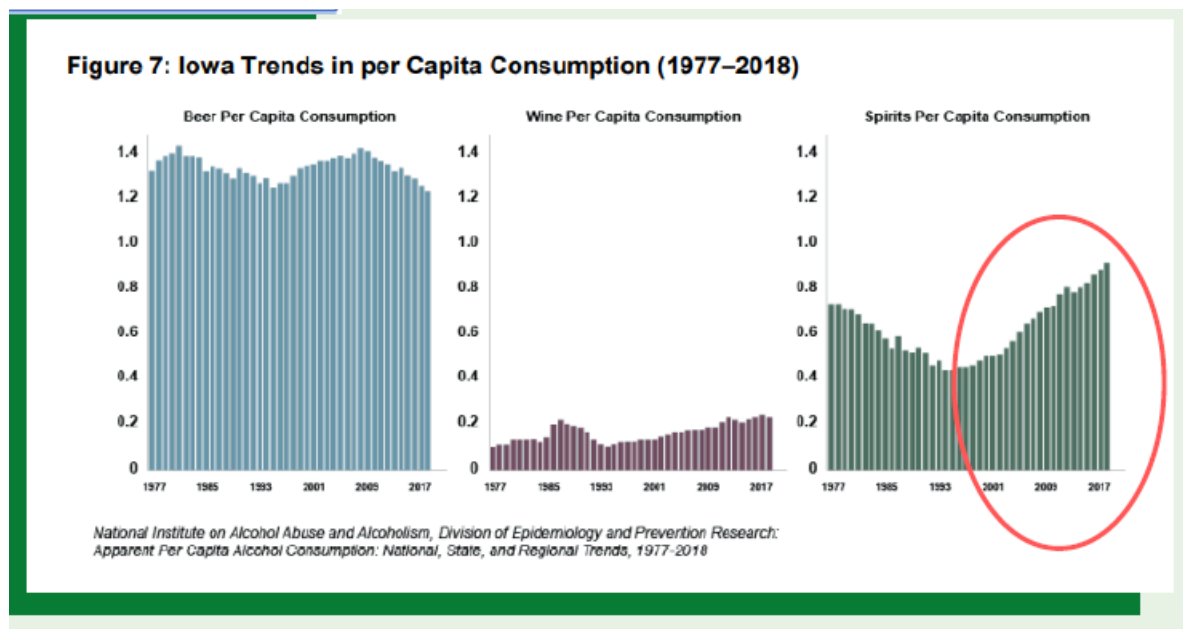
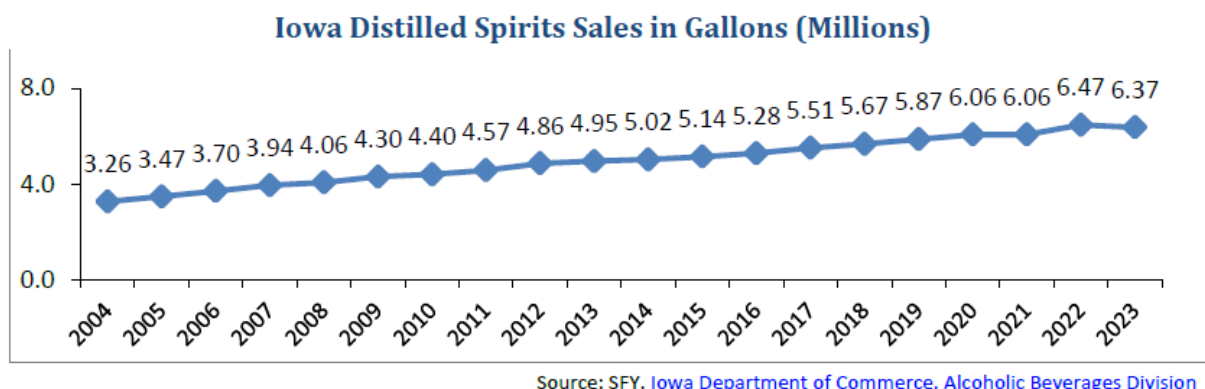


