



Organización
Panamericana
de la Salud



Organización
Mundial de la Salud
OFICINA REGIONAL PARA LAS Américas



OBJETIVOS
DE DESARROLLO
SOSTENIBLE

Alcohol, gender and inequities

COPOLAD, 19 June 2018

Maristela G Monteiro, MD, PhD

Senior Advisor Alcohol

NMH

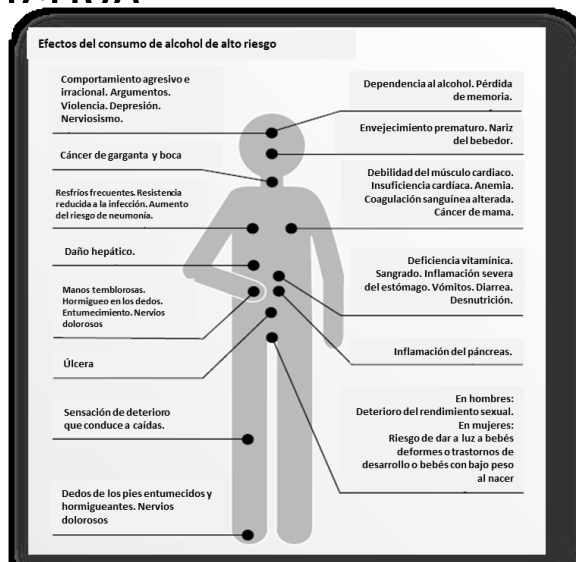
PAHO/WHO

monteirm@paho.org

EFFECTS OF ALCOHOL

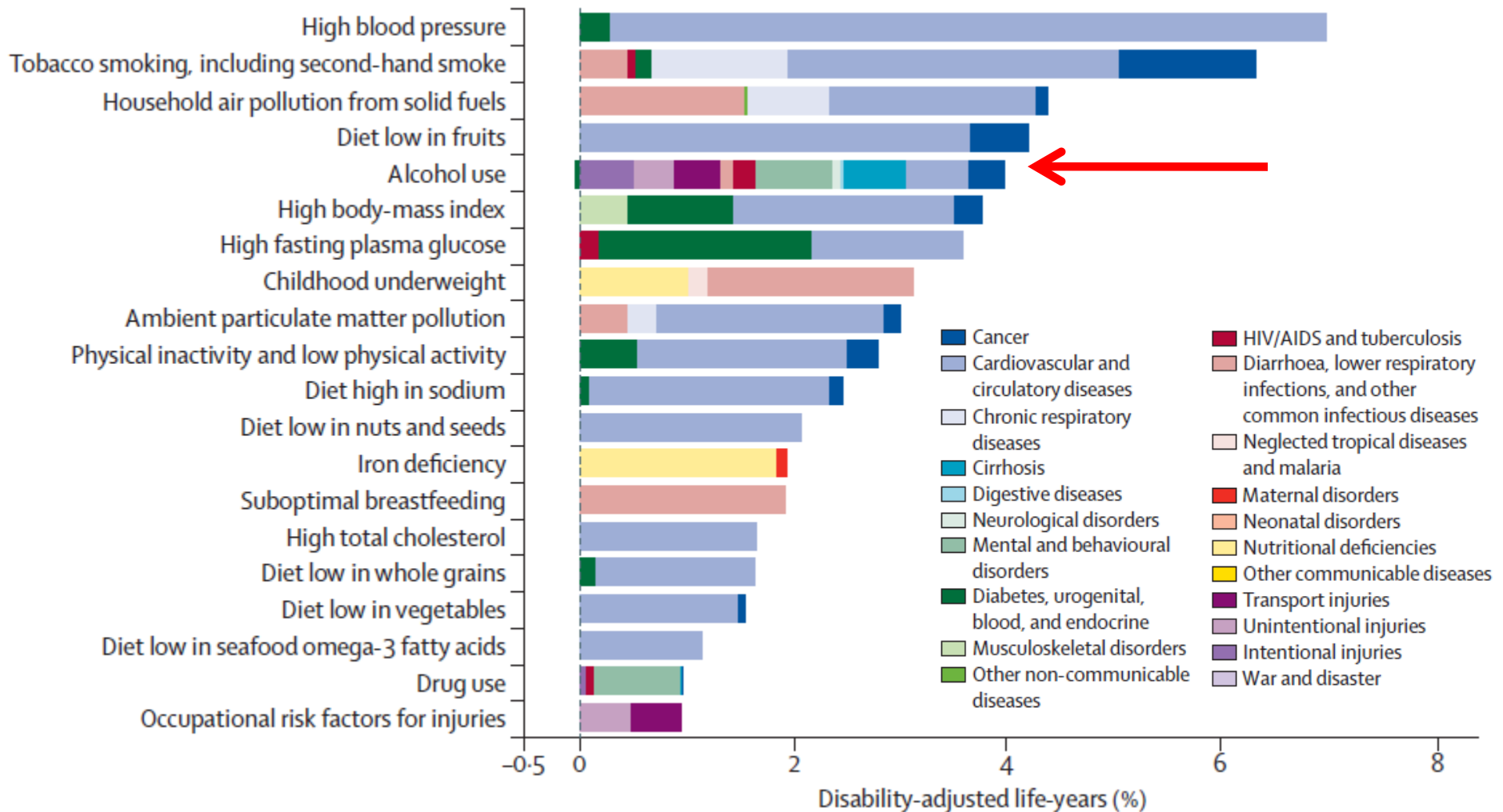
- Intoxicating effects
- Toxic effect
- Immunosuppressive effects
- Teratogenic effects
- Enhancing, addictive effects

- Injury, suicide
- Violence
- Liver diseases
- Cancer (even breast)
- HIV/TB
- Hypertension
- Alcoholic Fetal Syndrome
- Neurological/Mental Diseases
- Dependence



Alcohol: A pervasive and complicated risk factor

(from the 2012 Global Burden of Disease Risk estimates for 2010--Lim et al., 2012)

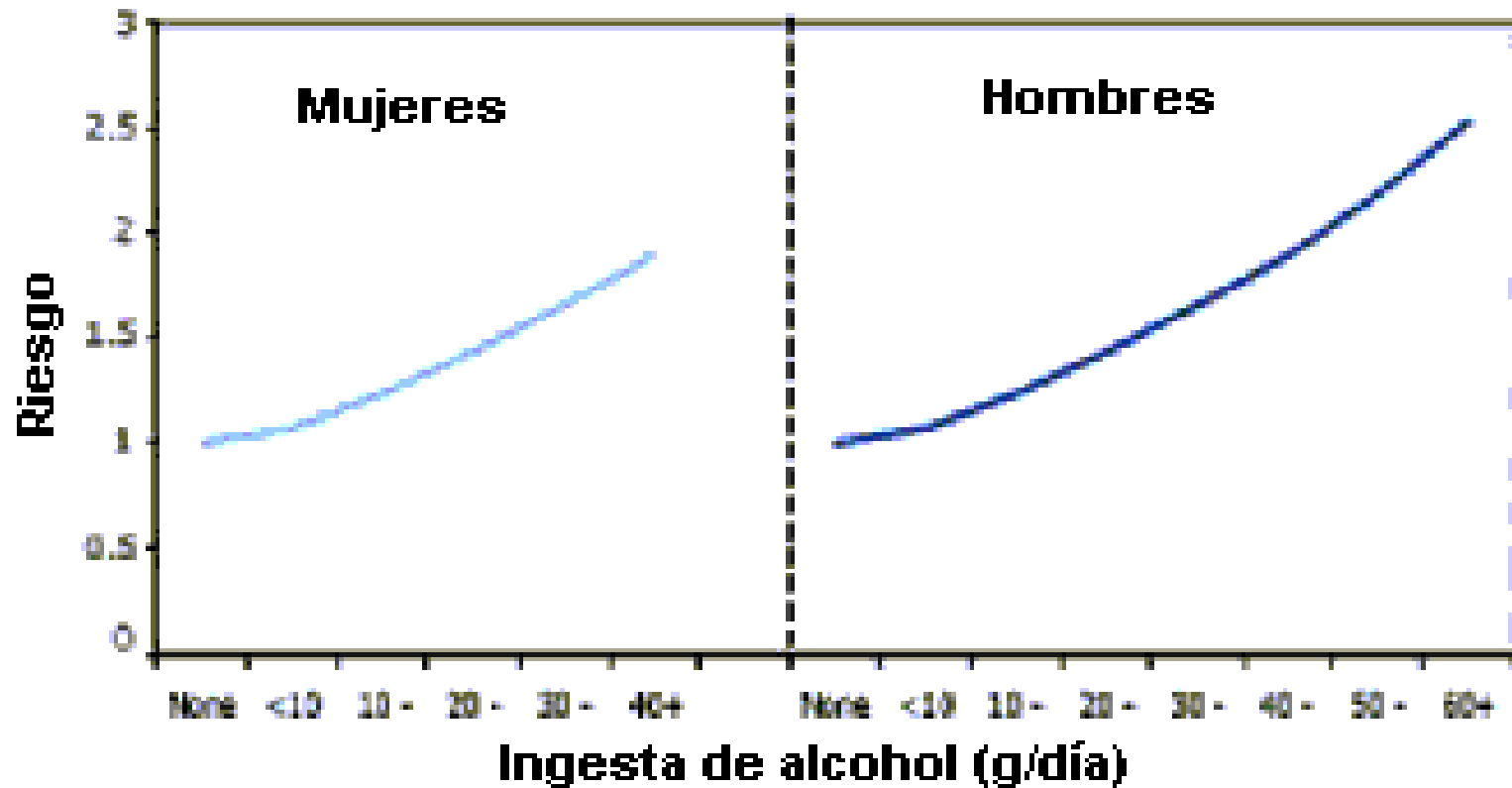


Study on global burden of disease attributed to risk factors in people aged 15 to 49 years

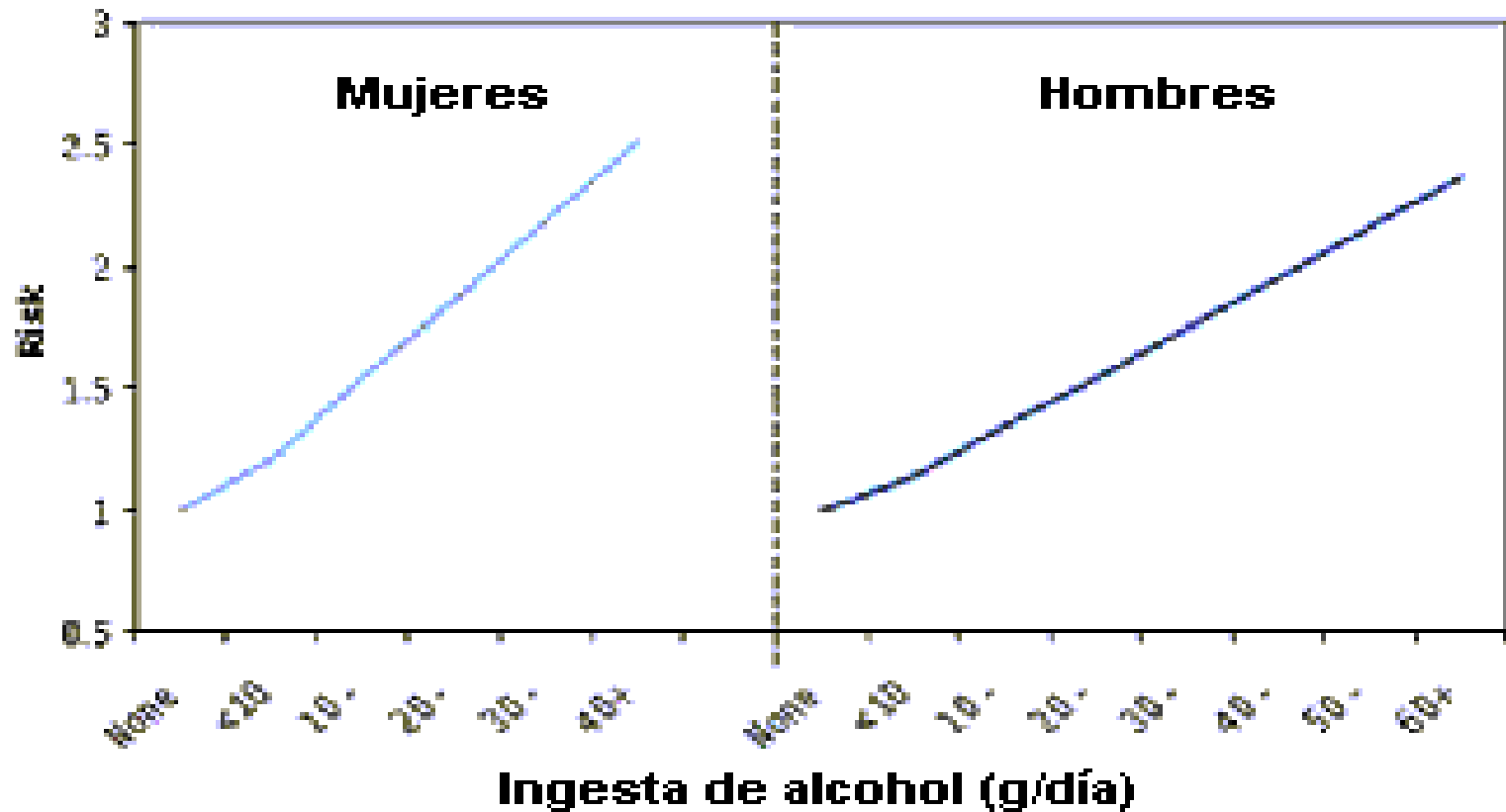
(Source: IHME, 2015)

