



Healthy Alaskans 2030 (HA2030)– Implementation Report

Date: December 7, 2022

Name, Title: Tiffany Hall, executive director Recover Alaska

HA2030 Health Objective #:22 – Reduce the alcohol mortality rate per 100,000 population

Strategies and Actions Implemented: Strategy 1: Promote policy, systems, and environmental changes that are designed to enhance community conditions to reduce alcohol-induced mortality. Action Step 1 is to promote and support policy changes.

<p>What was accomplished</p> <ul style="list-style-type: none"> • Passage of an alcohol sales tax in Anchorage; creation of a theory of change for how funding should be spent <ul style="list-style-type: none"> ○ Alcohol taxes are the most evidenced way to reduce deaths caused by alcohol ○ Funding will go to support public safety (mental health response team); combatting and addressing child abuse, sexual assault, domestic violence ○ Substance use prevention and treatment ○ Homelessness services • Passage of SB9, a 10-year effort to restructure and update Title 4, all the laws about alcohol in the state <ul style="list-style-type: none"> ○ Closed loophole & maintained population limits, one of three “best buys” in alcohol policy to reduce disease and violence attributed to alcohol ○ Closed loophole on safe service training requirement ○ Increased license fees; dollars to support better education and compliance checks ○ Statewide keg registration & licensee liability ○ Creation of regulation on internet sales 	<p>Description of how the team achieved the accomplishment; what went well, progress made</p> <ul style="list-style-type: none"> • Both efforts took a huge amount of teamwork at every level, shared funding, persistence, public/group presentations and testimony • We passed an alcohol tax! • We passed a 10 year effort on a rewrite of Title 4! • Both policy changes were presented at AP19, an international alcohol policy conference, and really put Alaska on the map.
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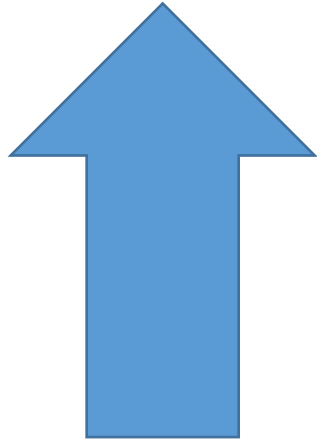
<p>Challenges</p> <ul style="list-style-type: none"> • The alcohol industry is STRONG and well-funded • The legislative process is complicated; lots of learning while doing and mistakes made along the way • Turnover of State legislators and a 2-year legislative session meant we had to start over every two years • Such a long process, and not enough diligence paid to restating all the public health wins meant we were having to convince some of our own supporters as much as our opponents • Funding, especially for lobbying, is really hard to come by 	<p>Resources needed, questions that exist, etc.</p> <ul style="list-style-type: none"> • Funding • Lots of partners • Data really won the day, whether it was evidence-based policy or polling voters for framing and issue importance
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Next steps (assigned tasks, date for completion, etc):

- Alcohol tax requires advocacy during Assembly budget session every year
- Title 4 project requires a year and a half of regulations projects, meaning 2-hour meetings every 3 weeks throughout fall 2022 and all of 2023
- Evaluation of impacts
- Watching compliance as we move forward re: Title 4

Why a tax? ... because taxes work!

Alcohol
Price

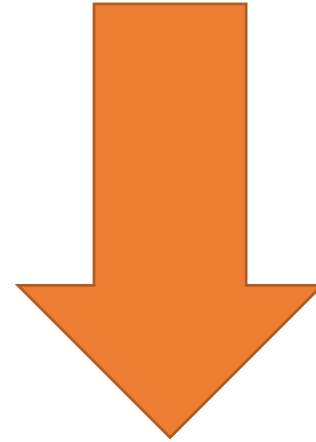


Alcohol
Taxes

results in

A black arrow pointing from the 'Alcohol Taxes' section to the 'Harmful or Excessive Alcohol Consumption' section, indicating a causal relationship.

Harmful or Excessive
Alcohol Consumption
(underage + heavy drinking)



Costs &
Consequences

After-action analysis

1994: Went to Ballot

Lost 49% to 51%
Yes: 33,887
No: 35,222

> "The major obstacle proved to be the alcohol industry's success in convincing voters that the additional revenue, which would have flowed into the city's general fund, would help create a bigger government bureaucracy."

