

# Priority: Alcohol Use

**Goal: Reduce excessive alcohol use and associated harms.**

## **What is Excessive Alcohol Use and Why is it Important?**

Excessive alcohol use includes binge drinking, heavy drinking, or any drinking among pregnant people or those under the age of 21. Excessive alcohol use can lead to short-term harms such as motor vehicle injuries or drowning; violence including homicide, suicide, sexual assault, and intimate partner violence; alcohol poisoning; and poor birth outcomes. It can also lead to chronic diseases such as heart disease, liver disease, digestive problems, and several types of cancer. Excessive alcohol use can also cause learning and memory problems, mental health problems, social problems such as lost productivity or family problems, and alcohol use disorders.<sup>227</sup>

Nearly 1 in 5 adults in NYS (18.4%) report excessive alcohol use in the form of either binge or heavy drinking, with an estimated 16.6% of adults in NYS reporting binge drinking and 6.1% reporting heavy drinking.<sup>228</sup> Twenty percent of high school students in NYS report current drinking (at least one drink in the past 30 days) and 10.2% report binge drinking. In NYS, excessive alcohol use causes more than 8,000 deaths annually, resulting in an average of 24 years of potential life lost per death.<sup>229</sup> Excessive alcohol use costs NYS an estimated \$16.3 billion, or approximately \$2.28 per drink.<sup>230</sup> Economic costs due to excessive drinking include losses in workplace productivity, health care expenses, criminal justice expenses, and motor vehicle crash costs.

Excessive alcohol use is more likely in environments with lower-cost alcohol products and greater availability. Structural racism and commercial determinants of health such as greater alcohol retailer density, increased availability of alcohol products, and increased marketing of alcohol products to specific population groups contribute to disparities in the burden of excessive alcohol use and its associated outcomes. To advance health equity in communities, every community should benefit from policies and approaches that reduce excessive alcohol use and prevent the harm that it can cause. By promoting opportunities to support evidence-based policies and programs making alcohol less available, harder to access, and higher in price, NYS can prevent excessive drinking and related harms.




**SMART(IE) Objective:**

















**15.0 Decrease the prevalence of binge or heavy drinking among all adults aged 18 years and older from 16.2% to 14.6%.**










**15.1 Decrease the prevalence of drinking by high school students from 16.8% to 13.4% (New York City).**


**15.2 Decrease the prevalence of drinking by high school students from 23.9% to 19.1% (New York State outside New York City).**

Desired Outcome	Indicator	Data Source	Population	Baseline	Target
Reduce excessive alcohol use among adults	Prevalence of binge or heavy drinking among adults aged 18 years and older	BRFSS	Adults	16.2% (2023)	14.6% (2030)
	Subpopulation Indicator	Data Source	Subpopulation of Focus	Baseline	Target
Reduce drinking among high school students	Prevalence of alcohol use among high school students (any alcohol use in past 30 days) (New York City)	YRBSS	Youth/High school students (New York City)	16.8% (2023)	13.4% (2030)
	Prevalence of alcohol use among high school students (any alcohol use in past 30 days) (New York State outside New York City)	YRBSS	Youth/High school students (New York State outside New York City)	23.9% (2023)	19.1% (2030)

Interventions	Population of Focus	Age Range	Intermediate Measures
 <p><b>Featured Intervention:</b> Assist health care organizations and provider groups in establishing policies, procedures, and workflows to facilitate the delivery of in-person or electronic alcohol screening, brief intervention and referral to treatment. For example, providing personalized feedback about the risks and consequences of excessive drinking using electronic screening and behavioral counseling interventions to adults in primary health care settings and emergency rooms.<sup>231, 232</sup></p> 	Adults with excessive alcohol use	Ages 18+	Self-report of receipt of screening and brief intervention at last health care visit
 <p><b>Featured Intervention:</b> Develop and/or disseminate educational materials and resources to communicate with the public</p>	Populations living in communities with high levels of alcohol retailer density (often	All ages; particularly effective for youth	Population support for policy (NYS Chronic Disease Public Opinion Poll)