	AFRO	EMRO	EURO	AMRO	SEARO	WPRO	GLOBAL
<u>Alcohol</u>	2	17	1	1	1	1	1
Unprotected sex	1	19	17	7	13	20	2
High blood pressure	5	2	4	4	2	2	3
High body mass index	8	1	2	2	5	3	4
High glycaemic level	9	3	6	3	3	4	5
Tobacco	12	4	3	6	4	5	6
Use of illicit drugs	6	5	5	5	19	6	7
High total cholesterol	24	6	7	8	7	14	8
Diet low in fruits/vegetables	17	7	11	13	8	7	9
Pollution in the house by use of fossil fuels	11	14	32	26	6	12	10

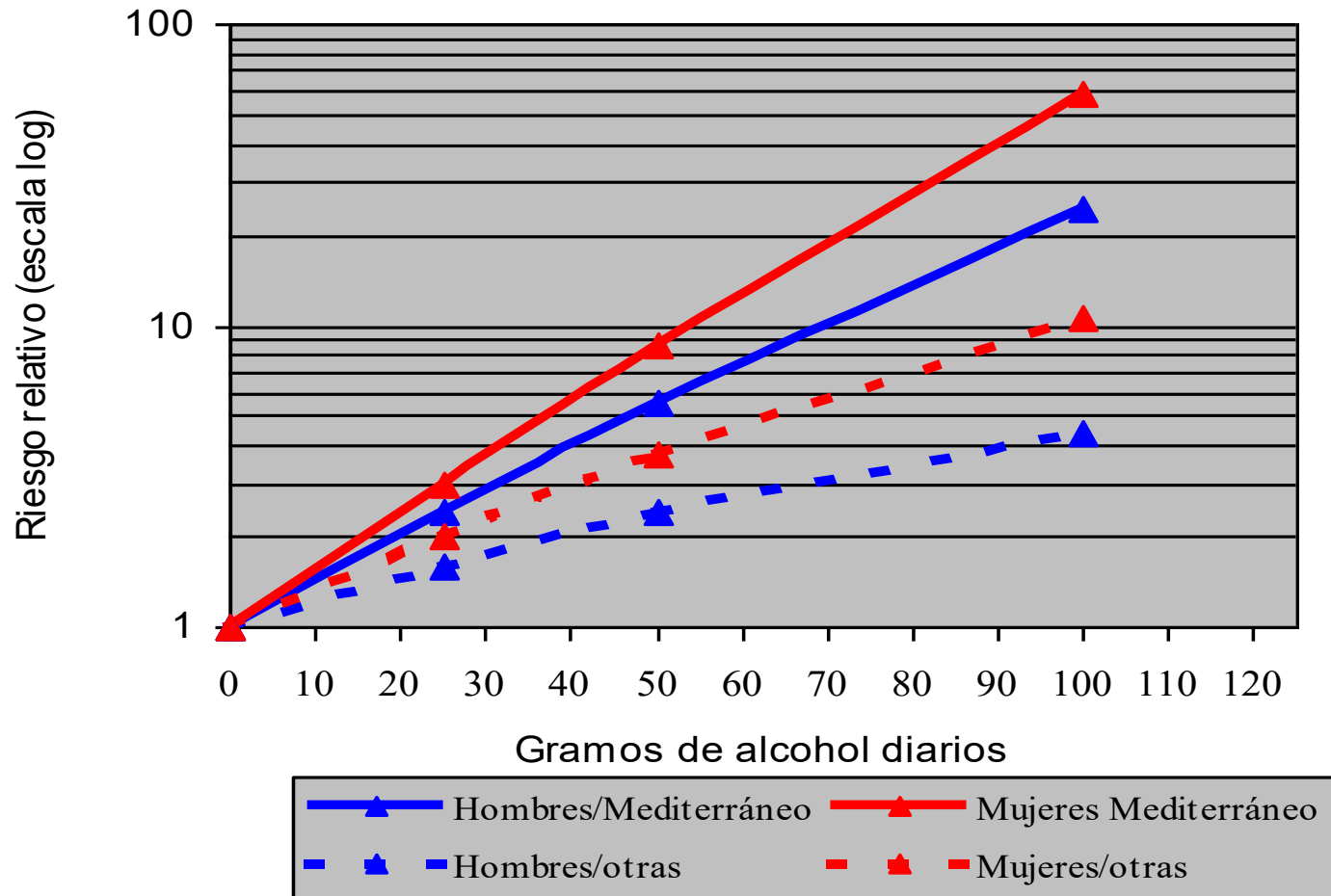
Alcohol and hypertension



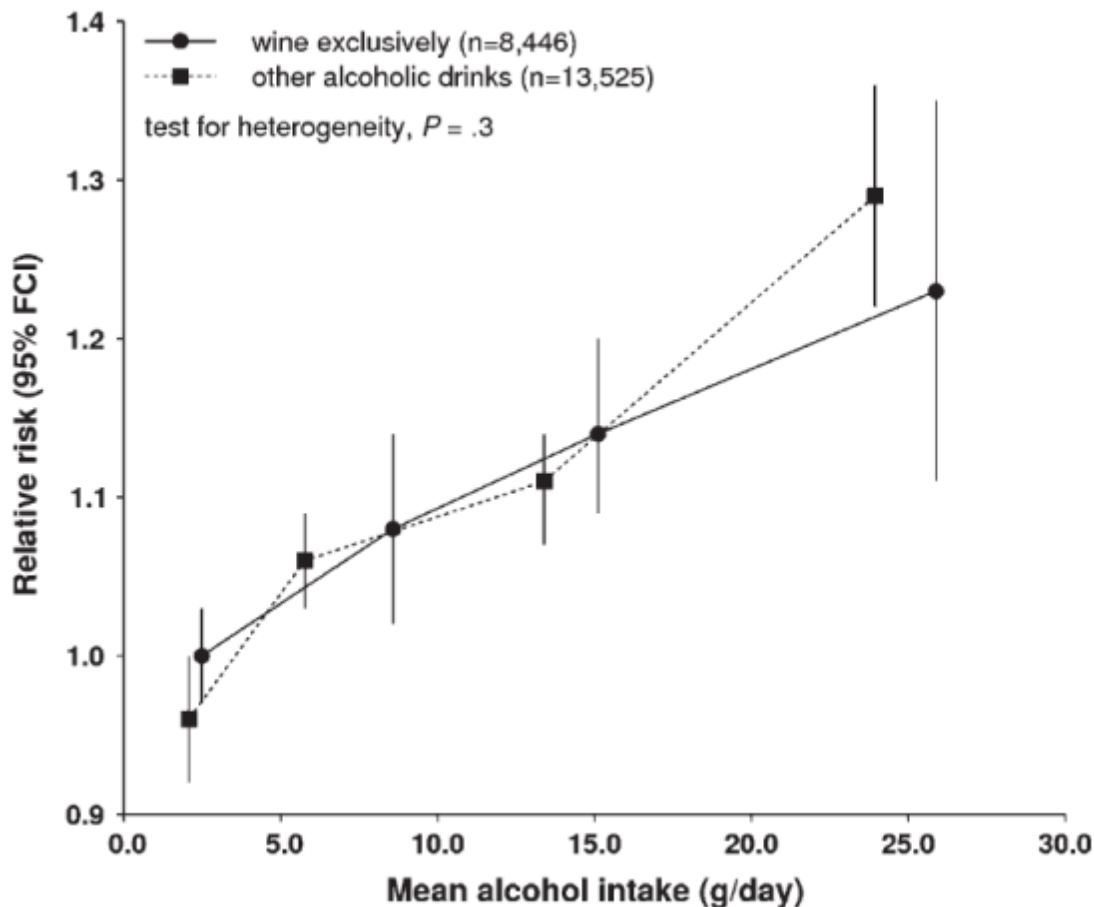
Alcohol and suicide



Alcohol and liver cirrhosis



Alcohol and breast cancer in women



WHO determines that alcohol causes cancer?

- IARC
- Ethanol is considered type I carcinogenic
- Has dose-dependent linear effect
- Without protection effect
- Causal factor for digestive tract cancers and breast cancer

