

# Do you know a person or community negatively impacted by ALCOHOL?

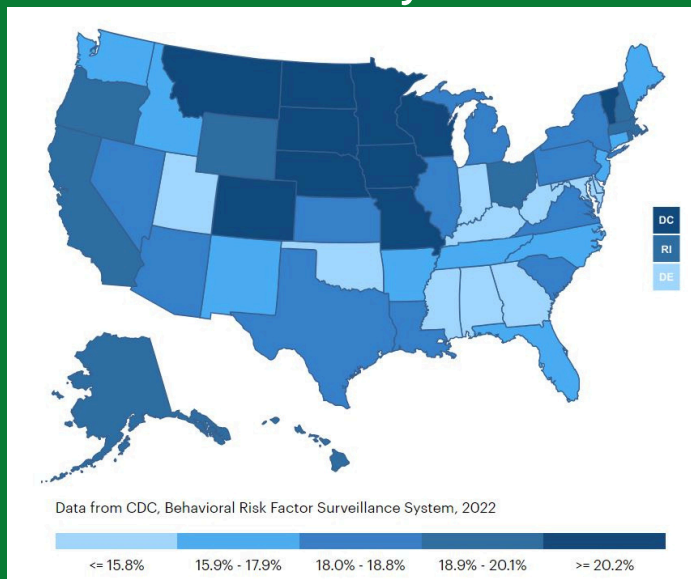


## CHANCES ARE YOU DO!

Low cost of liquor allows easy access to high-alcohol content products and promotes excessive drinking.

### THE ISSUE:

Iowa has the 3rd highest excessive drinking rate in the country.



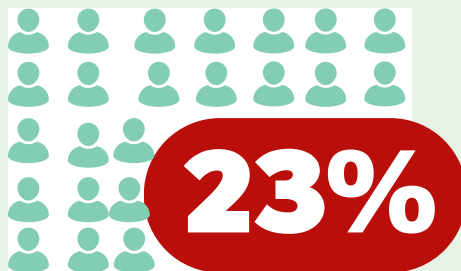
### IN IOWA:

- *Alcohol-involved deaths are nearly 4 times higher than opioid deaths.*
- Alcohol-related deaths have nearly doubled since 2011.
- Sales & Consumption of hard liquor have doubled over the past two decades.

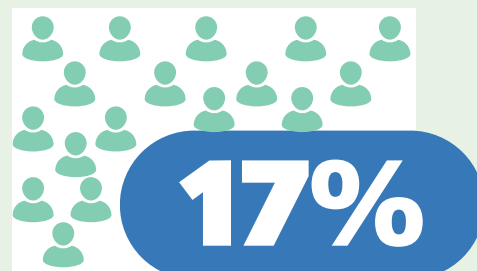


The **underage** drinking rate is **higher in Iowa** than in the United States.

### IOWA YOUTH



### U.S. YOUTH



*We have a solution! Price Matters!*

*An innovative new strategy - Minimum Unit Price!*

*Read on to learn more...*

# CHEAP ALCOHOL IS A PROBLEM FOR MANY INDIVIDUALS AND COMMUNITIES

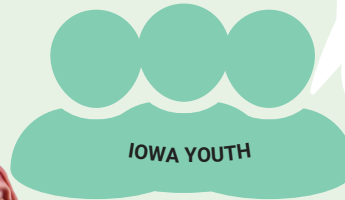


Cheap Liquor → Increased Adult & Youth Drinking → More Alcohol-Related Harms

*My adult son, age 45, a father of young children, is on the liver transplant list due to his use of drinking an inexpensive whiskey every night to sleep.*



*We drink cheap flavored vodkas, whiskey, and anything we can get our hands on.*



*We drank anything cheap, vodkas or whiskey, particularly Hawkeye Vodka.*



*Prior to getting into treatment, my daughter, in her 20's, would sit outside the convenience store before 7 a.m. waiting for them to open so she could go purchase inexpensive vodka.*



## PRICE DETERMINES ALCOHOL CHOICES

A treatment counselor said "Several high functioning employed folks, when at their worst, reached for the cheapest alcohol."



## Alcohol and Cancer

Big Alcohol has lobbied to keep cancer warnings, serving sizes, and other information off of alcohol products. It has been proven that alcohol consumption leads to cancer, including breast and colon cancer.

A head and neck cancer survivor in recovery, John Stokes, said: *"It might have made a difference in my life if I knew how alcohol could contribute to the chances of developing cancer... As a head and neck cancer survivor, I want to make sure that Iowans know that alcohol can cause cancer..."*



Iowa has the 4th highest incidence of alcohol-related cancers in the U.S. and the highest rate in the Midwest!



# THE SOLUTION: A small increase in the price of the cheapest liquor will improve the health of individuals and increase community safety.

## THE POLICY:

A Minimum Unit Price (MUP) policy for high content by volume liquor in Iowa.



A Minimum Unit Price is set for **any given container** of liquor addressing the price of only the cheapest liquors in Iowa

# A WIN FOR



**IOWANS' HEALTH**



**IOWA DISTILLERS**

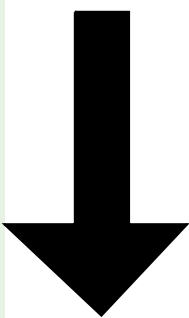


**THE STATE**

Even the playing field for Iowa Distillers who are competing with large out-of-state manufacturers.  
More funds raised for Iowa to help pay for the harms caused by excessive drinking.  
It would only affect the cheapest 10% of the 2500 products sold in Iowa.

## Minimum Unit Price will:

### REDUCE:



- Underage Drinking
- Excessive Adult Consumption
- Alcohol-related Illnesses
- Alcohol-related Cancers
- Alcohol-related Car Crashes
- Violence/Violent Crimes
- Alcohol-involved Deaths

### Enhance Equity:

Studies have found that, while higher-income households may consume equal or greater amounts of alcohol overall, lower-income households “bear a disproportionate burden of negative alcohol-related consequences,” especially lower-income communities of color.

Researchers in Scotland found in 2023 that a minimum unit price policy being utilized in Scotland was associated with a significant reduction in alcohol-specific deaths.

# What if this policy is not adopted?



Alcohol-related illnesses and deaths will continue to grow in Iowa!



▶ **JOIN US!**

We need your support and voices to be heard to reduce alcohol-related deaths. Many people think alcohol is not that big of a deal, yet it kills more people than any other drug besides tobacco, and increasingly so. **(178,000 Deaths/Year)**

## SPREAD THE WORD!

- Talk to your legislators about the alcohol-related health issues in Iowa. Tell them it is time to treat these alcohol-related health issues seriously. Tell them they need to listen to Iowans more than the big out-of-state hard liquor manufacturers. Help our legislators understand that more needs to be done to address alcohol-related harms and their effects on Iowa's Health & Pocketbooks.
- Connect with your local substance use prevention coalition to help educate them on the implementation of an MUP Policy in Iowa.
- Attend the AC4C Policy Workgroup and/or Alcohol Action Team Meetings to support the work of implementing an MUP Policy in Iowa.
- Attend the AC4C Day on the Hill and Legislative Learning Events, invite your legislators to attend the events with you, and speak to your legislators while you are there as we will be talking about the MUP Policy at this event.

**Share Info on the MUP Policy: In your community & across the State of Iowa!**

The Iowa Alliance of Coalitions for Change (AC4C) is a group of prevention coalitions and partners who work to prevent underage drinking, reduce alcohol-related harms, and address other substance and mental health issues by sharing resources and working together on statewide initiatives.

**CITATIONS CAN BE FOUND HERE:**

