

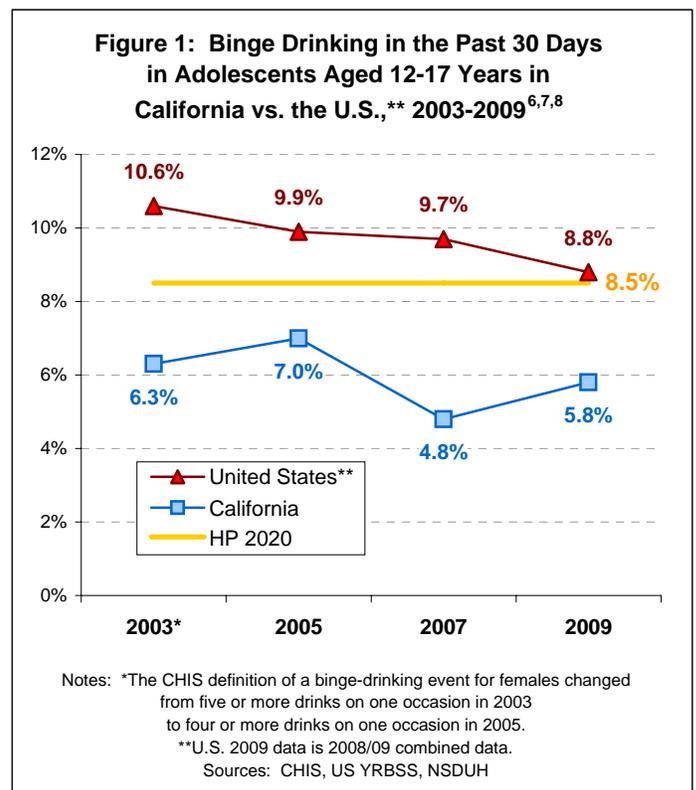
# ALCOHOL USE

<b>Importance</b>	"[E]xcessive alcohol use is the third leading lifestyle-related cause of death for people in the United States each year." <sup>1,2</sup> Alcohol-related death or injury can occur during or immediately after alcohol use, in incidents such as vehicle collisions, drowning, and alcohol poisoning, or it can present later in life, often in the form of a chronic illness such as liver disease. "From 2001-2005, there were approximately 79,000 deaths annually in the United States attributable to excessive alcohol use." <sup>1,3</sup>
<b>Definitions</b>	<p><b>Binge Drinking:</b> Drinking enough alcohol in 2 hours to raise the blood alcohol (BAC) levels of an individual to 0.8g/dL. This means drinking approximately five or more drinks on a single occasion for men, or approximately four or more drinks on a single occasion for women.<sup>4</sup></p> <p><b>Heavy Drinking:</b> For healthy adults in general: drinking more than 4 drinks on any single day OR more than 14 drinks per week for men; and more than 3 drinks in one day OR more than 7 drinks per week for women.<sup>4</sup></p>
<b>Healthy People 2020 Objectives</b>	<ul style="list-style-type: none"> <li>- Reduce adolescent binge drinking in the past month to 8.5%</li> <li>- Reduce adult binge drinking in the past 30 days to 24.4%</li> </ul>

There are two measures of excessive alcohol use: binge drinking and heavy drinking (see definitions above).<sup>4</sup> Binge drinking tends to be associated with the immediate negative implications of ingesting alcohol, whereas heavy drinking "can lead to increased risk of health problems such as injuries, violence, liver diseases, and cancer."<sup>1</sup>

Although the minimum drinking age in California is 21 years, alcohol is still accessible to many adolescents and underage adults. When drinking, many underage drinkers binge drink, which often leads to health and social problems, including alcohol-impaired driving, physical fighting, poor school performance, unprotected sexual activity, and smoking.<sup>5</sup> Binge drinking among adolescents has been declining nationwide (Figure 1).<sup>6,7,8</sup> According to the California Health Interview Survey, the percentage of California teens between the ages of 12 and 17 who binge drink is lower than the percentage of US teens, and below the Healthy People 2020 goal of 8.5%.<sup>6,7,8</sup> Due to small sample size, data for Santa Cruz County was statistically unreliable and therefore is not presented.

