



## 2023 Alcohol Awareness Toolkit: #ProofsInTheNumbers

**[GUIDANCE]** Customize the social media posts with your own data. In the toolkit, you will find several social media graphics in GIF and PNG file formats with a corresponding link to modify the template at Canva.com for FREE! You will be prompted to create a user account if you do not have one.

### APRIL IS ALCOHOL AWARENESS MONTH

#### General Information on National Alcohol Awareness Month



#### Sample Posts

##### 1) APRIL IS NATIONAL ALCOHOL AWARENESS MONTH

**Join us as we:** Raise awareness about alcohol-related harms and the importance of strong alcohol policies using social media memes, based on data. Educate decision makers about effective alcohol policies by providing easy-to-personalize, templated opinion editorials, letters to legislators and proclamations

#### 2023 WEEKLY THEMES

**WEEK 1** (April 02-08): Harms to Others/Impaired Driving/Violence

**WEEK 2** (April 09-15): Alcohol and The Economy

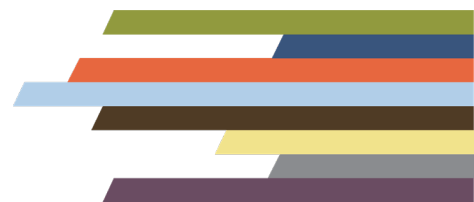
**WEEK 3** (April 16-22): Alcohol's Role in The Opioid Epidemic

**WEEK 4** (April 23-29): Alcohol and Cancer & Excessive Alcohol Use

##### 2) APRIL IS NATIONAL ALCOHOL AWARENESS MONTH

**(Your Name)** is excited to participate in Alcohol Awareness Month.

We encourage our prevention partners to use the 2022 Alcohol Awareness Toolkit: #ProofsInTheNumbers materials to raise awareness during National Alcohol Awareness Month.



**(Add Your Call to Action Here)**

#ProofsInTheNumbers #AlcoholAwarenessMonth

**Add Your Logo!**

Link to Template to Modify the Graphic in Canva (It's FREE!):

[Click to edit the "Alcohol Awareness Month" template.](#)

**WEEK 1: HARMS TO OTHERS/IMPAIRED DRIVING/VIOLENCE (APRIL 2-8)**

**Impaired Driving**



**Sample Posts**

- 1) 1 American dies every 52 minutes because of alcohol-impaired driving. You're less likely to be in a crash involving a drunk driver if you live in a state with more alcohol policy safeguards. #ProofsInTheNumbers #AlcoholAwarenessMonth
- 2) Every 2 minutes someone is injured in a drunk driving crash. You're less likely to be in a crash involving a drunk driver if you live in a community with stronger alcohol policy safeguards.

**(Add Your Call to Action Here)**

#ProofsInTheNumbers #AlcoholAwarenessMonth

**Add Your Logo!**

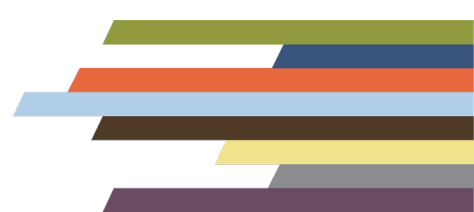
Link to Template to Modify the Graphic in Canva (It's FREE!):

[Click to edit the "Impaired Driving" template.](#)

**Sources**

National Highway Traffic Safety Administration. "Traffic Safety Facts 2017: Alcohol-Impaired Driving." Washington DC: National Highway Traffic Safety Administration, 2018  
<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812630/>

Naimi TS, Xuan Z, Sarda V, Hadland SE, Lira MC, Swahn MH, Voas RB, Heeren TC. Association of State Alcohol Policies With Alcohol-Related Motor Vehicle Crash Fatalities Among US Adults. JAMA Intern Med. 2018 Jul 1;178(7):894-901. doi: 10.1001/jamainternmed.2018.1406. PMID: 29813162; PMCID: PMC6145714.



