



# Healthy People 2020 Adult Binge Drinking and Heavy Drinking

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# Introduction

- Adult alcohol abuse is a serious health concern for the nation. The goal of Healthy People 2020 is, “Reduce substance abuse to protect the health, safety, and quality of life for all, especially children”

U.S. Department of Health and Human Services[HHS],  
Healthy People 2020. (2015a).



Figure 1. Alcoholic Beverages.

Image source: <http://www.drugfree.org/drug-guide/alcohol/>

# Status for the Nation

Figure 2. CDC data about binge drinking.



- The CDC reported in 2014 approximately 38 million adults drink too much (CDC, 2012b).
- It was also reported that between the years of 2006-2010 excessive alcohol use accounted for 88,000 deaths (McKnight-Eily et al., 2014).

Centers for Disease Control and Prevention. (2014d, January 7). *Vital signs: Alcohol screening and counseling*. [Infographic]. Retrieved from <http://www.cdc.gov/vitalsigns/alcohol-screening-counseling/infographic.html>

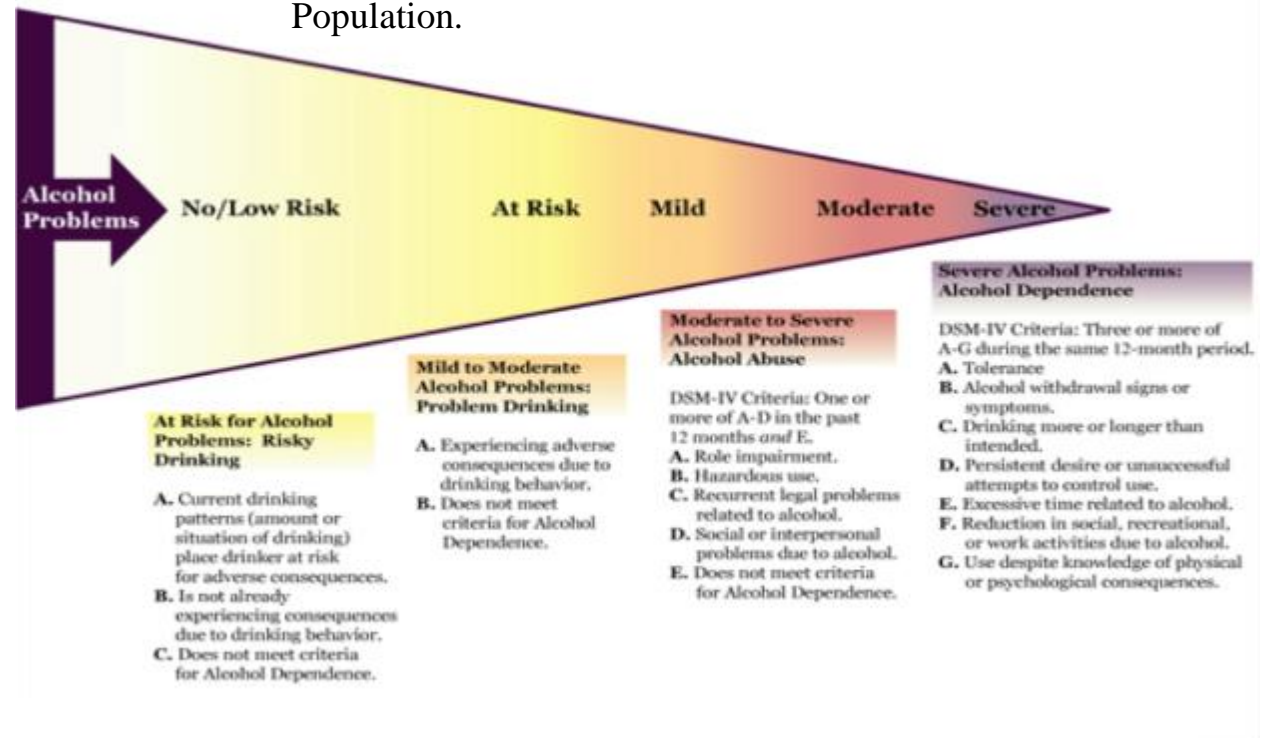
# Status for the Nation

## Psycho-social Impacts of Excessive Alcohol Use that Affect Health of Communities at Family and Population Levels...

- Violence
- Marital conflict
- Infidelity
- Unintended pregnancy
- Economic insecurity
- Divorce
- Fetal alcohol effect
- Legal difficulties

NIAAA (2003)

Figure 3. Distribution of Alcohol Problems in U.S. Population.



