



SEOW Quarterly Meeting Minutes
Wednesday, February 23, 2022
9:00 am – 11:00 am

Time	Wednesday, February 23, 2022 9:00 am – 11:00 am
Location	Zoom Webinar
Address	-
# Attendees	35

Meeting Minutes

9:00am-9:10am Welcome and Introductions

9:10am-9:45pm -Rick Collins, Director of the Maui Coalition for Drug-Free Youth,
-Dr. David Jernigan, Professor in the Department of Health Law,
Policy and Management, and the Assistant Dean for Practice at the
Boston University School of Public Health
-Layne Nakano, UH Epidemiology Team on Alcohol Tax Study

- SAFER: World Health Organization mnemonic for the most cost effective interventions for alcohol related harm
- Theoretical assumption: increased cost of alcohol reduces demand
 - Through increased taxes, minimum pricing, bans on drink discounts, disincentivize by special taxes on certain products
- Alcohol is not an ordinary commodity. Needs to be regulated differently than regular commodities.
 - Increased tax/price related to reduction in alcohol-related problems.
- Alex Wagenaar: effects of price on alcohol consumption and problems & consequences
- Value of dollar inflates, but alcohol tax remains the same so real price of alcohol declines

- Bloomberg Task Force concluded that “if countries increase their excise taxes to raise prices on tobacco, alcohol, and sugary beverages by 50 percent, over 50 million premature deaths could be averted worldwide over the next 50 years while raising over US \$20 trillion of additional revenues in present discounted value.”
- Alcohol taxes raise revenue, reduce consumption and problems, and are popular with public if they are raised sufficiently
- Coalitions started asking what is happening at the State level
 - Number of bills that the alcohol industry introduced to reduce price of alcohol, but no public health bills that were pushing back
 - ADAD grant to fund the Hawai‘i Alcohol Policy Alliance boosted capacity to build network and education
 - 2021 decided to try to produce a bill to impact public health via raising alcohol tax. Worked with Maryland where an alcohol tax increase was implemented.
 - Need broader community support & data specific to Hawai‘i
- Maryland pulled reports on alcohol consumption and data regarding costs, harms and performed modeling to see what could be expected to happen if alcohol tax is raised. Arguments against increase were increases would cost jobs and would lead to cross-border sales.
- Maryland outcomes were an increase in sales tax by 3% which currently raises more than \$100 million per year, substantial drop in gonorrhea cases, and drop in alcohol-positive drivers
- For the Hawai‘i model, state data was needed and was obtained from Hawai‘i State Department of Taxation and the State of Hawaii Databook. Used state data and applied the ten cent per drink increase to estimate a decrease in price of alcohol between 6-13%. Also estimated a 6.9% decrease in alcohol consumption. Obtained health-harm related data and applied 6.9% decrease to estimate potential decrease in health-related harms due to increase in alcohol tax.

- Potential effects include \$58 million revenue, 1,500 new government jobs or 400 health care worker jobs, and fewer adult binge drinking cases, mental health disorder cases, intimate partner violence cases, emergency department visits, DUI arrests, crisis hotline calls, and law enforcement calls.
- Alcohol taxes were generally not found to be regressive. Highest income bracket paid the most for non-excessive drinkers. Slight regressivity for excessive drinkers. Nominal average cost for non-excessive drinkers. No cost to non-drinkers.
- Will use study to educate the public & as an outreach bill. Eventually want to do public polling & highlight the study in media.

9:45am-10:00am Presentation Q&A

- Did the alcohol tax die in this year's legislature and, if so, what were the concerns by the legislators?
 - Deferred and did not vote on it. Concerns involved were that it cuts into the alcohol industry revenue and election year may have affected the decision to pass because it may have an impact on re-election.
- How much support was grassroots as compared to organizations and agencies? How did you build a sense of urgency in the communities in Maryland?
 - Maryland has a coalition on healthcare access issues. There was urgency from key elements in the coalition.
 - Compelling stories for needs for services and a big labor union
- How has COVID affected all of this?
 - In Hawai'i, deregulation around structures that have been put in place to keep the public safe including not needing licensed training (e.g. not requiring alcohol licensee testing).
 - National consumption effects are diverse because it's related to money. Pandemic has been particularly good for spirits producers, not so good for beer producers. Most consumption occurs off-premise & more likely to be related to interpersonal violence.

Federal tax cuts mostly benefited the biggest producers.

- Is there a hypothesis as to why spirit use has gone up during COVID but not beer?
 - Price maximization: spirits is the cheapest form of the beverage. Saw off-premise sales price maximization.
- In Maryland, were you folks able to increase the alcohol tax for all alcoholic beverages types (beer, spirits, malt beverages, wine) uniformly? Can you speak on some of the challenges encountered?
 - Yes. Challenges are the same as Hawai'i. Myths include it's good for your health, but the cancer data has made it clear that it's a carcinogen.
- Can you describe the strategies that the beverage companies will use here to combat these efforts?
 - Small business perspective: puts local craft breweries within the community out of business.
 - Hawai'i alcohol taxes are not that low compared to other states in the US.
 - Industry has a lot of contact with the state legislators and has a lot of money.

10:00am-10:10am *Break*

10:10am-10:30am Review and discuss the SEOW charter

- Purpose: strengthen and enhance prevention system to promote well-being
- Mission: promote alignment and collaboration of prevention resources and priorities
- Goals based on the belief that the strength and success of a comprehensive prevention system exist at the community level
- Impacted communities: Native Hawaiian youth, LGBTQ youth, Homeless and runaway youth
- Introduction and Background of the SEOW
- SEOW Approach: Utilizing principles of evidence-based and outcome-based prevention, SEOW provides input on strategic use of data to inform and guide substance abuse

prevention and behavioral health policy and program development in Hawai'i.

- Five-step SPF process
- SEOW Objectives
 - Build capacity to assess and analyze data on substance use and shared or common risk and protective factors
 - Continue assessment, monitoring and surveillance using the SPF in order to institutionalize data-driven decision making and prevention planning to address substance use and related behavioral health issues
 - Produce commentary, guidance, and research that helps to increase capacity on data collection, data analysis, reporting, and usage to address local needs
- SEOW Membership Responsibilities
 - Attend quarterly meetings
 - Provide data related expertise when needed
 - Share substance use-related data from their organizations
 - Introduce colleagues or work connections who would be a good fit as a SEOW member
- SEOW Key activities: Data Analysis, Thought Leadership, Community and Stakeholder Engagement, Technical Assistance
- SEOW Key Deliverables
 - Data Products (e.g. Epidemiological Profile, infographics, fact sheets, literature reviews)
 - Data Dissemination (SEOW Quarterly Meetings, Task Force Participation, Technical Assistance Webinars, Webpage & social media)
 - Data-informed Planning Processes (Comprehensive Strategic Plan, High Needs Communities and Capacity Criteria and Assessment, Exploratory Research Survey, SEOW Evaluation and Needs Assessment Survey)
- SPF-PFS/SEOW Impact: promote well-being and reduce the impact of underage drinking, prescription drug abuse, and synthetic drug use, as well as strengthen and enhance the prevention system in the state of Hawai'i.

10:30am-10:45am Presentation Q&A

10:45am-11:00am Closing: The next SEOW Quarterly Meeting will be held on
May 25, 2022 from 9:00am-11:00am via Zoom