## Increased Consumption and Female Death Rate



### Sample Posts

- 1) Alcohol consumption is increasingly a woman's issue. Alcohol-linked death rates for women have gone up by 85% in the last decade. #ProofsInTheNumbers #AlcoholAwarenessMonth
- 2) Alcohol-linked death rates for women have gone up by 85% in the last decade. Dr. George Koob, director of the National Institute on Alcohol Abuse and Alcoholism, has called alcohol "[a growing women's health issue.](#)"

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth.

### March 2, 2020

[Alcohol Is Increasingly a Women's Health Issue](#)  
[Experts are seeing surges in alcohol-related problems for women, with the end result too often fatal.](#)

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Increased Consumption/Female Death Rate" template.](#)

### Source

Kanny D, Naimi TS, Liu Y, Brewer RD. Trends in Total Binge Drinks per Adult Who Reported Binge Drinking - United States, 2011-2017. MMWR Morb Mortal Wkly Rep. 2020 Jan 17;69(2):30-34. doi: 10.15585/mmwr.mm6902a2. PMID: 31945030; PMCID: PMC69733

## Policy Safeguards and Second-hand Harms

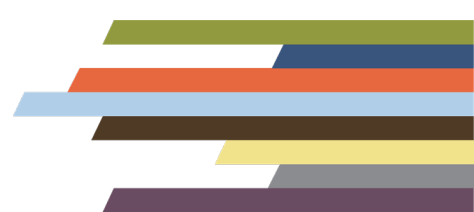


### Sample Post

- 1) Rest easier. If you live in a state with more alcohol safeguards – like strong policies limiting where, when and how alcohol is sold - you are less likely to experience aggression-related harms from someone else's drinking. Second-hand harms from alcohol are real.

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcAndSecondHandHarms



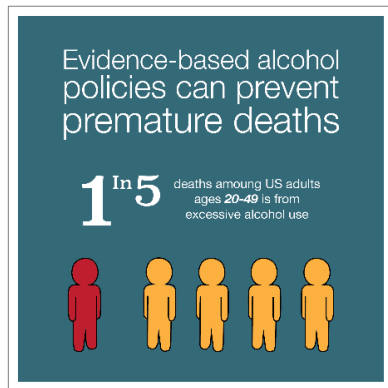
### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Policy Safeguards/Second-hand Harms" template.](#)

### Source

Greenfield, T.K., Cook, W.K., Karriker-Jaffe, K.J., Patterson, D., Kerr, W.C., Xuan, Z., Naimi, T.S. (2019). The relationship between the US state alcohol policy environment and individuals' experience of secondhand effects: alcohol harms due to others' drinking. *Alcoholism: Clinical & Experimental Research*: <https://onlinelibrary.wiley.com/doi/full/10.1111/acer.14054>.

## Policy Safeguards and Premature Death



### Sample Posts

- 1) 1 in 5 deaths among US adults ages 20-49 is from excessive alcohol use. Evidence-based alcohol policies can prevent these premature deaths and the impacts on family and friends of those who died.
- 2) 1 in 5 deaths among US adults ages 20-49 is from excessive alcohol use. Each year, the lives lost are shortened by an average of 26 years. Evidence-based alcohol policies can prevent premature deaths.
- 3) Implement [effective strategies for preventing excessive alcohol use](#) to reduce the availability and accessibility of alcohol and increase its price, including regulating the number and concentration of alcohol outlets, limiting days and hours of alcohol sales, and avoiding further privatization of alcohol sales. [Check out CDC's alcohol outlet density measurement resources.](#)

### Add Your Call to Action Here)

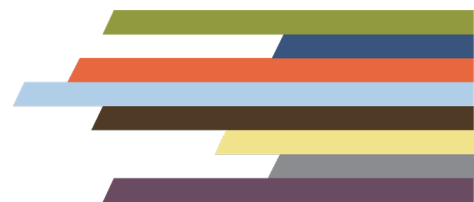
#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcAndSecondHandHarms

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Policy Safeguards/Premature Death" template.](#)

