

Welcome!

Office for State, Tribal, Local and Territorial Support
presents...



CDC *Vital Signs* : Binge Drinking

January 17, 2012
2:00 pm – 3:00 pm EST



Centers for Disease Control and Prevention
Office for State, Tribal, Local and Territorial Support

Agenda

2:00 pm	Welcome & Introduction	Gregory S. Holzman, MD, MPH Deputy Director, OSTLTS, CDC
2:02 pm	Speaker Introductions	Amanda D. Miller, MA Health Communication Specialist McKing Consulting for OSTLTS, CDC
2:04 pm	<i>Vital Signs</i> Overview	Dafna Kanny, PhD Senior Scientist, Alcohol Program, National Center for Chronic Disease Prevention & Health Promotion, CDC
2:10 pm	Presentations	Jim Roeber, MSPH Alcohol Epidemiologist New Mexico Department of Health Katherine Gonzales, MPH Alcohol Epidemiologist, Michigan Department of Community Health
2:30 pm	Q&A and Discussion	Amanda D. Miller
2:55 pm	Wrap-up	Gregory S. Holzman
3:00 pm	End of call	



CDC
Vitalsigns™ Teleconference
to support STLT efforts and build
momentum around the monthly
release of CDC *Vital Signs*



Binge Drinking Among Adults

Dafna Kanny, PhD

Senior Scientist

Excessive Alcohol Use Prevention Team

CDC *Vital Signs* Town Hall Teleconference
January 17, 2012

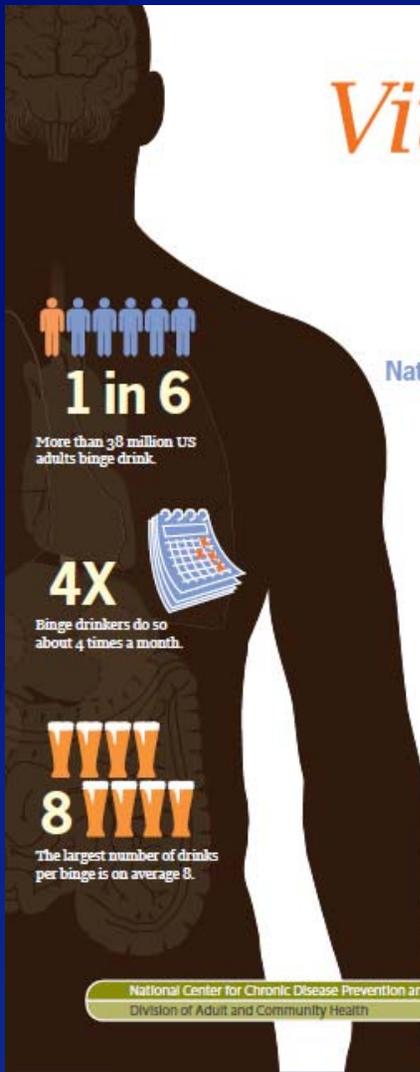


Division of Adult and Community Health
National Center for Chronic Disease Prevention and Health Promotion

Public Health Impact of Excessive Drinking

- **Excessive alcohol consumption is responsible for over 80,000 deaths in the U.S. each year and in 2006 cost the U.S. \$223.5 billion.**
- **Binge drinking* accounted for over half of these deaths and three quarters of the economic costs.**
- **Binge drinking is a risk factor for many health and social problems.**
- **Most excessive drinkers are not alcohol dependent.**

* 4 or more drinks per occasion for women; 5 or more drinks per occasion for men



1 in 6

More than 38 million US adults binge drink.

4X

Binge drinkers do so about 4 times a month.

8

The largest number of drinks per binge is on average 8.

Binge Drinking

Nationwide Problem, Local Solutions

New estimates show that binge drinking* is a bigger problem than previously thought. More than 38 million US adults binge drink, about 4 times a month, and the largest number of drinks per binge is on average 8. This behavior greatly increases the chances of getting hurt or hurting others due to car crashes, violence, and suicide. Drinking too much, including binge drinking, causes 80,000 deaths in the US each year and in 2006 cost the economy \$223.5 billion. Binge drinking is a problem in all states, even in states with fewer binge drinkers, because they are binge more often and in larger amounts.