— State Alcohol Taxes and Health, Center for Science in the Public Interest, 1996

1995: Went to Ballot

Lost 48% to 51%
Yes: 24,419
No: 25,808

> "Tax proponents altered their legislative approach the following year, exploiting the same local, anti-tax, anti-government sensitivities that had defeated them in the previous election. They proposed the new measure as a way to offset property taxes. The strategy appealed to property owners' pocketbooks in a concrete way, and this time, the initiative nearly passed, failing by less than one percentage point."

— State Alcohol Taxes and Health, Center for Science in the Public Interest, 1996

There were nearly 20,000 fewer total votes in '95 compared to '94 yet the absolute difference between yes and no votes stayed roughly the same (1,389 in '95 compared to 1,335 in '94).

2002: State tax hike on beverages.

> The "Dime a Drink" campaign. First notable increase on alcohol taxes (excise taxes) in 18 years; controversy over the level of taxation and use of funds—slashes to health and social services immediately following tax implementation. Set a tone of opposition and distrust within the alcohol industry for gov't promises.

2004: Citizen initiative

> Failed.

2007: Citizen initiative

> Failed.

2015: Proposed by Traini Failed Assembly, 6 - 5 vote

> "Hall...made a last-minute effort to spell out more details for how the money would be spent, pulling information from the recommendations of Anchorage Mayor Dan Sullivan's leadership team on homelessness. For example, Hall's memo said, the plan would call for the addition of 80 housing-first units and 12 short-stay detox beds, and included cost estimates for such measures. Such details had not been made publicly available until the meeting."

2017: Proposed by Traini Failed Assembly, 7 - 3 vote

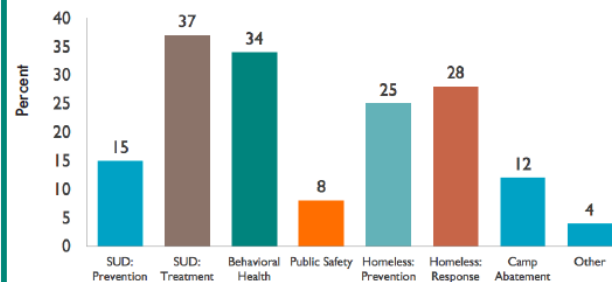
— "Anchorage Assembly votes down alcohol tax ballot measure", ADN, Nov. 28, 2016

> The alcohol industry mounted an opposition campaign almost immediately.

TIMELINE

Alaska's Alcohol Tax Landscape 1994 - 2017

Q. If the alcohol tax is approved by voters, what activities would you most support funding with this revenue?



Strategic Action Plan to Solve Homelessness: 2018 - 2021 Community Forum
Wednesday, January 9, 2019

CAMPAIGN ACTIVITY BREAKDOWN OPPOSITION CAMPAIGN

The opposition campaign ran an overall strong campaign, with unique and eye-catching graphics, heavy message reiteration, and one notably clever tactic. (No monetary breakdown of expenditures available based on APOC reports, only "social media, radio, television, direct mail, ongoing canvassing.")



THE POWER IS IN YOUR HANDS!
Vote NO on Proposition No. 9

NO A new alcohol tax makes no sense.
The Assembly says they'll "fix" homelessness with your tax dollars.
THAT'S CRAZY!
Seattle, Portland, San Francisco said the same thing. Homelessness and drug use - got worse.

NO Use your power. Say NO to new taxes



We - the voters
created a City Charter that requires a 3/5's vote to impose new taxes.
Proposition No. 9 ignores our City Charter.
If you vote yes, you will be voting to bypass the City Charter.
This is a terrible precedent that opens the door to other new taxes.

Government already makes a larger profit on alcohol than all the producers and distributors **COMBINED**. Where is the benefit for what we already pay? This is just a money grab by politicians. Seattle residents have stood up and said enough-is-enough. They have created a community-wide group to seriously deal with homelessness.

Check out
www.UnifiedSeattle.com or on Facebook at Unified Seattle.
Anchorage needs to learn from Seattle's mistakes and do the same thing.