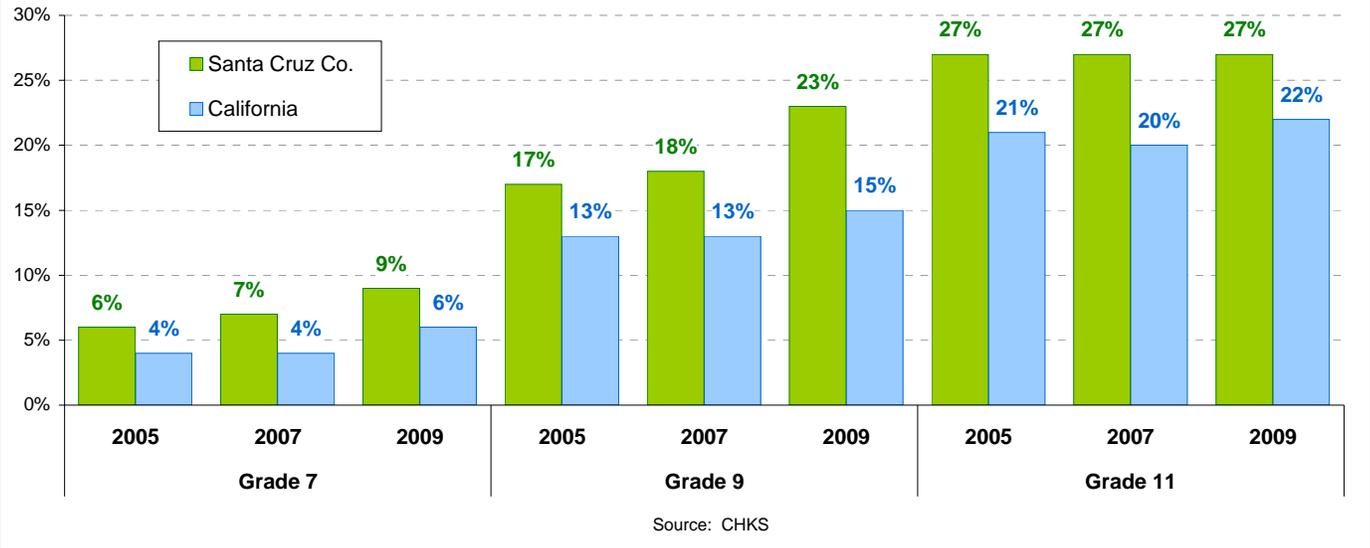
Students, both in Santa Cruz County and in California, reported a decrease in alcohol consumption in grades 9 and 11 between 2000-2001 and 2008-2009; however, the prevalence in Santa Cruz County continues to be higher than the state's (see Figure 2 on the next page).<sup>9</sup>



Additionally, 7th grade students' alcohol consumption has not changed in Santa Cruz and has increased slightly in California.<sup>9</sup> This is highlighted in Figure 2, which shows that the proportions of 7th, 9th, and 11th-grade adolescents self-reporting binge drinking are consistently higher in Santa Cruz County than in California.<sup>10</sup> For both the state of California and the county of Santa Cruz, the proportions of 7th and 9th grade adolescents reporting binge drinking increased in 2009, most notably in Santa Cruz 9th graders.<sup>10</sup>

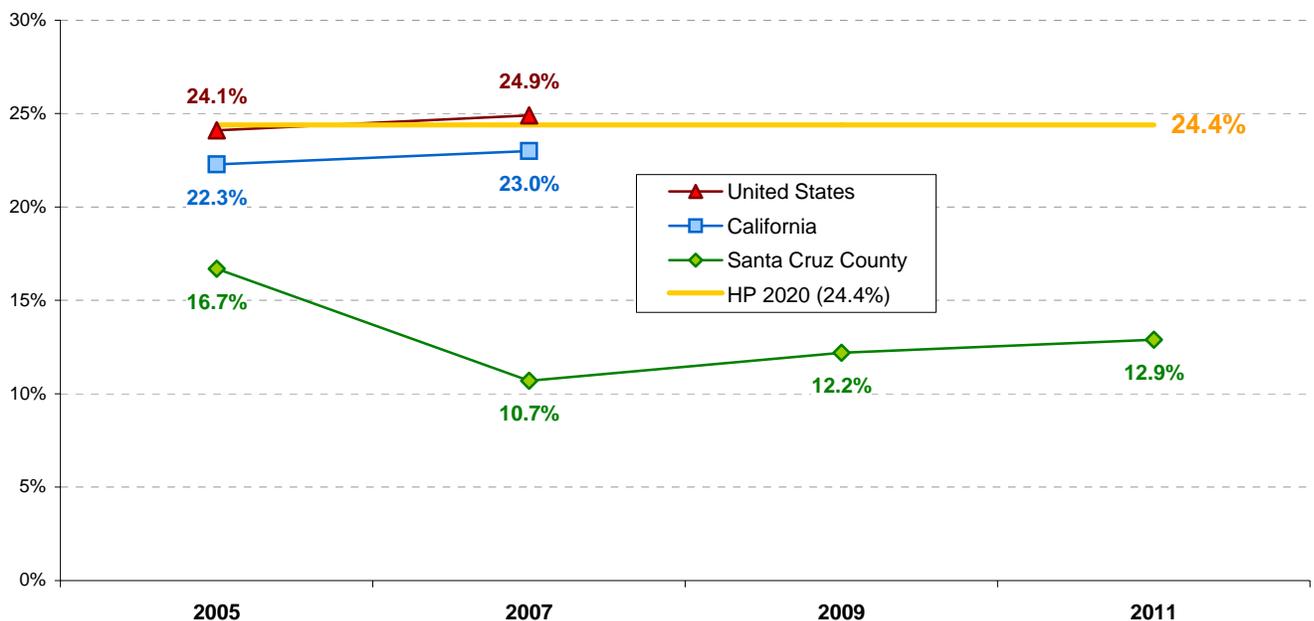
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**Figure 2: Binge Drinking in Adolescents in Grades 7, 9, and 11, Santa Cruz County and California, 2005 - 2009<sup>10</sup>**