*Binge drinking means men drinking 5 or more alcoholic drinks within a short period of time or women drinking 4 or more drinks within a short period of time.

Learn what your community can do to reduce binge drinking.

→ See page 4

Want to learn more? Visit

<http://www.cdc.gov/vitalsigns>

National Center for Chronic Disease Prevention and Health Promotion
 Division of Adult and Community Health



Centers for Disease Control and Prevention

MMWR

Morbidity and Mortality Weekly Report

Early Release / Vol. 61

January 10, 2012

Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults — United States, 2010

Abstract

Background: Binge drinking accounts for more than half of the estimated 80,000 average annual deaths and three quarters of \$223.5 billion in economic costs resulting from excessive alcohol consumption in the United States.

Methods: CDC analyzed data collected in 2010 on the prevalence of binge drinking (defined as four or more drinks for women and five or more drinks for men on an occasion during the past 30 days) among U.S. adults aged ≥18 years in 48 states and the District of Columbia; and on the frequency (average number of episodes per month) and intensity (average largest number of drinks consumed on occasion) among binge drinkers.

Results: The overall prevalence of binge drinking was 17.1%. Among binge drinkers, the frequency of binge drinking was 4.4 episodes per month, and the intensity was 7.9 drinks on occasion. Binge drinking prevalence (28.2%) and intensity (9.3 drinks) were highest among persons aged 18–24 years. Frequency was highest among binge drinkers aged ≥65 years (5.5 episodes per month). Respondents with household incomes ≥\$75,000 had the highest binge drinking prevalence (20.2%), but those with household incomes <\$25,000 had the highest frequency (5.0 episodes per month) and intensity (8.5 drinks on occasion). The age-adjusted prevalence of binge drinking in states ranged from 10.9% to 25.6%, and the age-adjusted intensity ranged from 6.0 to 9.0 drinks on occasion.

Conclusions: Binge drinking is reported by one in six U.S. adults, and those who binge drink tend to do so frequently and with high intensity.

Implications for Public Health Practice: More widespread implementation of Community Guide–recommended interventions (e.g., measures controlling access to alcohol and increasing prices) could reduce the frequency, intensity, and ultimately the prevalence of binge drinking, as well as the health and social costs related to it.

Introduction

Excessive alcohol use* accounted for an estimated average of 80,000 deaths and 2.3 million years of potential life lost (YPLL)[†] in the United States each year during 2001–2005,

*Excessive alcohol use includes binge drinking (defined by CDC as consuming four or more drinks per occasion for women or five or more drinks per occasion for men), heavy drinking (defined as consuming more than one drink per day on average for women or more than two drinks per day on average for men), any alcohol consumption by pregnant women, and any alcohol consumption by youths aged <21 years.

[†]YPLL for 2001–2005 were estimated using the Alcohol-Related Disease Impact (ARDI) application using death and life expectancy data from the National Vital Statistics System. Additional information is available at http://apps.nccd.cdc.gov/dach_aridi/default/default.aspx.

and an estimated \$223.5 billion in economic costs in 2006 (1). Binge drinking accounted for more than half of those deaths, two thirds of the YPLL (2), and three quarters of the economic costs (1). Binge drinking also is a risk factor for many health and social problems, including motor-vehicle crashes, violence, suicide, hypertension, acute myocardial infarction, sexually transmitted diseases, unintended pregnancy, fetal alcohol syndrome, and sudden infant death syndrome (3). In 2010, 85% of all alcohol-impaired driving episodes were reported by persons who also reported binge drinking (4). In the United States, binge drinking accounts for more than half



U.S. Department of Health and Human Services
 Centers for Disease Control and Prevention

