

# Screening, Brief Interventions and Treatment in a Public Health Perspective

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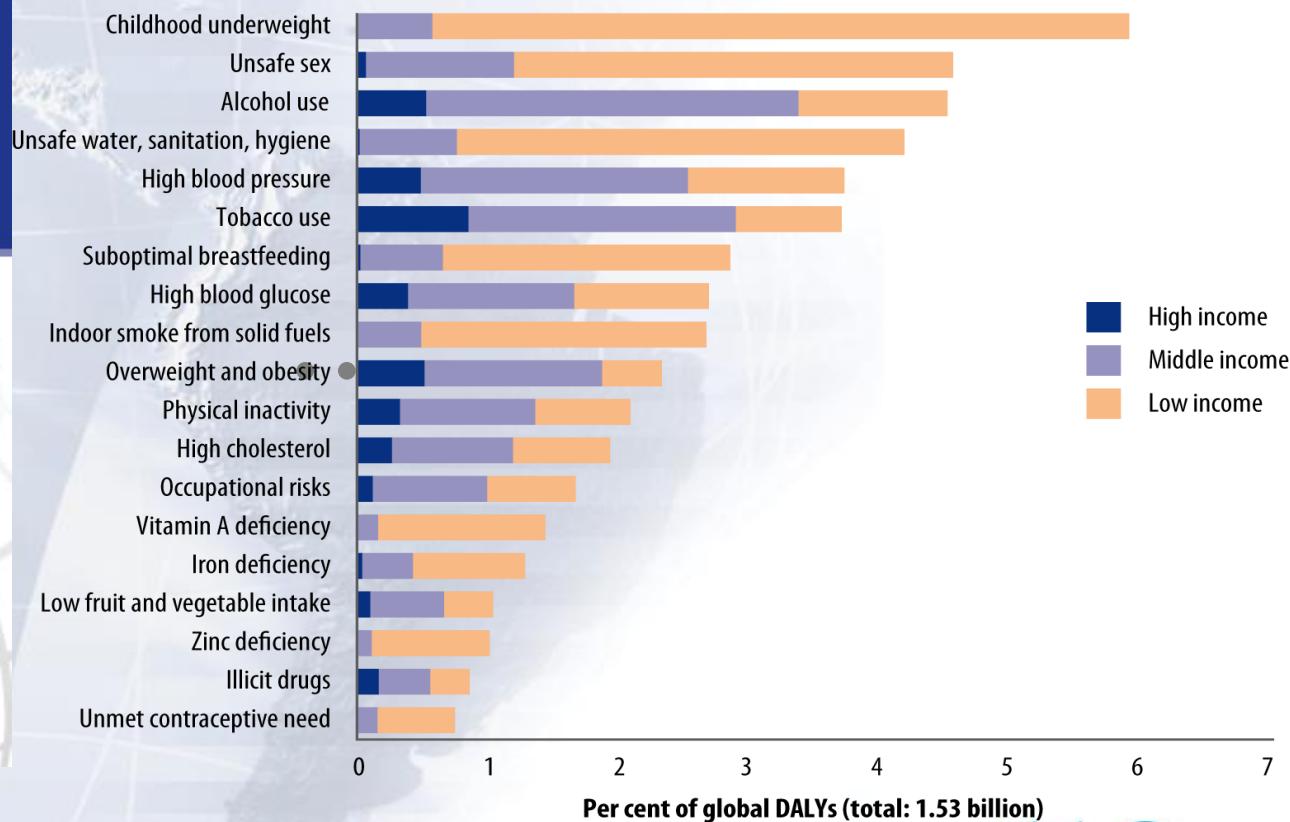
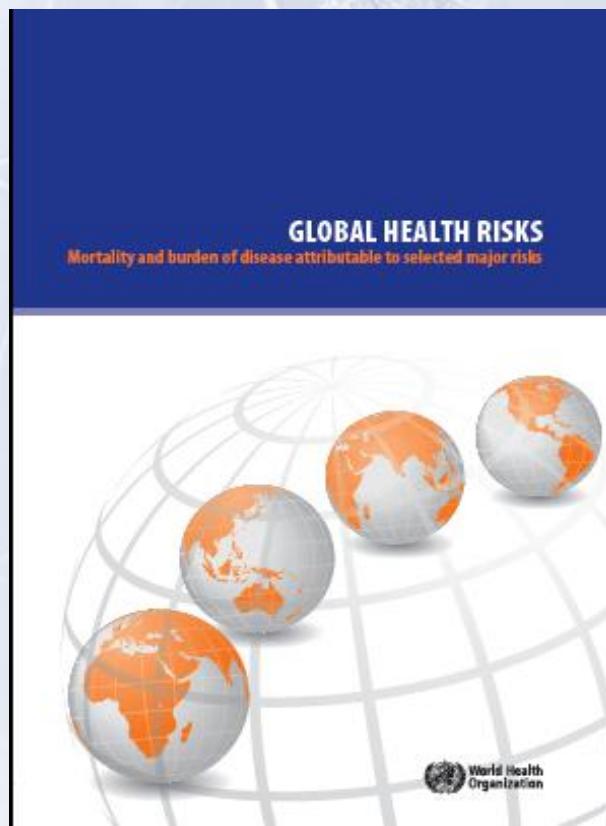
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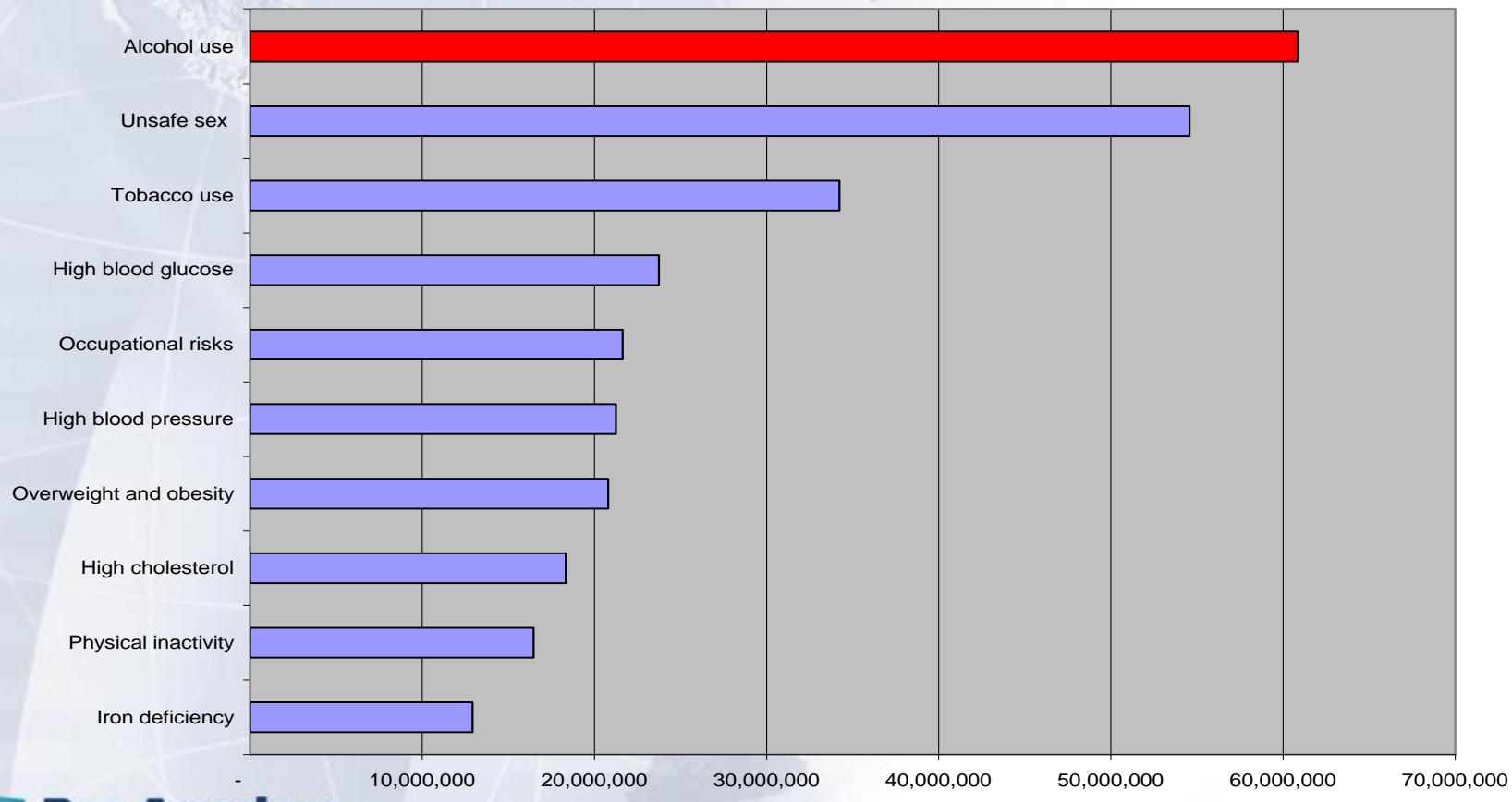
# Too big alcohol-attributable disease burden by any measure (WHO, 2009)



