

Transformative Change Through

Consensus
Public Health Partners with Industry, Law Enforcement
and Policymakers to Modernize Alaska's
Alcohol Control Laws



**Senate Bill 9 passes Alaska House of
Representatives 38-2 on May 15, 2022**

Photo Credit: Alaska Beacon | [article link](#)

**As required by the Alcohol Policy 19 Conference,
I/we have signed a disclosure statement and note the
following conflict(s) of interest:**

- **Tiffany Hall, Recover Alaska:**
 - In 2019 Recover Alaska received \$2500 from an alcohol retail outlet in support of an alcohol tax; in 2020 Recover established a COI policy to not accept funding from the industry
- **Anna Brawley, Agnew::Beck Consulting:**
 - Contracts with state alcohol industry trade associations for bill support during AK legislative session (January-May 2020, 2021, 2022)
 - Travel expenses for committee hearings (split w/ Recover AK, 2020-2022)
 - Presentation on bill status to Alaska CHARR annual conference via

Zoom (October 2021)

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

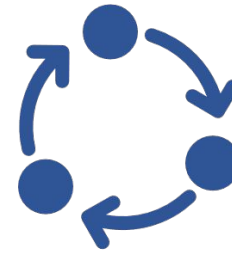
Published: Jun. 20, 2022 at 7:06 PM AKDT



Alaska's News Source, 6-20-22

We'll be covering:

1. Process



2. Partners



3. Compromise



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



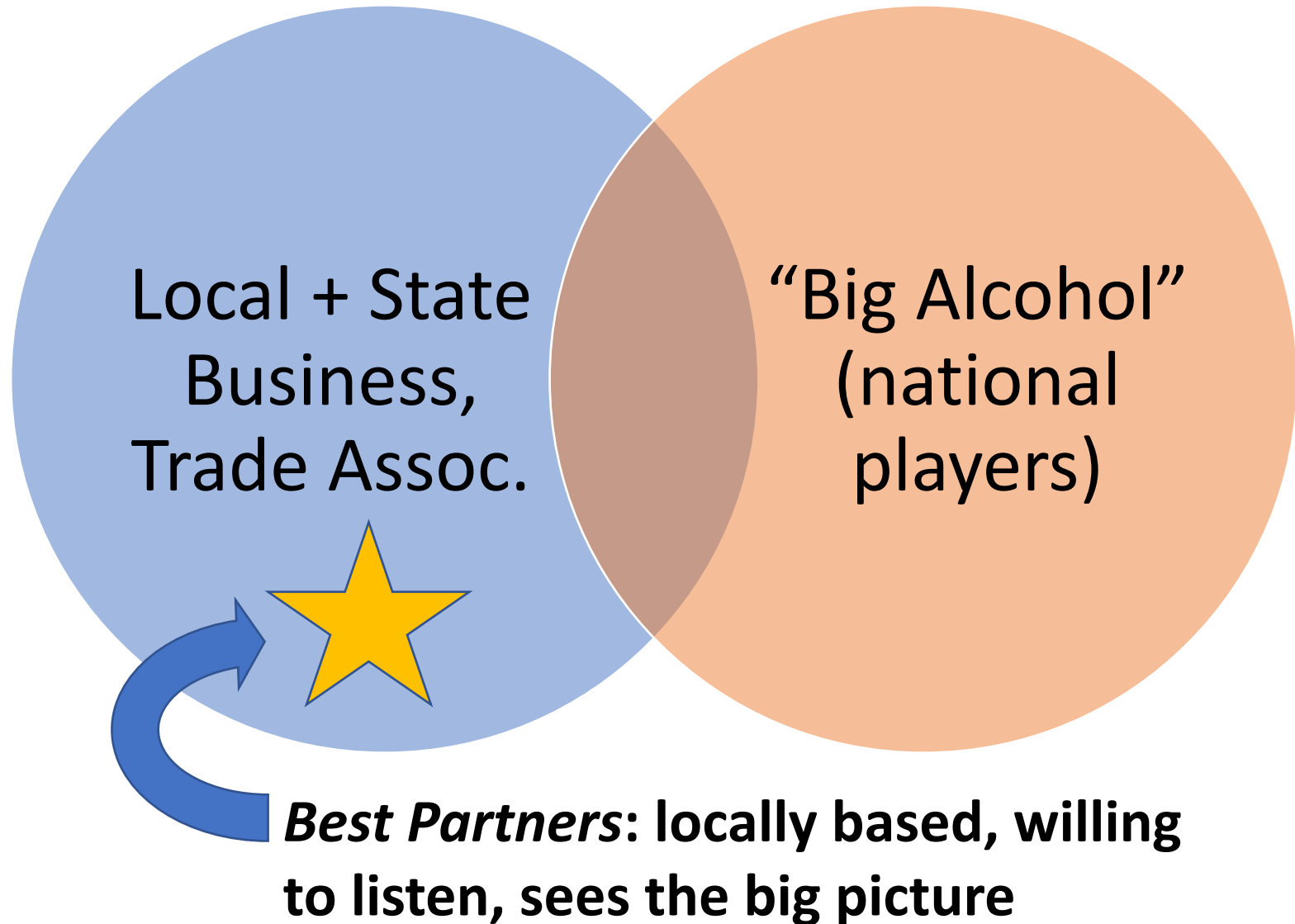
Public Safety



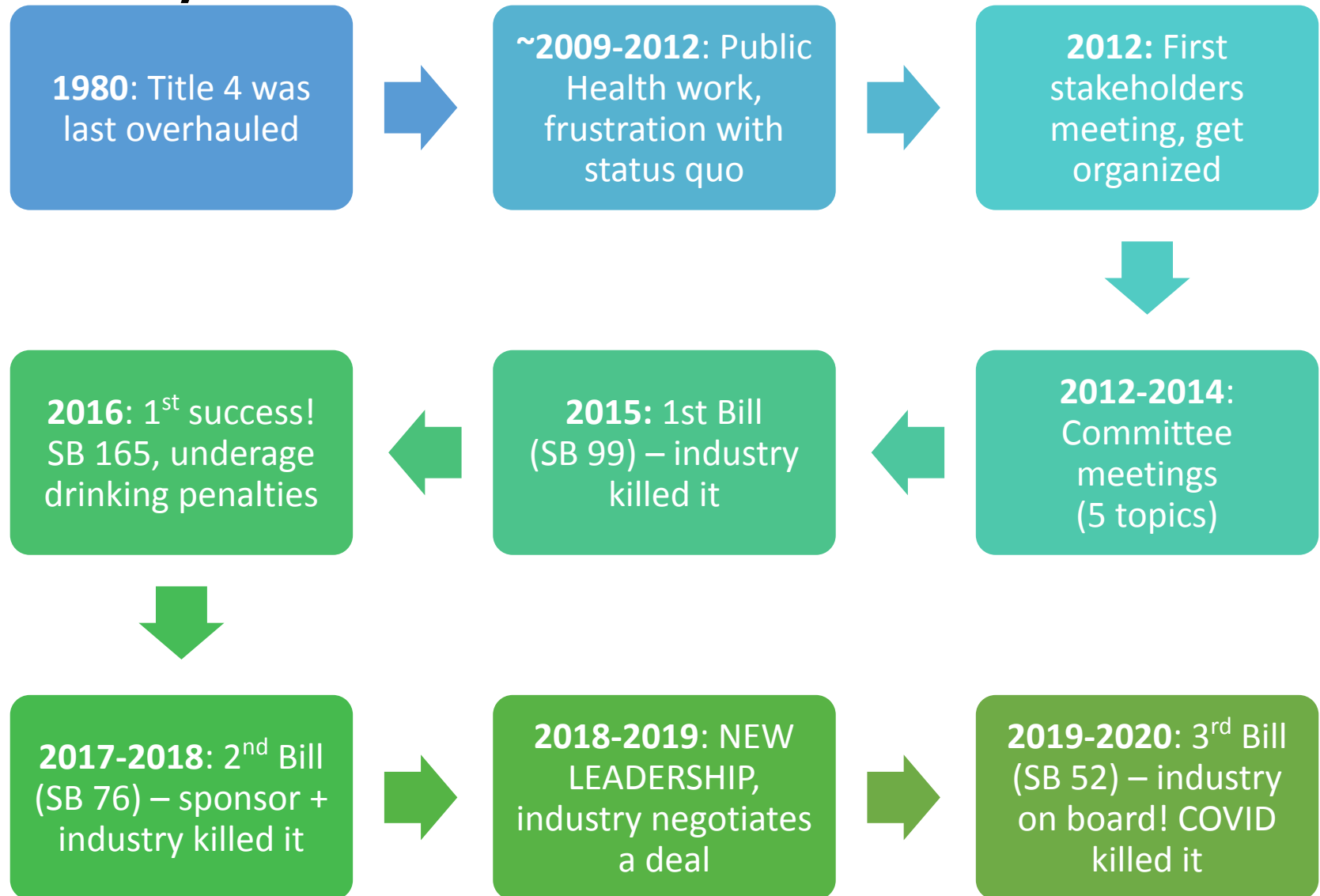
Rural Communities

- 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

Who is “Industry Partners”?



