



## **April is Alcohol Awareness Month**

### **History**

Established in 1987, National Alcohol Awareness Month was founded by the National Council on Alcoholism and Drug Dependence (NCADD) as an extension to the temperance movement of the 1800s. Marty Mann founded the National Council on Alcoholism and Drug Dependence (NCADD). She founded NCADD to help people like her get counseled and treated for alcoholism and dedicated this group to key medical and scientific research for the community. Encouraged by the massive number of families going into recovery, NCADD marked April to bring about a nationwide change by using



communication tools to cultivate awareness about binge drinking and how much more dangerous it can be than just a night of fun. The Council leverages traditional and social media campaigns during April to draw attention to the causes of alcoholism and the risks of alcohol dependence, and encourages people to talk about this disease.

### **Importance of Alcohol Awareness**

- The majority of individuals in the United States who use alcohol do so in moderation and without causing harm. However, at the same time, alcohol-related disorders represent one of the country's most serious public health challenges. In the United States, almost 17 million persons suffer with Alcohol Use Disorder ("AUD"), and 261 people die every day as a result of excessive alcohol use. Furthermore, statistics show that around 60% of people increased their alcohol intake during the COVID-19 lockdowns.
- A big part of the work of Alcohol Awareness Month is to point out the stigma that still surrounds alcoholism and substance abuse in general. For many, denial is a common trait among those struggling with alcoholism or alcohol abuse.

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## Effects of Alcoholism:

- Excessive consumption of alcohol can cause many negative health effects including damage to your liver, breast cancer, and even heart disease.
- Excessive alcohol use in schools can be disastrous to the community and the students themselves. When alcohol consumption is high among students, there is an increased chance of drunk driving incidents, sexual assault, and violence, as well as lowered academic performance.
- Students who drink excessively are also at a higher risk of suicide.
- Alcoholism typically starts at an early age. During high school and college, many students engage in excessive drinking which can have a larger impact on their lives later down the road.
- Operating heavy machinery and vehicles while intoxicated can endanger the lives of more than just those at fault.
- Alcoholism can also affect one's job if the excessive consumption of alcohol transcends into the workplace.
- Alcoholism can destroy families. Excessive drinking can cause issues with communication, lack of empathy or concern, and, in more serious cases, violence—all of which could break a family's bond.

## Alcohol in Wisconsin

- Wisconsin ranks third in the country for the percent of adults who currently drink alcohol
- More Wisconsin adults report current alcohol use in the past 30 days (64.8%) than the U.S. average (55.1%).
- When Wisconsin adults drink, they drink more often and have more alcohol than adults in other states. They drink an average of 2.6 standard drinks when they drink.
- Wisconsin has the highest share of adults who report excessive drinking at 24.2% compared to 19.0% nationwide.
- The metro area in Wisconsin with the highest share of the adult population reporting drinking excessively is Madison. About 27.8% of adults in the city consume unhealthy amounts of alcohol. Though this is the highest share in the state, it ranks 1 among all 384 metro areas in the U.S.
- Youth in Wisconsin (12.7%) aren't binge drinking more than the U.S. youth average (13.7%).
- Wisconsin youth think binge drinking is less risky than youth across the nation.
- People who start binge drinking before age 15 are four times more likely to meet criteria for alcohol dependence at some point in their lives. Drinking alcohol also interferes with brain development.



# How to Observe #AlcoholAwarenessMonth

- Practice limiting their consumption by keeping track of the quantity consumed.
- Become informed about how alcohol impacts the body in the short and long term.
- Encourage parents to discuss alcohol abuse with children, and talk to your own children too.
- Healthcare workers can make a concerted effort during the month of April to talk about options with their patients.
- Be sure to use the hashtag #AlcoholAwarenessMonth on social media while sharing and increasing awareness
- Participate in the Alcohol-Free-Weekend: As part of National Alcohol Awareness Month, NCADD encourages the public to spend 72 hours without alcohol. Make sure you and your family participate in this activity and monitor symptoms of discomfort or cravings within the three days.
- Start conversations: It is your role as a responsible adult to initiate the conversations that nobody is willing to talk about.
  - Speak with your friends and families who you've noticed are reliant on heavy drinking.
  - As a parent, teach your children about alcohol misuse and help them build coping skills. Tell them that stress, anger, loneliness, and peer pressure are a part of life and should not cause them to give in to liquor for relaxation.
- Throw 'clean' parties: Use the month of April to throw alcohol-free, clean, and healthy parties for adults. Invite over friends, neighbors, and family to enjoy social gatherings without any trace of liquor.
  - Serve kombucha, mocktails, club soda, and booze-free beer to set an example. Consider doing this thrice a month for healthy practice!
- Spend the month enjoying other activities, such as going outdoors, reading, journaling and other healthy alternatives to drinking, even if drinking is moderate.
- Host a Fundraiser: Donating money and/or raising money for organizations and charity groups provides more resources and tools to help increase alcohol awareness. Don't be afraid to contact others to help raise money.
- Order Merchandise: Passing out merchandise has never been easier in terms of spreading awareness. Wearing Alcohol Awareness wristbands from Rapid Wristbands can be a great way to create conversation.



Belleville is a small community southwest of Madison in Dane and Green Counties. Belleville is a special place to visit because of its natural beauty, recreational activities and friendly people and atmosphere. Belleville is a great community for families seeking a solid educational system along with the natural amenities of the community.

The Belleville Area Cares Coalition came into existence following a town hall meeting in April of 2014.



**We are comprised of local representatives from schools, businesses, churches, village administration as well as parents, and youth—all working together to promote healthy lifestyles**

**More information can be found at : <https://www.bellevillewicare.org/>**

**BACC meetings are held on the 4th Tuesday of each month at 4:45 pm in the Belleville Village Hall.**

#### **BACC Mission Statement**

*“The mission of Belleville’s Area Cares Coalition is to promote a healthy community for youth and young adults, free of alcohol and other drug abuse.”*

*The Belleville Area Cares Coalition works to develop, implement and support environmental strategies to reduce substance abuse.*

*We believe by working together, we can nurture social and environmental changes to make the Belleville area a safer and healthier place, brightening the future of our children, youth and families.*

#### **HOW CAN YOU HELP?**

The BAAC asks you to give the gift of time. Make a difference in the lives of our youth and our community by

1. Working with us in providing support for planning, project management and awareness campaigns
2. Helping with coalition events, conferences, workshops, and fairs held throughout the year.
3. Being a voice for change in our community, it is time to come together and be that force for change in the Belleville area.