Key Findings

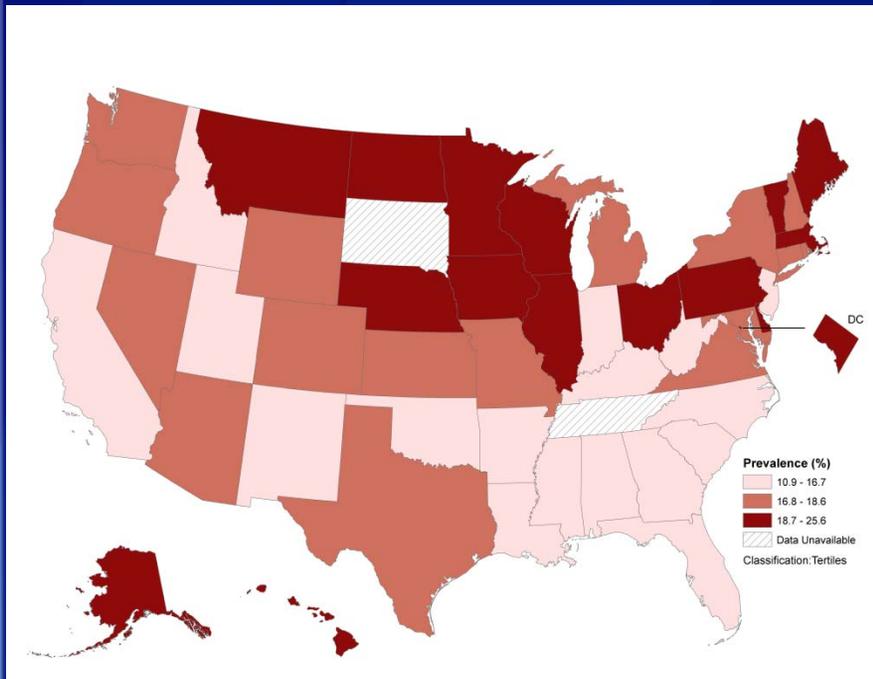
- **More than 38 million (1 in 6) U.S. adults binge drink, about 4 times a month, and the largest number of drinks per binge is on average 8.**
- **There are important demographic and geographic disparities in the frequency and intensity of binge drinking.**
 - Sociodemographic groups and states with a lower prevalence of binge drinking may still include subgroups with high frequency and intensity.

Binge Drinking Affects Everyone

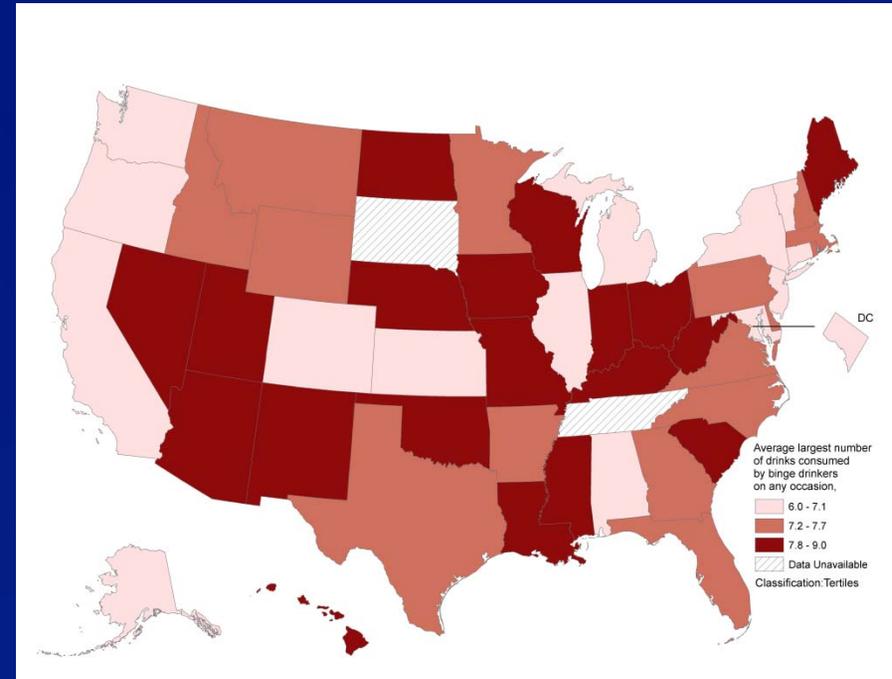
- **While more young adults (18-34) binge drink (28%), binge drinkers age 65 and older binge more often (5.5 times/month).**
- **While more people with incomes above \$75,000 binge drink (20%), binge drinkers with incomes less than \$25,000 consume more drinks when they binge (8.5 drinks).**

Binge Drinking by State

Prevalence



Intensity



What Can Be Done?

