that **reduces alcohol-related deaths and hospitalizations.**

A policy that **sets a minimum price** for any given container of alcohol based on an established minimum price per standard "unit" of pure alcohol.

Amount of alcohol
CALCULATION:

Total liquid volume of an alcoholic beverage
X
Proof or percentage of alcohol by volume (ABV).

Studies show:

Increasing alcohol prices **effectively reduces consumption.**

Since 2018:

At least (4) four jurisdictions around the world **have begun using MUP.**

(Including Scotland, the Northern Territory of Australia, Wales in 2020 and Ireland in 2022)

MUP has been **successful at improving health outcomes.**

Based on studies of enacted MUP policies that primarily focused on Scotland as the first MUP jurisdiction.

✓ **a WIN for small Iowa producers,**
✓ **a WIN for the State, and**
✓ **a WIN for Iowans' health.**

Other **minimum pricing policies** (not true MUP) can also be focused on a specific sub-type of alcohol such as spirits/hard liquor:

- Oregon passed a minimum pricing policy in 2021 for spirits, coming the closest to a MUP policy in the US, with the price somewhat related to the amount of alcohol in a container.
- Canadian provinces have implemented various types of minimum pricing policies as well. Studies have indicated these policies resulted in a reduction of alcohol-related harms.

In 2020, the Iowa Alcoholic Beverage Division (ABD) nearly implemented a minimum pricing policy with spirits. The effort would have affected the wholesale price of only 7% of products sold (very low-priced spirits). The ABD formula linked the price to the alcohol units in the beverage.



The formula and work towards this policy was viewed as fair by Iowa native distillers.

(Out of 258 suppliers, only 3 expressed concerns, two out of 3 only had concerns with the timing of the policy. One supplier claimed that this policy would disproportionately impact low-income families/consumers, but a recent study concluded that the impact on net wealth of lower-income households from MUP policies is "likely to be negligible" and is far outweighed by the health benefits. Lower-income households "bear a disproportionate burden of negative alcohol-related consequences").

The Iowa effort to protect the consumer and reduce hospitalizations and deaths, was derailed primarily due to the pandemic.

It is now time to work on the most effective policies to decrease deaths. The public agrees! Price strategies have a positive ripple effect on the public with minimal ongoing effort.

4P PRODUCT PRICE PLACE PROMOTION

That's where prevention of excessive high-risk drinking can start in Iowa.

product

Besides working on getting the nutrition and warning labels on alcohol products, which must be done at the Federal level, what can we do to improve Iowa's policies and decrease excessive drinking? See **promotion** below.

price

Alcohol excise tax increases work to decrease excessive drinking, but efforts have failed to increase the beer excise tax which has been \$0.19/gallon since 1986. Inexpensive beer is still what is most commonly consumed. Beer in Iowa can now legally be up to 19% ABV and most wines have around a 12% ABV, yet wine's excise tax is \$1.75 cents/gallon.

MINIMUM PRICE POLICY ON SPIRITS + BEER EXCISE TAX INCREASE = SAVING IOWA TAXPAYERS ON HEALTHCARE & SAVING IOWA LIVES

place

There are more places to purchase hard liquor in Iowa than ever since 2012 when the legislature allowed gas stations to sell spirits. Communities can limit off-premise and/or on-premise establishments through alcohol outlet density ordinances. For example, they can limit the number of outlets or the distance outlets must be from places like schools or daycare centers. Outlet density ordinances can reduce violence and alcohol-related car crashes. Outlet density ordinances do not affect existing businesses.

promotion

Cancer warnings could be required at the point of sale and required on alcohol promotional ads.



140,000 DEATHS
shortening lives by
an average of 26 years



1 in 10 DEATHS
among working-age
adults



\$249 BILLION
in economic costs,
or \$2.05 a drink

Source: CDC Alcohol and Public Health (Annual Statistics)

- In the U.S., "a liquor's proof is two times the ABV." Why is Alcohol Measured by Proof? Encyclopedia Britannica website: <https://www.britannica.com/story/why-is-alcohol-measured-by-proof>. Accessed June 17, 2022.
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