Vote No on Proposition No. 9
and mail in your ballot today

www.UnifiedSeattle.info created by the group and released from 10/23/17 to 10/23/17. Anchorage, AK 99501. For these contributions: Alaska Beer, Wine, and Spirits Association, Wine Institute and Alaska Hospitality Center, Inc., and others. All rights reserved. No part of this publication may be reproduced without prior written permission. All rights reserved.

ELEMENTS

- Raised \$340,033.36
- **Hackney & Hackney** consulting group (led several Republican campaigns, including for Rep. Don Young)
- Newspaper:
 - ADN ad buys
- Social Media: Facebook, Instagram, Google ads
- Radio:
 - 48 spots on FM 93.7 from March 22-29 (6 per day)
 - 126 total spots on FM 92.1 from March 7-24
 - 66 spots on FM 102.1 from March 7-17
- Television:
 - 12 spots on KTVA from March 25 to April 1
 - 35 spots on KTUU from March 22 to April 2
- Direct mail
- Canvassing (extent of effort unknown)
- Earned media: five op-eds and letters to the editor against
- Field: Table-fold ups in anti-Prop 9 bars

We lost because of \$340k of this



The Mayor's **alcohol tax - more \$\$ for gov't.**
Seattle did the same thing – a billion dollars a
year in tax money.

Homelessness got WORSE – Drug use got WORSE.