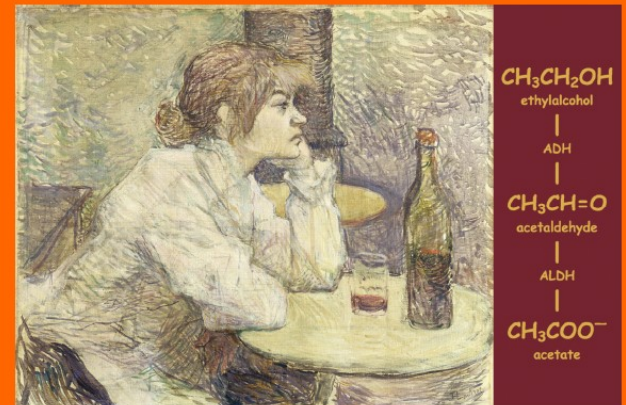
WORLD HEALTH ORGANIZATION
INTERNATIONAL AGENCY FOR RESEARCH ON CANCER



*IARC Monographs on the Evaluation of
Carcinogenic Risks to Humans*

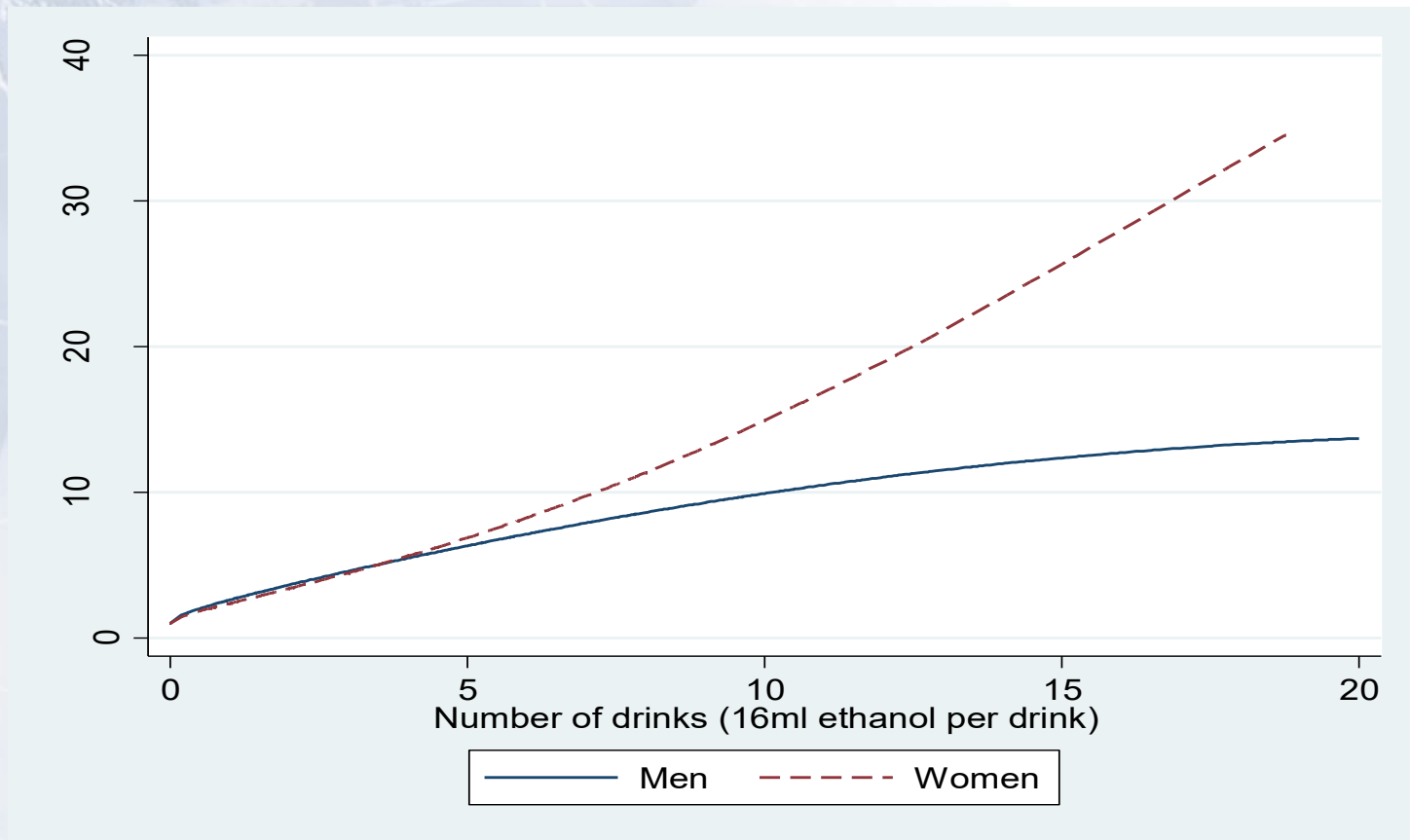
VOLUME 96

Alcohol Consumption and
Ethyl Carbamate



LYON, FRANCE
2010

Dose-response relation for risk of injury by gender

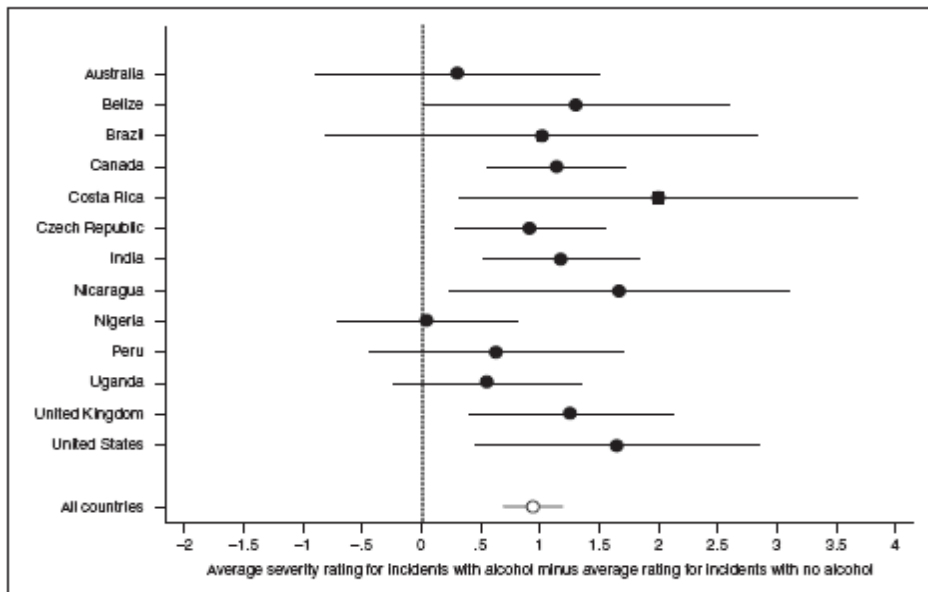


Cherpitel, C.J., Ye, Y., Bond, J., Borges, G., Monteiro M. Relative risk of injury from acute alcohol consumption: modeling the dose-response relationship in emergency department data from 18 countries, *Addiction*, 110:279-288, 2015

Alcohol and intimate violence

- Causal Link

Strong

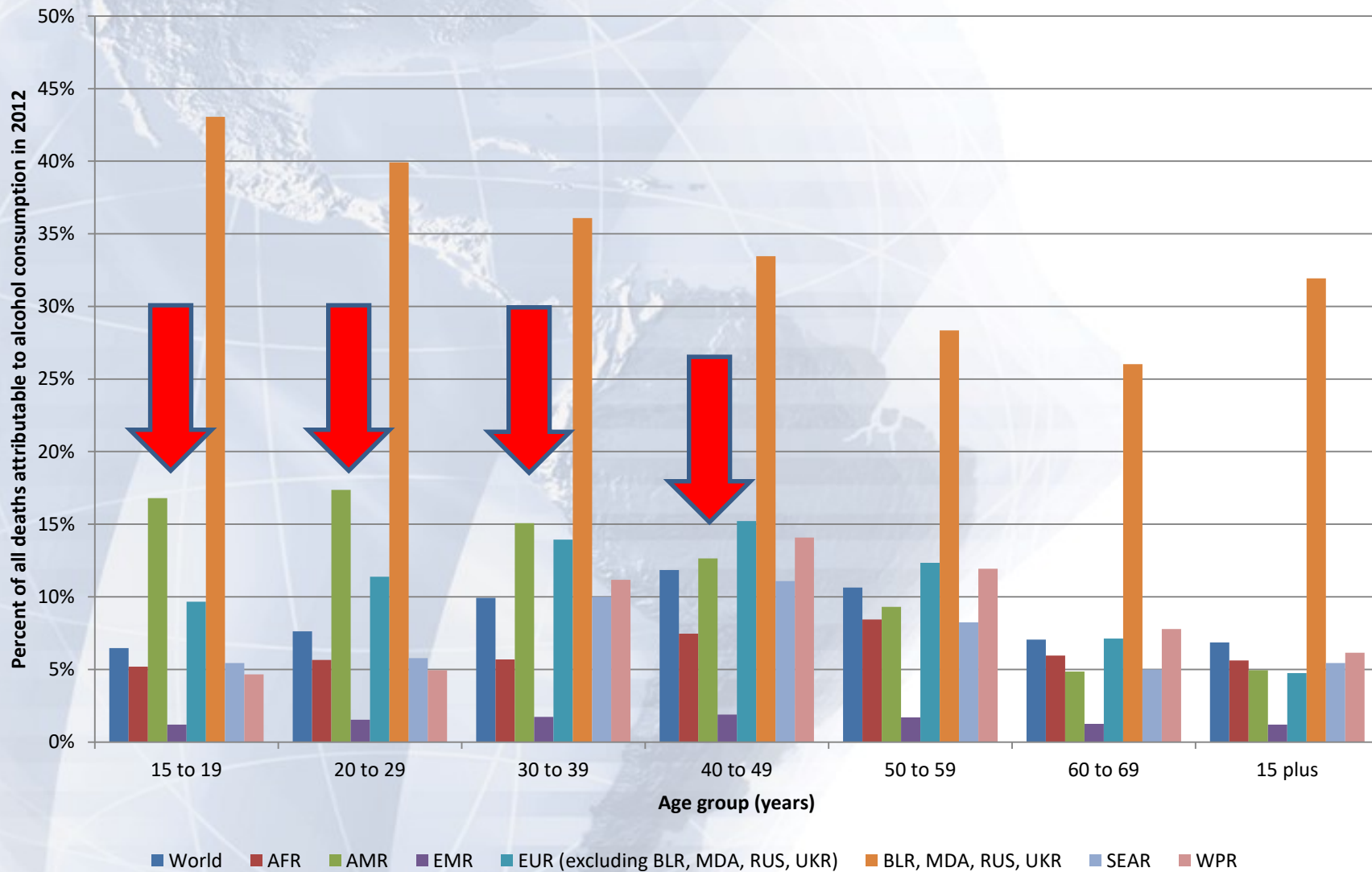


Role of alcohol controversial among feminist groups and other

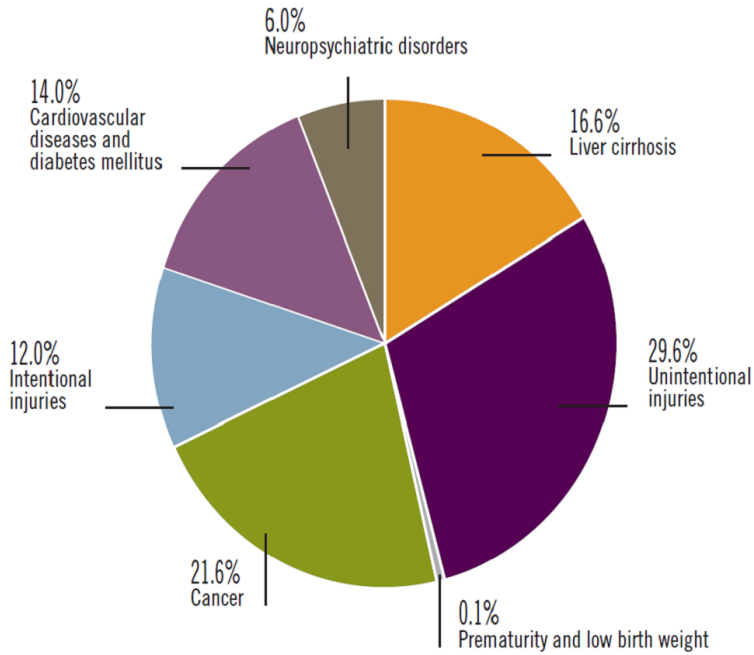
Alcohol is not necessary or enough for violence but WHEN PRESENT INCREASES FREQUENCY AND SEVERITY

Excessive consumption in particular is a contributing factor to intimate violence

Deaths attributable to alcohol, 2012



Strong link with NCD



Global distribution of all alcohol-attributable deaths by disease or injury, 2004

		Causative Risk Factors			
		Tobacco use	Unhealthy diet	Physical inactivity	Harmful use of alcohol
Non-Communicative diseases	Heart Disease and Stroke	✓	✓	✓	✓
	Diabetes	✓	✓	✓	✓
	Cancer	✓	✓	✓	✓
	Chronic Lung disease	✓			

