



Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network

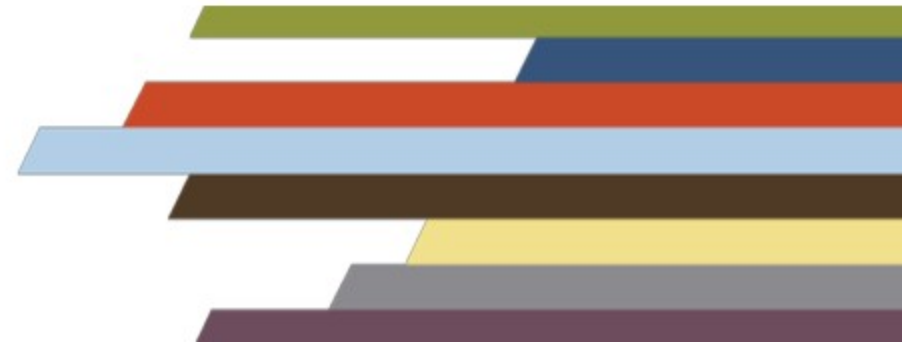
Funded by Substance Abuse and Mental Health Services Administration



Women & Alcohol: When Equal is Not Better

December 6, 2023

10:00 -11:30am Pacific Time





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The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science
Graduate Program

WASHINGTON STATE UNIVERSITY



Disclaimer

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Alcohol: When Equal is Not Better

Alicia Sparks, PhD, MPH

Chair, U.S. Alcohol Policy Alliance

Senior Principle, Synergy Enterprises



Let's Chat.

**What brought you here
today?**

Alcohol-related deaths for white women ages 35-54 has more than doubled since 1999

themumspace Follow

CURRENTLY APPROVING
MY KIDS FRIENDS BASED ON WHICH
PARENTS I THINK WILL DRINK WINE
WITH ME ON PLAY DATES.

Suggested for you

fivefootfeminine
The Ronettes • Sleigh Ride Follow

Instagram interaction icons: heart, comment, share, bookmark

The Mum Space.

COMMUNITY • INCREDIBLE • INSPIRED

Bookmark icon

Instagram

theeverydayem
Forrest Frank • Deck The Halls Follow

A banana has 105 calories.
A glass of champagne has 80 calories.
Choose wisely:

Instagram interaction icons: heart, comment (9)

Instagram

brynn_whitfield and lamarcaprosecco
Paid partnership
brynn_whitfield • Original audio

at La Marca Prosecco to make spirits extra

Instagram interaction icons: heart, comment (10)

Suggested for you

momsbehavingbadly Follow

I'm giving up drinking until
Christmas.
Sorry wrong punctuation .
I'm giving up. Drinking until
Christmas.

Instagram interaction icons: heart, comment, share, bookmark

Liked by laracookemorford and 193,038 others
momsbehavingbadly It's official, calories don't count until
next year
View all 1,535 comments

Women & Alcohol

- 43,375 alcohol-attributable deaths each year for women
- Over 1 million years of potential life lost due to excessive alcohol use
- Nearly 50% of all adult women report drinking in past 30 days
- 13% report binge drinking in past month
 - 25% binge drink monthly

Women & Alcohol

- For the first time, women are binge drinking more than men on college campuses

Alcohol Affects Women Differently than Men

- Women absorb more alcohol than men and take longer to metabolize it
- Drinking the same amount, women have higher BAC than men
- Immediate effects of alcohol occur more quickly and last longer than men
- Makes women more susceptible to long-term negative health effects of alcohol compared with men

Unique Health and Safety Risks

Liver disease

Quicker cognitive decline and brain shrinkage

Increased risk of heart damage at lower levels of consumption

Breast and other cancers

Sexual violence

Fetal alcohol spectrum disorders

Miscarriage, stillbirth, premature delivery, and sudden infant death syndrome

Larger increases in alcohol-related emergency department visits, hospitalizations, and deaths in the past 20 years



