

COVID-19, Stress & Alcohol

It would be an understatement to say our current reality is stressful. However, it appears COVID-19 and the 2020 election have greatly influenced alcohol sales and use. Research shows that women are more likely to drink due to stress or negative events while men drink for positive reinforcement. Prior to the pandemic, the rates of Alcohol Use Disorder in women had risen by 84% over a ten year period. This same research shows that drinking due to negative or positive effects is the same in adolescence. Adolescent girls are more likely to drink to cope with negativity.

Source:
MacKenzie R. Peltier, Terril L. Verplaetse, Yann S. Mineur, Ismene L. Petrakis, Kelly P. Cosgrove, Marina R. Picciotto, Sherry A. McKee,
Sex differences in stress-related alcohol use, Neurobiology of Stress, Volume 10, 2019, 100149, ISSN 2352-2895, <https://doi.org/10.1016/j.ynstr.2019.100149>.



262%

Increase in online sales of alcohol nationwide

Changes in Adult Alcohol Use and Consequences During the COVID-19 Pandemic in the US
Published in: Substance Use and Addiction, Volume 3, Issue 9 (September 2020). doi: 10.1001/jamanetworkopen.2020.22942



19%

Increase in overall frequency of alcohol consumption for adults 30 to 59 years old

Alcohol Consumption Rises Sharply During Pandemic Shutdown; Heavy Drinking by Women Rises 41%
<https://www.rand.org/news/press/2020/09/29.html>



41%

Increase in Heavy Drinking (4 or more within a couple hours) for women

Alcohol Consumption Rises Sharply During Pandemic Shutdown; Heavy Drinking by Women Rises 41%
<https://www.rand.org/news/press/2020/09/29.html>



68%

Increase in alcohol sales via the Drizly app on election day

USA: Big Alcohol Cashes In On Election
<https://movendi.ngo/news/2020/11/09/usa-big-alcohol-cashes-in-on-election/>



<https://www.prevention.org/alcohol-policy-resource-center/>

What you can do:



Review your local data to choose evidence-based policies and strategies to reduce use rates. This can include Alcohol Compliance Checks on home delivery.



Schedule Technical Assistance with the APRC. TA can assist in policy adoption & enforcement, policy or strategy promotion, policy review, or the Strategic Prevention Framework.



Take care of You. Research shows Mindful Based Interventions work. Techniques such as meditation, yoga, and stretching are proven to reduce stress.