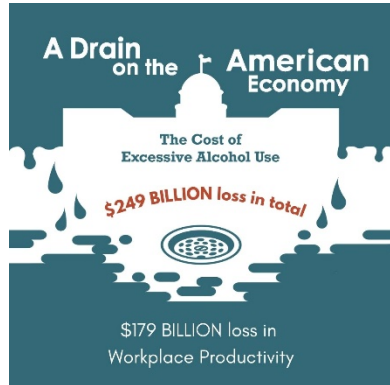
### Source

Esser MB, Leung G, Sherk A, et al. Estimated Deaths Attributable to Excessive Alcohol Use Among US Adults Aged 20 to 64 Years, 2015 to 2019. *JAMA Netw Open*. 2022;5(11):e2239485. doi:10.1001/jamanetworkopen.2022.39485



## WEEK 2: EXCESSIVE ALCOHOL USE AND THE ECONOMY (APRIL 9-1)

### Excessive Alcohol is a Drain on the American Economy



#### Sample Posts

- 1) The costs from increasing alcohol-related ER visits skyrocketed 273% from 2006 to 2014, costing taxpayers BILLIONS. Health experts recommend more alcohol safeguards are needed to prevent dangerous drinking and its consequences.
- 2) Government pays 40% of the \$249 billion excessive drinking tab in the U.S. (\$2 of every \$5), 72% of the \$249 billion price tag of excessive drinking is from loss of workplace productivity.
- 3) Risk drinking behavior costs everyone. Of the total \$249 billion cost in losses, **72%** are from loss of workplace productivity, **11%** from health care expenses for treating problems caused by excessive drinking, **10%** from law enforcement and other criminal justice expenses, **5%** from motor vehicle crashes related to excessive alcohol use To get state-specific costs, visit the [CDC's estimated cost of excessive alcohol use by state](#).
- 4) Binge drinking accounted for **77%** of the national costs of excessive drinking in 2010, that's **\$191.7 billion!** 1 in 6 people report binge drinking. Visit the CDC to [Learn more about excessive costs associated with excessive drinking](#)

#### (Add Your Call to Action Here)

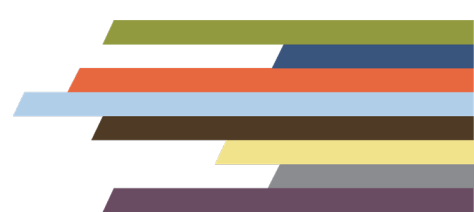
#ProofIsInTheNumbers #AlcoholAwarenessMonth  
#AlcSafeguardsSaveLives

#### Add Your Logo!

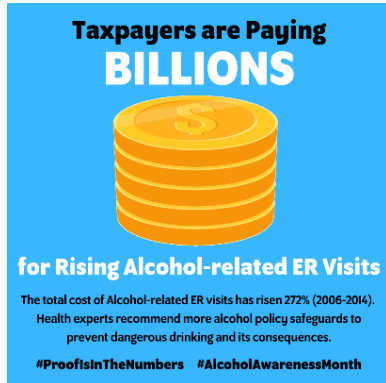
Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "A Drain on the American Economy" template.](#)

#### Source

Sacks JJ, Gonzales KR, Bouchery EE, Tomedi LE, Brewer RD. 2010 national and state costs of excessive alcohol consumption. Am J Prev Med 2015; 49(5):e73–e79.



## Taxpayers are Paying Billions for Rising Alcohol-related ER Visits



### Sample Post

- 1) The costs from increasing alcohol-related ER visits skyrocketed 273% from 2006 to 2014, costing taxpayers BILLIONS. Health experts recommend more alcohol safeguards are needed to prevent dangerous drinking and its consequences.

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcSafeguardsSaveLives

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Taxpayers Paying Billions" template.](#)

### Source

White, A.M.; Slater, M.E.; Ng, G.; Hingson, R.; and Breslow, R. Trends in alcohol-related emergency department visits in the United States: Results from the Nationwide Emergency Department Sample, 2006 to 2014. *Alcoholism: Clinical and Experimental Research* 42(2):352–359, 2018. PMID: [29293274](#)

## Adult Women and Middle-aged Drinkers: Alcohol-Related ER Visits



### Sample Post

- 1) Alcohol-related ER visits have gone up by more than 60% from 2006 – 2014 -- and it wasn't due to teen drinking. Adult women and middle-aged drinkers are at high risk for alcohol related ER visits. Protect yourself and loved ones by supporting evidence-based policy safeguards.