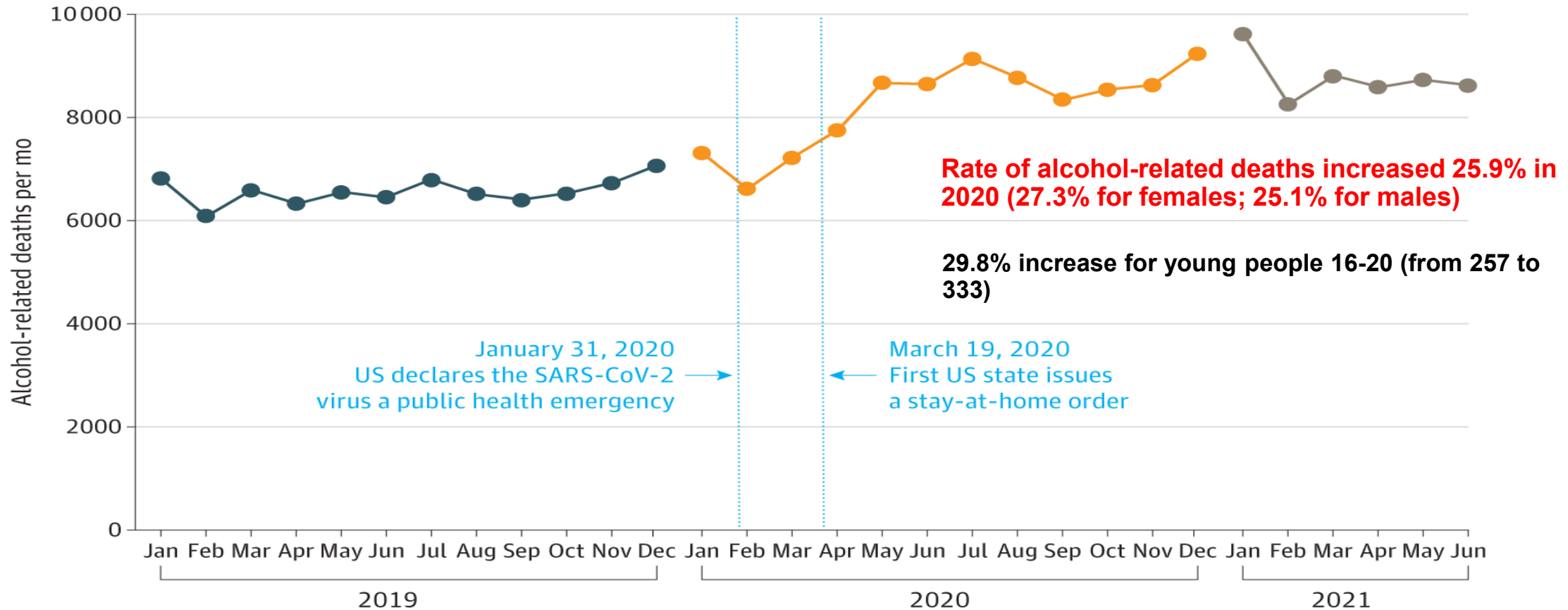
TRENDS IN ALCOHOL USE



Alcohol Consumption Patterns by Developmental Period, Gender, and Age Cohort

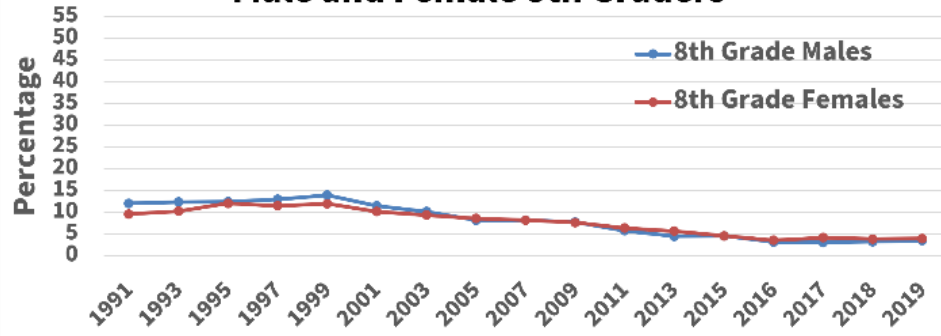
	Developmental Period				
	Adolescence	Young Adulthood 18-25	Young Adulthood 26-29	Middle Adulthood	Older Adulthood Over 60
Male Pattern	Decreasing	Decreasing	Increasing	Static	Static
Female Pattern	Decreasing	Decreasing	Increasing	Increasing	Increasing
Gender Comparison	Males decreasing faster than females	Males decreasing faster than females	Females increasing more than males	Females rapidly increasing	Females rapidly increasing

Monthly Alcohol-Related Deaths Among People 16 Years and Older

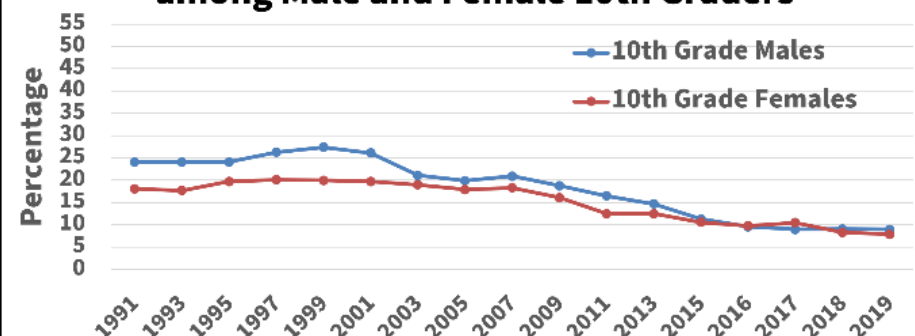


Rates of Binge Drinking in the Past 2 Weeks Among Male and Female 8th, 10th, and 12th Graders and College-Age Students: 1991–2019 MTF Data