More widespread implementation of evidence-base strategies, such as those recommended by the Community Guide*, could reduce the frequency, intensity, and ultimately the prevalence of binge drinking, as well as the health and social costs related to it.

- Increasing the price of alcohol
- Regulating alcohol outlet density
- Dram shop liability
- Maintaining limits on days and hours of sale
- Maintaining state monopolies on alcohol sales
- Enhancing enforcement of laws prohibiting alcohol sales to minors

*www.thecommunityguide.org/alcohol

Binge Drinking Costs Everyone

- **Binge drinking cost federal, states, and local governments 62¢ per drink*.**
- **Federal and state income from taxes on alcohol 12¢ per drink*.**
- **Alcohol consumption is sensitive to price.**
 - A 10% increase in alcohol price will reduce consumption by 7%.

*Bouchery et al. Economic costs of excessive alcohol consumption in the United States, 2006. Am J Prev Med 2011;41:516–24.

What Is CDC Doing?

- **Translational tools: Developing action guides to assist state and local public health agencies and coalitions in implementing Community Guide recommended strategies for:**
 - Regulating alcohol outlet density
 - Increasing alcohol excise taxes
 - Dram shop liability
- **Funding state capacity building in alcohol epidemiology and providing technical assistance to states and communities.**

Binge Drinking is a nationwide and common problem.

Widespread implementation of effective prevention strategies is necessary.

Monitoring the frequency and intensity of binge drinking in addition to prevalence are key to evaluate the impact of evidence-based strategies to prevent binge drinking.

Thank You!

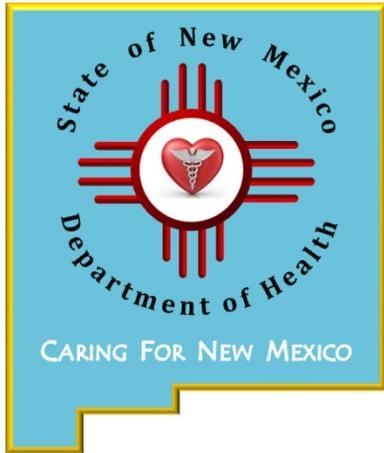
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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



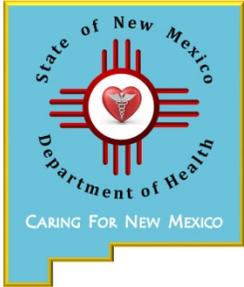
National Center for Chronic Disease Prevention and Health Promotion
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Binge Drinking Among Adults In New Mexico

Jim Roeber
Substance Abuse Epidemiology Section
Epidemiology and Response Division
New Mexico Department of Health

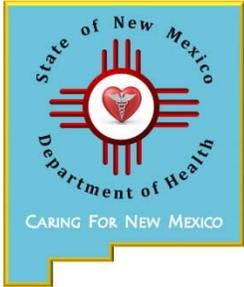
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January 17, 2012



A disconnect between binge drinking and AR death

- In 2007, New Mexico had the highest alcohol-related (AR) death rate in the nation
- New Mexico's high AR death rates are driven by high rates in the American Indian and Hispanic male populations
- New Mexico's rates of excessive alcohol consumption, as measured by the Behavioral Risk Factor Surveillance System (BRFSS), are less exceptional
 - In 2007, New Mexico's binge drinking* rate (12.3%) was below the United States rate (15.8%)