Minimum Unit Pricing Policy for Alcoholic Beverages References

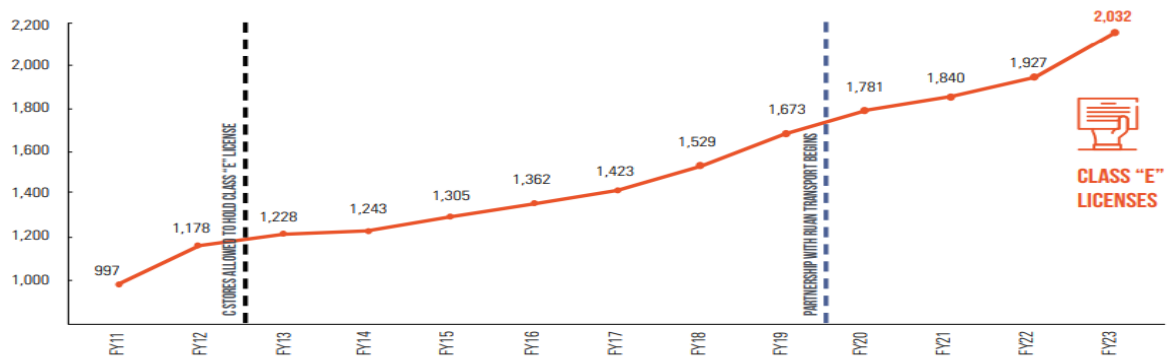
- **Iowa's Ranking for binge/heavy drinking (excessive drinking) compared to the United States:** 48th worst (or 3rd highest rate), according to American's Health Rankings using the Centers for Disease Control and Prevention's (CDC) Behavioral Risk Factor Surveillance System (BRFSS) survey data from 2022.
- The prevalence of **binge drinking in the past 30 days among Iowa adults was 21.5%** in 2022, greater than the **16.9% of US adults** reporting binge drinking in the past 30 days (CDC BRFSS, 2022).
- **Underage drinking compared to the nation:** Iowa's Underage drinking is significantly higher than the United States national average. In 2019-20, nearly one in four (23%) Iowan 12 to 20-year-olds reported alcohol use in the past 30 days compared to one in six (17%) United States 12 to 20-year-olds. (2019-2020 National Survey on Drug Use and Health (NSDUH))
- Spirits per capita **consumption and sales have doubled** in the past two decades. (National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the Iowa Department of Commerce, Alcoholic Beverages Division (ABD))



This figure displays data compiled by the Iowa Department of Commerce, Alcoholic Beverages Division, reporting the sale of millions of gallons of distilled spirits to retailers within the State of Iowa. Alcohol sales to retailers have steadily increased nearly 100% over the past two decades.



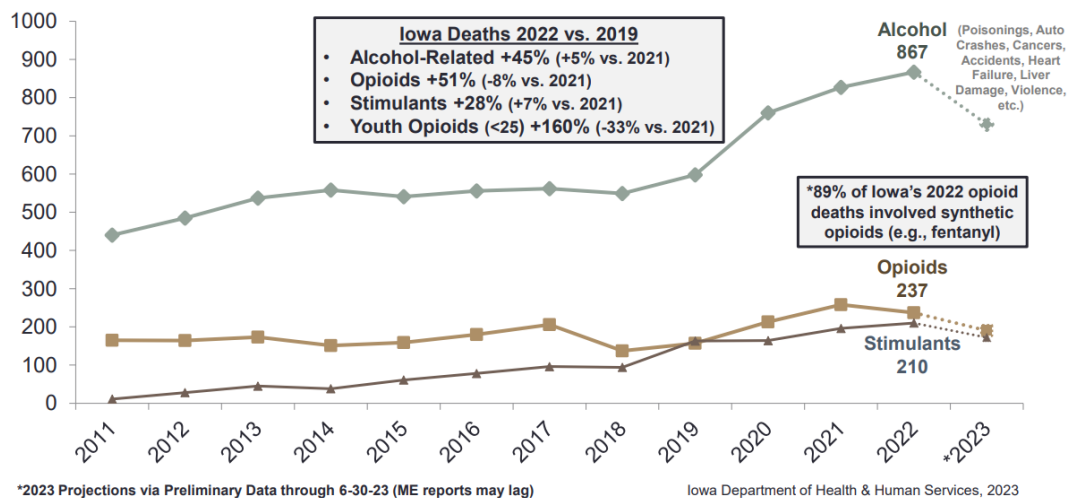
- The number of stores selling spirits has also more than *doubled* since 2011. “In 2012, there was an increase in the number of class “E” licenses due to a legislative change that allowed convenience stores to be licensed to sell liquor. Since that time, the number of class “E” licenses continues to grow and increases the number of distribution points across the state of Iowa.” (2023 Iowa ABD Annual Report)



- Alcohol-involved deaths have nearly *doubled* since 2011, with a 45% increase between 2019 and 2022.** (Iowa Health and Human Services (IHHS) 2023)
- Alcohol-involved deaths are nearly 4 times higher than opioid deaths in Iowa. (See chart below)**

Substance-Involved Deaths in Iowa

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



- Alcohol-impaired driving fatalities increased from 27% to 33% of all crash fatalities between 2017 to 2021.