Rates of Binge Drinking in the Past 2 Weeks among Male and Female 8th Graders

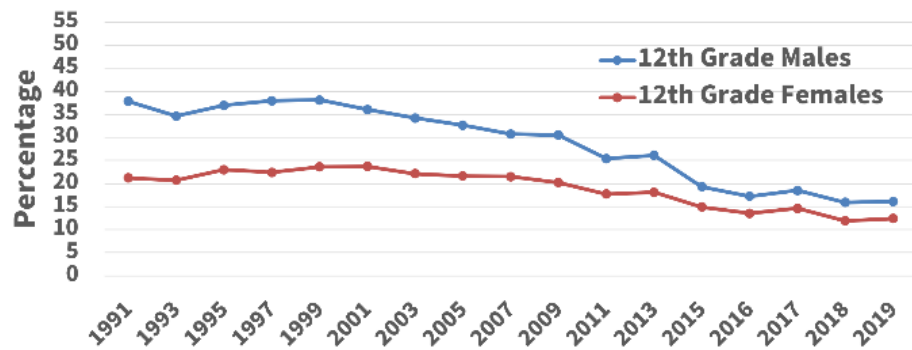


Rates of Binge Drinking in the Past 2 Weeks among Male and Female 10th Graders



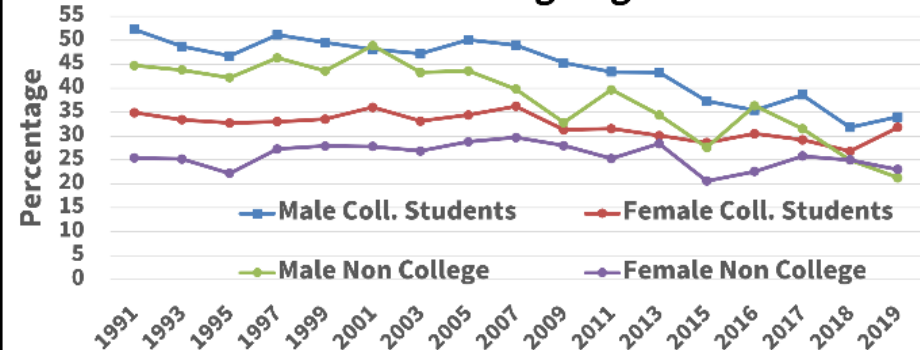
C

Rates of Binge Drinking in the Past 2 Weeks among Male and Female 12th Graders

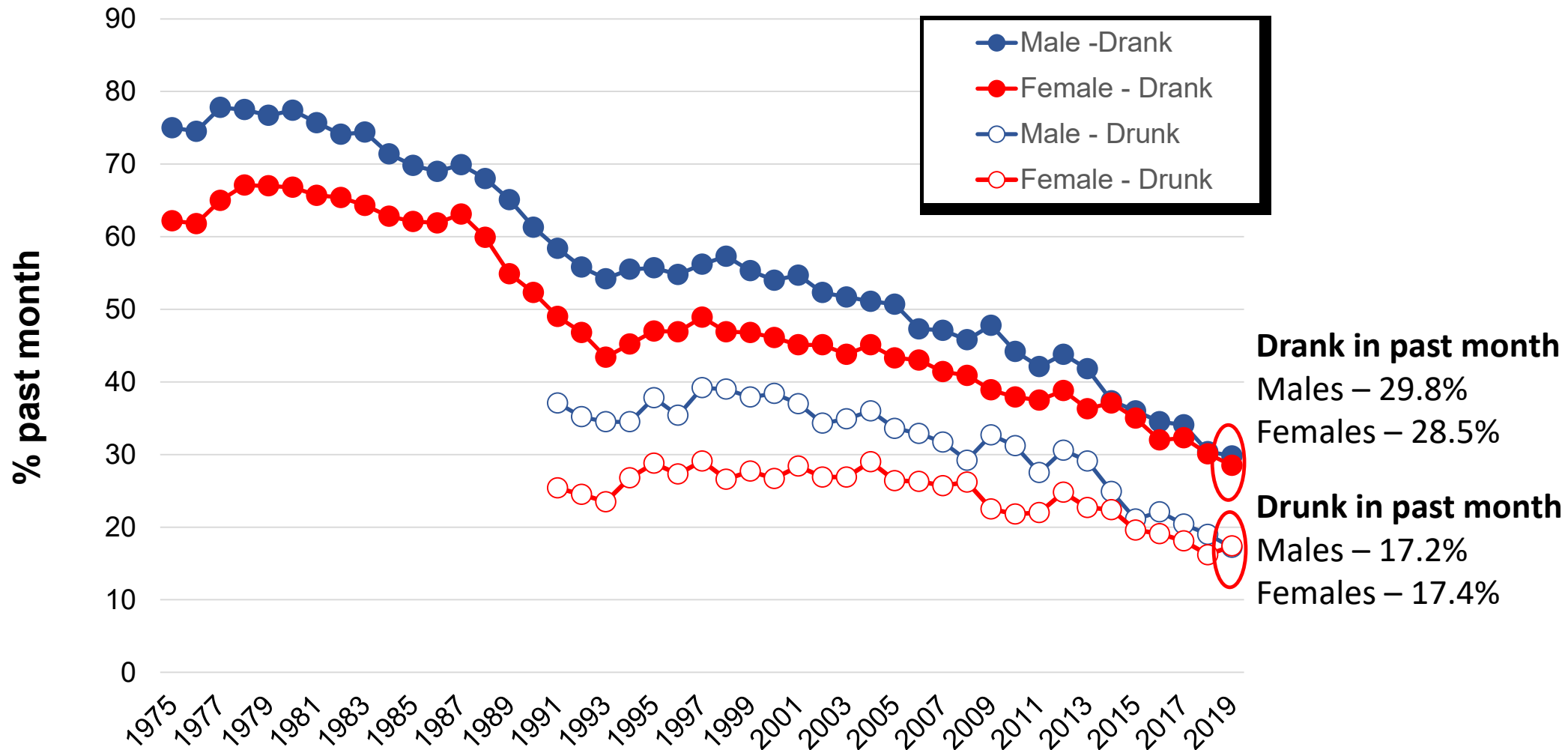


D

Rates of Binge Drinking in the Past 2 Weeks among Male and Female College-Age Students



Past month alcohol use by 12th graders





Poll

Was any of this surprising to you?

Yes

No






WHY DO WOMEN DRINK?



Mothers with children under 5 increased their drinking by more than 300 percent during the pandemic.

- Stress
- Anxiety
- Depression
- Coping mechanism



MARKETING



Effects of images of women in alcohol ads

- Researchers in San Jose, CA looked at density of alcohol ads featuring Latinas in their city
- Controlled for:
 - Ethnic composition of the block group where victimization occurred
 - Socioeconomic characteristics of the area
 - Population and residential stability
 - Race- and gender-specific measures of poverty and unemployment
 - Alcohol availability (density of outlets)