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Regional Office of the World Health Organization

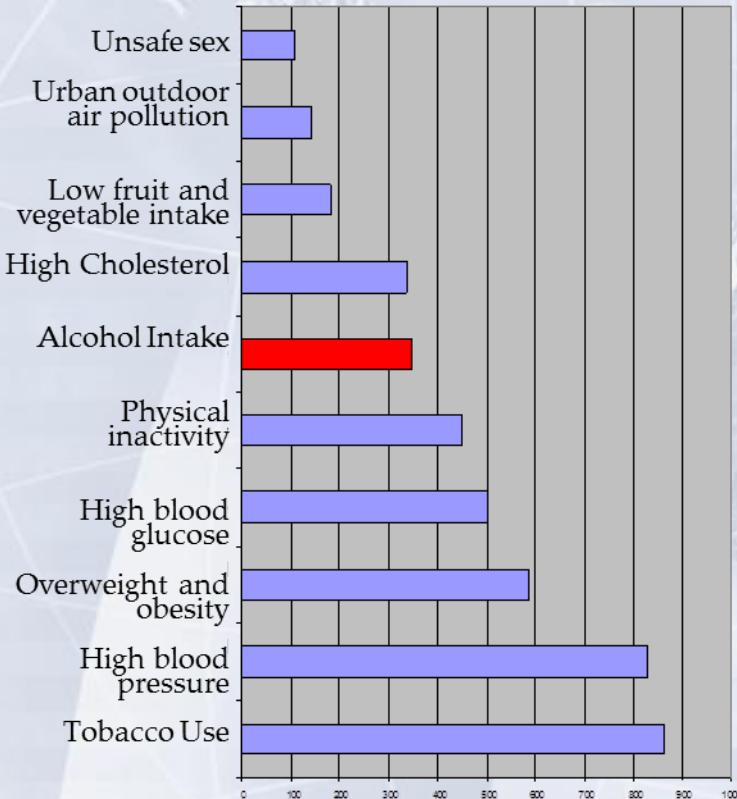


# DALYs attributed to 10 leading risk factors for the age group 15 to 59 years old in the world (WHO, 2009)

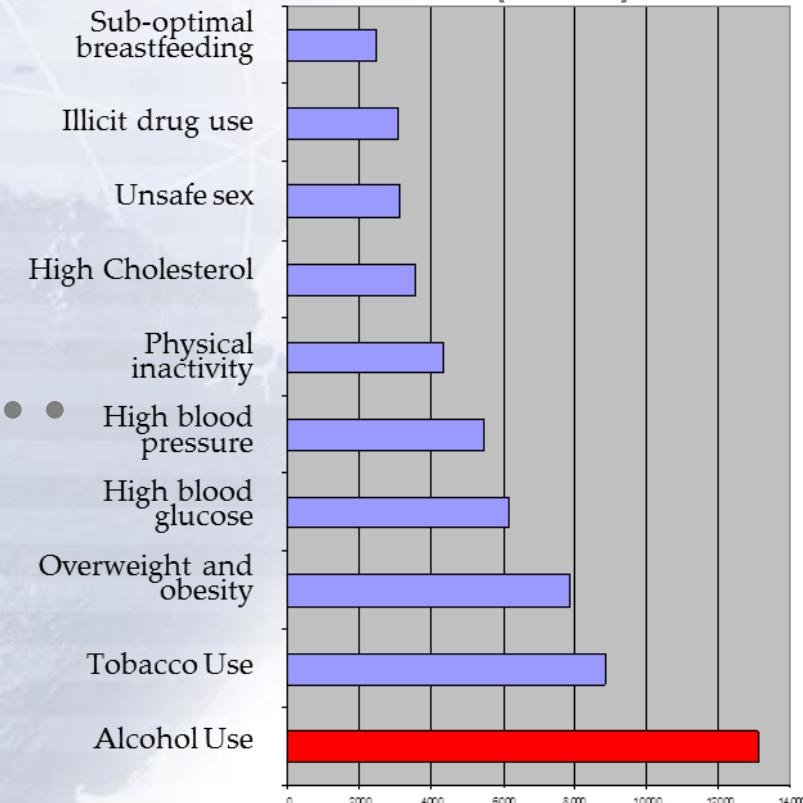


# Americas 2004

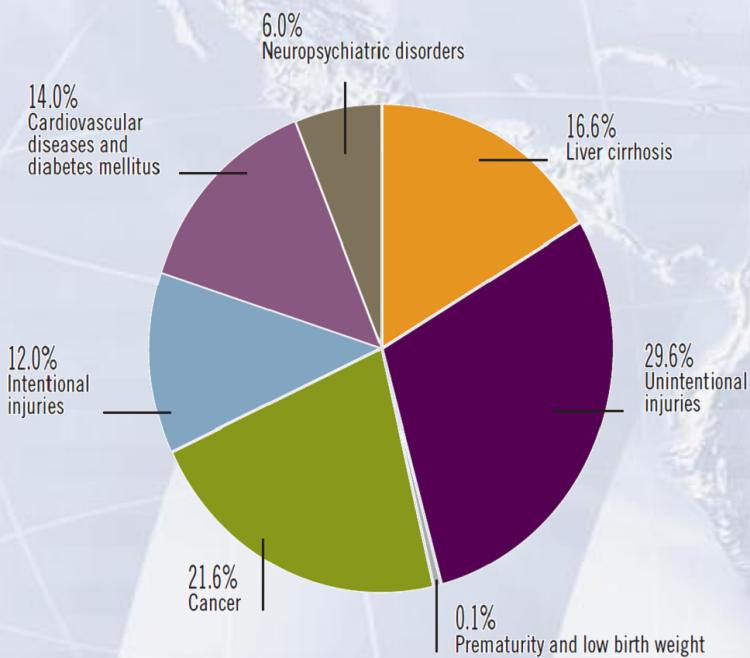
Deaths (000)



DALYs (000)



# Strong links with NCDs



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

Non-communicable diseases	Causative risk factors				
	Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol	
Heart disease and stroke	✓	✓	✓	✓	
Diabetes	✓	✓	✓	✓	
Cancer	✓	✓	✓	✓	
