

Raise Taxes, Lower Consequences

Advocate To Increase Indiana's Alcohol Tax!

Why?

The alcohol tax in Indiana has remained unchanged since 1981. This means the state has missed out on crucial revenue needed to combat underage drinking and alcohol misuse among adults.

We need you!

Join us in our efforts to raise Indiana's alcohol tax! Alcohol remains the most commonly used drug among Indiana's youth and adults, and the misuse of alcohol affects every community.

What you can do

Meet

Do you know your state representative and senator? Now is the time to meet them while they are in their districts before the legislative session begins.

Educate

Your state elected officials need to know what is happening in your community with alcohol - you are the expert, share your data!

Share

Please share the alcohol tax information with others in your community and encourage them to advocate - **many voices together create a symphony of change!**

MEET

Your legislators are in their home districts when they are not in session - now is the time to meet with them. Get to know them and let them get to know you as an expert...they may rely on your knowledge and expertise later.

Ways to meet with legislators:

- call or email to schedule a meeting with them in district, at the statehouse, or virtually
- invite them to attend your coalition meeting or event
- plan a “town hall” event and invite them to participate
- attend one of their district meetings or events
- see if you have any mutual connections and include those people in meetings
- if you have youth members, members with lived experience, or members who have been impacted by alcohol, encourage them to advocate with you

EDUCATE

Using your most recent community need assessment, alcohol environmental scan, or Comprehensive Community Plan, share findings and data specific to alcohol and:

- underage drinking
- adult high risk or binge drinking
- number of alcohol related arrests
- number of alcohol related hospitalizations or illnesses
- crime
- first responder calls to places that serve or sell alcohol
- place of last drink
- treatment

SHARE

Changing policy can be a long and difficult process, but grassroots support is key! Share the information about alcohol tax with others in your community, join the ICRUD voter voice campaign during session, connect with your legislators.

Why increase the tax?

If you work in substance use prevention, you know about EBPs, or “evidence based practices”. If you need a refresher: an EBP is an approach to programs or policy that integrates the best available research, and data, expertise, and fidelity to achieve the best possible outcomes. EBPs are supported by rigorous scientific evidence that demonstrates their effectiveness in producing desired results in specific settings or populations. Increasing the alcohol tax is an EBP.

Numerous studies exist but here are link to a few:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10225668/>

<https://pttcnetwork.org/news/evidence-based-strategies-to-decrease-alcohol-consumption/>

<https://www.countyhealthrankings.org/strategies-and-solutions/what-works-for-health/strategies/alcohol-taxes>

<https://www.vox.com/future-perfect/2018/12/13/18130843/alcohol-taxes>

Indiana’s alcohol tax hasn’t increased since 1981. With inflation, the beer tax is now practically worthless, and the taxes on wine and spirits have also lost much of their impact. Studies show that, just like with tobacco, raising the price of alcohol can make a big difference, especially in reducing underage drinking.

Underage drinking is a serious issue affecting communities across Indiana, and raising the alcohol tax is one effective way to address it. However, we can’t make this change without the support of our legislators. That’s why it’s important for community advocates to let their state representatives and senators know that increasing the alcohol tax can help reduce underage drinking, curb adult problem drinking, and ultimately save lives.

Raising taxes, lowers consequences!

Advocacy isn’t lobbying until there is a bill number + a clear call to action.

Everyone has the right to advocate for issues that matter to them; however, if you're unsure about what's permissible at your workplace, it's best to engage in advocacy during your personal time using your own devices.

Before starting any advocacy campaign, always consult with your legal counsel to ensure that you’re complying with relevant laws and policies.

For further details on the distinctions between advocacy and lobbying, as well as guidelines on workplace policies, you can check resources from organizations like the National Council of Nonprofits and the IRS. Here are some of helpful links:

- www.icrud.org
- <https://www.councilofnonprofits.org/everyday-advocacy>
- <https://www.irs.gov/charities-non-profits/lobbying>