- After controlling for all these other variables, found that density of ads featuring Latina models had significant effect on levels of sexual violence among Latinas and non-Latina females
- Researchers' conclusion: "In general the results of these analyses are supportive of the notion that advertising content plays a detectable role in sexual violence."



PMS ISN'T
ANYTHING
A GOOD
VODKA
COCKTAIL
AND A
CUPCAKE
CAN'T CURE.

Van Gogh. **BLUE**
triple wheat vodka





Selling Women's Bodies



Female Celebrity Endorsements



SMIRNOFF
EQUALIZER

In 2017, 100% of the top streamed tracks were performed by men artists. We're missing out on so many good tunes by women.

How much of your listening is made up of men vs. women artists? Connect to your Spotify to discover more amazing music from women artists based on your listening habits or continue without connecting and get a Smirnoff equalized playlist.

> [CONNECT TO SPOTIFY](#)

> [Continue without connecting](#)

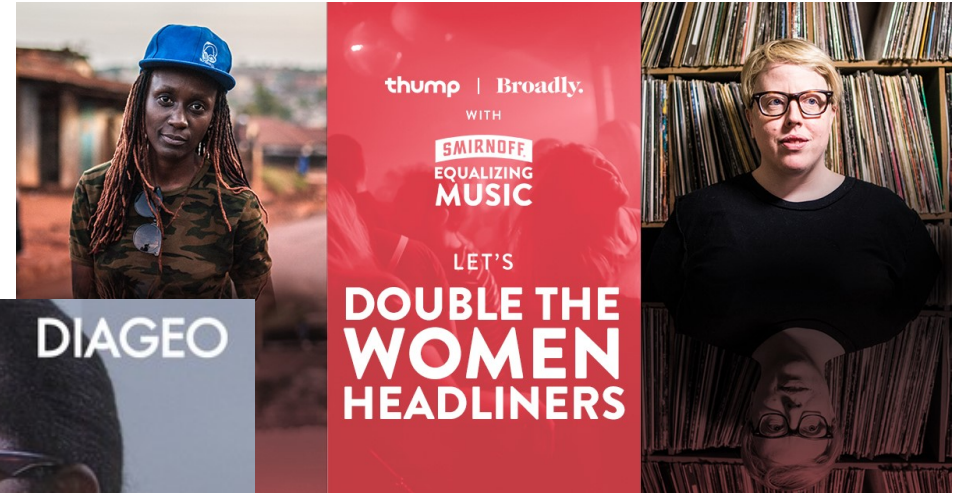


DIAGEO

“Women bring balance to the workplace... we bring a different style of thinking and that balance makes a business stronger.”

