

## More Facts...

- ▶ **\$4.8 billion** is spent each year on alcohol advertising
- ▶ **\$36 billion** is spent on alcohol related health care issues
- ▶ **People with alcohol problems** call in sick or skip work an average of 11 days per year, 30% more than those who don't have drinking problems
- ▶ **Alcohol is the #1 drug** of choice by young people in the U.S.
- ▶ **63% of Americans** are affected by someone who has an alcohol problem.
- ▶ **Youth who drink before age 15** are four times more likely to have serious alcohol problems than adults whose first drink is at the legal age of 21.
- ▶ **Alcohol can seriously damage** the rapidly growing teen brain. Damage from alcohol at this time can be long-term and irreversible.



**The Kent County Prevention Coalition** is active in Kent County with members representing many organizations and citizens concerned about substance abuse prevention.

**Community Alcohol Standards** support the coalition's goals to:

1. Reduce youth use of alcohol, binge drinking, and age of first use of alcohol
2. Decrease adult heavy alcohol consumption
3. Form a united effort across the community to work toward a shared vision of substance abuse prevention

### For more information about the coalition, please contact:

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Kent County Prevention Coalition*

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## Community Standards for Alcohol Use



### Did You Know...

- ▶ **Health care costs** for employees who have alcohol problems are about twice as high as the average employee
- ▶ Although most high school students do not drink alcohol, those who do face serious consequences. Alcohol is the **#1 cause of death** for 14-24 year olds due to car crashes, accidental injuries, violence and suicide
- ▶ **Kent County** is among the top four counties in Michigan for alcohol related traffic crashes
- ▶ **Motor vehicle crashes** are the leading cause of death among teens, and alcohol is involved in close to one-third of these fatalities

### Our Goals:

1. A safe and livable community
2. Responsible alcohol availability and distribution for adults
3. No availability for minors
4. Minors choose to be alcohol-free
5. Clear community policies and norms
6. Support for prevention, treatment and recovery

**Together we can all take action to make a difference.**

*A Community for Action to  
Reduce the Consequences of Alcohol Abuse*

## Our Community Alcohol Standards:

- ▶ The Community is **clean, safe, and free** from unlawful activity, noise and disturbance resulting from the use of alcohol.
- ▶ The rules that govern access to alcohol help contribute to a **positive quality of life** in the community.
- ▶ The **health, safety and well-being** of our children and youth are protected.
- ▶ All Community members who use alcohol do so in keeping with the policies and norms that **minimize the risks** resulting from the use of alcohol.
- ▶ All Community members have access to high quality **prevention and treatment services** and promote recovery.

**Community attitudes define youth attitudes.**

**Nearly 60% of adults drink less than one time per month, including 25% who do not drink at all.**



## What Can I Do?

**You can work with the Alcohol Standards Project Coordinator to:**

**ASSESS...** How your current alcohol knowledge, policies or practices may contribute to the community's present standard of alcohol use.

**ADOPT...** The Community Standards for Alcohol Use

**ACTION...** Both individual and community action are needed to promote the proper use of alcohol and reduction of the burden.

**ACCOUNTABILITY...** Communicate with the Alcohol Standards Project Coordinator to provide support and evaluate progress toward your goals.

**Adopt and support the standards for yourself and for others in your life. The only cost is your time and effort.**

## Who Can Adopt the Standards?

- Individuals
- Families
- Organizations
- Workplaces
- Schools

It takes an **ENTIRE COMMUNITY** to work toward a solution to alcohol abuse!

**For a complete list of standards and many ways to take action,** go to [www.healthykent.org](http://www.healthykent.org) or [www.wedgwood.org](http://www.wedgwood.org).

**For more information** or to schedule a consultation to adopt standards and form an action plan, contact:

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*Community Alcohol Standards*  
*Project Coordinator*  
*Wedgwood Christian Services*  
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