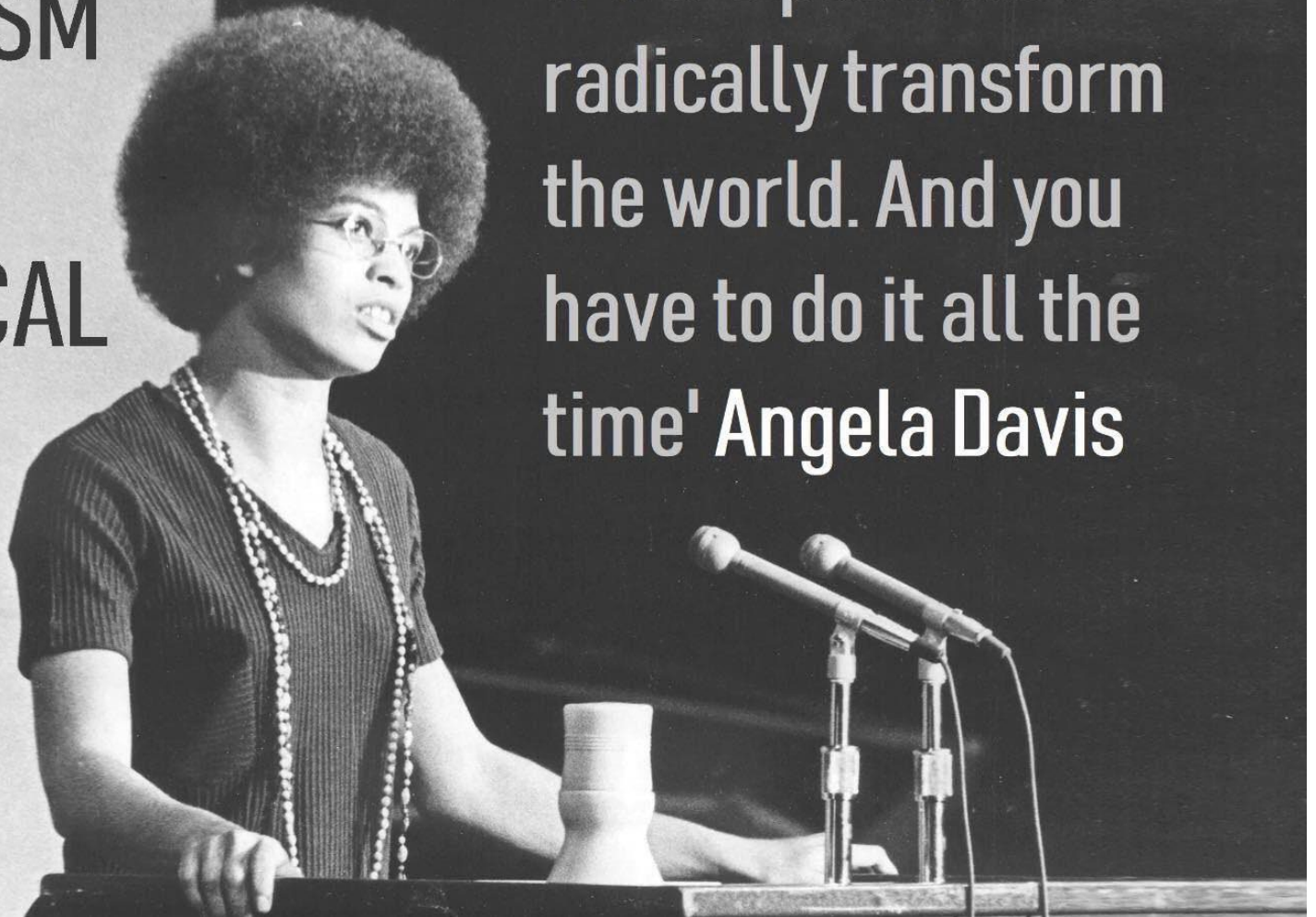


**VOTE NO on
Proposition No. 9**

Paid for by Alaskans Against Unfair Alcohol Taxes, 1503 W 31st Avenue, Anchorage, AK 99503. Top three contributors: Alaska Beer, Wine, and Spirits Association, Wine Institute and Alaska Hospitality Retailer Association. Sarah Oates, Chair, approved this message.

OPTIMISM
IS A
POLITICAL
ACT

'You have to act as if
it were possible to
radically transform
the world. And you
have to do it all the
time' Angela Davis



RECOVER
ALASKA

Polling

TABLE C1 1: ALCOHOL TAX INCREASE

Strongly favor	52%
Somewhat favor	20%
Neutral	5%
Somewhat oppose	6%
Strongly oppose	19%

TABLE 042

14. How likely would you be to support an alcohol tax increase of ten cents per drink if the money went to treatment and prevention programs? Would you say...?

Base: Total respondents

<u>Extremely/Very/Somewhat</u>	1141
<u>Likely (NET)</u>	100
=====	78

5A. There will be a question on the April Municipal election ballot that will propose a charter amendment enacting an alcohol tax in Anchorage of 5% of retail, which would add 50c to the cost of a \$10 alcohol purchase. If the election was held today, how do you think you would vote, yes or no?

VOTE ON ALCOHOL TAX #1:		
	Count	%
Yes	238	59.8%
No	152	38.0%
Undecided	9	2.2%

We found our Assembly champions



We dedicated the revenue

Anticipated revenue \$11M - \$15M annually

1. Public Safety
2. Prevention of Child Abuse, Domestic Violence, and Sexual Assault
3. Treatment & Prevention of Mental Health/Substance Misuse and Homelessness Services

We wrote in regulatory boundaries



Cannot be changed without
a vote of the public

Annual mandatory reporting

Cannot supplement current
funding

Public process determines
utilization

Supporters



ALASKA BEHAVIORAL
HEALTH ASSOCIATION





**It's up to
*you!***

Yes 
ON PROP 13

**FOR A SAFER,
HEALTHIER
ANCHORAGE**

Paid for by Yes for A Safer, Healthier Anchorage
PO Box 90676 Anchorage, AK 99509
Chair George S. Rhyneer, Sr. Top three
contributors Alaska Children's Trust,
Anchorage, AK; Recover Alaska, Anchorage,
AK; and Providence Health & Services Alaska,
Anchorage, AK.

2020 Election results

Anchorage Proposition 13

Result	Votes	Percentage
✓ Yes	35,562	51.24%
No	33,835	48.76%



Focusing on...

Dismantling systemic racism	Healthy babies, kids, and families	Healthy relationships	Affordable housing	Education and career prep	Good jobs	Behavioral health issues	Thriving neighborhoods
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will help us address...

Poverty	Partner and family violence	Homelessness	Unemployment	Mental health crises	Substance misuse	Perceptions of safety
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and will meaningfully reduce the issues voters prioritized in the ballot measure

Frequent involvement with police, corrections	Domestic violence, sexual assault	Child maltreatment	Unsheltered homelessness	Deaths of despair
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Key takeaways

1. Polling won us the election.
2. Share control and share the burden.
3. All hands on deck priority.



Big News: Alaska Senate Bill 9 passed!