National Institute on Alcohol Abuse and Alcoholism. (2003). *Alcohol problems in intimate relationships: Identification and intervention*. Retrieved from <http://pubs.niaaa.nih.gov/publications/niaaa-guide/>

# Status for the Community

- The rate of heavy drinking and binge drinking is increasing in Virginia Beach. Binge drinking statistics are even more concerning in Virginia Beach, since it has a higher rate than both the state and nation.
- (Virginia Department of Health [VDH], 2013).



Figure 4. Special events may encourage binge drinking.  
Image source: <http://www.spike.com/articles/hihntr/the-ladies-are-drinking-more-than-ever>

# Status for the Community

## Community Characteristics

- ❑ Beach atmosphere
- ❑ Higher income
- ❑ Military personnel
- ❑ Colleges and Universities
- ❑ Dense population
- ❑ More highly educated



Figures 5-7. Alcohol and Virginia Beach

Image sources: <http://falconpointapts.com/category/night-life>

<http://hamptonroads.com/2015/05/virginia-abc-stores-offer-free-virginia-lovers-trucker-hat>

<http://wavy.com/2015/02/11/abc-store-burglarized-driver-crashes-into-tree-in-va-beach/>

# Healthy People 2020 Objectives

## SA-14

“SA-14 Reduce the proportion of persons engaging in binge drinking of alcoholic beverages.”

- “SA-14.2 Reduce the proportion of students engaging in binge drinking during the past 2 weeks—college students.”
- “SA-14.3 Reduce the proportion of persons engaging in binge drinking during the past 30 days—adults aged 18 years and older.”

## SA-15

“SA-15 Reduce the proportion of adults who drank excessively in the previous 30 days.”

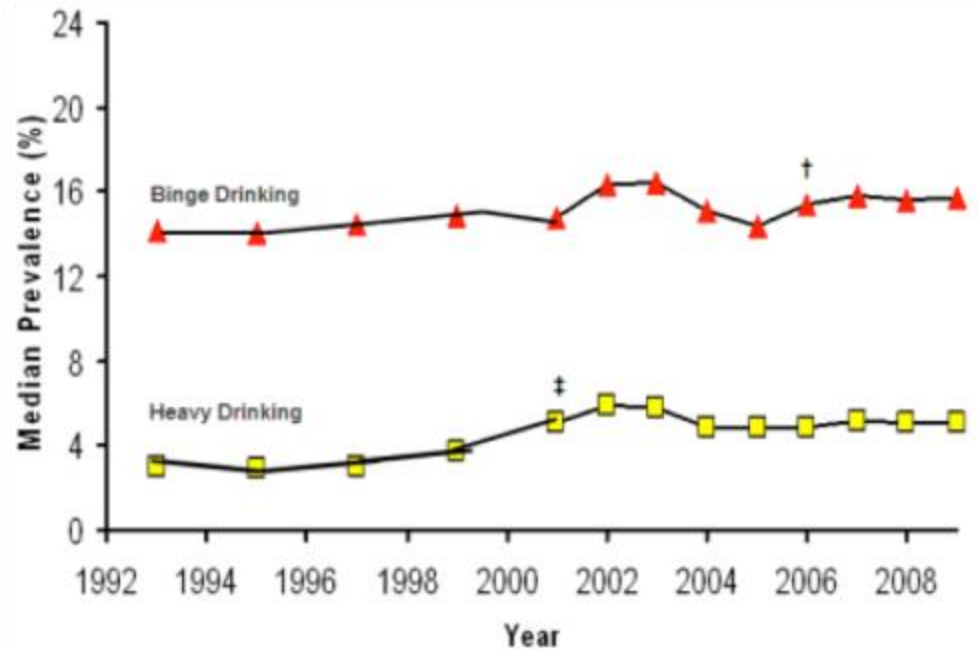
HHS, Healthy People 2020. (2015b). *Substance abuse: Objectives*. Retrieved from <http://www.healthypeople.gov/2020/topics-objectives/topic/substance-abuse/objectives>