Chronic lung disease	✓				

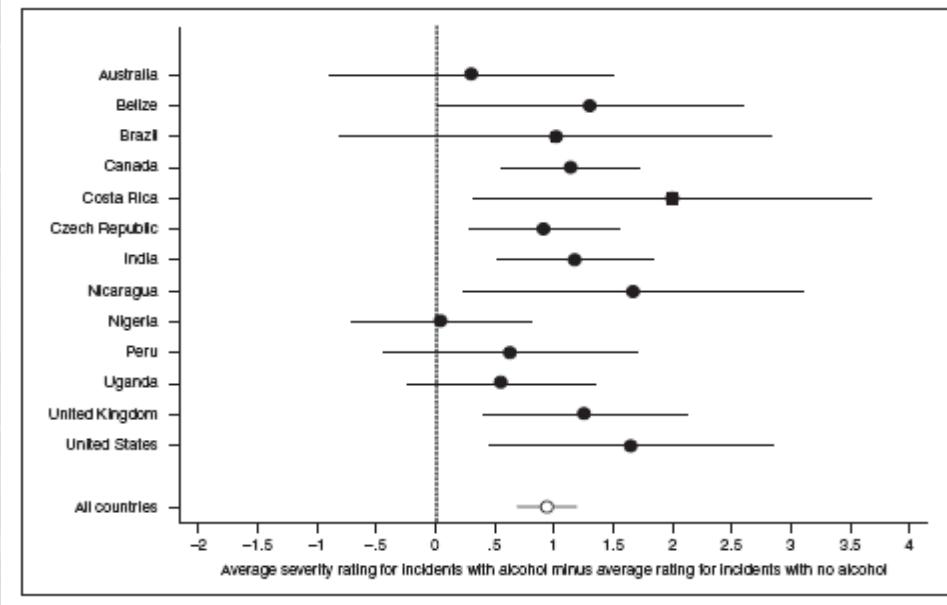
# Sexual Risk and Alcohol Use: link with HIV

- Alcohol use leads to sexual disinhibition
  - Lower condom use
  - Earlier sexual debut
- Alcohol drinkers have higher risk sex partners
  - Multiple concurrent partners
  - Casual partners
  - More at-risk partners• • •
- Environments
  - 85% new sex partners meet in bars
    - 46 – 57% patrons have multiple partners
    - Informal alcohol venues double as sex locations

# Role of alcohol and IPV

- Evidence of causal link

**STRONG**



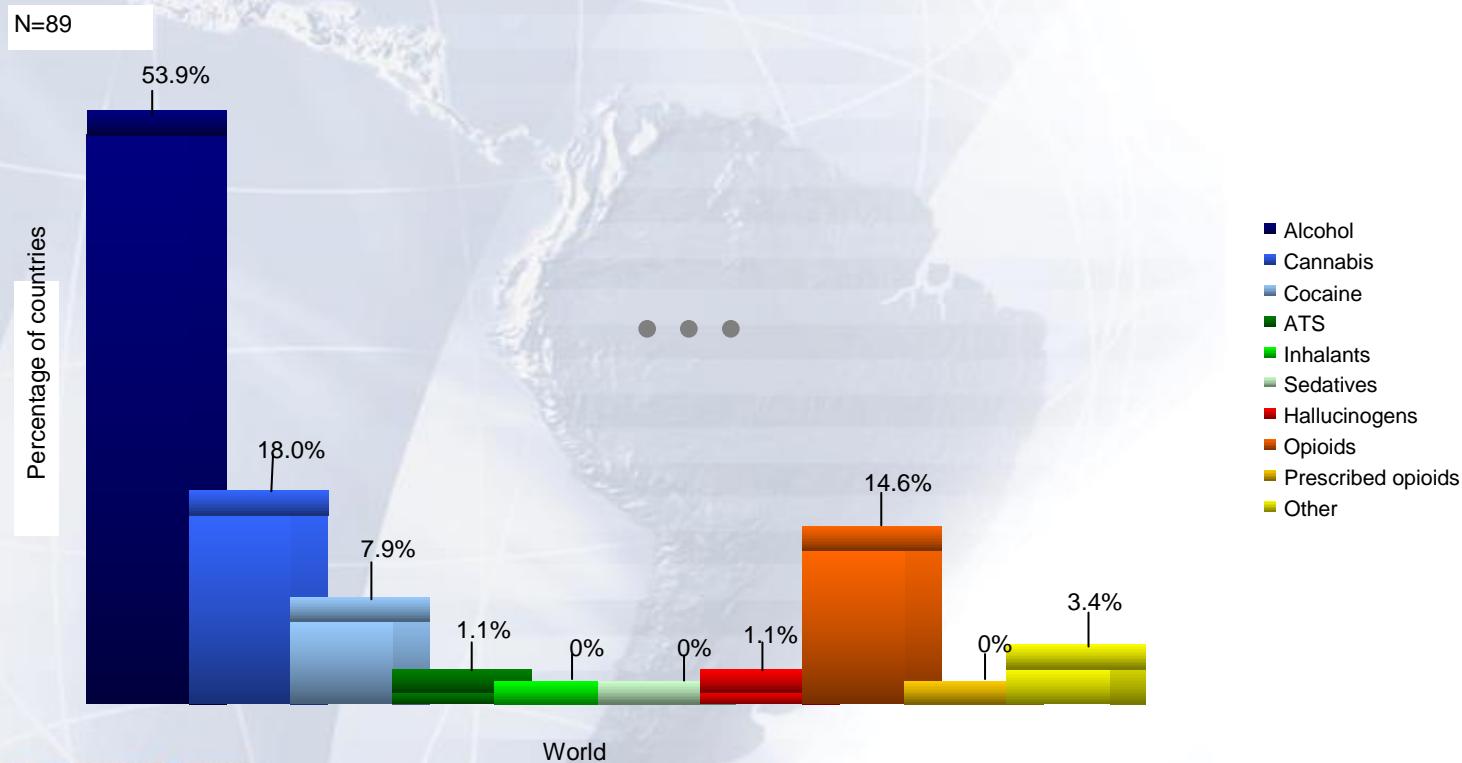
Role of alcohol long contested especially by women's groups