Binge drinking is not just a college phenomenon; most binge drinking episodes occur among adults aged 26 years and older.<sup>10</sup> Between 2005 and 2007, California Health Information Survey (CHIS) data shows Santa Cruz County saw a decrease of binge drinking in adults, including under-age (18-21 year old) adult drinkers (Figure 3); Santa Cruz County's decrease may reflect random variation based on a smaller sample size. In contrast, California saw a slight increase in adult binge drinking between 2005 and 2007. Both Santa Cruz County and California met the HP 2020 goal of 24.4% in both years, while the US is near the HP 2020 goal.<sup>8, 9, 12, 13</sup> Santa Cruz County continued to meet the HP 2020 goal in 2011.<sup>9</sup>

**Figure 3: Binge Drinking in the Past 30 Days in Adults (18 and Over), Santa Cruz County (2005 - 2011), California, and the U.S. (2005 - 2007)<sup>8, 9, 12, 13</sup>**



Notes: The definition of binge-drinking event used for this information is five or more drinks in one occasion.  
Sources: CAP (2005-2011), SAMHSA (2005-2007)

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<p><b>Primary Prevention Activities</b></p>	<p><b>Santa Cruz County Friday Night Live Partnership</b> comprises the Friday Night Live (FNL) and Club Live (CL) programs. These programs are multi-cultural and youth-driven and -led, designed to prevent alcohol, tobacco, and other drug use among middle school and high school students.</p> <p><b>Project CURB</b> (Communities United to Reduce Bingeing) has been working to reduce binge drinking among the youth of Santa Cruz County.<sup>14</sup> Project CURB is led by Together for Youth/Unidos Para Nuestros Jovenes, a United Way of Santa Cruz County-led initiative. The goal of Project CURB was to reduce underage binge drinking rates by 50% by the year 2009.</p> <p>The <b>University of California, Santa Cruz</b> requires all freshmen and students under the age of 24 to complete an online education program about alcohol.<sup>15</sup></p>	
<p><b>Helpful Websites</b></p>	<p>National Institute on Alcohol Abuse and Alcoholism (NIAAA)</p>	<p><a href="http://www.niaaa.nih.gov/">http://www.niaaa.nih.gov/</a></p>
	<p>California Department of Alcohol and Drug Programs</p>	<p><a href="http://www.adp.cahwnet.gov/">http://www.adp.cahwnet.gov/</a></p>
	<p>Santa Cruz County HSA Mental Health and Substance Abuse Services</p>	<p><a href="http://www.santacruzhealth.org/cmhs/2alcohol.htm">http://www.santacruzhealth.org/cmhs/2alcohol.htm</a></p>
<p><b>Sources</b></p>	<p>(1) Division of Population Health, National Center for Chronic Disease Prevention and Health Promotion. "Alcohol &amp; Public Health." 14 September 2012. Accessed September 2012. <a href="http://www.cdc.gov/alcohol/">http://www.cdc.gov/alcohol/</a>.</p> <p>(2) Mokdad AH, Marks JS, Stroup DF, Gerberding JL. "Actual causes of death in the United States, 2000." <i>JAMA</i> 2004; 291(10):1238–1245.</p> <p>(3) Centers for Disease Control and Prevention (CDC). "Alcohol-Related Disease Impact (ARDI)." Atlanta, GA: CDC. Accessed October 2012 <a href="http://www.cdc.gov/alcohol/ardi.htm">http://www.cdc.gov/alcohol/ardi.htm</a>.</p> <p>(4) National Institutes of Health (NIH). National Institute on Alcohol Abuse and Alcoholism (NIAAA). "Moderate and Binge Drinking." Accessed 29 August 2012. <a href="http://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking">http://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking</a>.