Prevalence and care gap for mental disorders

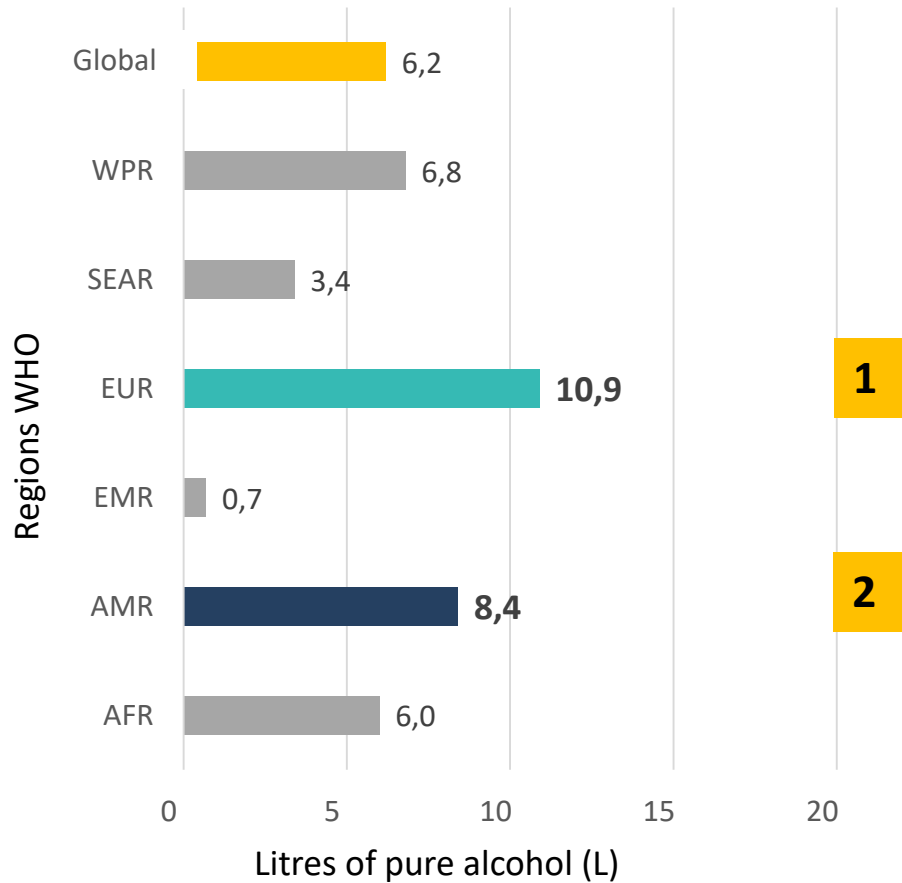
MNS disorders	Americas		Latin America	
	Lifetime Prevalence	Treatment Gap	Lifetime Prevalence	Treatment Gap
Non-affective psychosis	3	57.8	2	65.7
Major depression	14.5	54.8	12.5	62.6
Dysthymia	1.8	54.1	1.2	64.9
Mania disorder	3.3	61.1	2.3	71
Generalized anxiety	4	66.9	2.4	73.3
Panic disorder	3	50.1	1.4	49.4
Agoraphobia	1.9	65.3	2.5	72.5
Post-traumatic stress disorder	4.6	57.8	2.5	65.4
Social phobia	8.3	60.9	4.8	63.9
Obsessive-compulsive	3.7	58.2	5.9	58.2
Alcohol abuse/dependence	12.4	80	11.7	84.3
Drug abuse/dependence	5.4	60.9	3.1	50

The harm is not only in health!

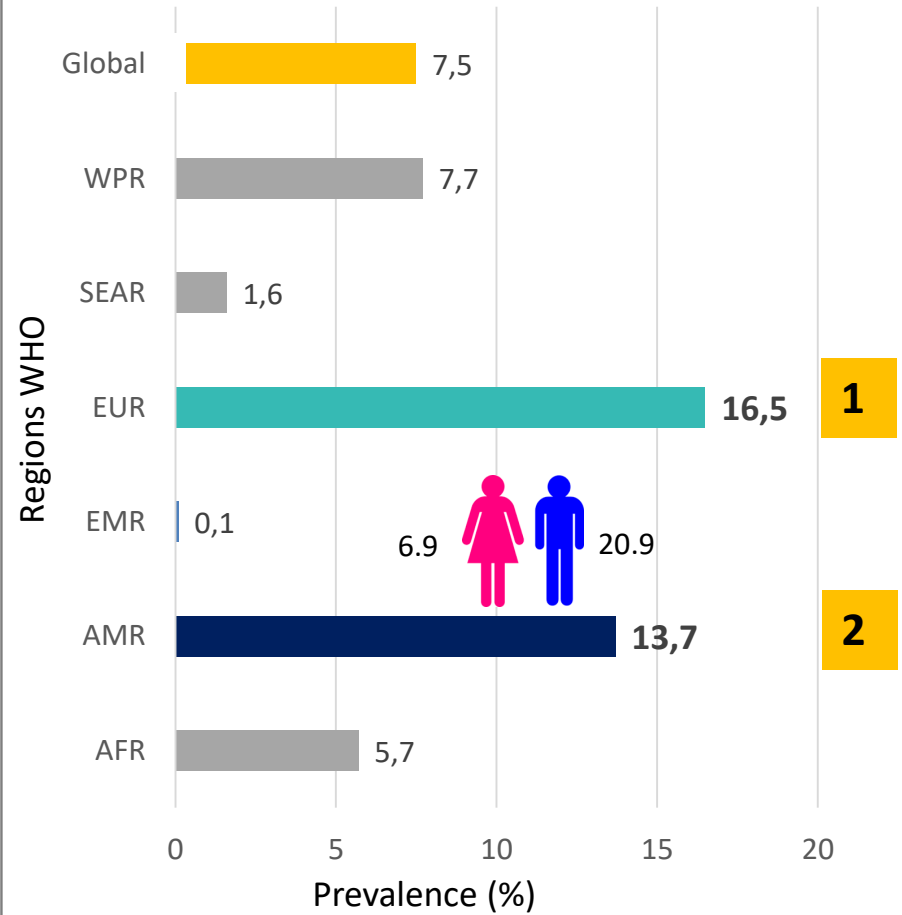
	Individual	Family	Work	Society
Health harm	Morbidity and mortality by diseases caused or worsened or associated with alcohol	Trauma; stress in the family; FASD; domestic violence	Trauma	Acute or long hospitalizations for health problems
Social harm	Decrease of cognitive capabilities (blackouts, hours of intoxication); less social role loss of friends; stigma	Problems with the parental, partner, caregiver role	Problems with colleagues, others have to compensate for the low productivity	Social costs, vandalism
Economic harm	Dependent on the society/ social security; loss of employment; absenteeism; homelessness	Financial problems due to health or social problems or impact on the finance in the family	Absenteeism and other loss of productivity (less performance, short-or long-term disability; replacement in case of death or disability permanent	Loss of productivity; costs with health; costs with the legal sector (police, courts, jail)

Alcohol consumption in people 15 years and over

Total alcohol consumption per capita (15 + years) by region WHO, 2010.



Episodes of excessive consumption (15 + years) by region WHO, 2010.

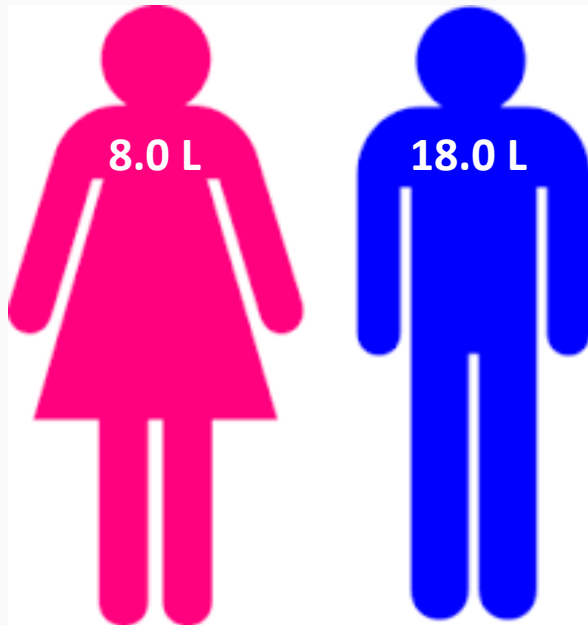


Source: WHO, 2014. Global status report on alcohol and health 2014.

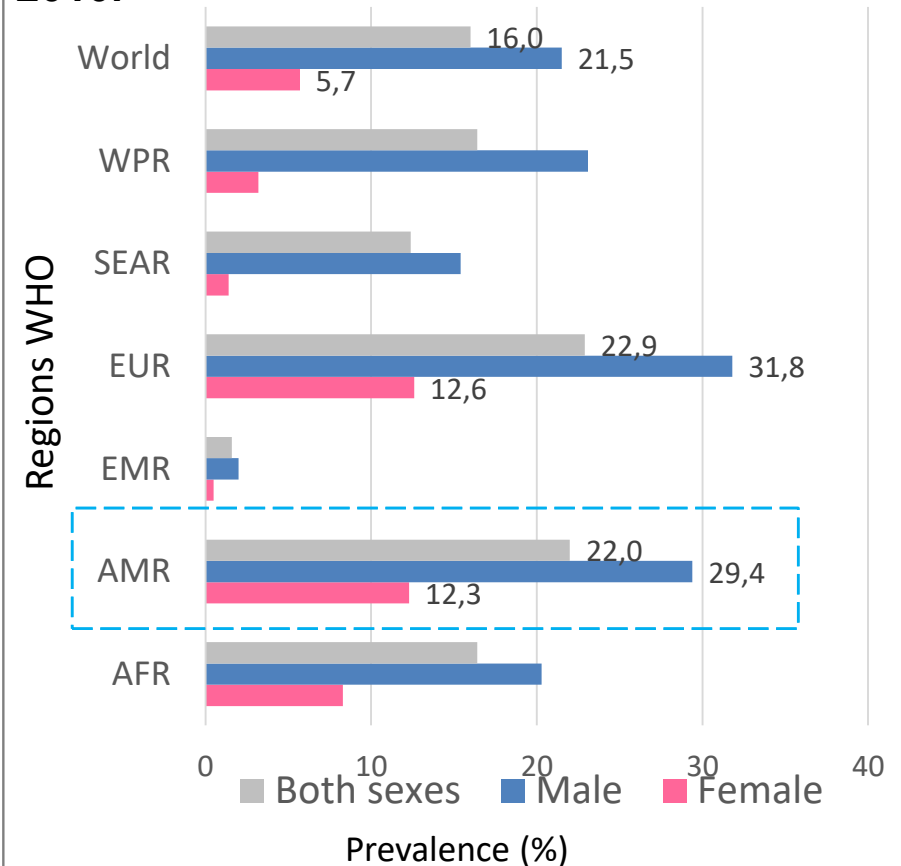
Alcohol consumption among consumers (15 years and over)

Total per-capita alcohol consumption (Litres of pure alcohol – L) among **Consumers**, 2010.

Americas: 13.6 L



Prevalence of episodes of excessive consumption (%) among drinkers 15+ years, 2010.



Source: WHO, 2014. Global status report on alcohol and health 2014.

