



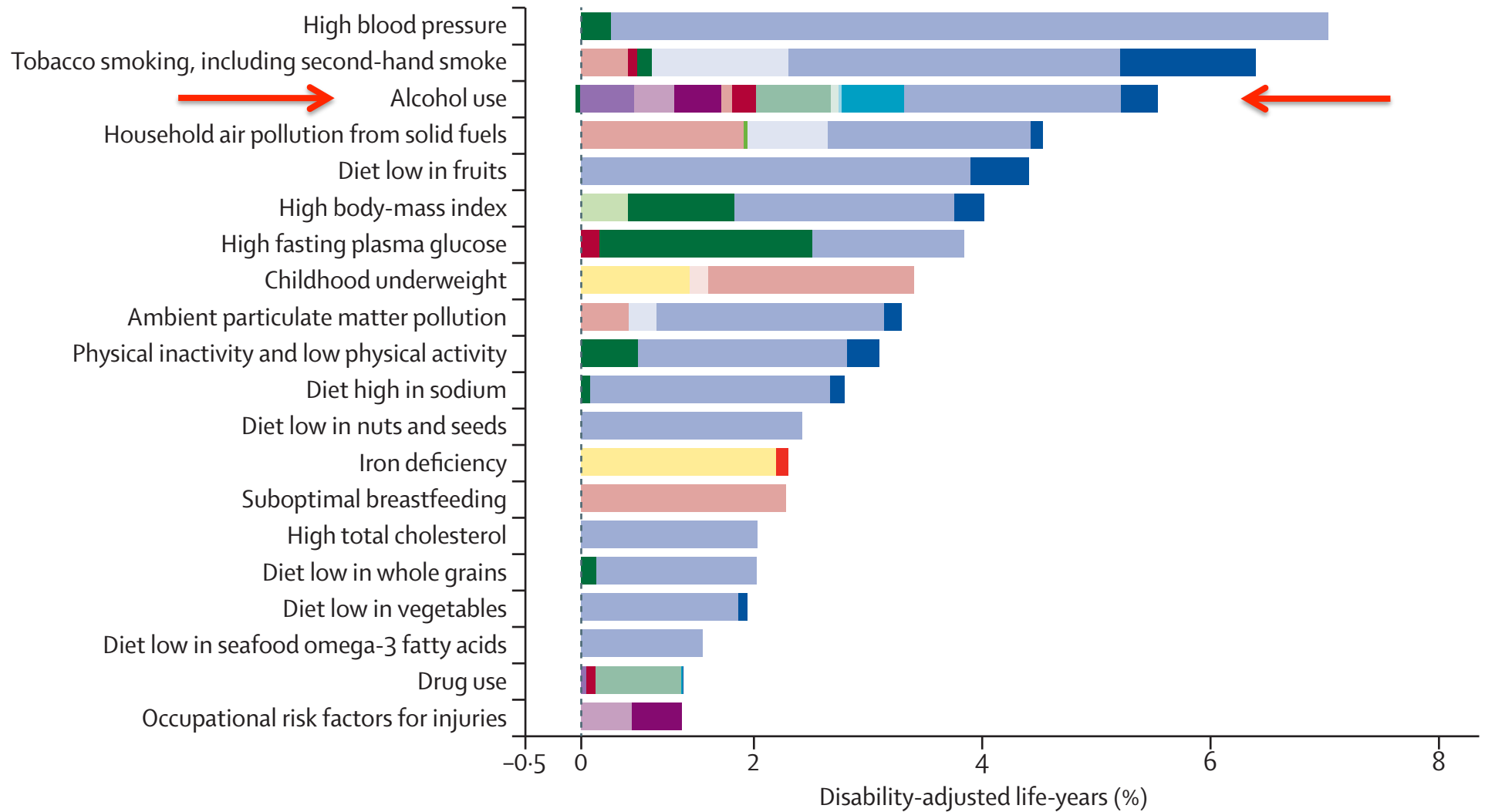
Harm from alcohol: what are we being sold?