Alaska House approves major update to alcohol laws, including changes for breweries

Brewery and distillery taprooms will be able to stay open until 9 p.m.

BY: JAMES BROOKS - MAY 15, 2022 8:37 PM



Alaska Beacon, 5-15-22



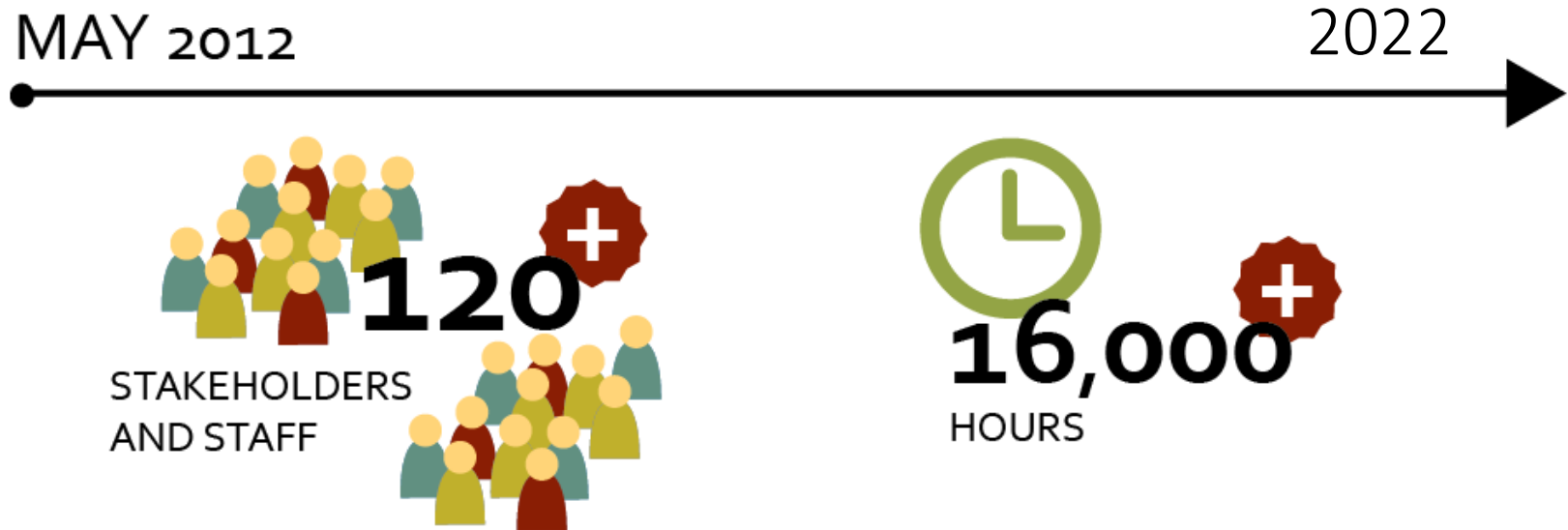
Alaska governor signs alcohol rewrite bill into law, but some changes will take a while

Published: Jun. 20, 2022 at 7:06 PM AKDT



Alaska's News Source, 6-20-22

Ten Years of Work



More than 120 stakeholders and staff spent well over 16,000 hours to craft Title 4 recommendations for proposed legislation, passed in SB 9!

Goals of Title 4 Rewrite Process

A comprehensive, systems-level review, and a series of compromises to make Title 4 work better for everyone.

Promote a fair business climate, protect public health and safety.

1. Create **rational regulation** for all tiers of the state's alcohol industry.
2. **Limit youth access** to alcohol, while ensuring youth are not criminalized
3. Promote **responsible alcohol use** and reduce the harms of overconsumption.
4. Evaluate the **responsible** expansion of local control.

Make Title 4 a clear and consistent legal framework.

1. Increase swiftness, proportionality and consistency of **penalties**.
2. Increase **local law enforcement** of Title 4.
3. Increase **licensee accountability** before the ABC Board for Title 4 violations.