Alcohol is neither necessary nor sufficient to cause abuse, but where present it increases frequency and severity

Drinking, especially binge drinking meets all scientific criteria of being a “contributing cause” of IPV

*Women & men widely associate IPV with drinking making it a natural point of entry for discussing marital relations, violence and coerced sex*

# Main psychoactive substances accountable for treatment entry in the world, 2008 (WHO, 2010)



# Alcohol is a Commodity...

- Alcoholic beverages are an important commodity embedded culturally, politically and economically
- The production and sale of commercial alcoholic beverages generates:
  - Profits for farmers, manufacturers, advertisers and investors
  - Employment for people in bars and restaurants
  - Tax revenues for the government



# Relationship between Substance Use and Development Issues

- Rapid urbanization, unemployment, social exclusion and family dysfunction are all correlated with increased drug use
- Injecting drug use is fueling the HIV/AIDS epidemic in a number of developing countries
- Producing and transit countries often become consumer countries
- Drug trafficking contributes to political instability and corruption, which influences a nation's ability to manage drug control efforts and benefit from economic growth

# Groups at High Risk of Substance Use Disorders

- Adolescents
- Prisoners
- Marginalized populations (including youth)
- Individuals involved in the sex trade

**Alcohol and tobacco** are the substances most used and causing the most harm in indigenous communities in the Americas.

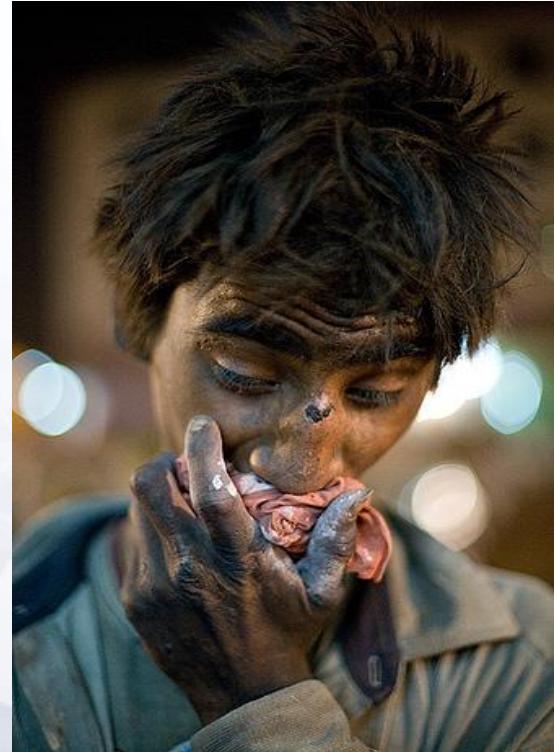


# Substance Use and the Homeless

- Substance use and related disorders much more common among the homeless
- Substance-use disorders often caused by or result in homelessness
- Drugs are commonly used for self-medication
- Mental illness and substance-use disorders often co-occur and increase risk of violence and victimization

# Homeless Youth

- Between 10-30 million worldwide, with the highest number from Latin America, Asia and Africa
- 59% had started to use drugs between 10 and 12... years of age
- Prevalent substances used: glue and other inhalants, marijuana and cocaine
- 49% experienced death of mother or a family member
- 55% attempted suicide or a self-harmful act



# Prison Issues



- Steady rise of prison populations has resulted in extreme overcrowding
- Drug legislation and the manner in which it is applied often results in disproportionately severe penalties for those charged with drug offenses
- All drug offenders are subject to relatively high sentences
- Budgets have failed to keep pace with growing prison populations
- High risk population per se

# Inequities

- Brazil is Latin America's biggest economy and most inequitable
- Large market for many drugs, including crack
- 91% of cities have a crack problem
- Alcohol market is unregulated and rapidly expanding, especially beer

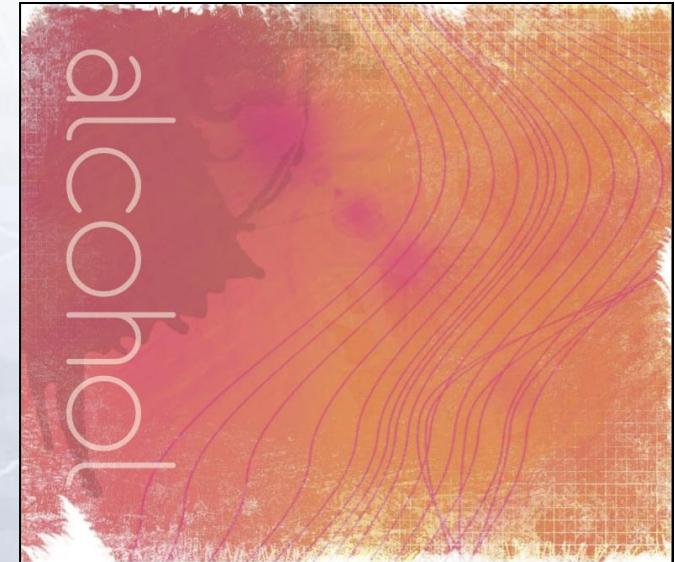


*"Brazil battles drug epidemic"*

By Joe Leahy and Samantha Pearson in São Paulo

# Global and Regional Responses

- WHO global strategy to reduce harmful use of alcohol
- Regional Strategy and Plan of Action on Substance Use and Public Health (2010 AND 2011)
- Regional Plan of Action for reducing harmful use of alcohol (2011)
- First meeting of national counterparts on alcohol in Mexico 2012
- Responding to conflicts of interest 2012