### (Add Your Call to Action Here)

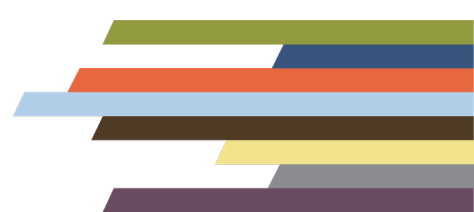
#ProofsInTheNumbers #AlcoholAwarenessMonth

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Adult Women/Middle-aged Drinkers" template.](#)

### Source

White, A.M.; Slater, M.E.; Ng, G.; Hingson, R.; and Breslow, R. Trends in alcohol-related emergency department visits in the United States: Results from the Nationwide Emergency Department Sample, 2006 to 2014. *Alcoholism: Clinical and Experimental Research* 42(2):352–359, 2018. PMID: [29293274](#)



## Government Control of Alcohol Sales and Physical Harm



### Sample Post

- 1) Being harmed by other people's drinking #secondhandharms is real. Health experts found people living where government alcohol monopolies exist have 41% lower odds of experiencing physical harms from other people's drinking.

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcSafeguardsSaveLives

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):

[Click to edit the "ABC Store" template.](#)

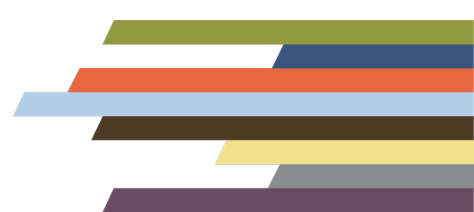
[Click to edit the "County Store" template.](#)

[Click to edit the "State Store" template.](#)

*Use the social media template (ABC Store, County Store, State Store), most relevant to your community.*

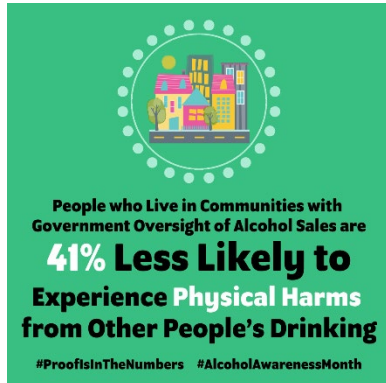
### Source

Trangenstein PJ, Subbaraman MS, Greenfield TK, Mulia N, Kerr WC, Karriker-Jaffe KJ. Association between state-level alcohol availability and taxation policies on the prevalence of alcohol-related harms to persons other than the drinker in the USA, 2000-2015. *Drug Alcohol Rev.* 2020 Mar;39(3):255-266. doi: 10.1111/dar.13041. PMID: 32202007





## Government Control of Alcohol Sales and Physical Harms



### Sample Post

- 1) Being harmed by other people's drinking #secondhandharms is real. Health experts found people living where government alcohol monopolies exist have 41% lower odds of experiencing physical harms from other people's drinking.

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcSafeguardsSaveLives

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Government Control/Physical Harms" template.](#)

### Source

Trangenstein PJ, Subbaraman MS, Greenfield TK, Mulia N, Kerr WC, Karriker-Jaffe KJ. Association between state-level alcohol availability and taxation policies on the prevalence of alcohol-related harms to persons other than the drinker in the USA, 2000-2015. *Drug Alcohol Rev.* 2020 Mar;39(3):255-266. doi: 10.1111/dar.13041. PMID: 32202007.

## Policy Safeguards and Violent Crime



### Sample Post

- 1) Alcohol is not just harmful to the individual it hurts communities. In states with strong alcohol policy safeguards, there are fewer incidents of violent crime such as homicides.

