



### **Messaging for Know More Before You Pour Social Media Competition**

1. Nearly 88,000 people (approximately 62,000 men and 26,000 women) die from alcohol misuse annually, making alcohol the third leading preventable cause of death in the United States.<sup>1</sup>
2. Even at low levels, intoxication compromises an individual's decision-making processes and the ability to recognize potential danger.<sup>2</sup>
3. More than 10 percent of U.S. children live with a parent with alcohol problems.<sup>3</sup>
4. There is no known safe level of alcohol consumption during pregnancy.<sup>4</sup>
5. Prenatal alcohol exposure is a leading preventable cause of birth defects and neurodevelopmental abnormalities in the United States.<sup>5</sup>
6. Drinking alcohol while taking medication for certain conditions (such as high blood pressure, diabetes, and heart conditions) can make those conditions worse.<sup>6</sup>
7. Many people believe that they will begin to sober up once they stop drinking and have a cup of coffee. Caffeine may help with drowsiness, but not with the effects of alcohol on decision-making or coordination. The body needs time to metabolize (break down) alcohol and then to return to normal. There are no quick cures – only time will help.<sup>7</sup>
8. In the United States, 15.7 million adults ages 12 and older had alcohol use disorder (AUD) in the past year; less than 10 percent of them received any treatment.<sup>8</sup>
9. About half of liver disease deaths in the U.S. involve alcohol misuse.<sup>9</sup>
10. The U.S. Food and Drug Administration (FDA) has approved three medications for treating alcohol use disorder: naltrexone, acamprosate, and disulfiram.<sup>10</sup>

## Sources:

1. (Source: [Alcohol Facts and Statistics Fact Sheet: http://pubs.niaaa.nih.gov/publications/AlcoholFacts&Stats/AlcoholFacts&Stats.pdf](http://pubs.niaaa.nih.gov/publications/AlcoholFacts&Stats/AlcoholFacts&Stats.pdf))
2. (Source: NIAAA Senior Officials via Podcasts and Interviews)
3. (Source: [Alcohol Facts and Statistics Fact Sheet: http://pubs.niaaa.nih.gov/publications/AlcoholFacts&Stats/AlcoholFacts&Stats.pdf](http://pubs.niaaa.nih.gov/publications/AlcoholFacts&Stats/AlcoholFacts&Stats.pdf))
4. (Source: [Fetal Alcohol Exposure Fact Sheet: http://pubs.niaaa.nih.gov/publications/FASDFactsheet/FASD.pdf](http://pubs.niaaa.nih.gov/publications/FASDFactsheet/FASD.pdf))
5. (Source: [Fetal Alcohol Exposure Fact Sheet: http://pubs.niaaa.nih.gov/publications/FASDFactsheet/FASD.pdf](http://pubs.niaaa.nih.gov/publications/FASDFactsheet/FASD.pdf))
6. (Source: [MedlinePlus Magazine article on Aging](#))
7. (Source: [The Truth About Holiday Spirits: How to Celebrate Safely This Season: http://pubs.niaaa.nih.gov/publications/RethinkHoliday/NIAAA\\_Holiday\\_Fact\\_Sheet.pdf](http://pubs.niaaa.nih.gov/publications/RethinkHoliday/NIAAA_Holiday_Fact_Sheet.pdf))
8. (Source: Substance Abuse and Mental Health Services Administration (SAMHSA). 2015 National Survey on Drug Use and Health (NSDUH))
9. (Source: Estimated liver disease deaths include deaths with the underlying cause of death coded as alcoholic liver disease (K70), liver cirrhosis, unspecified (K74.3–K74.6, K76.0, K76.9), liver cancer (C22), or other liver diseases (K71, K72, K73, K74.0–K74.2, K75, and K76.1–K76.8). Number of deaths from Multiple Cause of Death Public-Use Data File, 2015 <http://wonder.cdc.gov/mcd.html> Alcohol-attributable fractions (AAFs) from CDC Alcohol-Related Disease Impact ([http://nccd.cdc.gov/DPH\\_ARDI/Default/Default.aspx](http://nccd.cdc.gov/DPH_ARDI/Default/Default.aspx), Accessed 5/23/17). Prevalence of alcohol consumption from the National Survey on Drug Use and Health, 2015, for estimating indirect AAFs for liver cancer.)
10. (Source: Treatment for Alcohol Problems: Finding and Getting Help <https://pubs.niaaa.nih.gov/publications/Treatment/treatment.htm#chapter04>)