Global strategy to  
reduce the harmful  
use of alcohol



# Continuum of Harm

Lifetime abstinence



Current abstinence

Low risk use

Hazardous use

Harmful use



Dependence

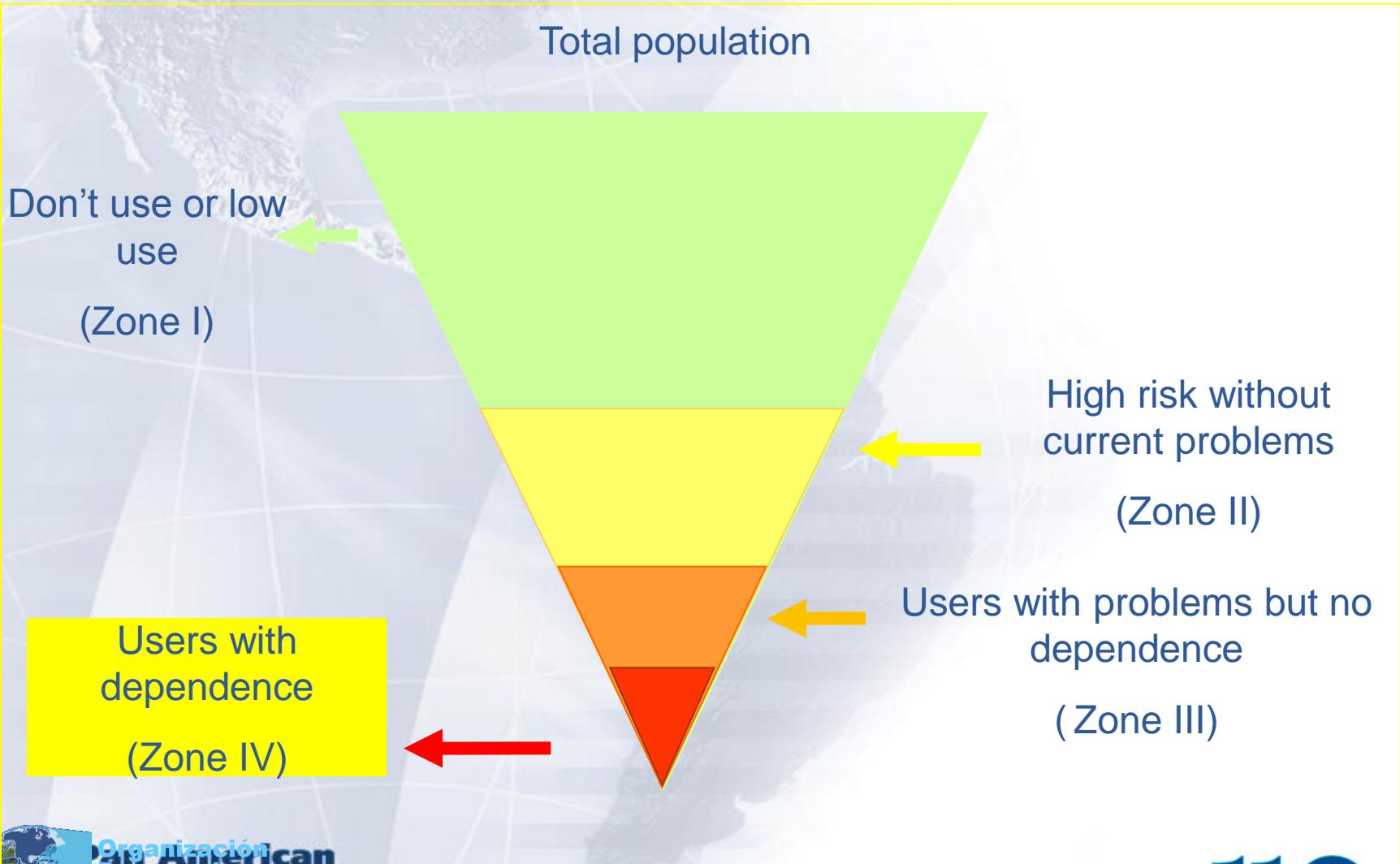


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1902 - 2012  
PAHO/WHO

# Risk Zones

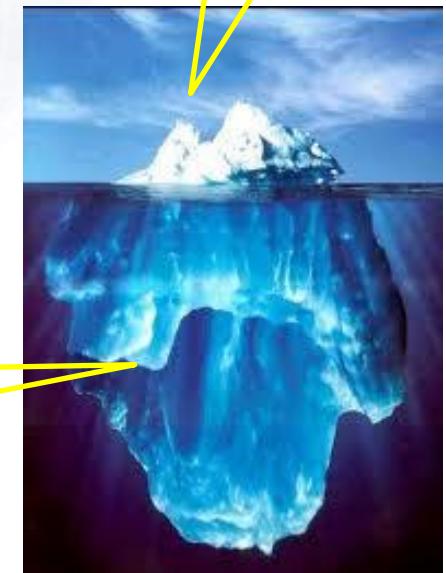


# A PUBLIC HEALTH APPROACH

- Risks and Harms vs. dependence
- Early detection and intervention vs. traditional treatment
- Public health vs. individual perspective

