



Michigan Council on Alcohol Problems

MICAP / RECAP

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AADIF / MICAP

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Certain YouTube™ Videos Associated with Alcohol Consumption

This article is from a longer work by Linnette Wong, PhD,
and published in the *Journal of Alcohol and Drug Education*,
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condensed by Rev. W. J. (Bill) Amundsen,
MICAP Board Member and Treasurer

Alcohol consumption is common among U.S. adults. The study was to describe the source and content of the most widely viewed YouTube™ videos associated with alcohol consumption. Over 21 million videos were viewed (of course they were viewed many times each and by different persons). Most of those uploaded mentioned the risks of drinking and advised viewers to quit. Many also referred to previous studies or research. But these minimal suggestions seemed to have little or no effect in causing the viewer to cut back or stop drinking. Indeed many of them had the opposite affect and seemed to encourage the viewer to imbibe.

Alcohol consumption and misuse are significant public health and social problems in the U.S.

86.3 % of adults age 18+ have used alcohol in their lifetime.

70.0% have done so in the last year.

55.3% have done so in the last month.

26.5% of people 18+ have engaged in Binge drinking in the last month.

And 6.6% of people 18+ have engaged in heavy drinking in the last month.

Regarding under-aged drinking, a 2018 study in the U.S. shows 401,000 adolescents, age 12-17 had Alcohol Use Disorder (AUD). That was about 173,000 males and 227,000 females, or 1.4% and 1.9% respectively

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Certain YouTube™ Videos Associated with Alcohol Consumption!

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In modern society behaviors are often encouraged by various electronic devices, mobile apps, social media, etc.,. YouTube™, a free video-sharing service is one of these. It was the 4th most accessed in 2007. Altogether, viewers watch over one billion hours of YouTube™ daily.

Using electronic devices, researchers accessed YouTube™ for **alcohol consumption** and **drinking**. By electronic means, 84 videos were chosen and analyzed for content, frequency of watch and time spent watching. These data were statistically calculated. In all, they were seen by the viewers 255,233 times each. The length of each video was longest in those provided by health and medical professions. The video length was shortest in those provided by companies selling their products. Over 88% mentioned the risks of drinking (including company videos) and over 86% advised quitting drinking

The take-away from this brief study is that today's adolescents and young adults are saturated in social media, such as YouTube™ which promotes user-generated content. Alcohol-related contents are frequently created and consumed by adolescents and young adults viewing social media sites. The alcohol references displayed may influence viewers and also be indicative of actual alcohol use.

Out of this study, I am suggesting that mentors of youth and young adults become familiar with such social media sites and be bold to share both corrections to misinformation on the media; and to fill in omitted information regarding risks for those choosing to imbibe. This, of course, has ramifications for persons in leadership positions in churches, temples, schools, youth groups, and young adult organizations.

Dementia and Alcohol

By Janine Kravetz, MICAP Board Member

According to Drs. Dean and Aiesha Sherzai, neurologists and researchers in the field of Alzheimer's and dementia, alcohol plays a role in the increased risk of dementia.

Alcohol is a neurotoxic chemical and a sugar-based product which directly damages brain cells, especially the connections between neurons. Although drinking a glass of wine may have some benefit, it appears the benefit is not necessarily from the alcohol itself but from the experience and relaxation that come with the glass of wine.

The data on alcohol and brain health point to the benefits of reducing alcohol as much as possible. Even moderate drinking which is defined as no more than one drink a day for women and two for men, is associated with shrinking in the areas of the brain associated with cognition and learning. A British study showed that moderate drinkers had three times the risk of hippocampal shrinkage whereas participants who consumed four or more drinks per day had six times the risk.

The recommendation of these two doctors is if you don't drink alcohol, don't start. If you do drink alcohol, limit it to no more than one to two drinks per week in social settings.

Legislative Updates as of 08/19/2022

- HB4115 (Extending alcohol sales until 4:00 a.m.). Passed the House March 18, 2021 and has been sitting in the Senate Regulatory Reform committee since March 23, 2021.
- Public Act 101'22 was signed by the Governor on June 14, 2022 with immediate effect. This allows an individual that is 17 years old to sell or serve alcoholic liquor provided they undergo server training and are supervised by someone age 18 and older. Prior to this law a person had to be age 18 to do this work.
- Public Act 136'22 will allow bars and restaurants to put in self-service wall taps so customers can serve themselves alcohol. This would

be for beer, wine, and mixed spirit drinks and could dispense up to 96 ounces.