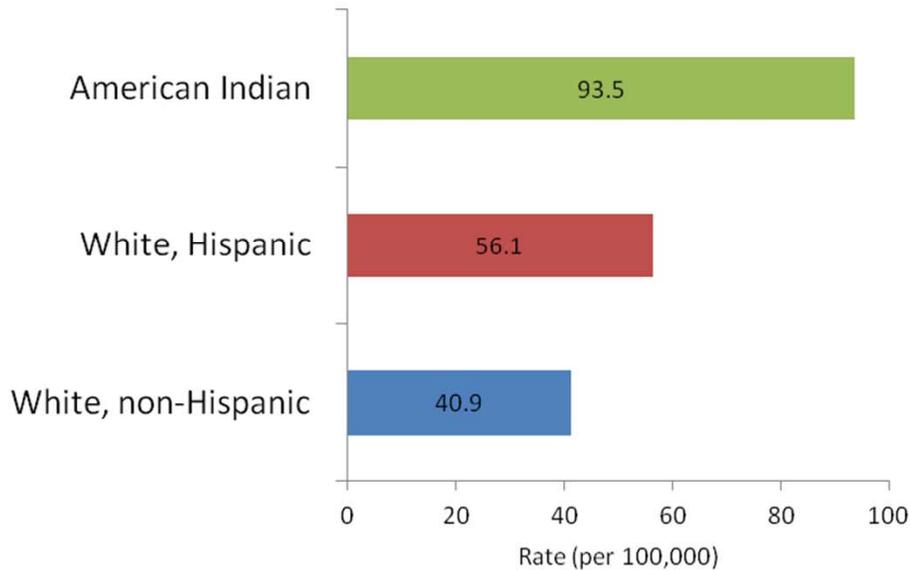
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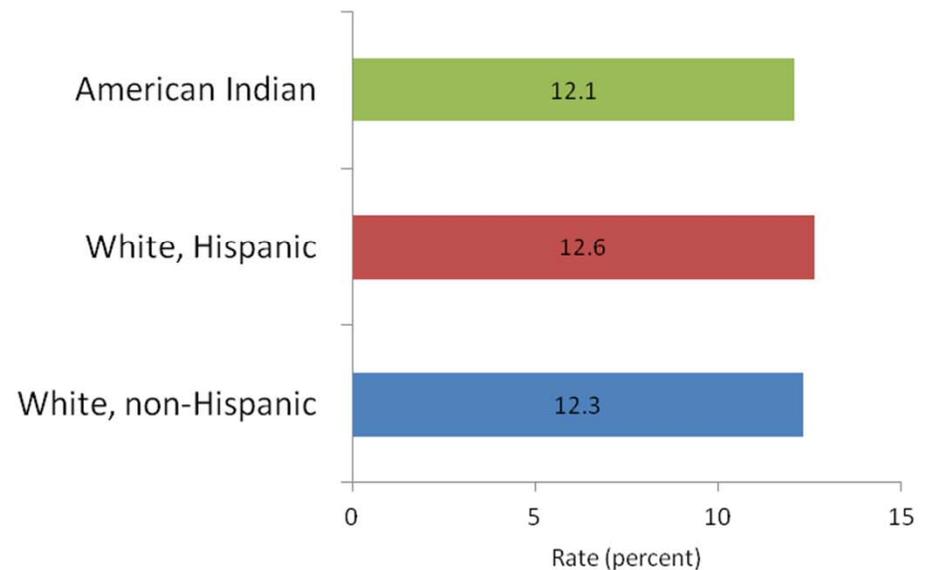
Alcohol-related death and binge drinking in NM

- Here are New Mexico's alcohol-related death and binge drinking rates for 2005-2009