Early interventions

Treatment of dependence

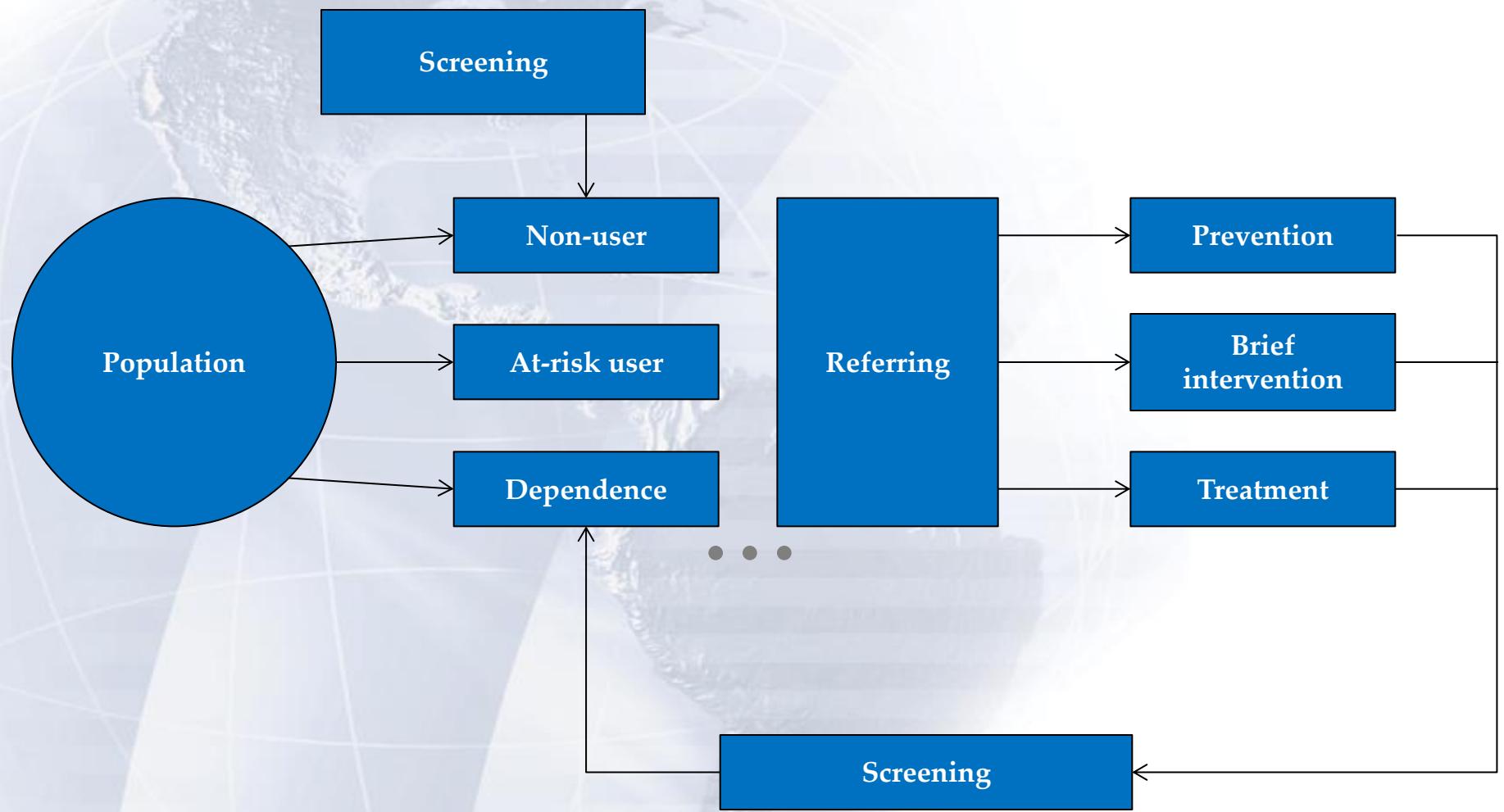


# A PUBLIC HEALTH APPROACH

- Early, opportunistic and brief interventions based in PHC
- Accessible treatment services, community based and based on scientific evidence
- Supportive public policies (less availability, marketing control, higher prices)
- Combat stigma
- Promote social and gender equity, and inclusion

# Treatment and Early Intervention

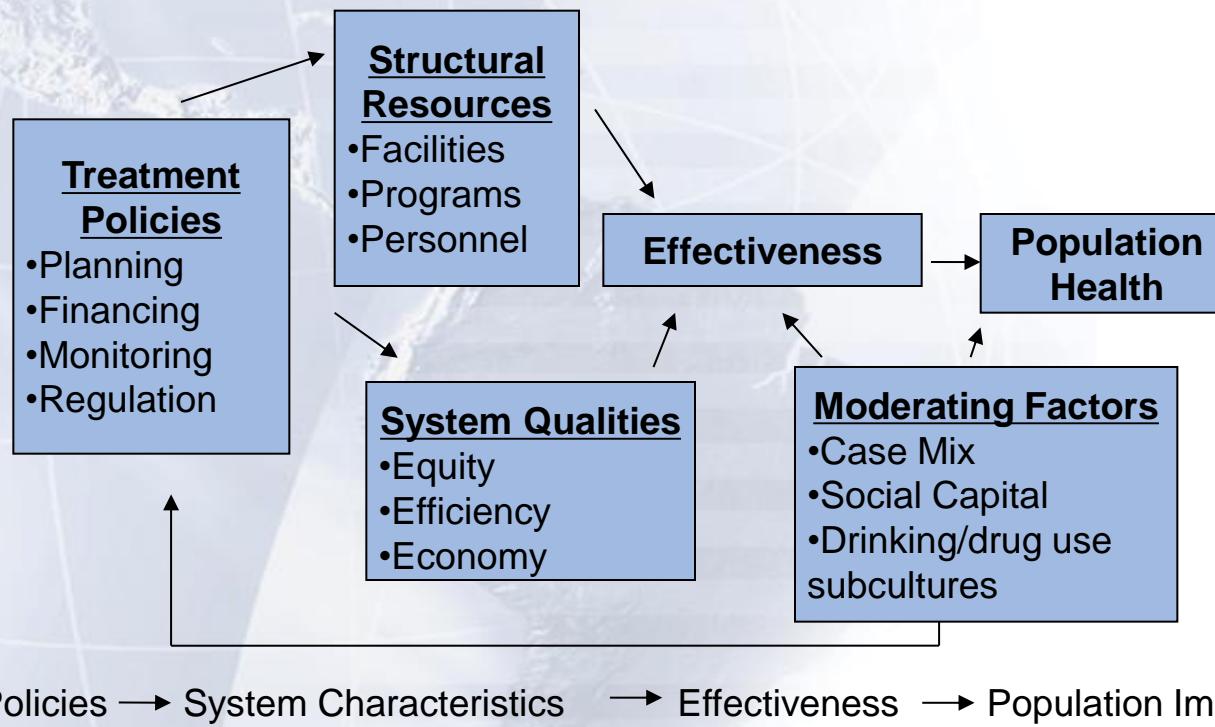
Strategy or Intervention	Effectiveness	Supporting Research	Cross-National Testing
Brief intervention with at-risk drinkers	+++	+++	+++
Mutual help/self-help attendance	++	++	++
Mandatory treatment of drink-driving repeat offenders	+	++	0
Medical and social detoxification	+++	++	++
Talk therapies	++	+++	++
Pharmaceutical therapies	+	++	++



