Danger! Binge Drinking in Women and Girls

Presented by
JoEllyn M. Patterson, BA, CADC
Binge Drinking

- National Institute on Alcohol Abuse and Alcoholism (NIAAA) defines binge drinking as a pattern of drinking that brings blood alcohol concentration (BAC) levels to 0.08g/dL. This typically occurs after 4 drinks for women in about 2 hours.

- Substance Abuse and Mental Health Services Administration (SAMHSA) defines binge drinking as 4 or more alcoholic drinks for females on the same occasion on at least 1 day in the past month.
Quick Facts

• In 2015, 26.9 percent of people ages 18 or older reported that they engaged in binge drinking in the past month.

• According to the 2015 National Survey on Drug Use and Health (NSDUH) approximately 5.1 million people (about 13.4%) ages 12-20 (13.4% of males and 13.3% of females reported binge drinking in the past month.
Quick Facts

• According to the 2015 NSDUH, 37.9% of college students ages 18-22 reported binge drinking in the past compared with 32.6% of other persons of the same age.
Quick Facts

- Frequency of binge drinking among women was 3.2 episodes per month and intensity was 5.7 drinks on occasion.
- Most prevalent among women aged 18-24 (24.2%) and 25-34 (19.9%).
Quick Facts

• Alcohol consumption by high school girls is strongly correlated with alcohol consumption by adult women.
Alcohol Industry

• Beer is generally targeted at men.
• Light Beer initially was targeted at women.
Alcohol Industry

- Flavored alcoholic beverages have proved most popular among the youngest drinkers and more popular among females than males in every age group.
- A marked shift in beverage preference among 17 and 18-year old binge-drinking girls from beer to distilled spirits occurred between 2001 and 2005, during the same time that flavored alcoholic beverages were introduced into the US market.
Alcohol Industry

- According to a 2004-2005 National Health Survey, the most popular drinks for 18-24 year old females were spirits/liqueurs (37%) and wine (19%).
- The wine business is no longer a production-driven business as it has been traditionally; it’s fast becoming a marketing-driven business.
Alcohol Industry

• World’s largest alcohol marketers spend heavily in the industries of advertising, sport, and entertainment (including films, television and music).

• Alcoholic beverage advertisements are known to commonly use sex appeals.
Alcohol Industry

• Underage girls are overexposed to alcohol marketing relative to women to an even greater extent than underage boys are overexposed to alcohol marketing relative to men.
Alcohol Industry

• A standard drink is one that contains about 14 grams of pure alcohol, which is found in
  ➢ 12 ounces of beer with 5% alcohol content
  ➢ 5 ounces of wine with 12% alcohol content
  ➢ 1.5 ounces of distilled spirits with 40% alcohol content
Alcohol Industry

12 fl oz of regular beer = 8–9 fl oz of malt liquor (shown in a 12 oz glass) = 5 fl oz of table wine = 1.5 fl oz shot of 80-proof spirits (whiskey, gin, rum, vodka, tequila, etc.)

- About 5% alcohol
- About 7% alcohol
- About 12% alcohol
- About 40% alcohol

The percent of "pure" alcohol, expressed here as alcohol by volume (alc/vol), varies by beverage.
Young Women

- Social media
Young Women

• Rise of public drinking among women comes with greater participation in the paid labor market

• Have the apparent “freedom” to drink in public
Young Women
College Binge Drinking

• Social bond theory
  ➢ First element-attachment
  ➢ Second element-involvement, amount of time spent in behavior promoted by the society
College Binge Drinking

• Social bond theory
  - Third element-commitment, time, energy and other resources already invested in behavior promoted by society
  - Fourth element-belief, concerns the acceptance of the social value system
College Binge Drinking

• Results:
  - Job involvement and work commitment push students to binge less.
  - Probability of binging was significantly higher for students for whom the mother was a college graduate, but the father was not.
Professional Women

• Risk of Binge Drinking
  ➢ Escape
  ➢ Stress relief
  ➢ Women tend to drink alone
Higher Risk

- Women weigh less than men
- Women have less water in their bodies than men
- Other biological differences, including hormones, may contribute as well
Health Risks

• Unplanned sexual behavior
• Sexual assaults
• STD’s
• Trauma
• Injuries
Health Risks

- Suicide attempts
- Driving under the influence of alcohol
- Vandalism
- Damage to property
- Involvement with police
- Alcohol poisoning
Health Risks

- Liver Damage
- Heart Disease
- Breast Cancer
- Pregnancy
- Hypertension
Health Risks

- Heart disease
- Stroke
- Depression
- Memory problems
- Reduced cognitive function
- Alcohol dependence
Empowerment

• Wellness-is an active process of becoming aware of and making choices toward a more successful existence
Empowerment

• Strategies targeting college students
  ➢ Education and awareness programs
  ➢ Cognitive-behavioral skills-based approaches
  ➢ Motivation and feedback-related approaches
  ➢ Behavioral interventions by health professionals
Empowerment

• Strategies targeting the campus and surrounding community
  ➢ Strong leadership
  ➢ Involved campus community
  ➢ Cultural change
Empowerment

• The Brave Girls Alliance- #BraveGirlsWant
  ➢ We believe that girls thrive when they see and experience the widest possible variety of “ways to be a girl.”
  ➢ We oppose the sexualization and exploitation of girls.
  ➢ We trust the expertise of girls regarding their own experiences, needs and aspirations.
Brave Girls Alliance
Empowerment

• Girls on the Run-We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.
Empowerment

• Need to help women believe they can actually make a difference in their own lives.
Empowerment

• Community Support
  ➢ **Al-Anon/Alateen** - www.al-anon.alateen.org
  ➢ **Nar-Anon** - www.nar-anon.org
  ➢ **Adult Children of Alcoholics** - www.adultchildren.org
  ➢ **Alcoholics Anonymous** - www.aa.org
  ➢ **Narcotics Anonymous** - www.na.org
Questions
Contact Information

JoEllyn M. Patterson, BA, CADC  
Chestnut Health Systems, Inc.  
#50 Northgate Industrial Drive  
Granite City, IL  62040  
(618) 512-1792 (office)  
jpatterson@chestnut.org
References

- https://www.samhsa.gov/underage-drinking
References


