

2022 Resource for ADAP grantees and partners

Each April, national **Alcohol Awareness Month** (a public health awareness campaign sponsored by the National Council for Alcoholism and Drug Dependence) increases awareness and understanding of the causes and treatment of alcohol use disorder by encouraging communities to discuss the impacts of alcohol use and reduce the stigma associated with alcohol addiction.

Alcohol use trends in Vermont

Compared to the US, Vermont has higher rates of... (2019/2020 [NSDUH](#))

- Alcohol use (56.3% vs. 50.4%, respectively)
- Binge drinking (23.6% vs. 23.1% respectively)
- Alcohol use disorder (12.4% vs. 10.2%, respectively)

Alcohol Use and Mental Health During COVID-19

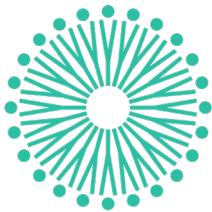
Youth and young adults reported: ([ADAP](#))

- Changes in their substance use, with some reporting increases in alcohol use
- Many aspects of their life to be a little or a lot worse
- Increases in their emotional distress

Adults reported:

- Elevated levels of adverse mental health outcomes, substance use and suicidal ideation ([CDC](#))
- Using alcohol and other drugs “a little” or “much” more than (by those who use these substances) ([SAMHSA](#)), including 30.1% of respondents of a survey ([SAMHSA](#))
- Increased frequency of alcohol use by 14% across all survey participants in a survey conducted in 2019 and 2020 ([SAMHSA](#))

Vermonters are reaching out for help



VT Helplink
Alcohol & drug support center

802.565.LINK • VTHelplink.org

VT Helplink is a free and confidential alcohol and drug support and referral service offering personalized assistance from caring, trained treatment and recovery specialists.

Among people who accessed VT Helplink in 2021, alcohol was reported most often as the primary substance of concern.



Alcohol Awareness Month – April 2022

Resource for ADAP grantees and partners

Alcohol Awareness Month main messages

Each year, the Health Department selects a theme to be the focus of **Alcohol Awareness Month** messaging.

For 2022, the focus is on the impacts of the COVID-19 pandemic on alcohol use behaviors. The main messages include:

- 1. You may have noticed changes in your drinking habits:** Drinking more or more often
- 2. You are not alone:** Many have reached out with questions
- 3. VT Helplink is here to help:** Reach out to talk at VTHelplink.org

Planned outreach

- 1. Press Release** from the Department of Health in the first week of April
- 2. Social Media Posts** on Department of Health channels throughout the month
- 3. Front Porch Forum Posts** through the Department of Health account

Invitation for grantees and partners to participate

- 1. Prioritize** communicating about alcohol during the month of April
- 2. Utilize** [Partners in Prevention](#)'s **Alcohol Awareness Month** toolkit
- 3. Share** social media posts from the Health Department

Facebook.com/healthvermont
Instagram.com/healthvermont
Twitter.com/healthvermont



#AlcoholAwarenessMonth