



COUNTY OF SAN DIEGO NEWS RELEASE

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COUNTY RECEIVES GRANT TO REDUCE YOUTH "BINGE DRINKING"

State Awards \$300,000 To Focus On Alcohol Consumption Among Youth Ages 12-25

The San Diego County Health and Human Services Agency (HHS), has received an incentive grant from the California Department of Alcohol and Drug Programs to combat binge drinking among youth and young adults throughout the San Diego region. Binge drinking is defined as men who drink five or more drinks in a row, or women who drink four or more drinks in a row.

"With the border so close and accessible, we need to reach out to young people, before they turn 21, about the dangers of binge drinking," said District 1 Supervisor, Greg Cox. "This funding will help us to make a difference by spreading the message to the nearly three-quarters of a million residents under the age of 25 that consuming large quantities of alcohol is dangerous and irresponsible."

San Diego County is among 13 California counties that will share in \$10.2 million from the state, over a three-year period, to focus on binge drinking among 12-25 year olds and its impact on communities. According to the recently released *California 10th Biennial Student Survey* 23 percent of eleventh graders had engaged in binge drinking in the last month, and a local survey of young people in San Diego County found that 81 percent of youth agree that alcohol is easy to get.

The \$300,000 grant will be paid out by the state over three years and will enable HHS to fund the *Binge and Underage Drinking Initiative*. The Initiative will collect data related to binge drinking and its consequences throughout the county, and develop culturally and community-sensitive environmental and public policy strategies to reduce the incidence and prevalence of binge drinking among the target age group.

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