Prevalence of use disorders by sex

Women

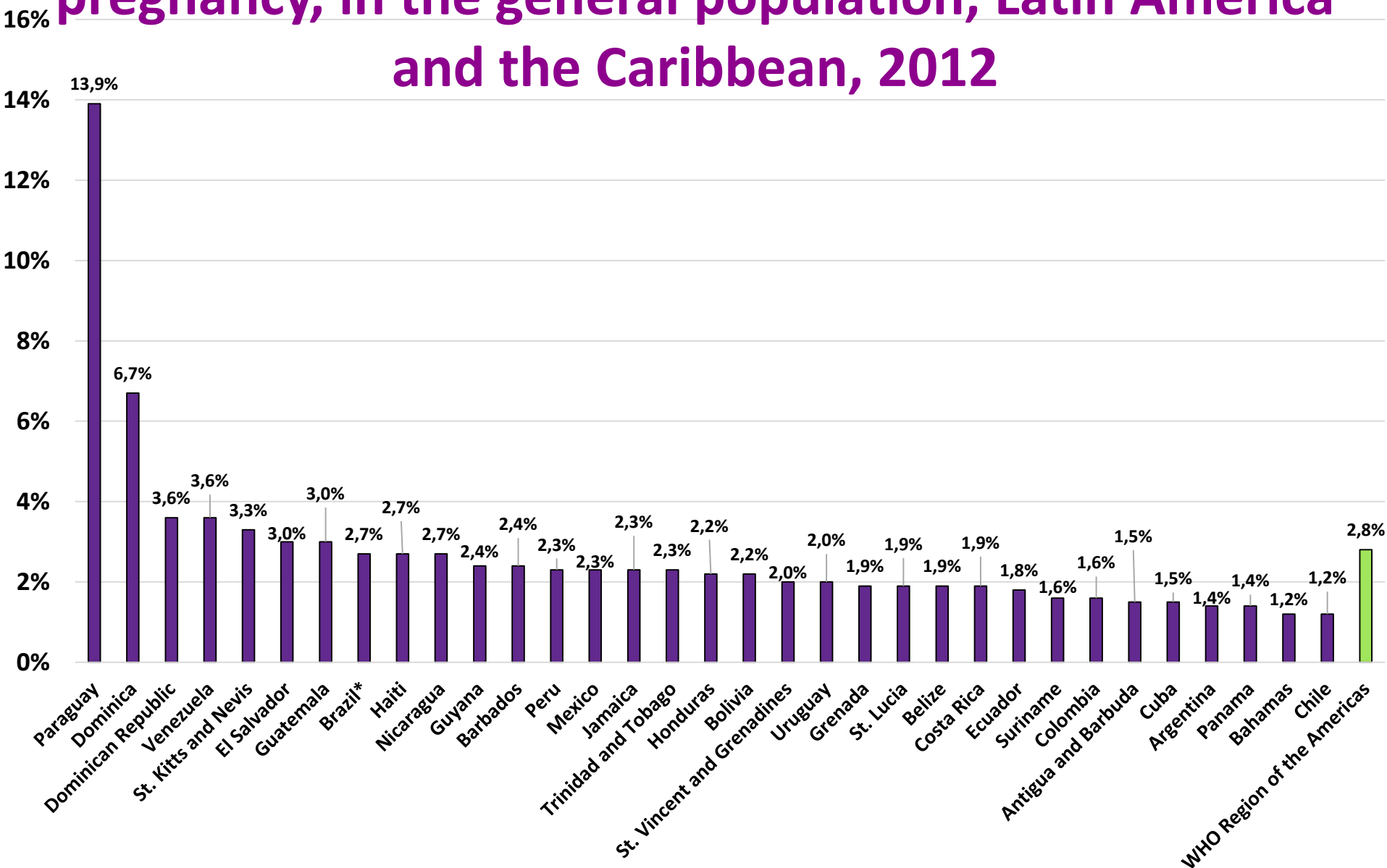


Men



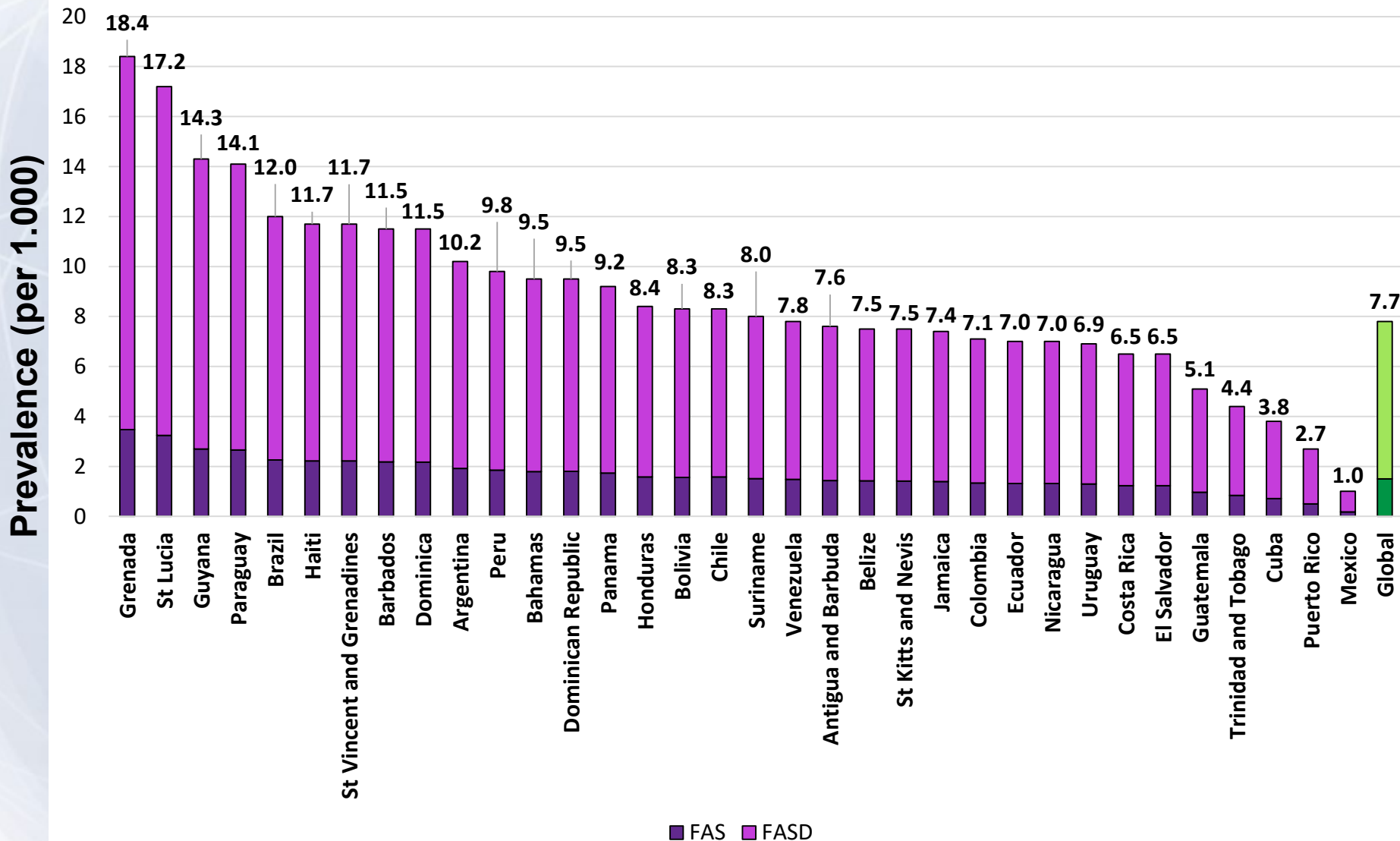
Source: WHO. *Global status report on alcohol and health 2014.*

Prevalence of excessive episodic drinking during pregnancy, in the general population, Latin America and the Caribbean, 2012

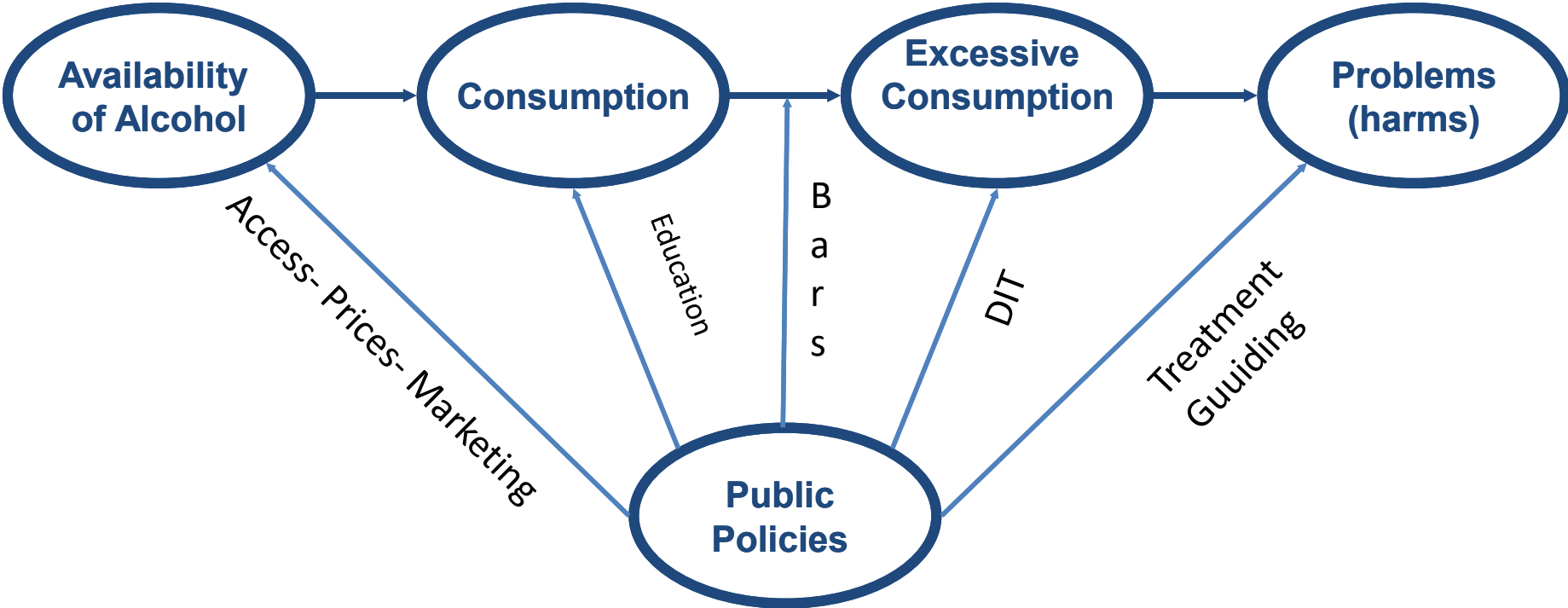


*Estimate of binge drinking during pregnancy based on a meta-analysis of the current literature

Prevalence of FAS and FASD in Latin America and the Caribbean, 2012



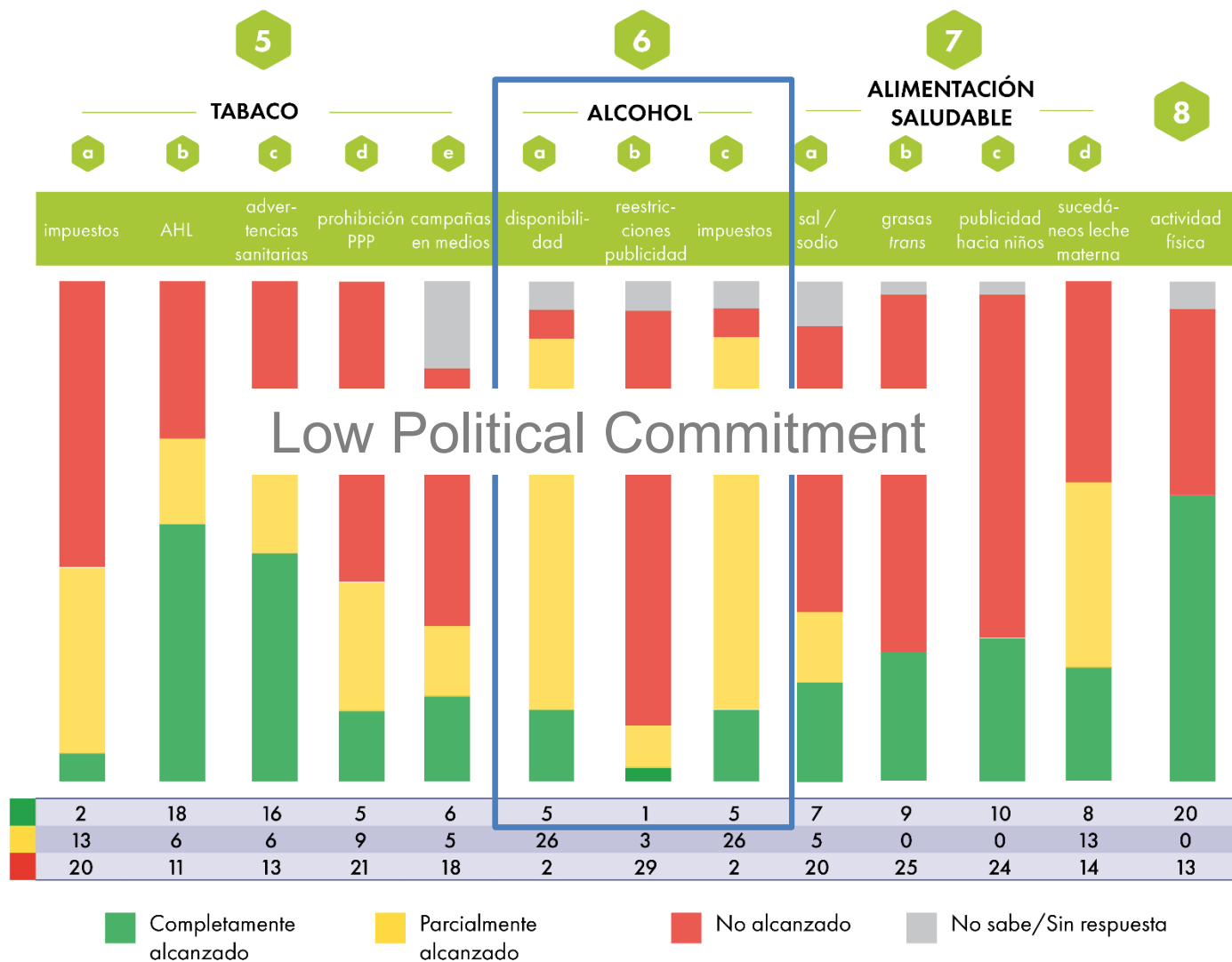
What to do to prevent and treat?