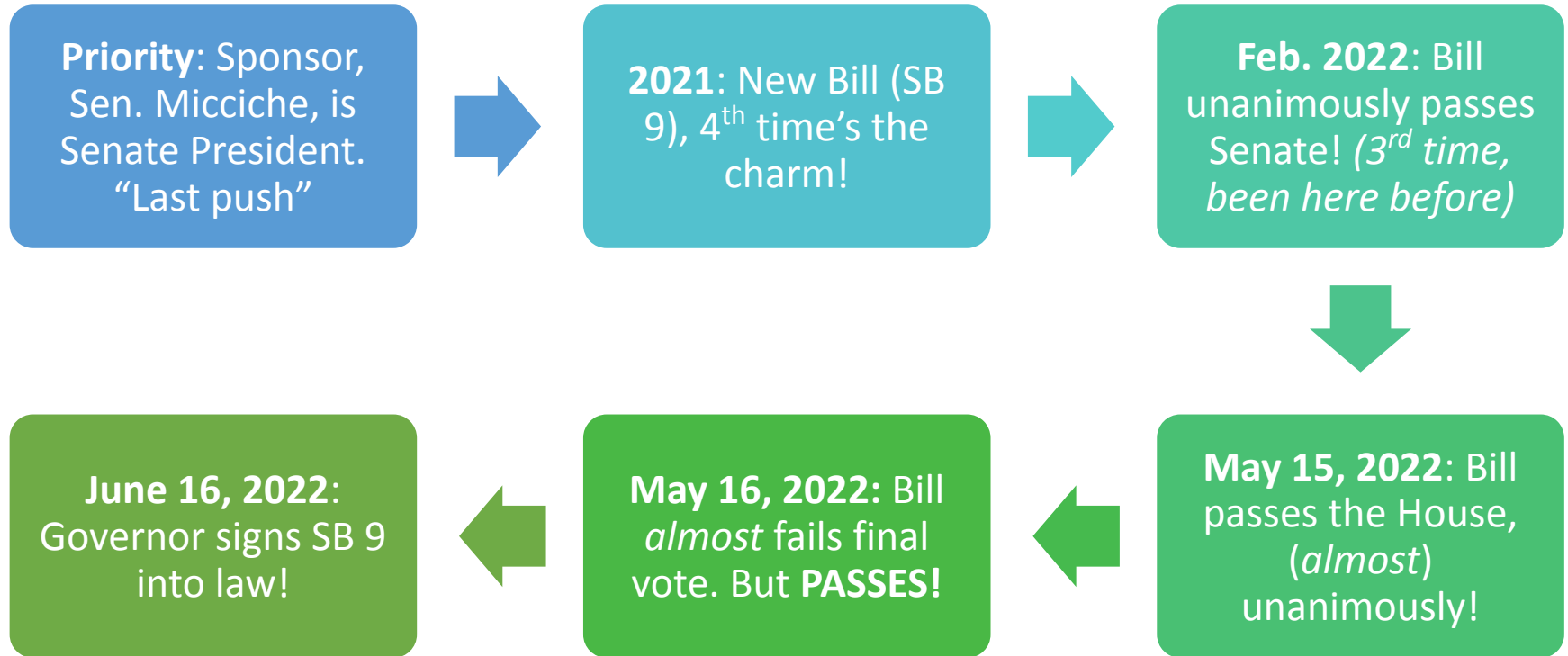
Timeline: 1980 to 2020 (almost there!)



... 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

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

Question	Yes	No
Does this align with Recover Alaska's purpose as a policy initiative?	<input type="checkbox"/>	<input type="checkbox"/>
Does this 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"/>

Scale of 0 to 3: 0 = does not meet this criteria, 3 = meets and exceeds, 1 = meets, 2 = does not meet the minimum criteria to be considered.

Question	Points
Does this align with Recover Alaska's purpose as a policy initiative?	points (3 max)
Does this 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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