

SB 531

Measure Title: RELATING TO WARNING SIGNS.

Report Title: Warning Signs; Alcohol Consumption; Liquor Licenses

Description: Requires premises licensed under chapter 281, Hawaii Revised Statutes, to have a sign posted on or about the premises, including but not limited to the women's restroom, that provides customers with a warning of the risks of birth defects and fetal alcohol spectrum disorders for women drinking alcohol during pregnancy.

Companion:

Package: Women

Current Referral: HTH/PSM, CPN

Introducer(s): CHUN OAKLAND, BAKER, SHIMABUKURO, Kidani, L. Thielen



STATE OF HAWAII
DEPARTMENT OF HEALTH
P.O. Box 3378
HONOLULU, HAWAII 96801-3378

In reply, please refer to:
File:

**Senate Committees on Health, Public Safety, Intergovernmental and
Military Affairs**

S.B. 531, RELATING WARNING SIGNS

**Testimony of Loretta J. Fuddy, A.C.S.W., M.P.H.
Director of Health**

January 28, 2013

1 **Department's Position:** The Department of Health supports this measure requiring premises licensed
2 under Chapter 281-44, Hawaii Revised Statutes to post a sign in or about the premises warning all
3 customers of the risks of birth defects from women drinking alcoholic beverages during pregnancy.

4 **Fiscal Implications:** No fiscal implications.

5 **Purpose and Justification:** Several studies have shown that alcohol warning signs raise awareness
6 about the risk of drinking during pregnancy and therefore, may reduce alcohol consumption among light
7 to moderate drinkers (Reducing Alcohol-Exposed Pregnancies, CDC March 2009). According to the
8 March of Dimes Hawaii Chapter, 19 states and the District of Columbia have enacted laws requiring
9 warning signs at the point of sale including retail stores, bars and restaurants.

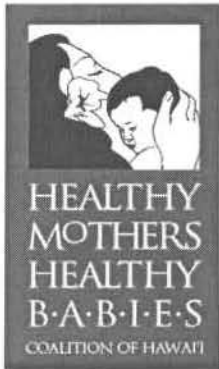
10 Fetal Alcohol Syndrome Disorder ("FASD") is the umbrella term used to describe a range of
11 disorders caused by prenatal alcohol exposure. These disorders include fetal alcohol syndrome, alcohol-
12 related neuron-developmental disorder, and fetal alcohol effects or alcohol-related birth defects disorder.
13 Alcohol exposure during pregnancy produces, by far, the most serious neurobehavioral effects in the
14 fetus (Institute of Medicine Report to Congress, 1995). There is no known safe amount of alcohol or
15 safe time to drink alcohol during pregnancy.

Promoting Lifelong Health & Wellness

1 Because FASD affects all aspects of a child's life throughout his/her lifetime (cognitive,
2 social/emotional, physical/mental health, school/work activities, independent living, justice system, etc.)
3 and requires support in all areas, the costs can be staggering. According to the Substance Abuse and
4 Mental Health Services Administration (SAMHSA), it costs the nation nearly \$60 billion a year to cover
5 FASD care. The care for one FASD child over his/her lifetime can rise to as much as \$2 million. These
6 costs of care are only in dollar amounts and do not consider other personal and emotional challenges
7 parents face when raising a child with an FASD.

8 FASD is preventable. Prevention starts with awareness that links drinking alcohol during
9 pregnancy with increasing risks of having a child with life-long disabilities.

10 Thank you for the opportunity to testify on this measure.



January 28, 2013

TO: Senator Josh Green, M.D., Chair, Senator Rosalyn H. Baker, Vice Chair and Members of the Committee on Health

TO: Senator Will Espero, Chair, Senator Rosalyn H. Baker, Vice Chair and Members of the Committee On Public Safety, Intergovernmental and Military Affairs

FROM: Jackie Berry, Executive Director, Healthy Mothers Healthy Babies

RE: SB 531 Relating to Warning Signs

HEARING: Monday, January 28, 2013 at 2pm

HMHB is a statewide coalition of public and private agencies and individuals committed to the improvement of maternal and infant health status in Hawaii through education, coordination and advocacy. HMHB is testifying today in support of SB 531 Relating to Warning Signs about the danger of drinking alcohol during pregnancy. Fetal alcohol spectrum disorders (FASDs) are a leading cause of intellectual disabilities and birth defects. Each year, thousands of babies are born with healthy problems related to alcohol use during pregnancy. No completely safe level of alcohol use during pregnancy has been established.

Studies have shown that alcohol warning signs raise awareness and may reduce alcohol consumption among light to moderate drinkers. Nineteen states and District of Columbia have enacted laws requiring warning signs the point of sale.