- [Public Acts 121'22, 122'22, and 161'22](#), allows children age 16 to stock shelves with alcohol and create alcohol displays in alcohol licenses. Prior to these laws passing a person had to be age 18 to do this work.
- [HB5731](#) would allow certain veterans organizations to obtain an on-premises liquor license without regard to any local population restrictions. No change on the status of this bill and it has been sitting in House Regulatory Reform since February 10, 2022.

Update on Utah's .05 BAC Law

In 2017, the Utah legislature passed HB 155, "Driving Under the Influence and Public Safety Revisions." The bill took effect on December 30, 2018.

According to a study done by the National Highway Traffic Safety Administration published in February 2022, the fatal crash rate reduction from 2016 (last full year before law was passed) to 2019 in Utah was 19.8%. The reduction occurred even despite increased vehicle miles traveled. In comparison, the rest of the U.S. showed a 5.6% fatal crash rate reduction during the same time period.

In 2016, alcohol sales in Utah were \$405,911,000 (rounded to nearest thousand dollars). In 2020, alcohol sales were \$500,212,000 showing this law did not affect alcohol sales.

MICAP's Vision for the Future

2022 has been a pivotal year for the Michigan Council on Alcohol Problems.

In December of 2021, the organization was awarded a grant from the Coalition Community Change (C3) Program. These federal funds were made available as part of a broad capacity building effort to strengthen organi-

zations that have a clear mission addressing substance misuse prevention. The funding is helping MICAP improve our organizational impact through enhanced outreach efforts, coalition building, board development and strategic planning.

This month, our Board of Directors gathered for a Strategic Planning Retreat at the St. Francis Center in Dewitt, Michigan, made possible by this grant. It was the first opportunity in over two years that the MICAP board has been able to gather in person to freely ask questions and share ideas to assert our goals for the coming year, and to prepare a new 5-year strategic plan.

In 2023, MICAP will be focused on growth in nearly every area, with goals to increase our readership, build a broader social media presence, and increase opportunities to collaborate with like-minded organizations to amplify our efforts. Through this publication and community outreach, we will remain dedicated to increasing our influence on Michigan lawmakers while keeping our supporters informed about the policies being brought forward, especially those that pose tremendous risk and are prone to cause more harm.

Our long term growth is also dependent on our ability to build and sustain our team to implement and support all we wish to accomplish. The expansion of MICAP's staff and the growth of its Board of Directors to its full potential are a large part of this broader vision, and all that can be made possible with more empowered voices and experience at the helm.

It is always challenging to imagine what the future will look like, especially when anticipating what social, cultural and policy shifts may take place in 5 years time. What is certain is MICAP's renewed commitment to its mission to reduce the harm caused by alcohol and drug use.

Of course, to accomplish our goals, the donor support we enjoy must also grow. We appreciate you sharing the mission of MICAP with others and we encourage your year-end donations this giving season. Check out the back page for a list of ways you can help us reach our goals!



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You can help us reach our goals in 2023.

The Michigan Council on Alcohol Problems is privileged to benefit from the funding and resources recently made available to us through the Coalition Community Change Program Grant. Building our capacity to engage more supporters, inform on the consequences of substance misuse and influence impactful legislation is at the core of our mission to reduce the harm associated with alcohol and drugs. Yet we cannot do this alone.

Your ongoing support can take various forms and we encourage you to contact us about ways you can help us reach our goals. Just email us at info@micap.org if you are interested in any of these opportunities.

- If you have a passion for advocacy and public policy, consider becoming a legislative advocacy volunteer for MICAP in your voting district.
- The expansion of our Board of Directors calls for a diverse set of talents, experiences, and connections. If you or someone you know might be interested in serving MICAP in this or other potential support roles, please contact us. We would love to hear your ideas.
- As part of our continued efforts to introduce and promote MICAP as a long-trusted source of information, we welcome the opportunity to present our mission and opportunities to get involved. If your congregation, coalition or community group would like to hear more about who we are and what we do, email us!
- As the holiday season approaches, we hope you will include MICAP in your charitable plans for year-end-giving so that we can continue to provide our readers and friends with the knowledge, understanding and compassion required to reduce the harm that substance abuse inflicts on our families, friends, and neighbors. Please use the enclosed envelope to remit your gift. MICAP is grateful for your support.