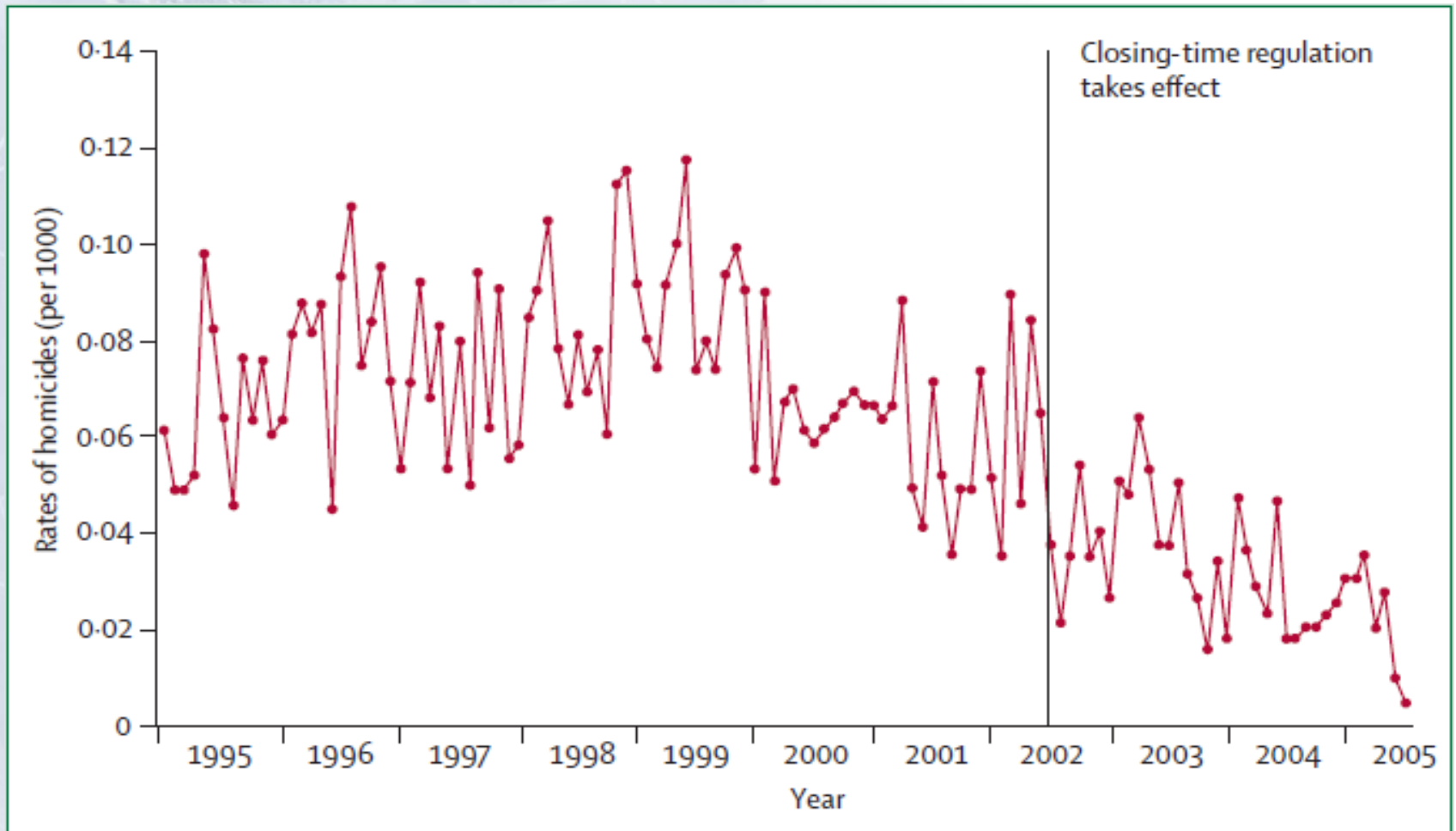
More cost-effective measures for low-and middle-income countries

Harmful use of alcohol (> 50m DALYs; 4.5% global burden)	Restriction of access to alcohol	Combined effect: 5-10 m DALYs avoided (10-20% of the impact of alcohol)
	Prohibiting or regulating marketing	
	Increasing taxes	

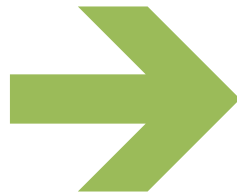
3rd UN high-level meeting – Indicators of progress of risk factors for NCD – Region of the Americas



Limiting of opening times: effects on homicides in Diadema, Brazil (1995-2005)

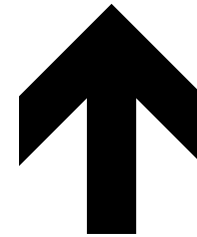


When alcohol selling points increase...



So do the problems:

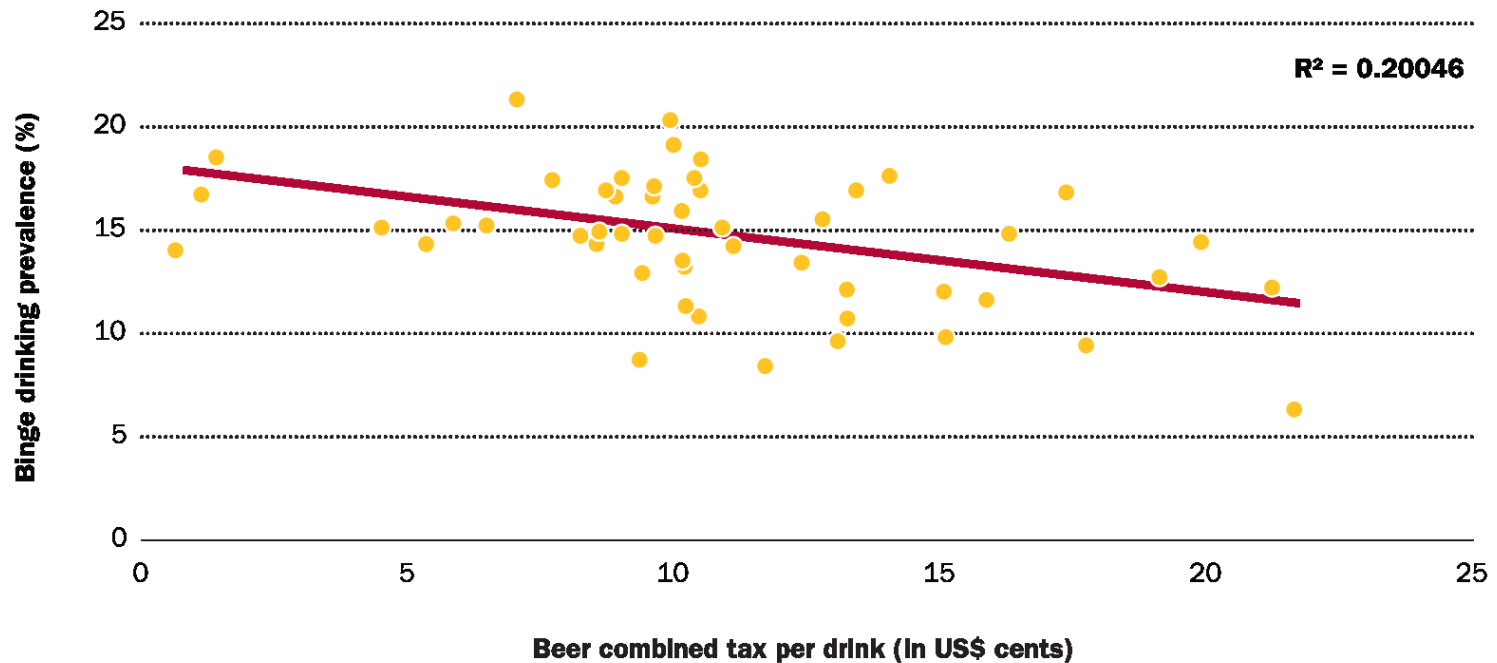
- Violence/Crime¹
- Sexually transmitted infections²
- Noise³
- Injuries⁴
- Property damage⁵



Sources: 1. Speer et al. 1998; 2. Scribner et al. 1998; 3. Livingston et al. 2007; 4. Holder et al. 2000; 5. Donnelly et al. 2006.

Increasing taxes works!

FIGURE 29. Relationship between levied beer taxes and the prevalence (%) of binge drinking, by state, United States of America, 2010.



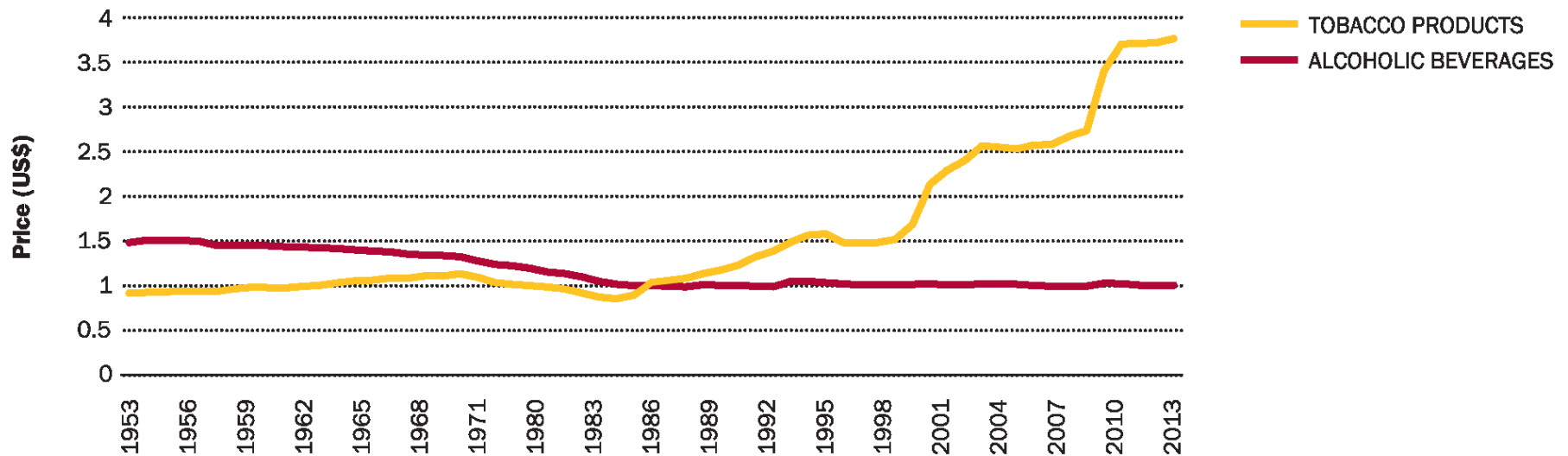
Note: Each yellow dot represents a different U.S. state.

Source: Xuan Z, Chaloupka FJ, Blanchette J, Nguyen T, Heeren T, Nelson TF, Naimi TS (2014). The Relationship between Alcohol Taxes and Binge Drinking: Evaluating New Tax Measures Incorporating Multiple Tax and Beverage Types. *Addiction*. doi: 10.1111/add.12818.