# 10 Year National Trends

According to a study conducted by the Institute for Health Metrics & Evaluation (Dwyer-Lindgren et al., 2015) published in the American Journal of Public Health:

- ▣ Women account for recent increases in both heavy and binge drinking
- ▣ Heavy drinking increased 17.2% since 2005
- ▣ Binge drinking increased 8.9%

Figure 8. Prevalence of binge and heavy drinking among adults 1993-2009.

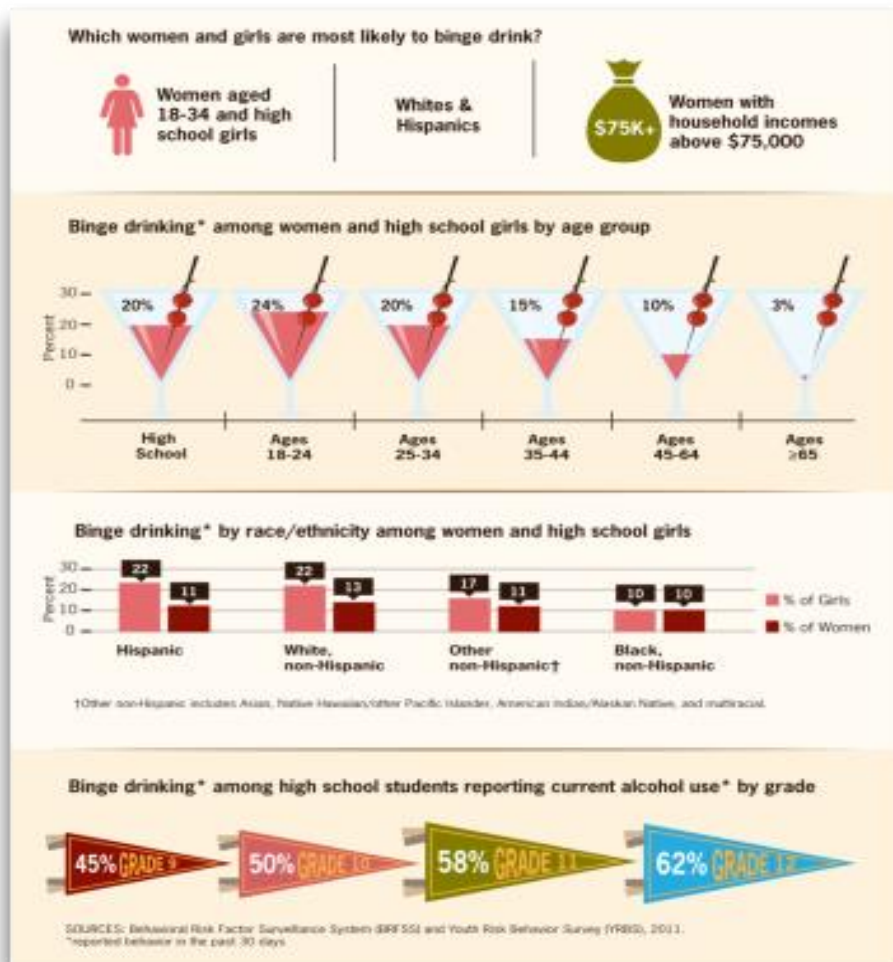


Centers for Disease Control and Prevention. (2014a, November 14). *Alcohol and public health: Binge drinking*. [Graph]. Retrieved from <http://www.cdc.gov/alcohol/data-stats.htm>



# Centers for Disease Control & Prevention 2013 Female Binge Drinking Stats

Figure 9. Binge drinking in women.