Fetal alcohol spectrum disorders (FASDs) are 100% preventable.

We ask that you pass this bill.

Thank you for opportunity to testify

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January 25, 2013

March of Dimes Foundation

To: Honorable Josh Green
Honorable Will Espero

Hawaii Chapter
1580 Makaloa Street, Suite 1200
Honolulu, Hawaii 96814
Telephone (808) 973-2155
Fax (808) 973-2160

From: Lin Joseph
Director of Program Services
March of Dimes Hawaii Chapter

marchofdimes.com/Hawaii

Re: In strong support of

SB531

Hearing: Committee on Health
Committee on Public Safety, Intergovernmental and Military Affairs
Monday, January, 28, 2013 2:00 pm
Conference Room 229, State Capitol

Chair Green, Chair Espero, Members of the Committee:

I am writing to express support for SB531, *which would require licensed premises to post signs warning women that drinking alcohol during pregnancy can cause birth defects and fetal alcohol spectrum disorders.*

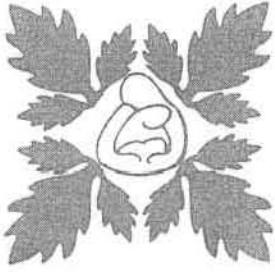
For over 70 years, the March of Dimes has been a leader in maternal and child health. Our mission is to *improve the health of women of childbearing age, infants, and children, by preventing birth defects, premature birth, and infant mortality.* March of Dimes has long been involved with the issue of alcohol related birth defects and March of Dimes researchers were the first to describe the link between prenatal alcohol consumption and birth defects.

Fetal alcohol spectrum disorders (FASDs) refer to a group of conditions resulting from exposure to alcohol in utero. These conditions include physical and intellectual disabilities, as well as problems with behavior and learning. FASDs are a leading known cause of intellectual disability and birth defects. Each year, thousands of babies are born with health problems related to alcohol use during pregnancy. The most serious of these defects is known as fetal alcohol syndrome (FAS). FAS is characterized by stunted growth (before and after birth), facial abnormalities, and central nervous system defects that result in intellectual and behavioral problems. FAS affects an estimated one out of every 750 newborns. Alcohol use also increases the risk of miscarriage and stillbirth. No completely safe level of alcohol use during pregnancy has been established.

Since 1989, federal law has required warning labels on all wine, beer, and liquor containers. To prevent alcohol-related birth defects, the warnings read: "Government Warning: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects." More than 19 states and the District of Columbia now require point of sale warning signs – posted in liquor stores, restaurants, and bars – warning of the dangers of alcohol use during pregnancy.

Fetal Alcohol Spectrum Disorders are 100% preventable. Warning signs will help everyone be aware of the risks of drinking alcohol during pregnancy.





Ulu
Grow & Preserve

Malama Family Recovery Center

Malama Na Makua A Keiki, Inc.

Lisa Ponichtera, LMFT, CSAC
Clinical Director
Malama Family Recovery Center
388 Ano Street
Kahului, HI 96732

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www.malamafamily
recovery.org

January 25, 2013

Dear Chairman Green,

I am writing in support of SB 531. I am the Clinical Director of the only Women's substance abuse treatment facility on Maui. We offer a safe place for women and their children to receive treatment so they can return to being happy, healthy and productive members in our community. In my work I see the devastation alcohol causes in all areas of the women and children's lives. It is most heartbreaking to see a newborn child affected by alcohol. These children have difficulty regulating themselves and can cry for long periods inconsolably. Fetal Alcohol Spectrum Disorders (FASDs) are a leading cause of intellectual disabilities, as well as problems with behavior and learning. However, FASDs are 100% preventable.

Nineteen states and the District of Columbia have already enacted laws requiring warning signs at the point of sale. Studies have shown that alcohol warning signs posted in these types of establishments raise awareness and may reduce alcohol consumption among light to moderate drinkers. Requiring premises licensed under chapter 281, Hawaii Revised Statutes, to have signs posted on or about the premises is one important way to help support the prevention of FASDs. Thank you for your consideration of this letter.

Respectfully,

Lisa Ponichtera, LMFT, CSAC
Clinical Director – Malama Family Recovery Center



From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: coreen.williams@gmail.com
Subject: Submitted testimony for SB531 on Jan 28, 2013 14:00PM
Date: Thursday, January 24, 2013 3:55:44 PM

SB531

Submitted on: 1/24/2013

Testimony for HTH/PSM on Jan 28, 2013 14:00PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
COREEN WILLIAMS	Individual	Oppose	No

Comments: This is a ridiculous use of funds. I do not support this bill because it serves only a small segment of the population. A reminder in women's restrooms is hardly the place to have a health lesson. Please use precious funds on things more worthwhile!

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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