# System Issues: Where are Services Located in Different Countries?

- Specialized drug and alcohol services
- Psychiatric care
- The general medical care system, including primary health care, general hospitals and teaching hospitals
- • •
- The criminal justice/prison system
- The social welfare system/youth services system
- The voluntary sector
- The private sector

# Conceptual Model Population Impact of Alcohol/Drug Treatment Systems



(adapted from Babor et al. 2008)

# Planning matrix

Implementation step	Logistics	Responsibility and assigning activities	Resources and data management	Capacity building and monitoring
Components AUDIT-DIT/ASSIST				
Case detection				
Feedback and BI				
Referral to Treatment				

# RECENT DEVELOPMENTS IN THE AMERICAS

- REGIONAL NETWORKS
- PANNAPH
- INEBRIA LATINA
- LA RESEARCHERS ON ALCOHOL POLICY
- NGO NETWORK FOR ALCOHOL ADVOCACY
- WIDE IMPLEMENTATION AND EVALUATION OF SBIRT FROM A PH PERSPECTIVE
  - 3 year Demonstration project in Belize and Guyana
- VIRTUAL COURSES
  - ASSIST
  - AUDIT
  - ADAPTATION OF WHO E-PORTAL (BRAZIL AND MEXICO)
  - ALCOHOL POLICY AND PUBLIC HEALTH
  - DRUG POLICY AND PUBLIC HEALTH
  - PUBLISHING ADDICTION SCIENCE

# ASSIST-BI IN SPANISH

- Dra. Mirta Roses, Directora OPS

<http://www.youtube.com/watch?v=jyEck5G0r2Y&feature=share&list=PL6hS8Moik7kvtQi4eRx3XN0MBEryKdor7>

- Dr. Joan Colom

<http://www.youtube.com/watch?v=SVRpmq9OZyg&feature=share&list=PL6hS8Moik7kvtQi4eRx3XN0MBEryKdor7>

- Segmento foto novela

<http://www.youtube.com/watch?v=kc9MKI6k4a8&feature=share&list=PL6hS8Moik7kvtQi4eRx3XN0MBEryKdor7>

# GENERAL OBJECTIVE

Develop, adapt, evaluate and disseminate e-Health technologies applicable to the area of substance use in order to strengthen prevention and treatment actions

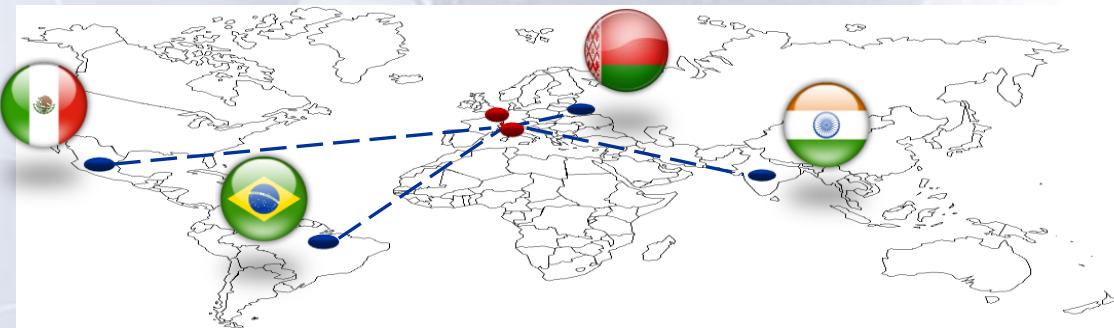


World Health  
Organization



Trimbos  
instituut

Netherlands Institute of Mental Health and Addiction



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Health  
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World Health Organization

MENTAL HEALTH AND SUBSTANCE ABUSE PORTAL

# MEXICO- 2 SITES

[www.saberdealcohol.mx](http://www.saberdealcohol.mx)

General Portal

The screenshot shows the main navigation menu of the website. It includes links for 'El alcohol y tú', 'A Profesionales', 'Políticas y Actividades', 'Noticias y Medios', 'Información y Evidencia', and 'Intervención'. Below the menu, there are several sections: '¡Bienvenido/a!', 'El alcohol y tú' (with a sub-section '¿Sabes que...?'), 'Políticas y Actividades' (with sub-sections like 'Políticas Intervenciones', 'Políticas Nacionales', 'Tareas en Políticas Páginas', '¿Necesitas ayuda?', '¿Tienes un problema?', and 'Logo'), 'Noticias y Medios' (with sub-sections like 'Noticias', 'Agencia Actividades', 'Revista electrónica', 'Facebook', 'YouTube', 'RSS', and 'Email'), and 'A Profesionales' (with sub-sections like 'Diagnóstico y tratamiento', 'Grupos profesionales', 'Educación a distancia', 'Líneas de trabajo', and 'Búsqueda'). At the bottom, there are links for 'El alcohol y tú', 'Saber más...', 'Contesta la autoevaluación', 'A Profesionales', 'Conceptos y tratamiento', 'Grupos profesionales', 'Políticas y Actividades', 'Políticas nacionales', 'Políticas Nacionales', 'Información y Evidencia', 'Siguiendo en...', 'Conceptos y evidencias', 'Líneas científicas', and 'Email'.

[www.bebermenos.mx](http://www.bebermenos.mx)

Intervención en línea

The screenshot shows the login page for the 'Beber-menos' program. It features a large banner with the text '¡Bienvenido/a al programa de autoayuda Beber-menos!' and silhouettes of people cheering. Below the banner, there are links for 'Contactenos', 'Acerca del sitio', 'Búscame en el sitio', 'Bienvenido usuario. Entrar', and a lock icon. The main form asks for 'Nombre de usuario' and 'Contraseña', with a 'Ingresar' button. A 'Forgot your password?' link is also present. To the right, there are sections for 'Testimonios' (with a testimonial from a woman about not knowing about the program), 'Contesta la autoevaluación' (with a cartoon character), and 'Para la familia y amigos' (with a photo of a smiling couple). A sidebar on the left lists 'Acerca del programa', 'Datos sobre Alcohol', '¿Necesitas ayuda?', 'Para profesionales', and 'Portal "Saber de Alcohol"'.