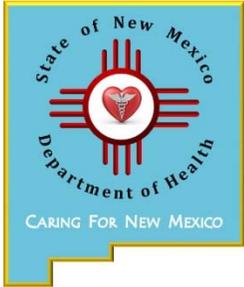
Alcohol-related death rate



Binge drinking rate



Source: NMDOH

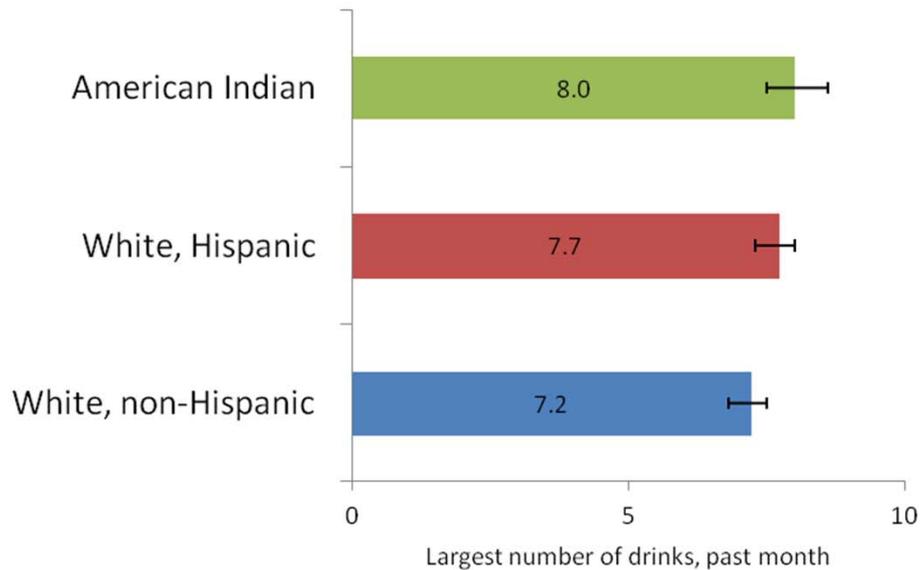


Binge drinking intensity may help explain results

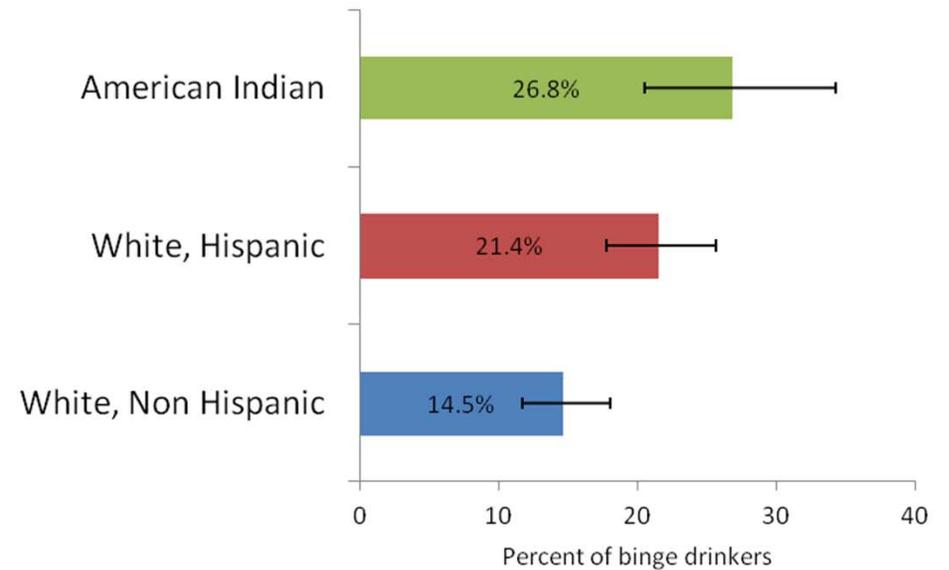
“...states with a lower prevalence of binge drinking might still include subgroups that binge drink frequently and with high intensity.”