### (Add Your Call to Action Here)

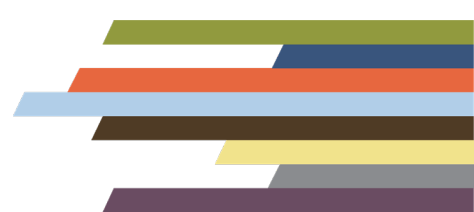
#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcSafeguardsSaveLives

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Policy Safeguards/Violent Crime" template.](#)

### Source

Lira MC, Xuan Z, Coleman SM, Swahn MH, Heeren TC, Naimi TS. Alcohol Policies and Alcohol Involvement in Intimate Partner Homicide in the U.S. *Am J Prev Med.* 2019 Aug;57(2):172-179. doi: 10.1016/j.amepre.2019.02.027. Epub 2019 Jun 22. PMID: 31239088; PMCID: PMC6642831





## WEEK 3: ALCOHOL'S ROLE IN THE OPIOID EPIDEMIC (APRIL 16-22)

### Lethal Mix: Alcohol and Opioid



#### Sample Post

- 1) Mixing alcohol and opioids can be lethal. Binge drinkers are 2x as likely to misuse prescription opioids. Health experts recommend strong alcohol safeguards to prevent heavy drinking and for physicians to screen patients on their alcohol use.

#### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcoholandOpioidsADangerousMix

#### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Lethal Mix" template.](#)

#### Source

Esser MB, Guy GP Jr, Zhang K, Brewer RD. Binge Drinking and Prescription Opioid Misuse in the U.S., 2012-2014. Am J Prev Med. 2019 Aug;57(2):197-208. doi: 10.1016/j.amepre.2019.02.025. Epub 2019 Jun 11. PMID: 31200998; PMCID: PMC6642832.

### 1 in 7 Prescription Opioid Deaths Involve Alcohol



#### Sample Post

- 1) More than half of those who misuse prescription opioids engage in binge drinking and 1 in 7 prescription opioid deaths involve alcohol. States with more alcohol policy safeguards have lower binge drinking rates.

#### (Add Your Call to Action Here)

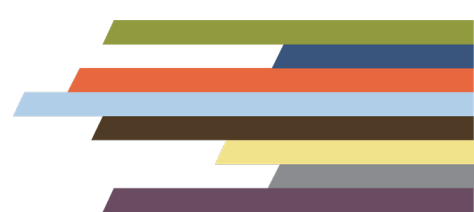
#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcoholandOpioidsADangerousMix #AlcSafeguardsSaveLives

#### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "1 in 7" template.](#)

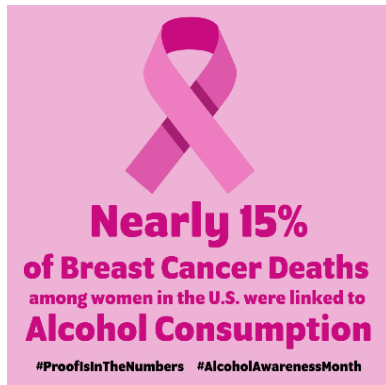
#### Source

Esser MB, Guy GP Jr, Zhang K, Brewer RD. Binge Drinking and Prescription Opioid Misuse in the U.S., 2012-2014. Am J Prev Med. 2019 Aug;57(2):197-208. doi: 10.1016/j.amepre.2019.02.025. Epub 2019 Jun 11. PMID: 31200998; PMCID: PMC6642832.



## WEEK 4: ALCOHOL AND CANCER & EXCESSIVE ALCOHOL USE (APRIL 23-29)

### Nearly 15% of Breast Cancer Deaths Among Women Linked to Alcohol Consumption



#### Sample Post

- 1) Just 1 or 2 drinks a day increases a woman's risk of breast cancer and nearly 15% of all female breast cancer deaths are linked to alcohol. That's why the American Society of Clinical Oncologists is calling for states to strengthen their alcohol policy safeguards to address this preventable risk factor. Strengthen alcohol policies to prevent alcohol-related cancer.