Alcohol-Impaired Driving Fatalities**: Iowa , U.S. and Best State (see graphs below)					
Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC = .08+)		
			Number	Percent	Per 100 Million VMT
2017	Iowa	330	90	27	0.27
	US	37,473	10,880	29	0.34
	Best State*			19	0.14
2018	Iowa	319	90	28	0.27
	US	36,835	10,710	29	0.33
	Best State*			19	0.16
2019	Iowa	336	102	30	0.30
	US	36,355	10,196	28	0.31
	Best State*			15	0.12
2020	Iowa	343	118	35	0.40
	US	39,007	11,718	30	0.40
	Best State*			20	0.18
2021	Iowa	356	118	33	0.36
	US	42,939	13,384	31	0.43
	Best State*			20	0.23

Download Table (Excel)

*State (or States) With Lowest Percents: Lowest Percents Could Be in Different States
 **Based on the BAC of All Involved Drivers and Motorcycle Riders (Operators) Only
 **Percentages are computed based on unrounded estimates

- Iowa has the 4th highest incidence of *alcohol-related* cancers in the U.S. and the highest rate in the Midwest! <https://shri.public-health.uiowa.edu/wp-content/uploads/2024/02/cancer-in-iowa-2024.pdf>
- The 2024 Cancer in Iowa Report shared the following: “According to the US Community Preventive Services Task Force, there is strong scientific evidence that price controls are effective strategies for reducing excessive alcohol consumption and related harms. An emerging strategy tested in Scotland is minimum unit pricing, in which a floor price is set below which a unit of alcohol (e.g., 8 grams in Scotland) cannot be sold. Evidence suggests this strategy is very effective at reducing alcohol-related deaths and hospitalizations.”
- In October 2020, the American Journal of Public Health published an editorial specifically calling for implementing Minimum Unit Pricing, among others. Public health experts say that alcohol-related mortality is preventable, alcohol mortality and morbidity are rising rapidly, and the United States must move swiftly to adopt stronger interventions. Part of that plan says to implement certain pricing strategies at “either the wholesale or the retail level” and more specifically, “Implement minimum unit pricing... Pricing may be set by linking the lowest price paid for the alcohol to the units of ethanol in the beverage.” (Appendix A)
- The Impact of Minimum Unit Price: Studies show minimum unit price strategies effectively reduce consumption, positively impact health, and reduce alcohol-related deaths. The Potential Health Impact of an Alcohol Minimum Unit Price in Quebec: An Application of the International Model of Alcohol Harms and Policies report says the following:
 - A study published in the Journal of Studies on Alcohol and Drugs in October 2020 found that deaths and hospitalizations from alcohol use significantly decrease when governments institute a minimum unit price for alcohol.
 - Lead researcher Adam Sherk, PhD, Canadian Institute for Substance Use Research at the University of Victoria in British Columbia, Canada said these policies “would result in a substantial and lasting reduction in the harms caused by alcohol in society.” He also said, “This report adds to the growing

body of evidence that minimum unit pricing policies are an effective way for governments to reduce alcohol-related hospital visits and save lives.” (Appendix B)

- Since 2018, at least four jurisdictions around the world have begun using MUP as a form of alcohol control: Scotland and the Northern Territory of Australia in 2018, Wales in 2020, and Ireland in 2022. All policies calculate the minimum unit price as described above, by multiplying the total liquid volume of an alcoholic beverage by its percentage of alcohol by volume (ABV) to determine the units of alcohol in the beverage and then multiplying the units of alcohol by a set minimum unit price. (Appendix C)
- The researchers found that minimum unit pricing in Scotland was associated with a significant 13% reduction in alcohol-specific deaths associated with minimum unit pricing. Mar 21, 2023
<https://www.bmj.com/content/380/bmj.p672#:~:text=The%20researchers%20found%20that%20minimum,associated%20with%20minimum%20unit%20pricing>
 - Appendix A: Sean J. Haley, Jonathan Noel, Raimee Eck, Diane Riibe, Kathleen Lenk, and Alicia C. Sparks.
 - *Call for a Population-Based Response to a Doubling of Alcohol-Related Mortality in the United States*. American Journal of Public Health. 2020. <https://doi.org/10.2105/AJPH.2020.305904>
 - Appendix B: Sherk, Adam., Stockwell, Tim., April, Nicole., Churchill, Samuel., Sorge, Justin., Gamache, Phillippe. *The Potential Health Impact of an Alcohol Minimum Unit Price in Québec: An Application of the International Model of Alcohol Harms and Policies*. Journal of Studies on Alcohol and Drugs. 2020. <https://www.jsad.com/doi/10.15288/jsad.2020.81.631>
 - Appendix C: Accessed June 17, 2022: Alcohol and drugs: Minimum unit pricing. Scottish Government website: <https://www.gov.scot/policies/alcoholand-drugs/minimum-unit-pricing/>
 - Alcohol minimum floor price. Northern Territory Government website:
<https://industry.nt.gov.au/publications/business/policies/floor-price>.
 - Policy insights: Minimum price for alcohol in Wales – what does it mean for you? Alcohol Change UK website:
<https://alcoholchange.org.uk/policy/policy-insights/minimum-price-for-alcohol-in-wales-what-does-it-mean-for-you>.
 - Minimum Unit Pricing on Alcohol – what is it and what will it mean for me? Health Service Executive website:
<https://www2.hse.ie/healthy-you/alcohol-blogs/minimum-unit-pricing-on-alcohol-what-is-it-and-what-will-it-meanfor-me-.html>.