- *Vital Signs*

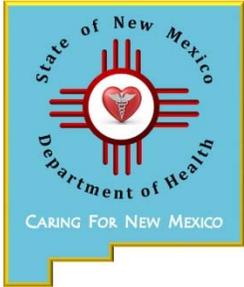
Binge intensity



Binge intensity > 10 drinks

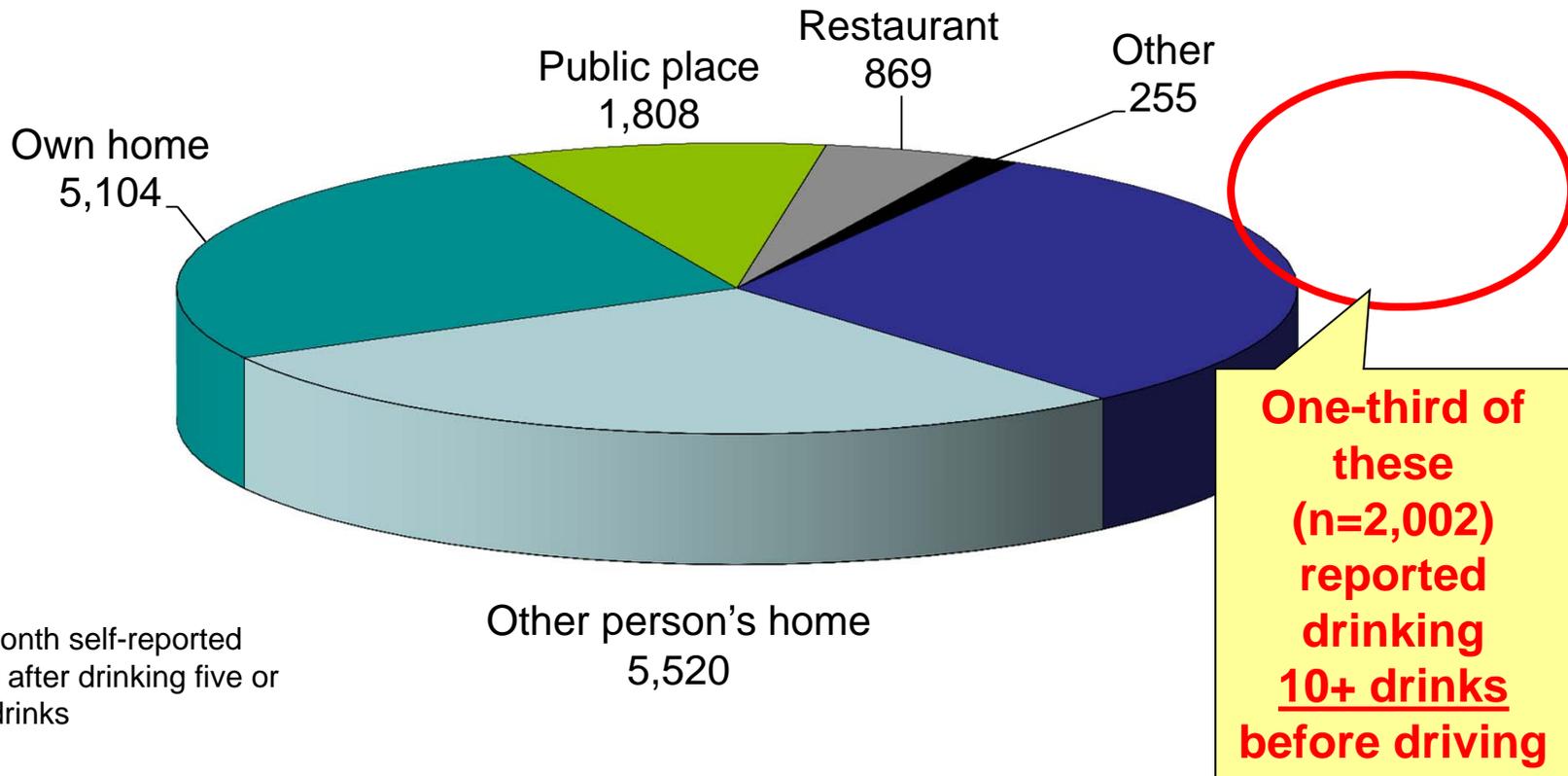


Source: NMDOH

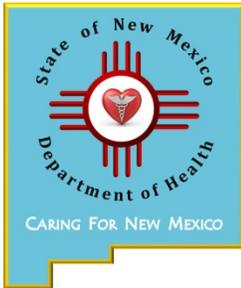


Binge drinking data support regulatory change

Driving after binge drinking, events per month by binge drinking location



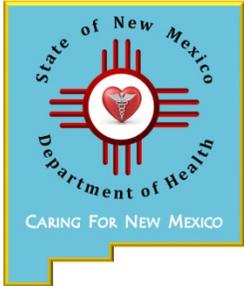
* Past-month self-reported driving after drinking five or more drinks



Binge drinking data help reframe prevention focus

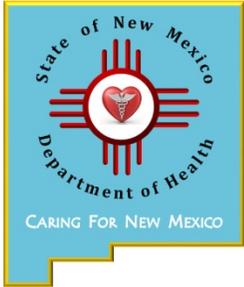
- Binge drinking is the most prevalent form of excessive alcohol consumption
- Most excessive drinkers are not alcohol dependent
- Only 2% of all respondents and only 8% of binge drinkers were alcohol dependent
- Findings support increased focus on preventing binge drinking among adults