#### (Add Your Call to Action Here)

**#ProofsInTheNumbers** #AlcoholAwarenessMonth  
#AlcoholLinkedToCancer

#### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Breast Cancer Deaths" template.](#)

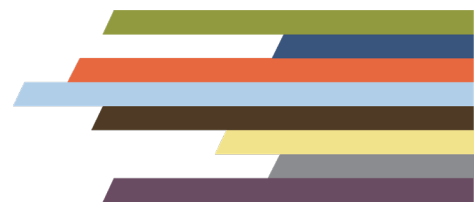
#### Sources

Cao Y, Willett WC, Rimm EB, Stampfer MJ, Giovannucci EL. Light to moderate intake of alcohol, drinking patterns, and risk of cancer: results from two prospective US cohort studies. *BMJ*. 2015 Aug 18;351:h4238. doi: 10.1136/bmj.h4238. PMID: 26286216; PMCID: PMC4540790.

Nelson DE, Jarman DW, Rehm J, Greenfield TK, Rey G, Kerr WC, Miller P, Shield KD, Ye Y, Naimi TS. Alcohol-attributable cancer deaths and years of potential life lost in the United States. *Am J Public Health*. 2013 Apr;103(4):641-8. doi: 10.2105/AJPH.2012.301199. Epub 2013 Feb 14. PMID: 23409916; PMCID: PMC3673233.

Andrew B. Seidenberg, Kara P. Wiseman, Raimee H. Eck, Kelly D. Blake, Heather N. Platter, William M.P. Klein, Awareness of Alcohol as a Carcinogen and Support for Alcohol Control Policies, *American Journal of Preventive Medicine*, Volume 62, Issue 2, 2022, Pages 174-182, ISSN 0749-3797, <https://doi.org/10.1016/j.amepre.2021.07.005>. (<https://www.sciencedirect.com/science/article/pii/S074937972100430X>)

Maha Alattas, Craig S. Ross, Elizabeth R. Henehan, Timothy S. Naimi, Alcohol policies and alcohol-attributable cancer mortality in U.S. States, *Chemico-Biological Interactions*, Volume 315, 2020, 108885, ISSN 0009-2797, <https://doi.org/10.1016/j.cbi.2020.108885>



## Alcohol Is Linked to 7 Types of Cancer



### Sample Post

- 1) Drinking alcohol is linked to 7 types of cancer. In 2009, alcohol consumption led to more than 18,000 cancer deaths in the U.S. That's why the American Society of Clinical Oncologists is calling for states to strengthen their alcohol policy safeguards to address this preventable risk factor. Strengthen alcohol policies to prevent alcohol-related cancer.

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcSafeguardsSavesLives #AlcoholLinkedToCancer

### Add Your Logo!

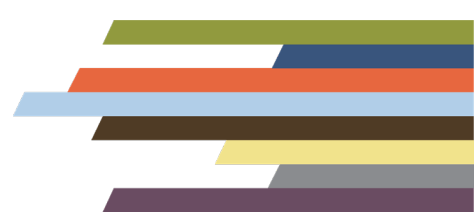
Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Types of Cancer" template.](#)

### Sources

Nelson DE, Jarman DW, Rehm J, Greenfield TK, Rey G, Kerr WC, Miller P, Shield KD, Ye Y, Naimi TS. Alcohol-attributable cancer deaths and years of potential life lost in the United States. *Am J Public Health.* 2013 Apr;103(4):641-8. doi: 10.2105/AJPH.2012.301199. Epub 2013 Feb 14. PMID: 23409916; PMCID: PMC3673233.

