

LISA MARONEY

STATE LEGISLATIVE RELATIONS



Doyle 2002



FIRST IN -
• BARS PER CAPITA
• BINGE DRINKING
• % OF DRINKING ADULTS
LEADS IN -
• DRINKING + DRIVING
• CHRONIC DRINKING
• BRANDY + BEER
CONSUMPTION
- ALCOHOL #1
TEEN PROBLEM

"HELLO, MY NAME IS BUCKY AND I HAVE A DRINKING PROBLEM..."

WI SOBERING STATISTICS

- **WI leads the country with the highest U.S. rates of alcohol consumption, binge drinking and heavy drinking.**
- **Alcohol related driving fatalities increased by 2% in 2006-07 when nationwide alcohol related driving fatalities were reduced by 3.7%.**
- **The highest alcohol use in the country (49%) among high school students in 2007.**
- **Three times the national arrest rate for liquor law violations from 1997 to 2006.**
- **Statewide costs in 2007 for alcohol-related accidents and medical conditions were \$935 million.**
- **WI is the only state where a first OWI offense is not a criminal offense.**
- **WI is one of only two states that do not issue a felony charge until a person's fifth OWI.**
- **WI has the third lowest beer tax in the country and it hasn't been raised in 40 years.**



- 11/11/08 UW Health launched with a press conference the creation of AWARE.
- To date we have over 50 statewide health, civic, law enforcement, community, school and insurance groups as AWARE members.
- AWARE's state legislative agenda includes:
 - Increase the beer tax to fund law enforcement and alcohol abuse prevention and treatment.
 - Reduce drunk driving.
 - Decrease underage drinking
 - Prohibit health insurance companies from denying claims for accident victims who have consumed alcohol.
- UW Health conducted a statewide poll and found 58% support an increase in the beer tax to combat alcohol issues.
- AWARE/UW Health has testified in support of drunk driving legislation.
- AWARE/UW Health is recognized by legislators as a statewide leader on alcohol issues.
- AWARE/UW Health has received significant statewide press on alcohol issues.
- AWARE/UW Health has begun educational community forums about alcohol abuse and advocating a beer tax increase.

AWARE Coalition Members

Affinity Health System	Medical Students for Legislative Action	WI Alcohol & Drug Treatment Providers Assoc.
Aurora Health Care	<u>Meriter</u> Health Services	WI Assoc. of Local Health Departments and Boards
Bay Area Community Council	Milwaukee Deputy Sheriffs Association	WI Assoc. on Alcohol & Other Drug Abuse
Beloit Memorial Hospital	Ministry Health Care	WI Assoc. of Alcoholism & Drug Abuse Counselors
BRAVO is Building Responsible Alcohol Values and Options	Mothers Against Drunk Driving	WI Chapter of the American College of Emergency <u>Physc.</u>
Children's Hospital and Health System	<u>Ntl.</u> Assoc. of Alcoholism & Drug Abuse Counselors	WI County Police Association
Columbia County Connects	Reedsburg Area Medical Center	WI District Attorneys Association
<u>Dane</u> County	Resource Center on Impaired Driving	WI Hospital Association
Edgerton Coalition for a Health Community	Rock County Partners in Prevention	WI Medical Society
Focus on Community, Racine	Rock County Youth2Youth	WI Nurses Association
Froedtert & Community Health	Rogers Behavioral Health System	WI Prevention Network
Gundersen Lutheran	Rural Wisconsin Health Cooperative	WI Public Health Association
La Crosse County Board of Supervisors	St. Croix Valley Restorative Justice Program	WI Public Health Council
Madison Mayor's Office	St. Joseph's Community Health Services, Hillsboro	WI Sheriffs & Deputy Sheriffs Association
Marathon <u>Cty.</u> Alcohol & Other Drugs Partnership Council	Southern Alliance Regional Council (SARC)	WI State Laboratory of Hygiene
Marathon County Health Department	Unity Health Insurance	<u>WPS</u> Health Insurance
Marshfield Clinic	UW Health	
Medical College of Wisconsin	Vernon County Partnership Council	
	Watertown Parent Advisory on Underage Drinking	



UW Health convened a **coalition** to **improve** the **health** and **safety** of Wisconsin residents in the fight **against alcohol abuse**.