Binge drinking data support prevention efforts

- In New Mexico, binge drinking data:
 - Have informed the decision to strengthen state liquor control regulations, in support of the Community Guide recommendation to enhance enforcement of laws prohibiting alcohol sales to minors
 - Have contributed to the evaluation of successful efforts to reduce alcohol-impaired driving using Community Guide recommended strategies (e.g., sobriety checkpoints and associated media campaigns)
 - Have been used to promote screening and brief interventions for at-risk adult drinkers, in primary care settings, consistent with a recommendation from the U.S. Preventive Services Task Force



Acknowledgements

- NMDOH Survey Section
- Bob Brewer and Dafna Kanny, CDC Alcohol Program

“Stories from the Field”: Local Actions to Reduce Binge Drinking in Michigan

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January 17, 2012**

Binge Drinking in Michigan, 2010

Prevalence of Binge Drinking:

- **17.7% of adult population**

Among binge drinkers:

- **4.4 episodes per month**
- **7.0 drinks per episode**

Binge Drinking Among Ingham County Adults, 2008-2010



Prevalence of Binge Drinking:

- 13.2% of adults

Among binge drinkers:

- 5.1 episodes per month
- 7.6 drinks per episode

2008-2010 BRFSS Data, includes landline data only, which results in an underestimation of binge drinking measures

Special One-Day Liquor Licenses and Michigan Events

Public Health Concerns:

- Create an environment conducive to binge drinking
- Minimal or no training provided to servers
- Servers unaware of dram shop laws
- High risk opportunity for underage consumption



Lansing Common Ground Festival, 2011

Current ISAP Coalition Actions

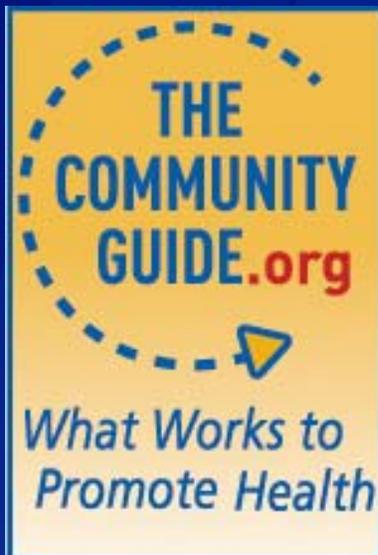
Provide free assessments and make recommendations:

Dram Shop Liability

- Free server training and information on binge drinking to all volunteer servers prior to event
- Pre and post tests for servers
- Post information on safe alcohol consumption

Enhanced enforcement of laws prohibiting sales to minors

- Check ids and wristband 21+ individuals
- Strictly 21+ areas
- Distinct containers for alcoholic/non-alcoholic drinks



Future Coalition Actions

- **Actions to limit the total number of outlets serving alcohol**
- **Make server training mandatory for all volunteers**
- **For special permits, approval obtained from local police and health department**
- **Actions to limit the total number of drinks purchased**

Acknowledgements

- **Ingham Substance Abuse Prevention Coalition**
- **Ingham County Health Department**
- **University of Minnesota Alcohol Epidemiology Program**
- **CDC Alcohol Program**

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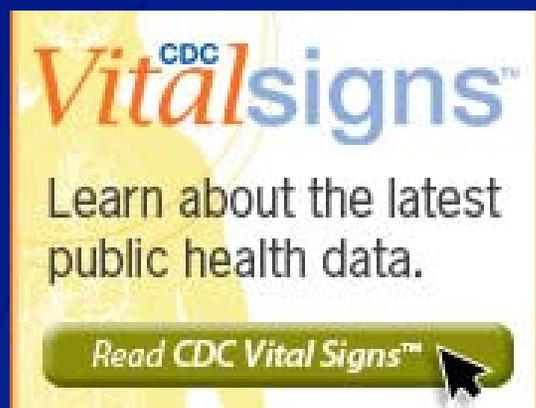
<http://tools.cdc.gov/register/cart.aspx>

***Vital Signs* interactive buttons and banners-**

<http://www.cdc.gov/vitalsigns/SocialMedia.html>



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