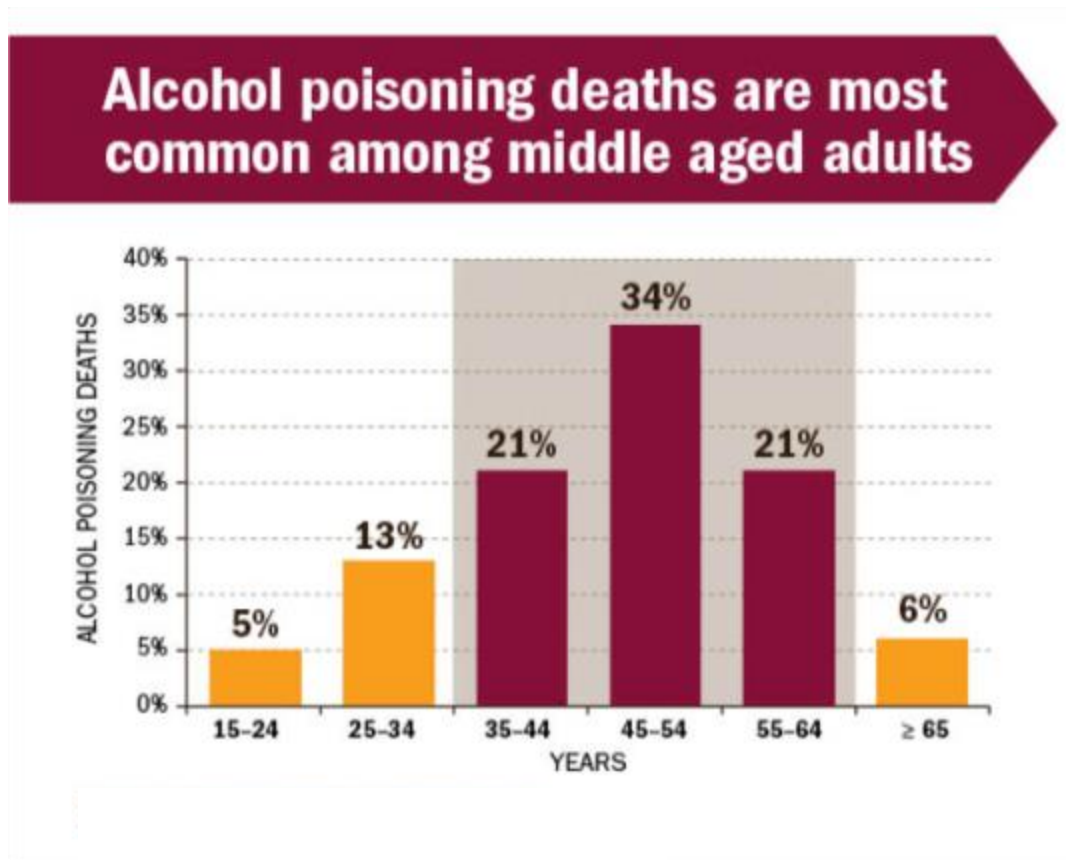


- ❑ 14 million women binge drink an average of 3 times per month.
- ❑ Approximately 6 drinks can be consumed during a binge.

Centers for Disease Control & Prevention. (2013, October 11). *Binge drinking: A dangerous problem among women and girls*. [Infographic]. Retrieved from <http://www.cdc.gov/vitalsigns/bingedrinkingfemale/index.html>

# 2010-2012 CDC Report on Alcohol Poisoning Deaths

Figure 10. Alcohol poisoning: another consequence of binge drinking.



Kanny et al. (2015). Vital signs: alcohol poisoning deaths - United States, 2010-2012. *MMWR: Morbidity & Mortality Weekly Report*, 63(53), 1238-1242. Retrieved from [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6353a2.htm?s\\_cid=mm6353a2\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6353a2.htm?s_cid=mm6353a2_w)

# Local Trends and Healthy People 2020

A CDC report on percentage of adults responding “yes” to the question “Have you had a binge drinking episode in the last 30 days?” (a binge drinking episode is defined as more than 4 drinks in 2 hours for women, and 5 drinks in 2 hours for men)...