Arlene Amitirigala
Head of Engagement & Employee Communications

 International Women's Day



thump | Broadly.
WITH
SMIRNOFF
EQUALIZING
MUSIC

LET'S
**DOUBLE THE
WOMEN
HEADLINERS**

“Women’s Rights”

4:19

lorynpowell

2,200 Posts 276K Followers 9€ Follo'

Loryn Powell
Video creator
Seltzpert
loryn@viralnationtalent.com
linktr.ee/lorynpowell

Followed by amyklobuchar

View shop

Follow Message Email

12 faves of... Merch Ranking BAC Basic

Series

New Truly mystery flavor pack?

Boozy Love Potion

SKREWBALL PEANUT BUTTER WHISKEY SKREWING AROUND...

4:20

drinkmomwater

279 Posts 26.6K Followers 503 Following

Mom Water®
It's just fruit water... with a lil vodka.
0 bubbles. 0 sugar. 0 carbs.
Gluten free. All natural. 4.5% ABV.
21+. Drink responsibly ... more
linktr.ee/drinkmomwater


View shop

Follow Message

Dallas Mavs The Moms FAQ Shipping Text U

Grid of images showing Mom Water products and lifestyle scenes.

Digital Media



PRODUCT





Low Calorie Alcohol

Explore our site

- Our approach
- What you'll eat
- Meetings
- Online
- Science of weight loss
- Success Stories

Ready to start?

Find a meeting

Enter zipcode [▶](#)

Weight Watchers Online

Sign up today [▶](#)

Free E-mail newsletter

Free e-mail newsletter

Delights recipes, success stories, helpful tips and more!

Sign up for free now

4 Diet Myths Debunked

Article By: Sandra Gordon

[Print](#) [Email](#)



Despite all we know about sound nutrition, myths lurk everywhere — from a friend's misguided counsel to the latest fad-diet bestseller. Get the facts right here.

Click on each of the four diet myths below, and avoid falling prey to bad advice by learning the truth now.

[The healthiest diet is fat-free.](#)

[Sugar is fattening.](#)

[Food cravings are best ignored.](#)

[Eating at night leads to weight gain.](#)

MYTH: The healthiest diet is fat free

TODAY'S LESSON IN LIGHTNESS:

55 CALORIES MEANS YOU CAN BE "GOOD"

FREE recipes, workouts and more. Get our weekly email newsletter and special offers.

[Get It Now](#)

Explore our site

- [Our approach](#)
- [What you'll eat](#)
- [Meetings](#)
- [Online](#)
- [Science of weight loss](#)
- [Success Stories](#)

Ready to start?

Find a meeting

Weight Watchers Online

Free E-mail Newsletter

Our free e-mail newsletter highlights recipes, Success Stories, helpful tips and more!

[Sign up for free now](#)

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MYTH: The healthiest diet is fat-free.

FACT: "You need *some* fat for your body to function properly," says Karen Miller-

TODAY'S LESSON IN LIGHTNESS:
...AND STILL HAVE A GOOD TIME.

FREE recipes, workouts and more. Get our weekly email newsletter and special offers.
[Get It Now](#)

Explore our site

- [Our approach](#)
- [What you'll eat](#)
- [Meetings](#)
- [Online](#)
- [Science of weight loss](#)
- [Success Stories](#)

Ready to start?

Find a meeting

[▶](#)

Weight Watchers Online

[Sign up today](#) [▶](#)

Free E-mail Newsletter

Our free e-mail newsletter highlights recipes, Success Stories, helpful tips and more!

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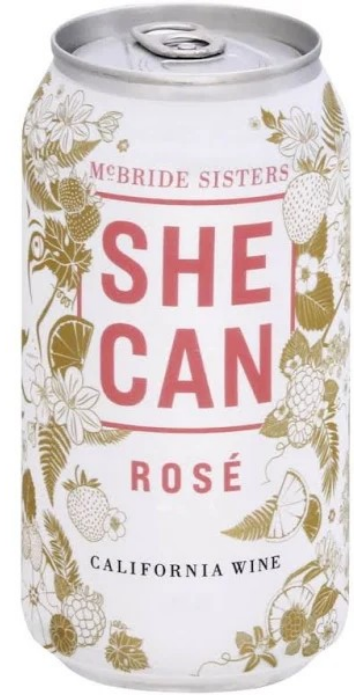
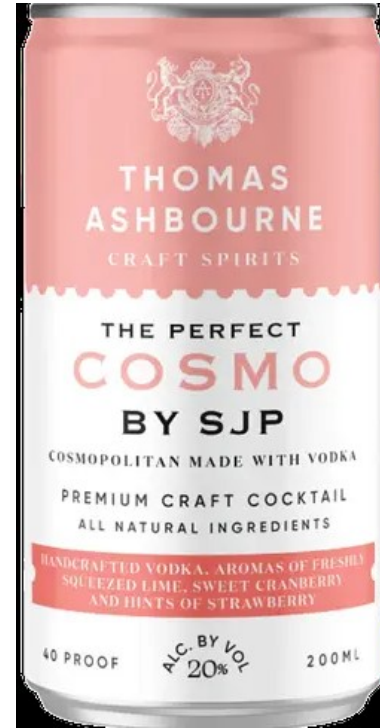
THE LIGHTEST BEER IN THE WORLD.
55 CALORIES