**GUÍA INTERNACIONAL  
PARA VIGILAR EL  
CONSUMO DEL ALCOHOL Y  
SUS CONSECUENCIAS  
SANITARIAS**

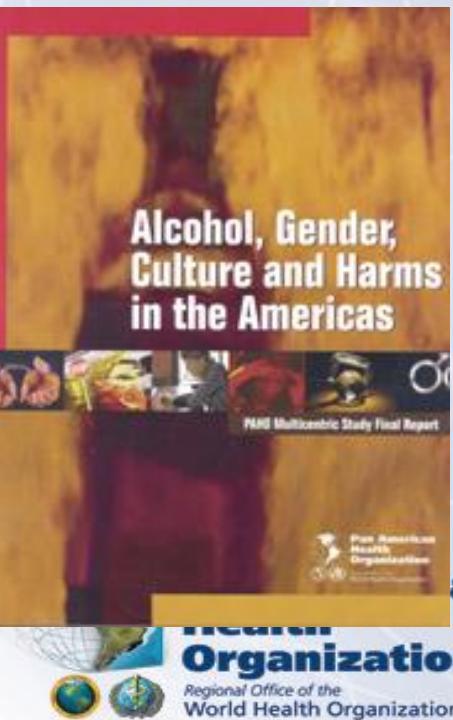
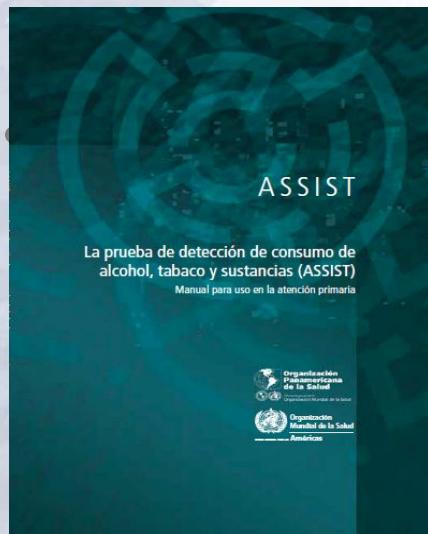
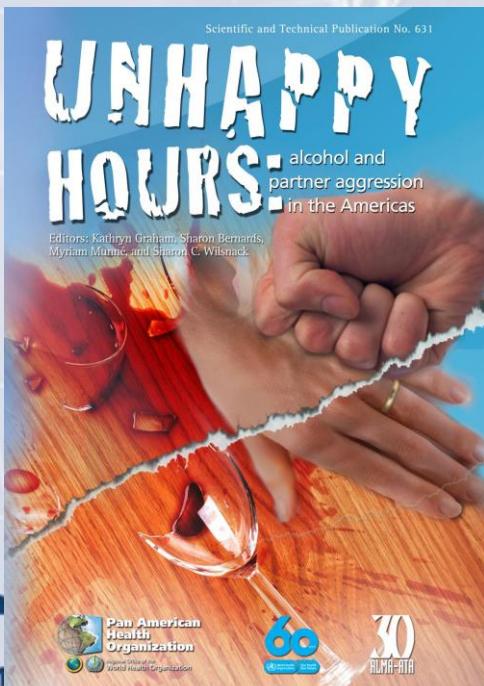
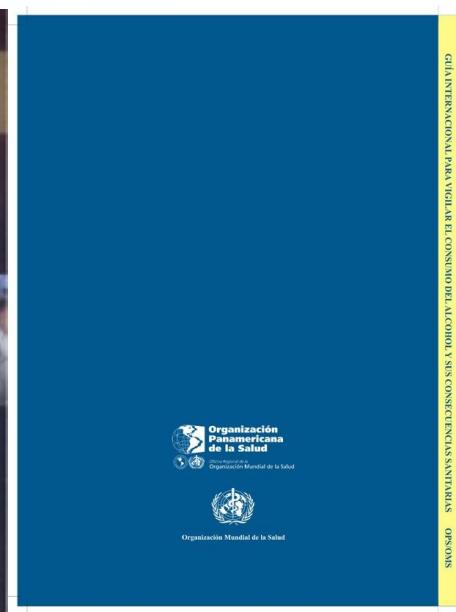
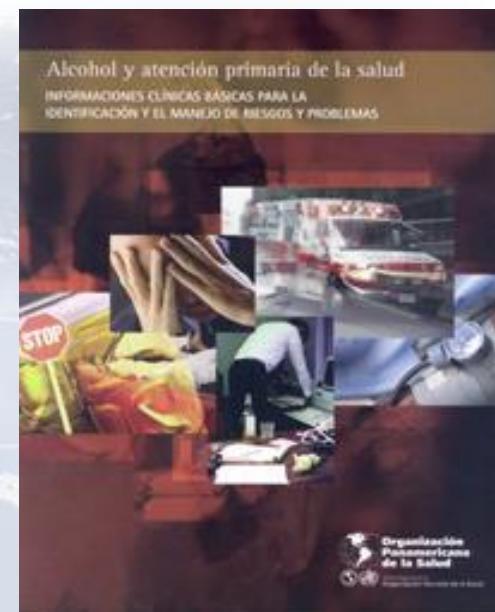
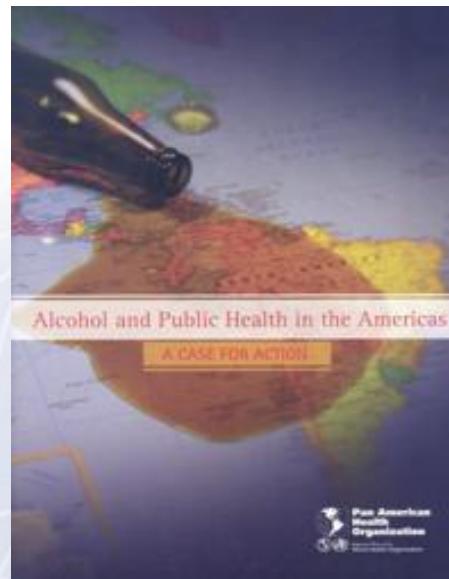


GUÍA INTERNACIONAL PARA VIGILAR EL CONSUMO DEL ALCOHOL Y SUS CONSECUENCIAS SANITARIAS OSEOS

Organización  
Panamericana  
de la Salud  
Organización Mundial de la Salud



Organización Mundial de la Salud



# Alcohol: un producto no ordinario

Investigación y políticas públicas

Segunda edición

Thomas Babor • Raul Caetano • Sally Casswell • Griffith Edwards • Norman Giesbrecht  
Kathryn Graham • Joel Grube • Linda Hill • Harold Holder • Ross Homel  
Michael Livingston • Esa Österberg • Jürgen Rehm • Robin Room • Ingeborg Rossow

La versión original en inglés fue publicada por Oxford University Press



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GENERALITAT VALENCIANA  
CONSELLERIA D'IMIGRACIÓ I CIUTADANIA



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# ALCOHOL

## NO ORDINARY COMMODITY

research and public policy

**SECOND EDITION**



Pan American  
Health  
Organization

Thomas Babor, Raul Caetano, Sally Casswell, Griffith Edwards,  
Norman Giesbrecht, Kathryn Graham, Joel Grube, Linda Hill,  
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*Gracias*

*Thank you!*



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