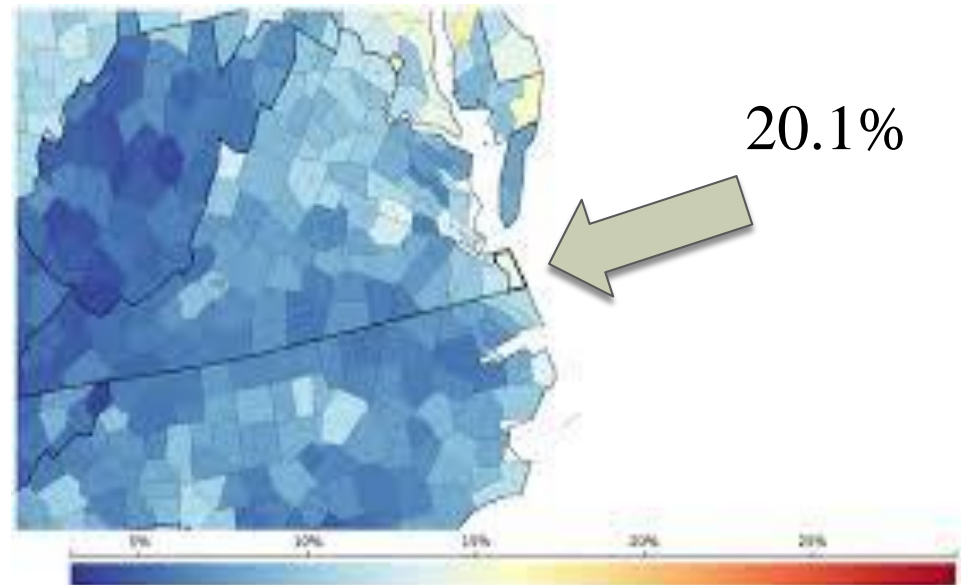
Virginia Beach 20.1%

Healthy People 2020 Baseline:  
27.1% (2008)

Healthy People 2020 Target:  
24.4%

(HHS, Healthy People 2020,  
2015b; CDC, 2012a).