RESPONSIBILITY MATTERS
©2010 Anheuser-Busch, Inc., Select 55 Light Beer, St. Louis, MO
(55 calories, 1.9g carbs, 0.9g protein and 0.0g fat, per 12oz.)

FREE recipes, workouts and more. Get our weekly email newsletter and special offers.
[Get It Now](#)



“Natural” and Organic Alcohol



Wine for Women



It Doesn't End with Wine



“Mommy Wine” Accessories

Back to results



Sneaky Boo Portable 25 Plastic Wine Travel Bags

Brand: Sneaky Boo; 4.5 stars

\$27.99

FREE Returns

Get \$50 off insta annual fee.

Local Business

Size: Medium

Medium

\$27.99

Material

Color

Brand

Shape

About this item



Roll over image to zoom in



Visit the Fozz Fozehla Tequila Evening

4.5 stars Amazon's Choice

-27% \$18.98

List Price: \$25.99

Get Fast, Free Return: Join Prime to get it even faster. Available at:

Color: Silver



amazon live EASY PARTY DIPS WITH JASMINE PAK



GoPong Party Brush Flask Alcohol Booze Bottles, In Liquor Bottle Pour Spout

Visit the GoPong Store 4.5 stars 1,110 ratings | 11 answers

\$16.99

Get Fast, Free Shipping with Amazon Prime FREE Returns

Get \$50 off instantly: Pay \$0.00 \$16.99 with Rewards Visa Card. No annual fee.

Available at a lower price from other sellers when shipping.

Material	Plastic
Color	Pink, Green
Brand	GoPong
Finish Type	Polished
Shape	Rectangular

About this item

- WORKS LIKE A CHARM: Includes 2 convi seafoam green that hold 8oz each
- 10 SHOTS TOTAL: Perfect for you and y stadiums, theme parks and more



Other Accessories



PRICE





THE INDICATOR

title

The Problem With The Pink Tax

November 13, 2018 · 5:16 PM ET

SUBSCRIBE

For International Women’s Day, this liquor store is selling 1,000 bottles of wine to women for a penny apiece



LIFE /

This feminist bar is giving women a discount for being on their period

Posted by Megan Murray · 5 years ago



HOLIDAYS



HAPPY MUM'S DAY

50% LANGUAGES, 40% NATIONAL, 10% ARE IN LONDON.

ENJOY RESPONSIBLY

LOVE YOU TWO

This Mother's Day, buy one drink, give one free for your partner from any of our featured brands.

Two drinks with one free based on price. All prices shown for retail display.

What Mom Really Wants

You, her golden child, can do no wrong. Especially with these cocktails.

ORDER NOW

BAILEYS

BAILEYS

HAPPY MOTHER'S DAY

The ORIGINAL Irish Cream

PRODUCT OF IRELAND

© 100ml/L LIQUEUR 17% alc/vol : alc 17% vol

18+ DRINK RESPONSIBLY WWW.DRINKIQ.COM

SPIRITUOUS

IN CELEBRATION OF International Women's Day

GENTLEMAN JACK Revel Bar SOCIAL WOMEN'S ENTREPRENEURSHIP WEEK MILWAUKEE

REGISTER AT GJWOMENSDAY.COM

No purchase necessary. 21+. This is a private invite-only event for information on how to be invited, go to gjomensday.com. Gentleman Jack is a registered trademark. © 2017 Jack Daniels. Gentleman Jack double malted Tennessee whiskey 40% alc/vol by volume (80 proof). Distilled and bottled by Jack Daniel distillery Lynchburg, Tennessee.

What Women Want?



CULTURE





delish

A SECRET
WINE SPOUT!