Andrew B. Seidenberg, Kara P. Wiseman, Raimee H. Eck, Kelly D. Blake, Heather N. Platter, William M.P. Klein, Awareness of Alcohol as a Carcinogen and Support for Alcohol Control Policies, *American Journal of Preventive Medicine*, Volume 62, Issue 2, 2022, Pages 174-182, ISSN 0749-3797, <https://doi.org/10.1016/j.amepre.2021.07.005>

Maha Alattas, Craig S. Ross, Elizabeth R. Henehan, Timothy S. Naimi, Alcohol policies and alcohol-attributable cancer mortality in U.S. States, *Chemico-Biological Interactions*, Volume 315, 2020, 108885, ISSN 00092797, <https://doi.org/10.1016/j.cbi.2019.108885>. (<https://www.sciencedirect.com/science/article/pii/S0009279719313158>)



## Deaths from Excessive Alcohol Use Each Year



### Sample Posts

- 1) More than 140,000 people die from excessive drinking each year, that's 380 deaths per day, making it a leading cause of PREVENTABLE DEATH in the United States. To save lives, communities can use effective strategies like regulating the number of stores that sell alcohol, increasing the price, and limiting the number of hours alcohol is sold.
- 2) States that implement policies to reduce alcohol availability, affordability, and advertising can reduce the number of people who die from excessive drinking.

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcoholAwarenessMonth #AlcSafeguardsSavesLives  
#AlcoholLinkedToCancer

### Add Your Logo!

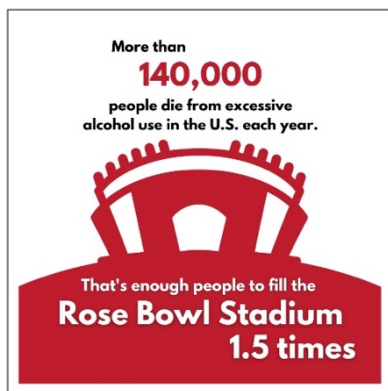
Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "380 Deaths" template.](#)

### Sources

Centers for Disease Control and Prevention. Alcohol Related Disease Impact (ARDI) application, 2022. Available at [www.cdc.gov/ARDI](http://www.cdc.gov/ARDI)

Guide to Community Preventive Services. Excessive Alcohol Consumption, 2022. Available at <https://www.thecommunityguide.org/topics/excessive-alcohol-consumption.html>.

## 140,000 Deaths: Enough to Fill a Stadium!

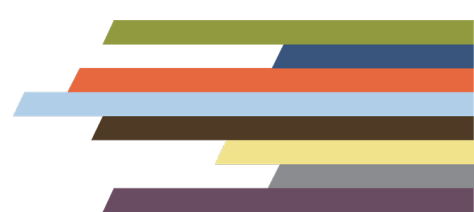


### Sample Post

- 1) More than 140,000 people die from excessive drinking each year. That's enough people to fill the Rose Bowl Stadium 1.5 Times. To save lives, communities can use effective strategies like regulating the number of stores that sell alcohol, increasing the price, and limiting the number of hours alcohol is sold.

### (Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth  
#AlcoholAwarenessMonth #AlcSafeguardsSavesLives  
#AlcoholLinkedToCancer



### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Rose Bowl Stadium" template.](#)

### Sources

Centers for Disease Control and Prevention. Alcohol Related Disease Impact (ARDI) application, 2022. Available at [www.cdc.gov/ARDI](http://www.cdc.gov/ARDI)

Guide to Community Preventive Services. Excessive Alcohol Consumption, 2022. Available at <https://www.thecommunityguide.org/topics/excessive-alcohol-consumption.html>.

## 140,000 Deaths: Enough to Fill a Baseball Field!



### Sample Post

- 1) More than 140,000 people die from excessive drinking each year. That's enough people to fill Wrigley Stadium 1.5 Times. Support [effective community strategies](#) to prevent excessive alcohol use, such as those recommended by the Community Preventive Services Task Force.

### (Add Your Call to Action Here)

#ProofIsInTheNumbers #AlcoholAwarenessMonth  
#AlcoholAwarenessMonth #AlcSafeguardsSavesLives  
#AlcoholLinkedToCancer

### Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):  
[Click to edit the "Wrigley Field" template.](#)

### Sources

Centers for Disease Control and Prevention. Alcohol Related Disease Impact (ARDI) application, 2022. Available at [www.cdc.gov/ARDI](http://www.cdc.gov/ARDI)

Guide to Community Preventive Services. Excessive Alcohol Consumption, 2022. Available at <https://www.thecommunityguide.org/topics/excessive-alcohol-consumption.html>.