Interventions	Population of Focus	Age Range	Intermediate Measures
<p>about the harms associated with excessive alcohol use, including the association between excessive alcohol use and chronic disease outcomes (e.g., cancer, cardiovascular disease, and liver disease).<sup>233,234</sup></p> <p>  </p>	under-resourced communities)		
<p>Build awareness and advocacy for policy action to increase the price of alcohol products. This includes increasing the tax and setting minimum prices on alcohol beverages products.<sup>235,236</sup></p> <p> </p>	General population; Price-sensitive populations (youth, those living in under-resourced communities)	All ages; particularly effective for youth	Population support for policy (NYS Chronic Disease Public Opinion Poll)
<p> Build awareness and advocacy for policy action to reduce the availability of alcohol products, including reducing alcohol retailer density, and limiting or maintaining limits on the days and hours of alcohol sale.<sup>237-239</sup></p> <p> </p>	Populations living in communities with high levels of alcohol retailer density (often under-resourced communities)	All ages; particularly effective for youth	Population support for policy (NYS Chronic Disease Public Opinion Poll)
<p> Use media and health communications to highlight the harms associated with excessive alcohol use and educate about effective policy solutions to community leaders and organizational and governmental decision makers.<sup>233,234</sup></p> <p>  </p>	Populations living in communities with high levels of alcohol retailer density (often under-resourced communities)	All ages; particularly effective for youth	Population support for policy (NYS Chronic Disease Public Opinion Poll)
<p> Educate patients and communities about options for alcohol treatment for those who have alcohol use disorder.<sup>233,240</sup></p> <p>  </p>	Individuals with alcohol use disorder	All ages	Participation among organizations of focus who would provide outreach, data on reach based on chosen strategy (number of flyers distributed, number of patients counseled, etc.), number of referrals made to alcohol use disorder treatment, number of people receiving treatment for alcohol use disorder

Interventions	Population of Focus	Age Range	Intermediate Measures
 <p>Build advocacy for policy action to reduce youth exposure to alcohol marketing, including restrictions on the marketing of alcohol products in media and in locations frequented by youth, such as near schools, on public transportation, and at points of sale.<sup>241</sup></p> <p><b>LHD</b> </p>	<p>Youth, communities of color, under-resourced communities (this policy would address aggressive industry marketing within communities)</p>	<p>Youth and adults</p>	<p>Population support for policy (NYS Chronic Disease Public Opinion Poll)</p>
 <p>Use health communications and earned media to educate individuals on the benefits of drinking less alcohol or choosing not to drink. For example, including strategies such as alcohol awareness observations and campaigns designed to encourage less drinking, etc.<sup>240,242,243</sup></p> <p><b>LHD</b> </p>	<p>People who drink excessively</p>	<p>All ages</p>	<p>Number of messages disseminated campaign reach</p>
 <p>Collaborate with local and statewide organizations to implement safety programs to reduce binge drinking, including organizations such as:</p> <ul style="list-style-type: none"> <li>• Institutes of higher education</li> <li>• Large employers</li> <li>• Health insurance companies</li> <li>• Health care systems<sup>244</sup></li> </ul> <p><b>LHD</b> </p>	<p>College students who binge drink</p>	<p>All ages</p>	<p>Number of programs/interventions delivered</p>
 <p>Support the enforcement of laws prohibiting alcohol sales to minors and other public policies that discourage underage drinking.<sup>245,246</sup></p> <p><b>LHD</b> </p>	<p>Youth</p>	<p>Ages under 21</p>	<p>Number of enforcement visits Number of stores cited for underage sale</p>
<p>Promote the use of family-based interventions, providing instruction or training to parents and caregivers to enhance substance use preventive skills and practices for children and adolescents.<sup>248</sup></p> <p><b>LHD</b> <b>H</b> </p>	<p>Youth</p>	<p>Ages under 21</p>	<p>Number of interventions delivered</p>

Interventions	Population of Focus	Age Range	Intermediate Measures
 <p>Encourage community coalitions and collaborative partnerships between schools, faith-based organizations, law enforcement, health care, and public health agencies to reduce excessive alcohol use, including binge and heavy drinking among adults, drinking during pregnancy, and drinking under the age of 21.<sup>249</sup></p> <p><b>LHD</b> <b>H</b> <b>O</b></p>	Youth	Ages under 21	Number of coalitions formed Number of coalition meetings held Number of actions implemented by coalitions

## Lead Partner Agencies and Organizations

[U.S. Centers for Disease Control and Prevention \(CDC\)](#)

[NYS Office of Addiction Services and Supports \(OASAS\)](#)

[NYS Department of Health](#)

[NYS Office of Mental Health](#)

[NYS Liquor Authority](#)

Local public health agencies

CUNY School of Public Health

Substance Use/Misuse Prevention Coalitions, Drug Free Coalitions, Prevention Resource Centers

Schools, parent-teacher organizations

Faith-based organizations

Law enforcement agencies

Health care organizations/practices

American Heart Association

American Cancer Society

Center for Science in the Public Interest

## Implementation Resources

[NYS Liquor Authority - Enforcement](#)

[OASAS - Evidence Based Prevention Programs](#)

[OASAS - Community Coalitions](#)

[OASAS - Procurement and Funding Opportunities](#)

[CDC - Drug-Free Communities Coalitions](#)

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