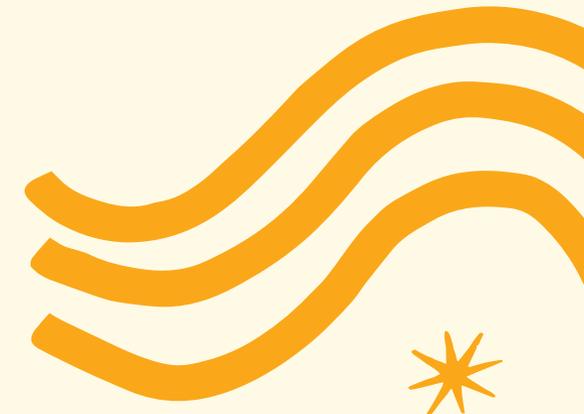




cheers to you, anchorage!

Anchorage Alcohol Tax Outreach Campaign



**Alcohol tax
investments
are already
making a
difference.**





Our goal: increase public awareness about how alcohol tax dollars are spent

Thanks to the alcohol tax, we are making major progress on our current crises *and* making significant new investments in healthy families.

It's important to celebrate this impact and share it with the public and alcohol industry partners.





Why a communications plan?

- Accountability to taxpayers
- Accountability for policymakers
- Build on successes



Public Awareness Baseline



In January of 2024, Alaska Survey Research conducted a survey of 722 Anchorage residents to measure levels of awareness and support of the alcohol tax.

Key findings of the research:

- Awareness
 - 3.1% reported that they were “confident” they knew where the funding is going.
 - 28.2% reported having a “general sense” of where the funding is going.
 - **68.7% reported that they were not sure or had no idea where the funding is going.**
- 60% of survey respondents believe the Alcohol Tax revenue goes into the general fund, rather than dedicated to specific purposes.
- When informed about where the funding is going, support grows by over 10%.
- Addressing child abuse and domestic violence is especially popular.

Education + Outreach Activities



2022 Activities

September-December

- Data-gathering: alcohol industry engagement
- Talking points + messaging strategy
- Outreach plan
- One-pager + presentation
- Website



Informally engaged with some alcohol industry partners to learn about their perceptions of the tax and interest in an education campaign. What we learned:

- They want to know where the tax revenue is going
- High desire for transparency
- Concerns about implementation of the tax
- Did not know where to direct customers or employees who asked for more information on the tax

Developed talking points, messaging and outreach plan based on what we learned from this engagement.

Created informational one-pager and presentation with an overview of the tax that has been adapted for various engagement activities.

Updated “Reimagine Anchorage” website with new messaging, talking points, and content on financials (how funding is allocated, budget and expenditures).

2023 Activities

- Message + campaign development
- Videos
- Social posts
- Website updates
- Impact stories
- Materials creation + production
- Pilot materials

Developed campaign “Cheers to You, Anchorage” that celebrates the impact of the tax in the community. The campaign highlights programs and activities that received funding and shares their impact.

Collaborated with Mayor’s office to produce videos that spotlight programs funded by the tax and their impact. Shared on website and in social posts.

Updated website content with current financial information.

Connected with two funded programs and wrote impact stories for the website.

Produced promotional items (coasters, posters, stickers, table tents) for distribution to point-of-sale establishments (restaurants, bars, breweries).

Piloted materials with 36 establishments to test products, distribution methods, and interest among industry partners.





The alcohol tax is making a difference in Anchorage.

Revenue from the Anchorage alcohol tax is dedicated to:

- 1 Improving public safety**
 - The Fire Department's Mobile Crisis Team reduces unnecessary emergency room visits and jail time.
- 2 Preventing child abuse, sexual assault, and domestic violence**
- 3 Treating substance misuse, promoting mental health, and preventing homelessness**
 - The Anchorage Health Department's WIC program provides nourishing foods to stabilize struggling families.
 - Early Learning Stations around town give children the building blocks for positive friendships and school success.

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Learn more at: cheersanchorage.org

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Learn more about the alcohol tax at cheersanchorage.org

An investment in our kids is an investment in community health. Revenue from the alcohol tax helped fund Early Learning Stations that give children the building blocks for positive friendships and school success.

cheersanchorage.org

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Learn more about the alcohol tax at cheersanchorage.org

An investment in family meals is an investment in healthy relationships. Revenue from the alcohol tax funds programs that provide nourishing foods to stabilize struggling families.

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Learn more about the alcohol tax at cheersanchorage.org

An investment in mental health first responders is an investment in a safer community. Revenue from the alcohol tax funds the Fire Department's Mobile Crisis Team, reducing unnecessary emergency room visits and jail time.

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Communications Plan



2024 Activities

- Adjust campaign based on strategic plan
- Website
- Social media + video
- Digital ads
- Materials production
- Distribute materials
- Annual communications plan



In tandem with the strategic planning process, continue and adjust campaign efforts. What we learned so far:

- Public is generally supportive of the tax but unfamiliar with how tax revenue is spent and does not know where to go to learn more.
- Alcohol industry wants to know the impact of the tax, metrics, programs being funded.

Build on 2023 activities:

- Transition website from “Reimagine Anchorage” to “Cheers to You, Anchorage” to closely align with campaign efforts.
- Update website to reflect desire for transparency and accountability and share the current impact of the tax.
- Edit existing video for social, create and publish digital ads that direct to the website.
- Produce promotional materials and distribute to licensees across the Municipality in summer 2024.

Annual Campaign Plan

- Template that can be repeated on an annual basis
- Balances reach and conserving funds for the primary purpose of alcohol tax revenue
- Measurable

Components of our recommended communications plan:

- **Reporting** – Gather actuals on funds spent, impact, success stories, and make that information public.
- **Centralized spot for communications** – Maintain a website that serves as the basis for communicating with the public
- **Earned Media** – Work with members of the press directly, distribute press materials, op-ed to announce impact from previous year of alcohol tax spending
- **Paid Communications** – Deploy digital ads targeting Anchorage residents to push out information about the alcohol tax / direct traffic to the website.
- **Evaluation** – Conduct a tracking poll each year to evaluate efficacy of the communications plan





Thank You



www.cheersanchorage.org