Jennie Connor

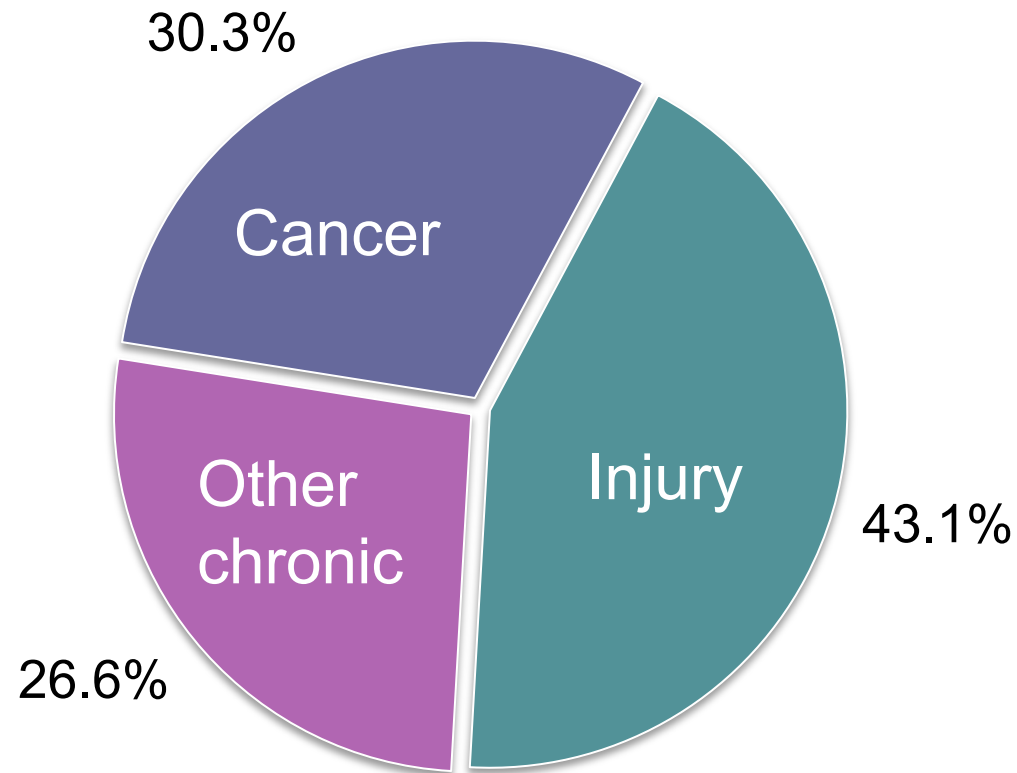
Department of Preventive and Social Medicine

University of Otago, Dunedin

Global Burden of Disease 2010



Alcohol-attributable deaths in NZ, 2007



Connor J, Kydd R, Shield K, Rehm J. (2012) Alcohol-attributable burden of disease and injury in New Zealand: 2004 and 2007, in press (Commissioned by the Alcohol Advisory Council of NZ, now HPA)

Table 3 – progressive effects of blood alcohol concentration

BAC (mg/100ml)	Effect	Impairment (continuum)
10 - 50	Relaxation	Alertness
	Sense of well being	Judgement
		Loss of inhibition
60 - 100	Pleasure	Coordination (especially fine motor skills)
	Numbing of feelings	Visual tracking
		Nausea, Sleepiness
110 - 200	Emotional arousal	Reasoning and depth perception
	Mood swings	
	Anger	
	Sadness	
	Mania	Slurred speech
210 - 300	Aggression	
	Reduced sensations	Lack of balance
	Depression	
310 - 400	Stupor	Loss of temperature regulation
	Unconsciousness	
	Death possible	Loss of bladder control
> 410	Coma	Difficulty breathing
	Death	Slowed heart rate

Source: National Institute on Alcohol Abuse and Alcoholism



ALCOHOL UPS BREAST CANCER RISK

IBN Live



Discriminating Features

short palpebral fissures

flat midface

short nose

indistinct philtrum

thin upper lip

Associated Features

epicanthal folds

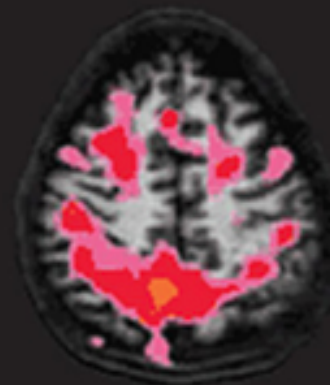
low nasal bridge

minor ear anomalies

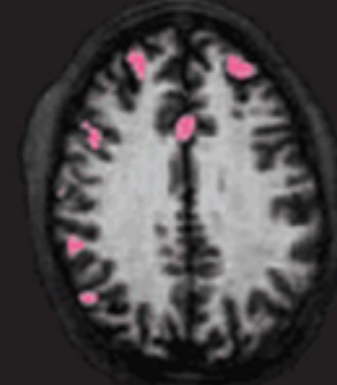
micrognathia

In the Young Child

15-year-old male
non-drinker



15-year-old male
heavy-drinker



**Brain activity while performing a memory task.
Heavy drinker is sober during this test.**

Image from Susan Tapert, PhD, University of California, San Diego

Harm from other
people's drinking



```
graph LR; A[Harm from other people's drinking] --- B[Physical violence]; A --- C[Sexual violence]; A --- D[Traffic injuries, fires]; A --- E[Child abuse and neglect]; A --- F[Wellbeing of drinkers families]; A --- G[Effects on co-workers]; A --- H[Property damage, neighbourhood amenity];
```

Physical violence

Sexual violence

Traffic injuries, fires

Child abuse and neglect

Wellbeing of drinkers families

Effects on co-workers

Property damage,
neighbourhood amenity

What children are growing up with

- Unintentional injuries: traffic crashes, fires
- Aggression aggravated by alcohol use
- Physical and sexual assault involving alcohol in their homes
- Neglect
- Lost social and educational opportunities
- Mental health problems
- Increased likelihood of drinking problems

