

Good afternoon Chairman Walsh and Members of the Committee,

My name is Mike Tobias and I am representing Michigan Alcohol Policy Promoting Health and Safety (MAP). MAP's mission is to advocate for laws and policies that reduce the illegal and harmful use of alcohol. We are a volunteer organization with no paid staff and we incorporated as a non profit in the State of Michigan in 2009.

The costs and harm associated with alcohol is staggering. Alcohol costs Michigan's citizens \$819 per person (see attachment for more information). Michigan Alcohol Policy strongly urges this committee to recommend raising excise taxes on alcohol. The beer tax has been frozen since 1966 and raising alcohol taxes will save lives! I want to emphasize that raising alcohol taxes saves lives, reduce other alcohol related harms, and could raise millions of dollars that could be put to good use. I urge this committee to raise alcohol taxes and dedicate some of the money to help with Detroit's economic challenges. In addition, you can see that the vast majority (69-77%) of Michigan's citizens support raising the excise tax on beer (see attachment). This survey is from Epic/MRA and was done in April 2012.

Michigan is a wonderful state to live in and collectively we must do a better job of taking care of our children, families, communities, and cities. For Michigan to have four of the top ten most dangerous cities is not acceptable. Michigan's roads are terrible and we still have a high unemployment rate. Despite these challenges I would not want to live or raise my family anywhere else.

Detroit's Recovery and Michigan's future is bright! The time to raise alcohol taxes is now! Put some of this additional revenue to help local communities prosper.

Unfortunately, I have to work today and could not be down at the Capitol with all of you. However, please contact me if you have any questions. Thank you for your service to Michigan.

Mike Tobias
517-803-5586

EPIC•MRA STATEWIDE POLL
[FREQUENCY REPORT OF SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]
Polling Dates: March 31, 2012 through April 3, 2012

On another topic...

__25. Currently, the tax on a barrel of beer in Michigan is \$6.30, or about 1.9 cents per 12-ounce can and this has been the tax on beer since 1966. Would you Support or Oppose legislation to increase the tax on beer as a way of increasing Michigan’s general revenue fund? **[IF SUPPORT/OPPOSE, ASK: ‘Would that be Strongly or Somewhat (support/oppose)?’ AND CODE BEST RESPONSE]**

49%	Strongly support -----	GO TO Q.28
20%	Somewhat support -----	GO TO Q.28
69%	TOTAL SUPPORT	
29%	TOTAL OPPOSE	
7%	Somewhat oppose	
22%	Strongly oppose	
2%	Undecided/Refused	

[ROTATE Q.26 AND Q.27]

__26. Would you Support or Oppose legislation to increase the tax on beer if the extra revenue raised were designated for substance abuse prevention and treatment programs? **[IF SUPPORT/OPPOSE, ASK: ‘Would that be Strongly or Somewhat (support/oppose)?’ AND CODE BEST RESPONSE]**

COMBINED WITH Q.25:

52%	Strongly support
22%	Somewhat support
74%	TOTAL SUPPORT
25%	TOTAL OPPOSE
5%	Somewhat oppose
20%	Strongly oppose
1%	Undecided/Refused

__27. Would you Support or Oppose legislation to increase the tax on beer if the extra revenue raised were designated for general use by Michigan’s public education institutions, such as local K-12 schools, pre-school programs, community colleges and state universities? **[IF SUPPORT/OPPOSE, ASK: ‘Would that be Strongly or Somewhat (support/oppose)?’ AND CODE BEST RESPONSE]**

COMBINED WITH Q.25:

53%	Strongly support
24%	Somewhat support
77%	TOTAL SUPPORT
22%	TOTAL OPPOSE
4%	Somewhat oppose
18%	Strongly oppose
1%	Undecided/Refused

Excessive Alcohol Consumption Costs, Michigan 2006



Excessive alcohol consumption
cost Michigan:¹

Cost Per Drink

\$2.16

State median cost per drink: \$1.91

Cost Per Person

\$814

State median cost per person: \$703

Total Cost

\$8.2 billion

State median total cost: \$2.9 billion

Excessive drinking cost \$8.2 billion in 2006

Who paid?

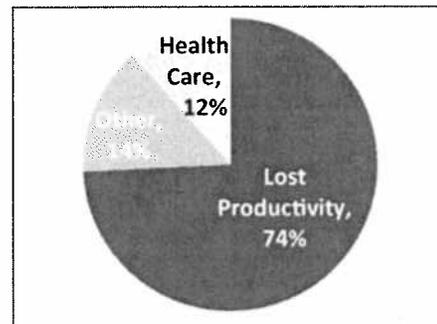
Michigan government paid \$3.5 billion
(43% of the total cost)

For what?

Healthcare costs, such as ambulatory care or treatment
services, cost \$946 million

Productivity losses, such as absenteeism and premature
mortality, cost \$6.1 billion

Other costs, like alcohol-related motor vehicle crashes, cost
\$1.2 billion



What caused it?

Binge drinking was responsible for \$6.1 billion
(74% of the state costs)

Underage drinking was responsible for \$830 million
(10% of the total)

Prevent Excessive Alcohol Consumption and Related Costs by:²

- Regulating alcohol outlet density
- Supporting local control of alcohol marketing and sales
- Supporting the minimum legal drinking age of 21
- Increasing alcohol excise taxes
- Maintaining limits on days and hours of sale
- Enforcing commercial host liability

References:

1. Sacks JJ et al. State Costs of Excessive Alcohol Consumption, 2006. Am J Prev Med 2013;45(4)
2. The Community Guide. <http://www.thecommunityguide.org/alcohol/index.html>

Excessive alcohol consumption is defined as:

- Binge Drinking:
 - Greater than or equal to 4 drinks per occasion for a woman
 - Greater than or equal to 5 drinks per occasion for a man
- Heavy Drinking:
 - Greater than 1 drink per day on average for a woman
 - Greater than 2 drinks per day on average for a man
- Any alcohol consumption by youth aged less than 21 years
- Any alcohol consumption by pregnant women

For more information on excessive alcohol consumption and its burden in Michigan, visit: www.michigan.gov/substanceabuseepi