Diverse Stakeholders



Youth



Local
Governments



Public Health



Business



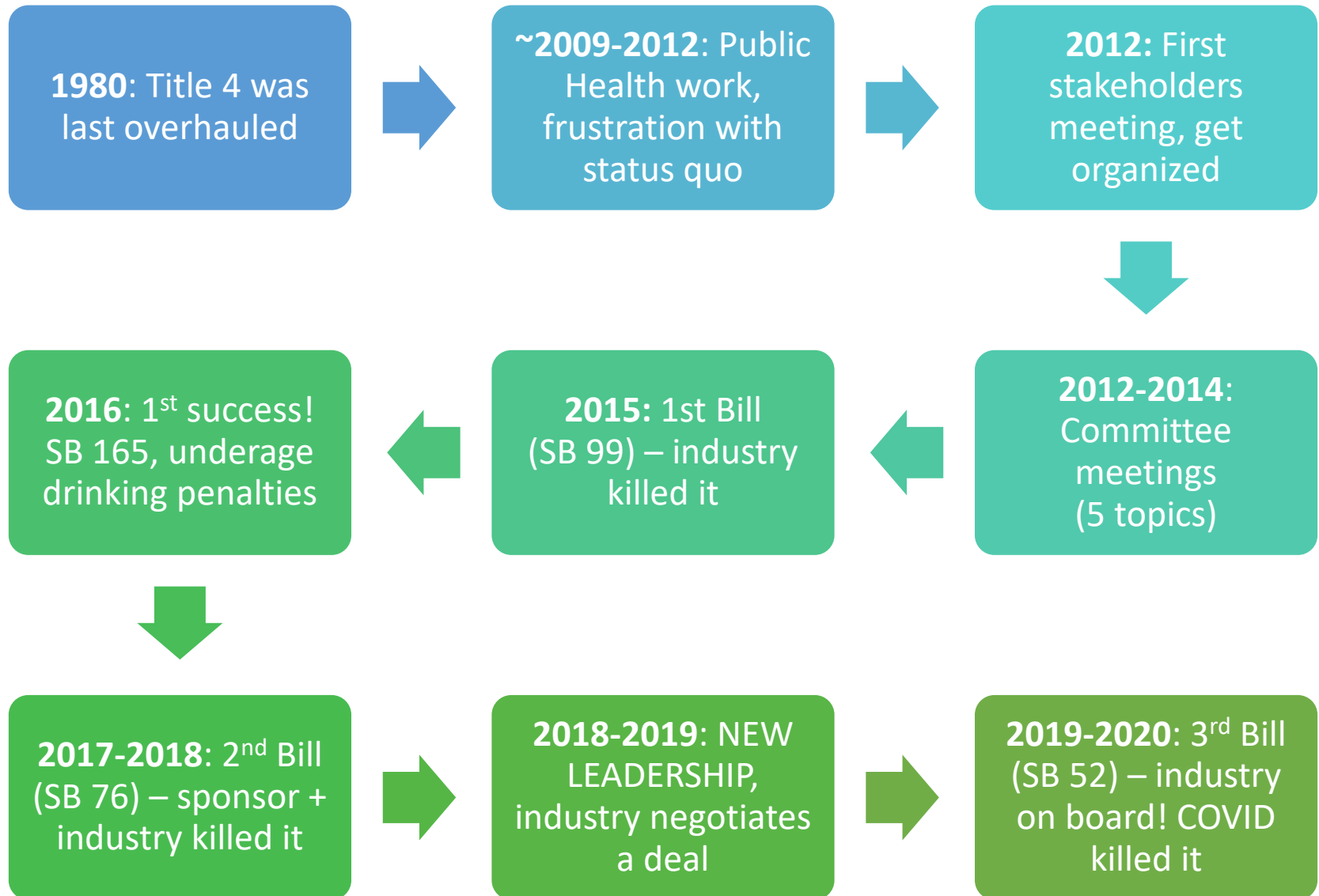
Public Safety



Rural Communities

- ABC Board, AMCO (staff)
- 4 legislatures, 2 administrations
- Public Safety and Law Enforcement
- Industry
 - Manufacturers, BGA
 - Wholesalers
 - Retailers, CHARR
- Public Health
 - Recover Alaska
 - Department of Health and Social Services
 - Alaska Mental Health Trust Authority
 - Rasmuson Foundation
- Community Advocates
- Local Governments
- Over 1,500 members of the public who engaged and testified