Partner aggression and alcohol

- Alcohol was involved in 25-37% of incidents. Women reported more alcohol involvement than men; in particular 22% of aggressive acts towards them involved their male partner only drinking

5% of the whole population sample reported partner aggression involving alcohol in the last 2 years

Alcohol-related victimisation

New Zealand adults

	Alcohol-involved cases per year	% of total cases
Police records		
All offences	118,829	31-46%
Violent offences	20,447	33%
Homicides	23 (mean)	44%
Family violence homicides		37%
“Use of force” incidents		59%
Taser incidents		35%
Self- reported physical assault (HBS)	62,832	54%
Self- reported sexual assault (HBS)	10,053	57%
Self-reported all violence (NZCASS)		41%

Connor and Casswell, NZMJ, 2012



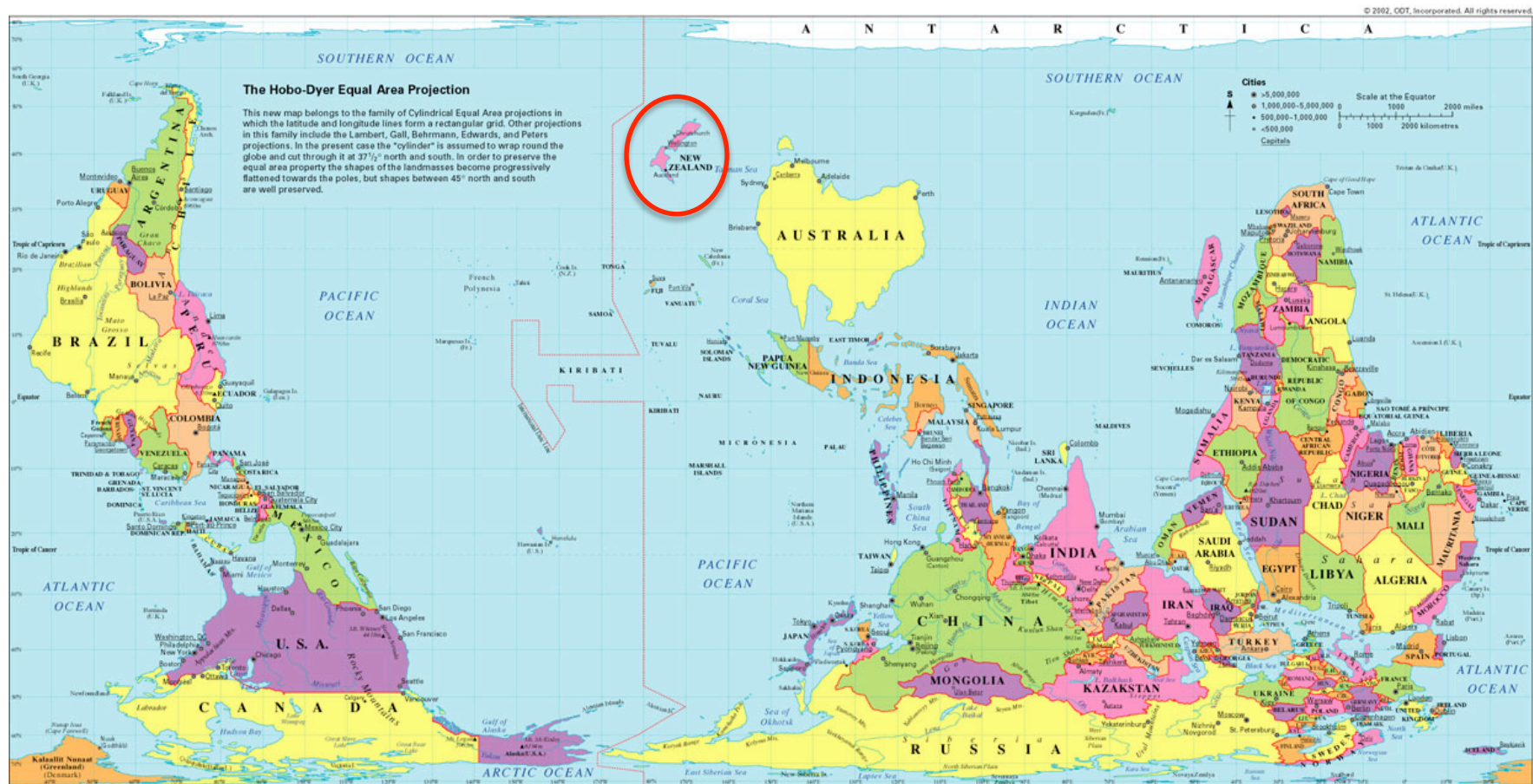
Specific policy interventions

	Effectiveness	Public Support
1. Raise the price	+++	76 %
2. Dismantle marketing	+ / ++	77 – 96 %
3. Lower drink driving limit	+++	65 – 75 %
4. Reduce liquor availability	++	65 – 98 %
5. Raise purchase age	+++	87 %





Manukau City 15 August 2010





Global strategy to
reduce the harmful
use of alcohol