SPRINKLES PARENTS PRESENTS:
BOOKS, BEERS AND STORYTIME



Special Guest:
Mr. Limata will
be doing a LIVE
Storytime

- Come meet other local families over beers (or juice boxes) and books
- Bring children's books you are ready to share and come home with new ones to keep
- Books donated to: La Clinica in Fruitvale

March 19th
4-6pm
\$15 per person

Roses' Taproom
 4930 Telegraph Avenue
 Oakland CA 94609



© Good Morning America

Raising a glass: Mothers toast at a Friday evening group in Florida, where they relax with a glass of wine while babies play together in the garden

Tropicana
 PURE PREMIUM

Parents, #TakeAMimoment.

View replies

8,024 views Please drink responsibly 0:17 / 0:17

ROSES' PLAYDATE HAPPY HOUR!

Adults need to have playdates, too!
 Parents get 15% off their entire bill

kids must be present

coloring supplies available for the older ones

Playdates and Happy Hours



INHERENT CONTRADICTIONS

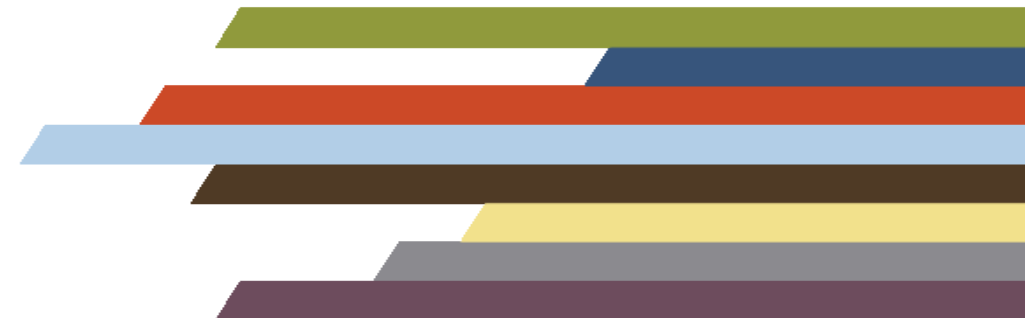




Supporting Breast Cancer Research



THE MEDIA NARRATIVE





Rihanna - Cheers (Drink To That)



Play (k)

STX
TV



A woman with long blonde hair, wearing a grey and white plaid shirt, is pouring mustard from a bright yellow squeeze bottle onto a hot dog. The hot dog is held by a man in a dark jacket, whose face is partially visible in profile. The scene is set at night with blurred lights in the background. The woman has a tattoo on her left forearm and is wearing a ring and a bracelet. The hot dog is topped with mustard, ketchup, and other condiments.

SONOMA RACEWAY
SONOMA, CA

Play (k)

bravo



messy AF

Poll

What was most surprising to you?