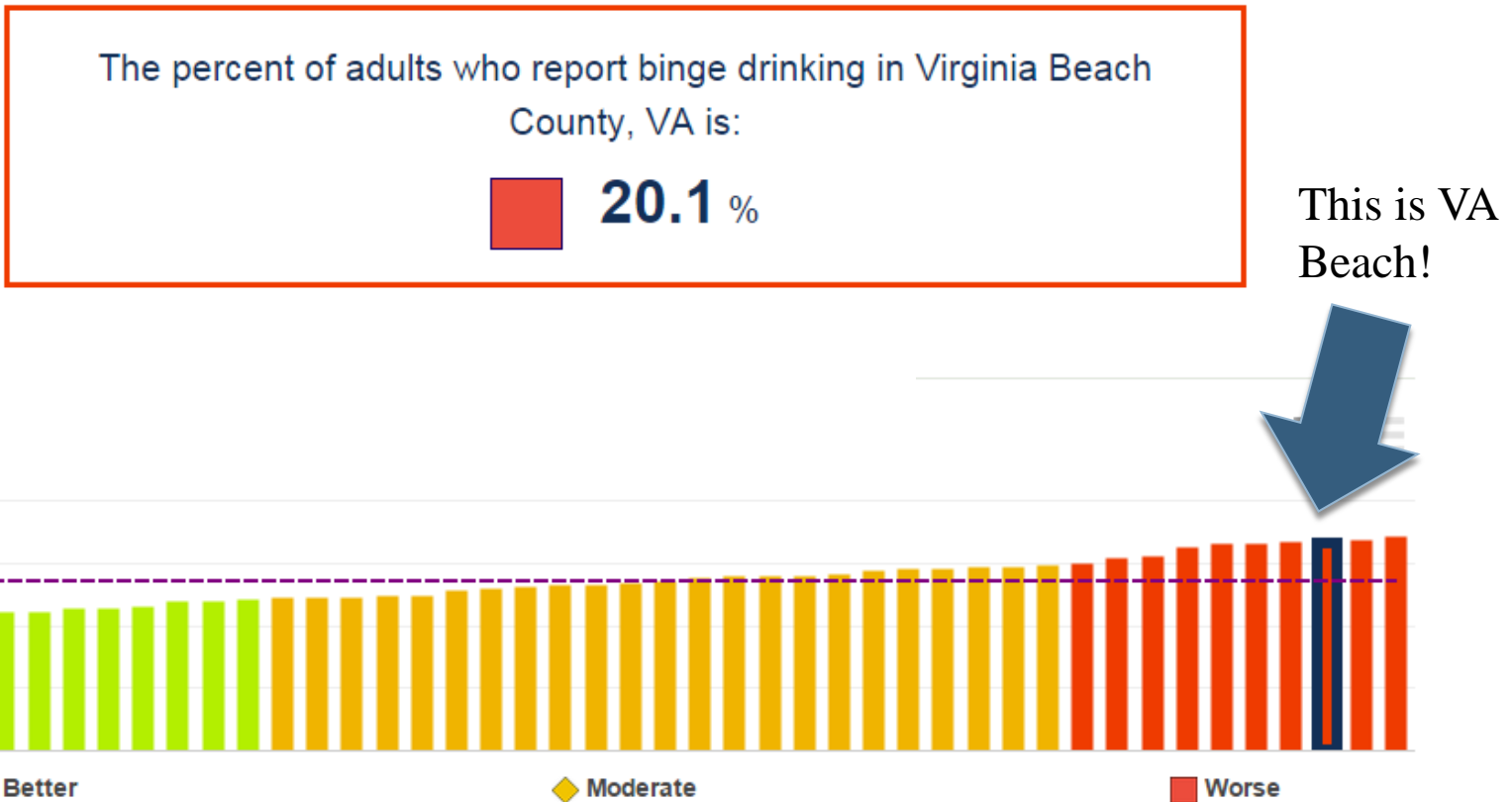
Figure 11. Prevalence of binge drinking in Virginia.



Note: Adapted from Institute for Health Metrics and Evaluation (IHME). (2015). *US County Profile: Virginia Beach City, Virginia*. [Report]. Retrieved from [http://www.healthdata.org/sites/default/files/files/county\\_profiles/US/County\\_Report\\_Virginia\\_Beach\\_City\\_Virginia.pdf](http://www.healthdata.org/sites/default/files/files/county_profiles/US/County_Report_Virginia_Beach_City_Virginia.pdf)

# How does Virginia Beach Compare?

Figure 12: Comparison of binge drinking in Virginia Beach to U.S. peer cities.



Center for Disease Control and Prevention. (2012a). *Community health status indicators: Adult binge drinking: Virginia Beach*. Retrieved from <http://wwwn.cdc.gov/CommunityHealth/profile/currentprofile/VA/Virginia%20Beach/17>

# 10 Year Trends of Binge Drinking in Virginia Beach

- According to the Institute for Health Metrics and Evaluation, binge drinking in women increased 3.1% between 2002-2012, and decreased by 0.3% for men during the same time frame
- The national average for women was only 1.6% during that time
- It is important to increase awareness of binge drinking among women, and increase education on the long term effects of binge drinking

(Institute for Health Metrics and Evaluation, 2015)

Figure 13. Standard mixed drink.



The Cocktail Drink. (2015). Cosmopolitan. Retrieved from <http://thecocktaildrink.com/cosmopolitan-cocktail>

# Area Programs that Target the Problem

## Program Types Available:

- Residential
- Outpatient
- The 12-step model
- Holistic Treatment

Figure 14. Recovery options.