The first step is recognizing that **Wisconsin has a problem**. For instance, our state has:

The highest rates of alcohol consumption, binge drinking and heavy drinking among all U.S. states and territories in 2006.

dhs.wisconsin.gov/stats/pdf/epiprofile2008.pdf (p.47)

Statewide costs in 2007 for alcohol-related accidents and medical conditions were \$935 million. <http://www.jsonline.com/wasted>

The highest alcohol use in the country (49 percent) among high school students in 2007.

dhs.wisconsin.gov/stats/pdf/epiprofile2008.pdf (p.47)

Three times the national arrest rate for liquor law violations from 1997 to 2006.

dhs.wisconsin.gov/stats/pdf/epiprofile2008.pdf (p.27)

Over half the country had decreases in the number of alcohol-impaired driving fatalities from 2006-2007, WI actually increased by 2 percent.

<http://www-ntd.nhtsa.dot.gov/Pubs/111016.PDF>

AWARE will focus on the following initiatives:

1. **Increase the beer tax to fund law enforcement and alcohol abuse prevention and treatment**
2. **Reduce drunk driving**
3. **Decrease underage drinking**
4. **Prohibit health insurance companies from denying claims for accident victims who test positive for alcohol and other drugs**

▶ Please see the reverse side for **statistics** related to each of these initiatives, as well as **proposed actions** that coalition members will support.



For more information, please contact:
Lisa Maroney, UW Health
635 Science Drive, Suite 150
Madison, Wisconsin 53711

Phone: (608) 265-1653
Cell: (608) 206-5829
Email: lmroney@uwhealth.org

1. Increase Law Enforcement and Alcohol Abuse Prevention and Treatment

- Wisconsin has the third lowest beer tax in the country.
- The beer tax hasn't been raised in 40 years.
- The current beer tax is 3.65 cents per six-pack.
- UW Health survey shows 58% of Wisconsin adults support an increase in the beer tax for law enforcement, prevention and treatment.

- The proposed increase would add 2.5 cents to a bottle of beer.
- Action Step**
- **Raise the beer tax for increased law enforcement, prevention and treatment.**

2. Combat Drunk Driving

- Wisconsin is one of only two states that do not issue a felony charge until a person's fifth OWI.
- Sixty-eight percent of drunk drivers involved in fatal and serious injury crashes had no prior OWI arrest (operating a motor vehicle while intoxicated) as of 2000, the last survey taken.
- Sixty-one percent of Wisconsin OWI convictions are first offenses.
- In 2007, 41.4 percent of all Wisconsin motor vehicle fatalities were related to alcohol.

- A person's first Wisconsin OWI/no bodily injury is a civil penalty, not a criminal penalty. Wisconsin is the only state where a first offense is not a criminal offense.

Action Steps

- **Support expanded use of ignition interlock devices.**
- **Legalize sobriety checkpoints.**
- **Convert the first OWI/no bodily injury to a criminal penalty.**
- **Institute a felony charge upon a person's third OWI arrest.**

3. Decrease Underage Drinking

- Underage drinking cost the citizens of Wisconsin \$1.2 billion in 2005.
- Almost 40 percent of 12- to 20-year-olds in Wisconsin reported drinking alcohol within the past month, the highest rate in the nation.
- Current Wisconsin law follows a discretionary policy that may suspend an underage driver's license if the driver possesses or consumes alcohol. Thirty-one states currently follow a mandatory policy.
- An AMA study of two decades of research reveals how harmful drinking is to the brains of children and adolescents.

Action Steps

- **Prohibit minors from drinking with parents in bars or restaurants.**
- **Make mandatory the license suspension for underage consumption or possession of alcohol.**
- **Increase alcohol education for minors.**
- **Uniformly enforce all laws against underage alcohol use and widely publicize these efforts.**

4. Prohibit Health Insurance Companies from Denying Claims for Accident Victims Who Test Positive for Alcohol/Other Drugs

- When health care insurers deny claims due to drinking and driving, providers still treat the patients but are not compensated. The public ultimately pays for this care through higher premiums.
- An increasing number of states prohibit insurance companies from denying health care coverage.

- When insurance policies deny health care claims due to alcohol or drug use, they unintentionally discourage health care providers from screening patients for addictive disorders.