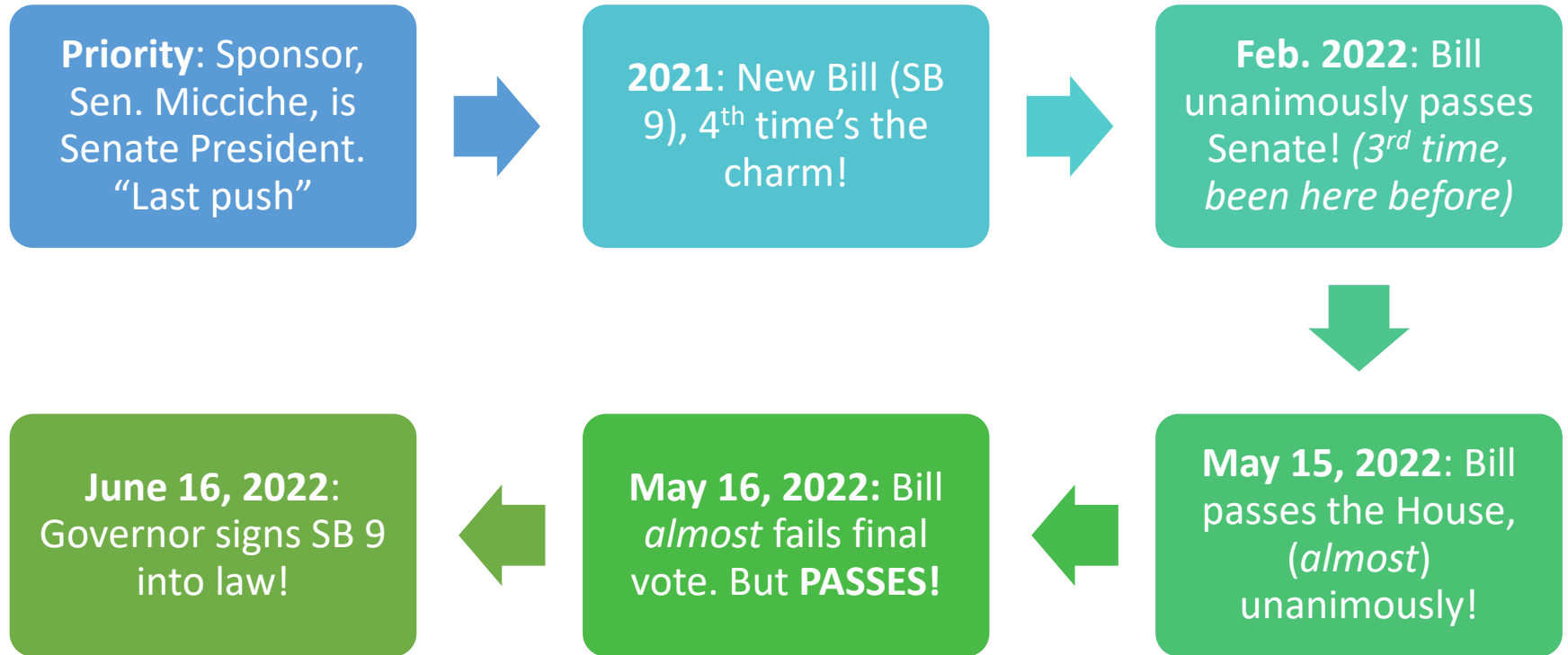
Timeline: 1980 to 2020 (almost there!)



... Did we mention, we passed an alcohol sales tax in Anchorage at the same time?
Proposition 13 passed in April 2020



Timeline: 2021 to January 1, 2024



What's Next:

- Implementation: new regulations, prep for new system
- Outreach: educate everyone about law changes, new system
- Almost all of SB 9, the Title 4 Rewrite, takes effect Jan. 1, 2024.