Drug and Alcohol Rehabs. (2013). *The countless choices to treating substance abuse*. Retrieved from <http://www.drug-alcohol-rehabs.org/recovery-methods.html>

# Area Programs that Target the Problem

## Rehabilitation Programs in Virginia Beach

- The Oxford House
- Recovery for life
- New Life Substance Abuse And Behavioral Consultants



Recovery For Life. (2015). *About us*. Retrieved from <http://myrecoveryforlife.com/about-us/>

## Recovery Programs in Virginia Beach

- Alcoholics Anonymous
- Al-Anon Family Groups
- Alcohol & Drug Rehab



Al-Anon Family Groups. (2011). *What can I expect at an Al-anon meeting?* Retrieved from <http://www.al-anon.alateen.org/what-can-i-expect>

# Successful Programs in Other Communities

**Single Question Alcohol Screen** “How many times in the past year have you had X or more drinks in a day?” where X is 5 for men, 4 for women

**AUDIT 1–3 (US) 1.** How often do you have a drink containing alcohol? **2.** How many drinks containing alcohol do you have on a typical day when you are drinking? **3.** How often do you have X or more drinks on one occasion? where X is 5 for men, 4 for women.

(CDC, National Center on Birth Defects and Developmental Disabilities, 2014).



- ❑ Public health nurses saw the need and acted to reduce binge drinking in their Alaskan communities.
- ❑ Nurses worked in the communities of Fairbanks, Ketchikan, and Mat-Su/Wasilla.
- ❑ They began using alcohol screening and brief intervention (SBI) in order to identify and then discuss alcohol with their patients.
- ❑ Alcohol SBI was a success and is now used by nurses throughout Alaska

(CDC, 2015).



# Successful Programs in Other Communities



Source: [www.newmexico.gov](http://www.newmexico.gov)

Figure 15. Drinking and driving.



New Mexico has taken steps to address binge drinking in its state.

In 2004:

- ▣ 170,000 adults said they had engaged in binge drinking within the past 30 days
- ▣ 24,000 of those adults said this happened in a bar or club.

In 2005, New Mexico began The Driving While Intoxicated prevention campaign

The campaign was a success, with fewer drinks consumed at bars and clubs and fewer instances of driving after excessive alcohol consumption (HHS, Healthy People 2020, 2013).

# Successful Programs in Other Communities

- Increases in alcohol taxes and prices have been shown to decrease alcohol consumption. Alcohol becomes less affordable and binge drinking becomes more expensive.
- The University of Florida found that the increases led to a decline in car crashes from drunk driving.
- In Illinois, following a tax increase on beer, wine, and spirits, there was a 26 % decline in deaths as a result of drinking (Booker, 2015).

Figure 16. Alcohol taxes stymie problem drinking.



Annapolis Tide. (2015). Maryland helps counter education cuts with alcohol tax. Retrieved from <http://dtatide.typepad.com/blog/2011/04/dafd.html>

# Current & New Developments

- ❑ Decreasing the number of places alcohol can legally be sold within a certain geographical range
- ❑ Restricting the number of days alcohol can be available for purchase
- ❑ e-SBI (Electronic Screening and Brief Intervention)
- ❑ CAGE Questionnaire
- ❑ Text Message Program

Figure 17. Drinking sensibly.



Scottish Government. (2002). *Campaign to target binge drinking*. Retrieved from <http://www.gov.scot/News/Releases/2002/04/1474>

# Ideas for Future Programs and Development

- Increase and improve education and awareness within the community.
- Focus more on the individual not simply creating new laws.
- More research on ways to identify risk factors and high risk individuals.
- Creation of programs run by health professionals within the community.

# Honor Pledge

*"I pledge to support the honor system of Old Dominion University. I will refrain from any form of academic dishonesty or deception, such as cheating or plagiarism. I am aware that as a member of the academic community, it is my responsibility to turn in all suspected violators of the honor system. I will report to Honor Council hearings if summoned."*

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Centers for Disease Control and Prevention, Office for State, Tribal, Local and Territorial Support. (2013). *Prevention status reports: Excessive alcohol use*. [PDF]. Retrieved from <http://www.cdc.gov/psr/alcohol/2013/fl-alcohol.pdf>

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