Action Step

- **Enact a law to prohibit health insurers from denying coverage to individuals who are injured while OWI.**

For more information go to uwhealth.org/aware

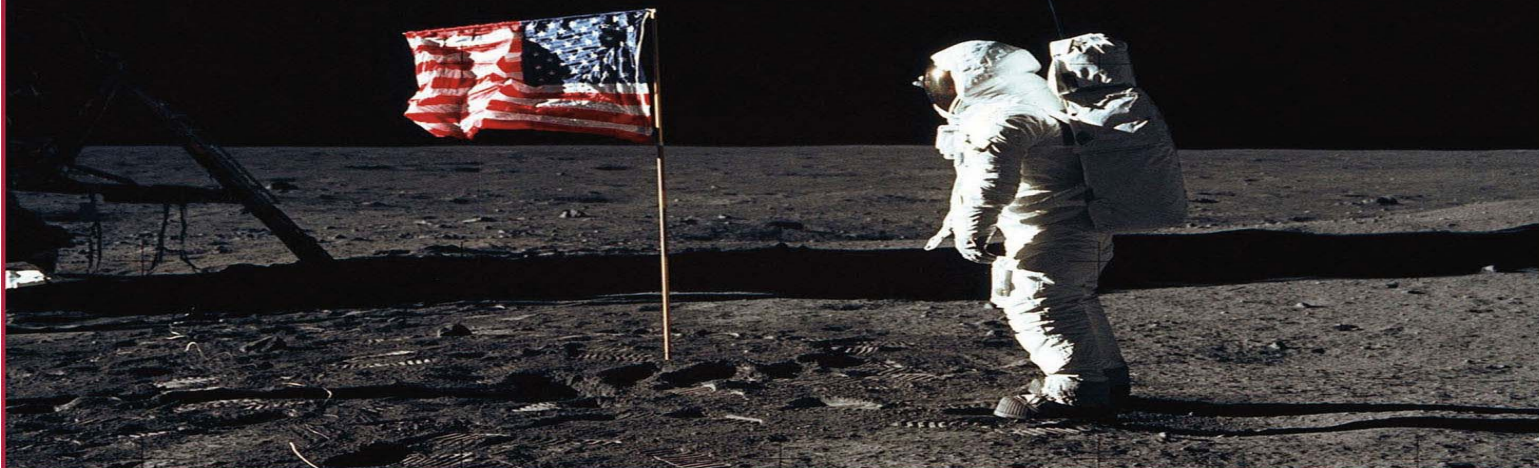
BEER TAX INCREASE

1. Hasn't been raised since 1969, 40 years.
2. Third lowest beer tax in the country.
3. Current WI beer tax is **3.65¢ per 6-pack of beer**.
4. WI leads the country with the highest U.S. rates of alcohol consumption, binge drinking and heavy drinking.
5. Statewide costs in 2007 for alcohol related accidents and medical conditions were \$935 million.
6. UW Health statewide survey found that **58% support an increase in the beer tax** with revenues used for increased law enforcement, prevention and treatment of alcohol abuse.
7. Representative Berceau and Senator Risser's proposed bill **increases the beer tax by 2.5 ¢ per bottle of beer**. These revenues can increase much needed drunk driving enforcement, and alcohol abuse prevention and treatment.

Man Walked on the Moon

1969

Wisconsin's **LAST**
Beer Tax Increase



AWARE

ALL-WISCONSIN ALCOHOL RISK EDUCATION

uwhealth.org/aware



BEER DRINKERS OF WISCONSIN

[Home](#)

[Join the BDW](#)

[Beer Issues](#)

[Beer Facts](#)

[BDW - Message Board](#)

[Beer Info & History](#)

[Events & Fests](#)

[Fun Facts & Recipes](#)

[Supporting Members/Links](#)

[Drink Responsibly](#)

[Contact Us](#)

Welcome to Beer Drinkers of Wisconsin



Thanks for checking out the Beer Drinkers of Wisconsin website.

The Beer Drinkers of Wisconsin was created to provide information to beer consumers and those otherwise interested, on the beer industry, key issues that consumers face regarding beer and the beer industry. We are here to be a resource for beer industry informati

While you're here, don't forget to sign up for a free membership with the Beer Drinkers of Wisconsin.

And check out our message board for new issues and opinions posted and let us know how you feel about the possible beer tax, and/or any other little tidbit you'd like to share.

The Beer Drinkers of Wisconsin will help you stay informed about events and issues that affect you. We'll provide updates on fun things to do, facts about beer, new products and promotions and more. As a member of the Beer Drinkers of Wisconsin, you'll receive a free periodic e-newsletter keeping you up-to-date on happenings in the beer industry that are important to you!

In the meantime, Cheers! Enjoy a cold frosty one!



Before taxes.



After taxes.