</p> <p>(5) Miller JW, Naimi TS, Brewer RD, Jones SE. "Binge drinking and associated health risk behaviors among high school students." <i>Pediatrics</i> 119:76-84, 2006. Cited on CDC Alcohol webpage <a href="http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5939a4.htm?s_cid=mm5939a4_w">http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5939a4.htm?s_cid=mm5939a4_w</a>, accessed September 2012.</p> <p>(6) UCLA Center for Health Policy Research. California Health Interview Survey. AskCHIS. 2001, 2003, 2005, 2007, 2009. <a href="http://www.chis.ucla.edu">http://www.chis.ucla.edu</a>. Accessed October 2012.</p> <p>(7) Centers for Disease Control and Prevention, Youth Risk Behavioral Surveillance System. "Trends in the Prevalence of Alcohol Use, 1991-2011." <a href="http://www.cdc.gov/healthyyouth/yrbs/pdf/us_alcohol_trend_yrbs.pdf">http://www.cdc.gov/healthyyouth/yrbs/pdf/us_alcohol_trend_yrbs.pdf</a>. Accessed 12 April 2010.</p> <p>(8) Substance Abuse and Mental Health Services Administration. <i>State Estimates of Substance Use and Mental Disorders from the 2008-2009 National Surveys on Drug Use and Health</i>, Table B.10. NSDUH Series H-40, HHS Publication No. (SMA) 11-4641. Rockville, MD, 2011. <a href="http://www.samhsa.gov/data/2k9State/Cover.htm">http://www.samhsa.gov/data/2k9State/Cover.htm</a>.</p> <p>(9) Applied Survey Research. <i>Life in Santa Cruz County Community Assessment Project: Comprehensive Reports Years 12, 14, 17, and 18 (2006, 2008, 2011, ans 2012)</i>. San Jose, CA: United Way of Santa Cruz. <a href="http://www.santacruzcountycap.org/">http://www.santacruzcountycap.org/</a>. Accessed December 2012.</p> <p>(10) West Ed / Healthy Kids. California Safe and Healthy Kids Program Office. "Santa Cruz County (California) Secondary Technical Report 2004/05-2005/06 (2006/07-2007/08 and 2008/09-2009/10)." Accessed October 2012. <a href="http://www.wested.org/cs/chks/print/docs/chks_home.html">http://www.wested.org/cs/chks/print/docs/chks_home.html</a>.</p> <p>(11) Naimi T, Brewer RD, Mokdad A, Serdula M, Denny C, Marks J. "Binge drinking among U.S. adults." <i>JAMA</i> 289:70–5, 2003. Via CDC Alcohol webpage. Accessed October 2012.</p> <p>(12) Hughes, A., Sathe, N., &amp; Spagnola, K. (2009). <i>State Estimates of Substance Use from the 2006-2007 National Surveys on Drug Use and Health</i> (Office of Applied Studies, Substance Abuse and Mental Health Services Administration, NSDUH Series H-35, HHS Publication No. SMA 09-4362). Rockville, MD. <a href="http://oas.samhsa.gov/2k7state/2k7State.pdf">http://oas.samhsa.gov/2k7state/2k7State.pdf</a>.</p> <p>(13) SAMHSA. National Survey on Drug Use and Health (NSDUH). <a href="http://oas.samhsa.gov/">http://oas.samhsa.gov/</a>.</p> <p>(14) Applied Survey Research. "The Status of Youth Drinking in Santa Cruz County, 2007." Project CURB. Accessed October 2012. <a href="http://www.project-curb.org/project.htm">http://www.project-curb.org/project.htm</a>. <a href="http://www.project-curb.org/pdf/Final_CURB_Evaluation_Repor_%202007.pdf">http://www.project-curb.org/pdf/Final_CURB_Evaluation_Repor_%202007.pdf</a>.</p> <p>(15) University of California, Santa Cruz, Student Health Center. <a href="http://healthcenter.ucsc.edu/shop/alcohol_edu.shtml">http://healthcenter.ucsc.edu/shop/alcohol_edu.shtml</a>. Accessed October 2012.</p>	