But drinks are still very cheap

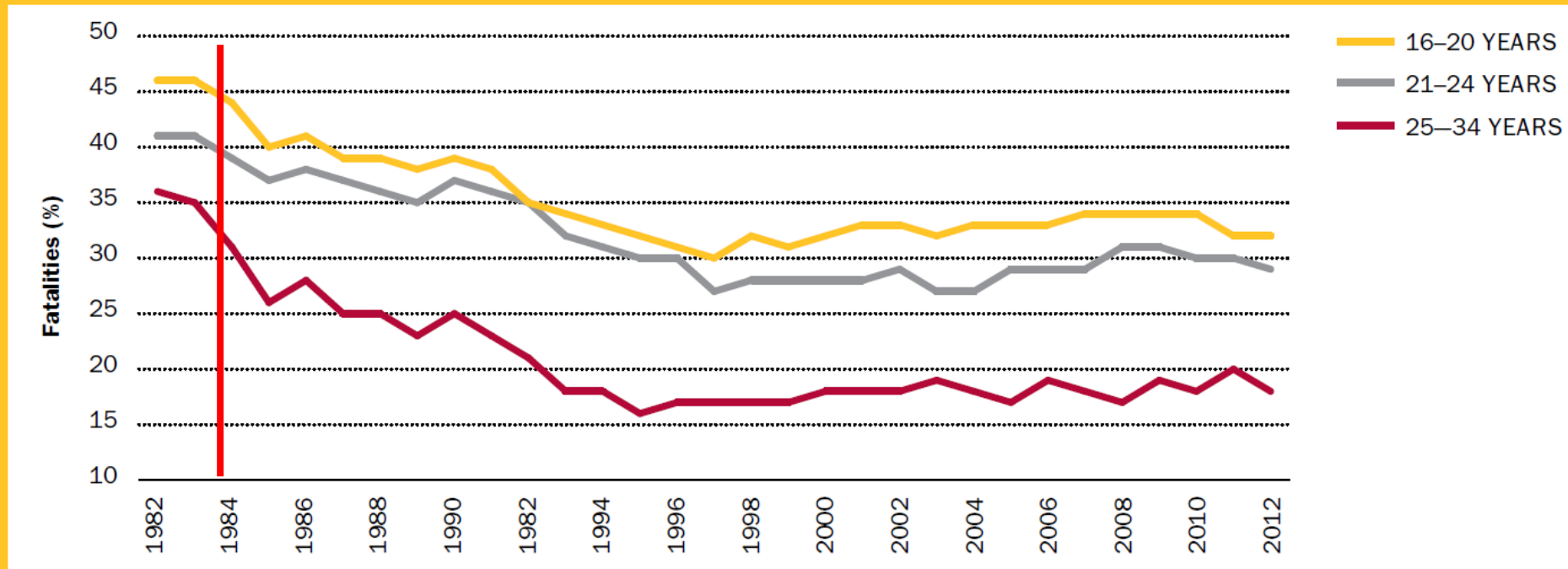
FIGURE 30. Prices of alcoholic beverages and tobacco products relative to the consumer price index, United States of America, 1953–2010.



Source: Chaloupka F (2014). Alcoholic Beverage and Tobacco Product Prices, Relative to CPI, United States, 1953–2013. Consumer Price Indexes (CPI) from U.S. Bureau of Labor Statistics. Washington, DC.

Increasing the minimum age for consumption works!

FIGURE B2. Percent of automobile-related fatalities among drivers with a blood alcohol content of 0.08 or higher, by age group, United States, 1982–2012.



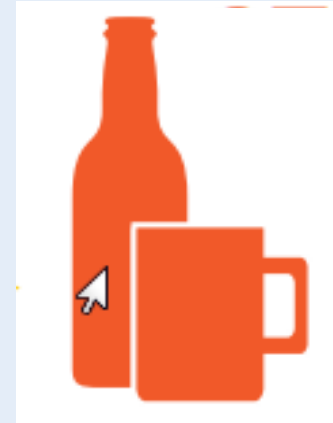
Note: NHTSA estimates alcohol involvement when alcohol test results are unknown. For more information, see page 7 of this report.
Source: United States, Department of Transportation, National Highway Traffic Safety Administration, Traffic Safety Facts, 2012, page 10.

*** National Minimum drinking Age Act was signed into law in 1984**



Effective interventions – road safety

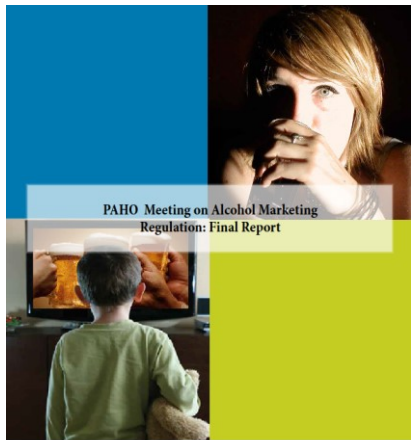
- Establish laws on the limits of BrAC
- Establish minimum alcohol-related age laws
- Specify penalties
- Specify compliance mechanisms



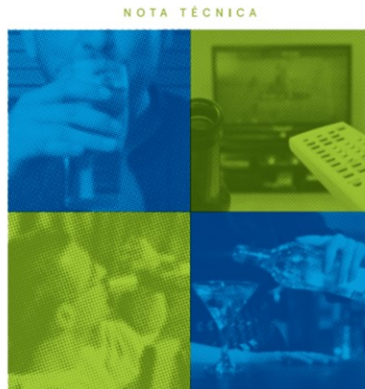
Driving laws under the effects of alcohol should be based on the of breath alcohol concentration (BrAC) of no more than:

0.05 g/dl

REGULATING PROPAGANDA, SPONSORSHIP AND PROMOTION OF ALCOHOL

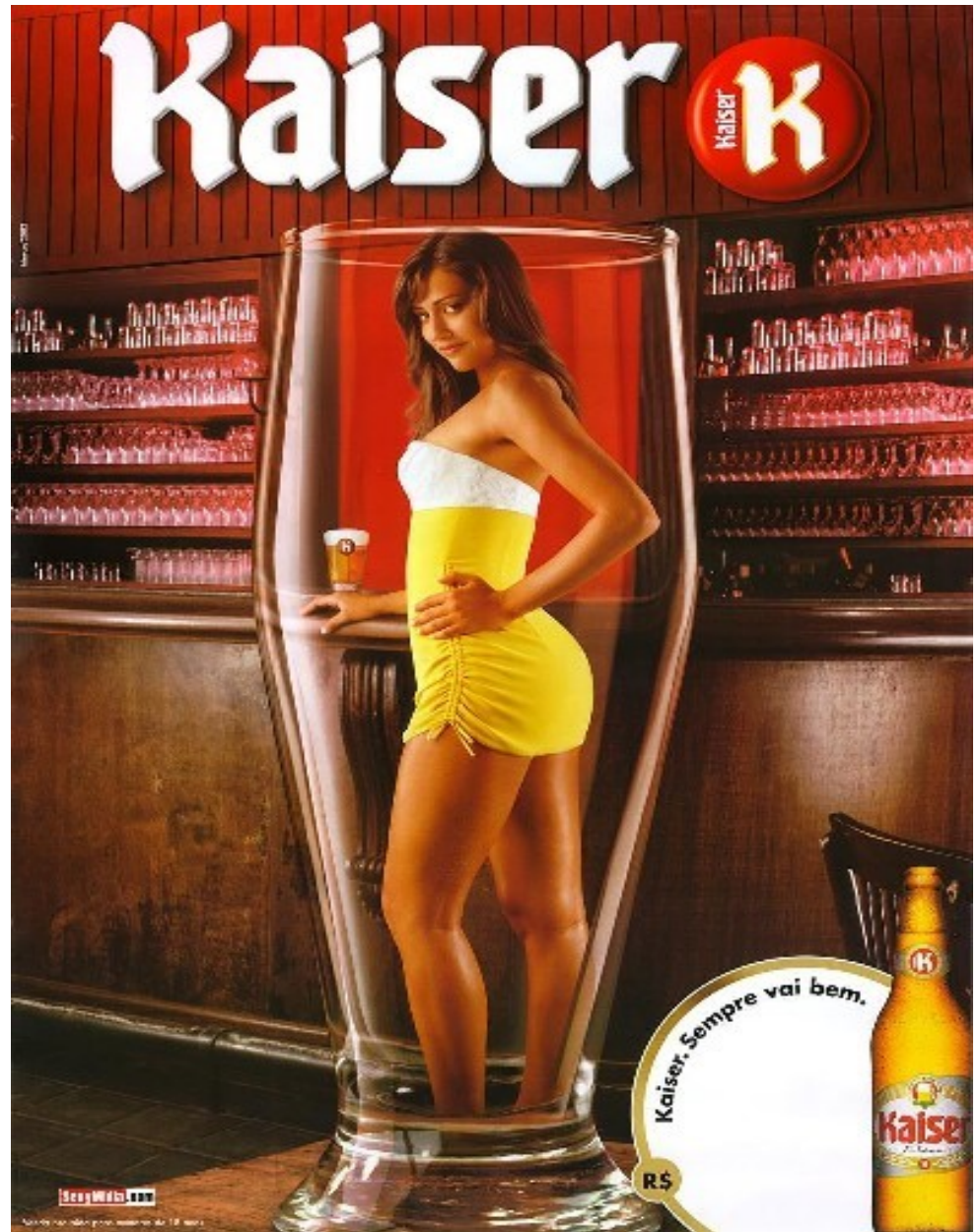


Pan American Health Organization
World Health Organization
Organización Panamericana de la Salud
Organización Mundial de la Salud



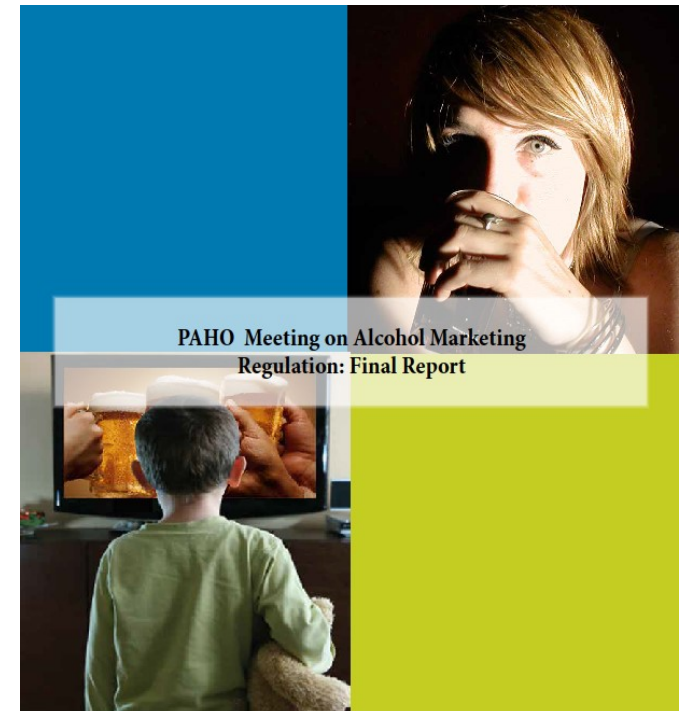
Antecedentes acerca de la reglamentación y el seguimiento de la comercialización de las bebidas alcohólicas para la protección de la salud pública

Organización Panamericana de la Salud
Organización Mundial de la Salud



Summary of evidence

- Youth are more exposed than adults
- Exposure associated to early and excessive use
- Self-regulation codes are ineffective
- Brand advertisements increase the effect of marketing on consumption
- Marketing increases the purchase and consumption of alcohol



http://www2.paho.org/hq/index.php?option=com_content&view=article&id=13130&Itemid=40342





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Your Fast Track to Tight Abs, Butt and Thighs

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Eat Your Veggies
7 Tasty, Satisfying Dishes

PIZZA, CHIPS, ICE CREAM...
Our Guilt-Free Shopping List, p.158

Join the Motherboard!
OPEN FOR DETAILS

JULY/AUGUST 2010 \$3.50
FITNESSMAGAZINE.COM



Beer With Benefits

What's hot in ale? Tea. Coffee has been used to flavor porters and stouts, and now java's cousin is getting in on the action. Sure, you'll get more bang for your antioxidant buck from fruits and veggies, but, hey, every little bit counts. Wondering what the latest combo of two brews in one tastes like? We chose our top three earls gone wild. —Sarah D'Angelo



< BluCreek Zen IPA

The India pale ale-green tea mash-up was the fave. "It's refreshing—similar to a traditional IPA," says senior fitness editor Lindsey. (blucreek.com)

MateVeza Yerba Mate IPA >

Testers enjoyed the fruity flavor of this brew, made with South American yerba maté. Special projects editor Caroline put it simply: "Yummy!" (mateveza.com)

< Ineeka Organic Green Tea Bier

This ginger-tinged Belgian-style ale tastes more like herbs than hops. "A good option for people who don't love the flavor of beer," says associate beauty editor Ayren. (ineeka.com)