Marketing

Price

Product

Culture

Media

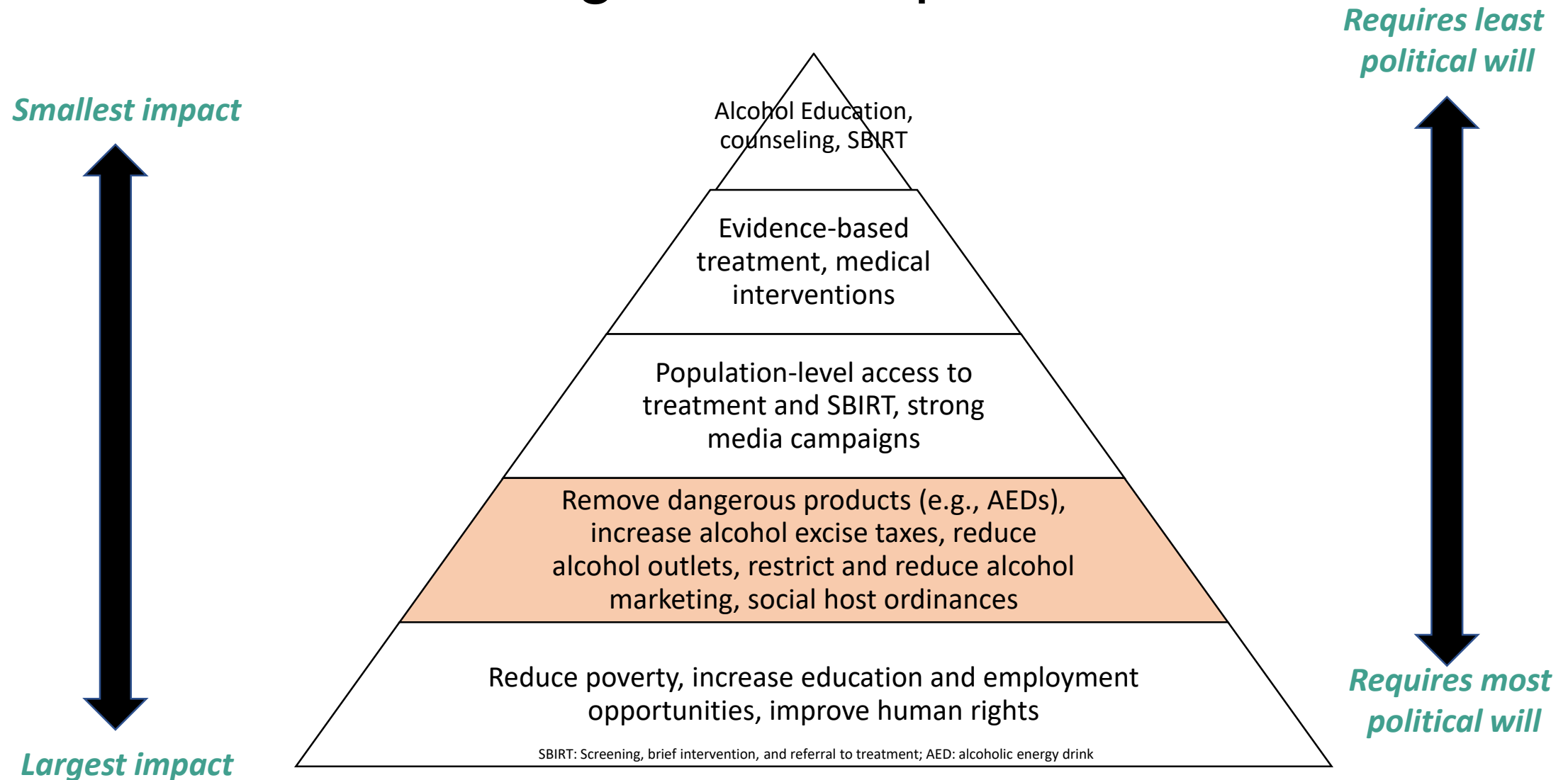




WHAT CAN WE DO?



Structural and systemic changes at the population level can have the greatest impact on health



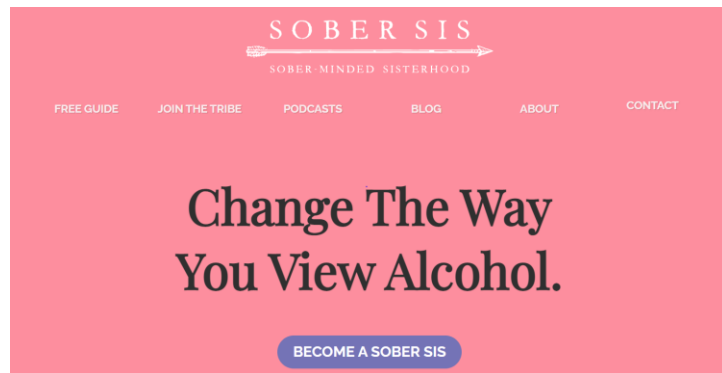
Treatment

- Women endure mental and emotional challenges unique to them
- Social stereotypes and gender expectations
- Gender specific trauma
- Gender-specific support groups
- Addressing sexual assault, pregnancy, etc.

Alcohol and Drug Addiction Treatment for Women

Take the first courageous steps to reclaiming your life from addiction, with treatment and recovery services designed specifically for the woman you are and aspire to be.

Recovery



SOBER SIS
SOBER-MINDED SISTERHOOD

FREE GUIDE JOIN THE TRIBE PODCASTS BLOG ABOUT CONTACT

**Change The Way
You View Alcohol.**

BECOME A SOBER SIS



WFS

WOMEN FOR SOBRIETY
CAPABLE • COMPETENT • CARING • COMPASSIONATE

WE ARE THE SOBER MOM SQUAD

**MOTHERHOOD IS NOT EASY.
SOBRIETY MAKES IT BETTER.
CONNECTION MAKES IT POSSIBLE.**

The Sober Mom Squad is just as it sounds: a Squad of Moms who are already sober, those who are just dipping their toes in exploring an alcohol free lifestyle, and everything in between! We share. We connect. We talk about the hard shit. We create community in the lonely pockets of motherhood. We don't shy away from the hard topics, and we nod our heads in solidarity.

Prevention – Policy

Advertising Standards

Self-regulated

“Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language.”



Price

- National alcohol tax has not increased since 1991
- Since 1970:
- Beer tax declined by 66%
 - Wine tax declined by 71%
 - Distilled spirits tax declined by 70%

Prevention – Policy

Product

- What exists in your community?
- Alcohol and cancer warning labels



Place

- At kinds of stores sell these products?
- Where within a store are these products sold?



Let's chat.
What can we do?





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INTERNATIONAL CERTIFICATION & RECIPROCIITY CONSORTIUM

Exam Candidates, Certified Professionals, IC&RC Representatives

Prevention Domains: Public Policy and Environmental Change,
Professional Growth and Responsibility
or hours toward Drug Education.

internationalcredentialing.org

Questions?

asparks@seiservices.com



Thank you!