Compromise vs. Standing Firm

Biggest Compromises

- 1. Population Limits:**
Pressure from local governments, pro-brewery advocates. Opened the door more, but not wide open.
- 2. Industry Promotions:**
Free samples and tasting events at package stores – but with some rules.
- 3. Policies off the table:**
Universal ID checks, Local Option laws, not in bill

Public Health Wins

- 1. Regulate Internet Sales!**
Alaska is one of few states with no restrictions, til now.
- 2. Dram Shop Liability**
Hold businesses accountable for serving minor, overserving.
- 3. Keg Registration**
Now required statewide!
- 4. More Funding = Enforcement**
Successfully raised license fees, agency is “receipts-funded”
- 5. Underage Drinking Penalties**
Kids aren’t losing driver license, serving jail time for possession.

RECAP: What Did We Learn?

What Can You Take Home?

1. Big policy change takes a lot of...

- Relationship and trust building
- Finding common ground
- Time and patience

2. Anyone can be an ally, if you have shared goals and truly work together.

3. Know when to compromise... **and when to stand firm!**

Recover Alaska Has Advocacy Tools!

- Advocacy Process:
 - Choosing Priorities
 - Assessing Capacity
 - Level of Effort
- Getting your Board onboard

Interested?
Contact
Recover Alaska!

Worksheet Recover Alaska Advocacy Framework

Vision
Alaskans live free from the consequences of alcohol misuse, so we are empowered to achieve our full potential.

Mission
Reducing excessive alcohol use and harm.

Advocacy Guiding Principle
Focus RA's advocacy efforts on the "larger" or "big ticket" advocacy agenda items that have the greatest potential for improving population level outcomes.

Evaluation Process at a Glance

Step 1: Alignment + Feasibility

- RA's mission
- Current priorities
- Best practices or available evidence
- If answer is "No," do not proceed.

Step 2: Role + Capacity

- RA's proposed role
- Leading or following?
- Staff capacity for this role?
- If no capacity, do not proceed.

Step 3: Resources Needed

- Level 1: Low-level
- Level 2: Moderate
- Level 3: Leading priority, dedicated resources

Step 1: Alignment + Feasibility
Does this issue or request support align with Recover Alaska's purpose and core priorities?
Instructions: Check the box "Yes" if the issue meets each criteria.

Alignment	Yes	No
1. Within mission	<input type="checkbox"/>	<input type="checkbox"/>

Recover Alaska Advocacy Framework

Step 2. Role + Capacity
After determining the advocacy issue is a potential good fit for Recover Alaska to take on, the group must consider what role(s) Recover needs to take on to make this successful, and whether the organization has sufficient capacity and resources to dedicate to this issue.

Recover Alaska's Primary Advocacy Roles

Champion	Convener	Supporter
<ul style="list-style-type: none">• Leads on policy priorities• Sets strategic direction, policy goals and messaging• Requests support + action from partners	<ul style="list-style-type: none">• Brings stakeholders together• Educates, empowers others to lead• May or may not take action or a position	<ul style="list-style-type: none">• Follows another's lead on strategy & tactics• Takes specific action, e.g. letter or testimony

More resources
High effort

Less resources
Low(er) effort

Defining Role

1. Does this require Recover to **lead**, or **follow**? Is there an existing (or potential) champion?
2. What **advocacy role(s)** would Recover need take on to make this effort a success? (may be one, or a combination)
 - a. **Champion**
 - b. **Convener**
 - c. **Supporter**

Evaluation

Question	Yes	No
Does this issue align with Recover Alaska's purpose as a policy initiative?	<input type="checkbox"/>	<input type="checkbox"/>
Does this issue align with existing policy priorities?	<input type="checkbox"/>	<input type="checkbox"/>
Is the issue based, or otherwise sound policy?	<input type="checkbox"/>	<input type="checkbox"/>
Does this issue meet the minimum criteria to be considered?	<input type="checkbox"/>	<input type="checkbox"/>

Evaluation

Question	Points
Does this issue align with Recover Alaska's purpose as a policy initiative?	points (3 max)
Does this issue align with existing policy priorities?	points (3 max)
Is the issue based, or otherwise sound policy?	points (3 max)
Does this issue meet the minimum criteria to be considered?	points (3 max)
Total	0 points (12 max)

CONNECT WITH US!



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