ADVERTENCIA: EL ABUSO DE LA BEBIDA PERJUDICA LA SALUD. I.H.A.D.F.A

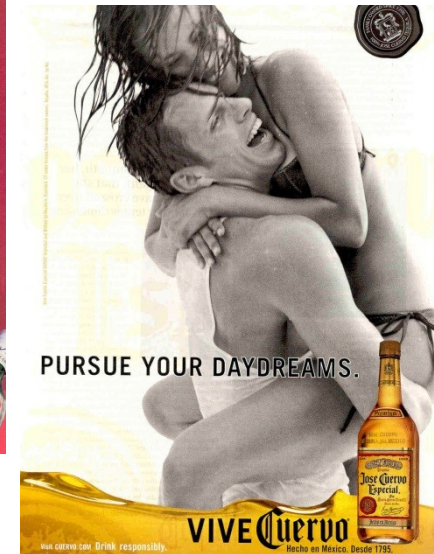
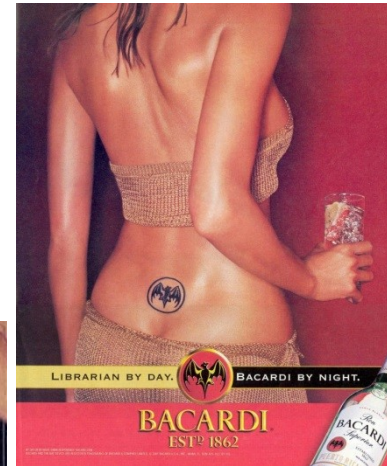
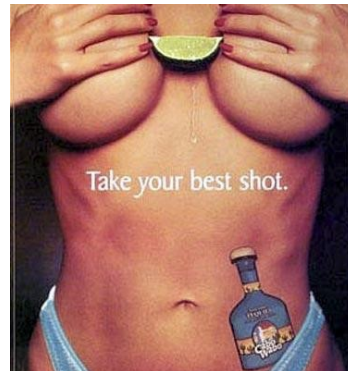
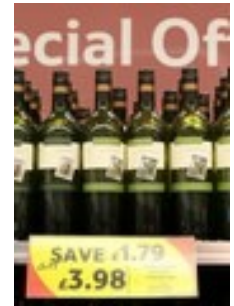
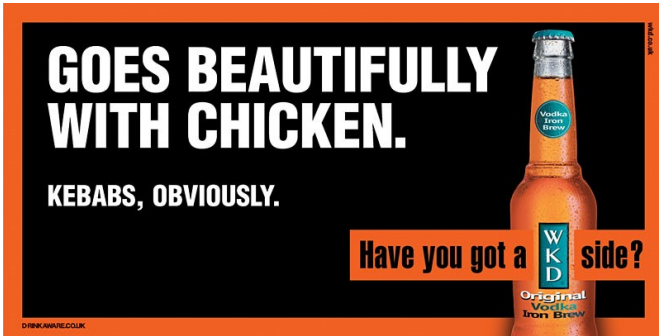


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Examples of violation of all self-regulation codes



Images sourced from
Google images

ALCOHOL, breast cancer and advertising

RECIPES & PAIRINGS
SHERYL'S SELECTIONS

CHATEAU ST JEAN

ENTER FOR A CHANCE TO
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WITH
SHERYL CROW
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SHARE YOUR NOTES OF HOPE AND YOU COULD WIN
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FOR EVERY BOTTLE OF CHATEAU ST. JEAN YOU
BUY THIS OCTOBER, \$1 WILL BE DONATED
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Materials from
AlcoholJustice.org

The Diversity of supply

Open Bar = Single Price to drink all night

Promotion of intoxication

31/10 23hrs
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AMNESIA
EDIÇÃO PECADOS

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traje branco | FESTA NEON | tinta neon

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7 pecados...
...7 bebidas

Universitário
com carteirinha
R\$20 (1º lote)
R\$25 (2º lote)
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R\$30 (Lote único)
R\$40 (Portaria)

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- SALOMÉ BOUTIQUE - Rua 3, nº1514
- WAIMANALO - Shopping Rio Claro

R
\$20.00???
(US \$5.00)

19.01
SAB/23h

FUCK YEAH!
É OPEN BAR

No som:
Drug
Ricardinho F.
DarkKmila
e convidados

DARK ROOM
PRIVATE ROOMS

cerveja, whisky,
vodka, refri,
agua, energetico
e tequila

R\$ 35 antecipados no show - FUSE - R\$ 45 na lista em abstratti.com.br/listas - R\$ 50 na hora

APÓIO: PROVÍNCIA ROCKBOX citrus

REALIZAÇÃO: ABSTRATTI PRODUTORA LOCAL: Madrigal

Av. Farrapos, 1361

Drinks with more alcohol in one only container: "Binge in a can"

THE HYORILLA & COLT 45 PRESENT



Blast in a Glass

WEDNESDAY APRIL 6TH AT THE CLERMONT LOUNGE BACKBONE DUNGEON FAMILY IN THE BUILDING MAYHEM ATLANTA'S OWN BASS JUGGANHOT SHAKIN' UP THE CLERMONT FOR THE FIRST TIME MIGHTY HIGH COUP FILMING THEIR NEW VIDEO "BOOM" KILLER & THE SAVAGE • DJ FRANKIE D

SEE ALL NIGHT LONG! • ALLKIDS 21+ WITH ID • BOOKS AT THE CLERMONT • 40% OFF THE PRICE OF BEER, 40% OFF THE PRICE OF COGS NOW AVAILABLE IN GEORGIA, COME TASTE IT FOR THE FIRST TIME AT BLAST IN A GLASS



9.9% ALC/VOL

9.9% ALC/VOL

PREMIUM MALT BEVERAGE WITH NATURAL FLAVORS CAFFEINE, GINSENG, TAURI AND FD&C YELLOW #5 & 6

11% ALCOHOL	four	2.59	+TRX	11% ALCOHOL	four	2.59	+TRX
FRUIT PUNCH FLAVOR				LOKO UVA			



CORPORATE SOCIAL RESPONSIBILITY

Non-alcoholic drinks

Stella Artois Buy a lady a drink



Health response

- Risks/Harm vs. Dependence
- Early detection in primary care with brief interventions
- Community and primary care system-based treatment
- Social services and support systems for recovery

Treatment In the Dependence



Interventions
Brief

Services and Health in Women

Greater stigma in primary and pre-natal care

Greater stigma in the population

Less availability of services for women and services that favour treatment and recovery

There is no public education about the risks of the use of alcohol during pregnancy

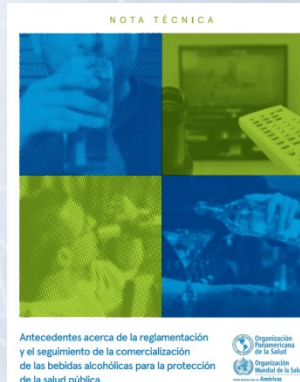
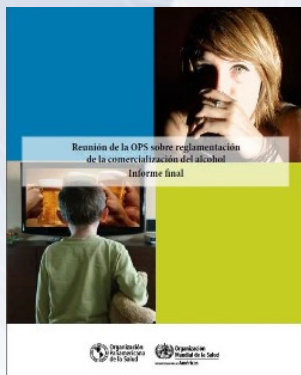
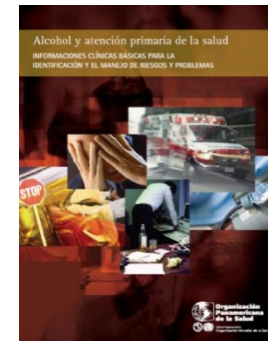
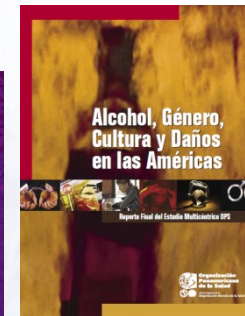
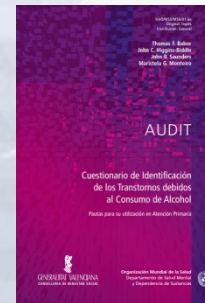
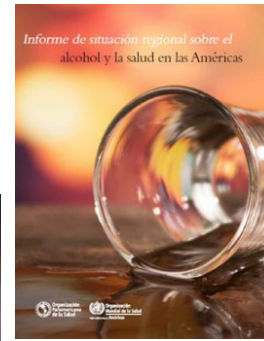
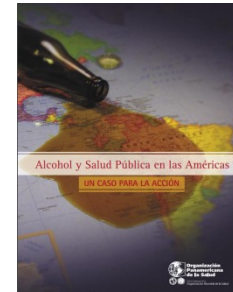
Few services early detection of cases and support to children with disabilities and their families

Conclusions

- Women are more vulnerable to the effects of alcohol (biological, economic and social), when compared to same consumption by men
- The inequity of gender is associated to the harms of alcohol in the society
- Alcohol aggravates violence against women, when the perpetrator uses it and is violent
- Its consumption during pregnancy is unnoticed by health professionals and like this they do not benefit from the information, support and treatment necessary to protect their fetus
- Propaganda exploits the inequities and keeps the stereotypes of machismo and abuse in the woman while at the same time using the concept of equity to sell more alcohol to women
- They have less access to treatment and support services when they are dependent
- They suffer isolation in the family and community when dependent

Information for political action

- Monitoring alcohol use.
- Alcohol in primary health care.
- Alcohol, health and development.
- Alcohol in developing countries.
- Prevention of alcohol-related injuries.
- Alcohol and public health policy
- Alcohol and partner violence.
- Regulation in alcohol marketing.



Virtual Tools PAHO/WHO

Self-Learning free courses, open to all

- Policy of Alcohol and Health Public
- AUDIT IB
- ASSIST IB
- Drugs policy and health public
- Advocacy for public policies on alcohol
- Alcohol during pregnancy

<http://www.campusvirtualsp.org/?q=en>



Regional networks

PANNAPH (Pan American Alcohol and Public Health Network)

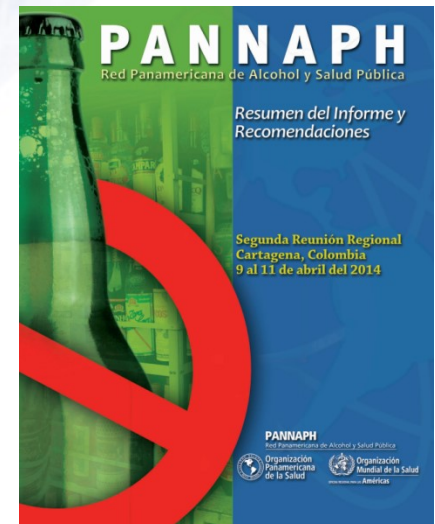
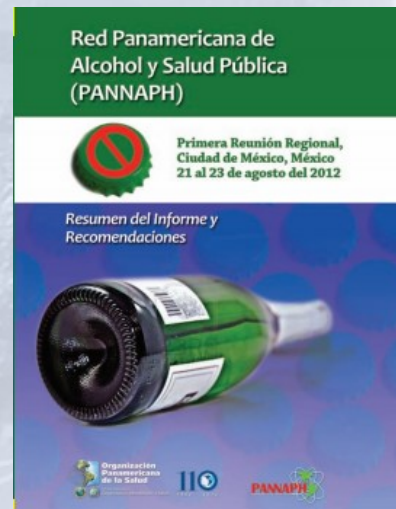
- 2 on-site meetings (2012, 2014).
- Web page and mailing list server (Listserv) with 210 Members: PAHO focal points, MOH , NGOs, collaborating centers and some researchers. About 900 messages were sent since 2012.
- The global survey on Alcohol and Health (2011, 2014, 2015, 2016).

INEBRIA LATINA

- About 215 Members, Web page, newsletter and Listserv Webinars.
- Meetings in Ribeirão Preto (2008); New York 2017, **Chile 27-28 September 2018.**

Support from other networks

- The Healthy Caribbean Coalition
- The Latin NCD Coalition
- The CARMEN Network
- GAPA



WHO E-Portal

- <https://www.saberdealcohol.org.mx/> Spanish
- <https://www.informalcool.org.br/> Portuguese
- <https://www.alcoholwebindia.in/> English



Thanks a lot!
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**Organización
Panamericana
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