



## **"Drink Less, Be Your Best" Campaign**

**By : Amber Smith**

The *Drink Less, Be Your Best* campaign, is encouraging U.S. adults to reduce excessive alcohol consumption and take control of their health and well-being. The campaign is designed for those who drink excessively but are not suffering from alcohol use disorder, offering a practical, self-guided approach to limit drinking and its associated risks.

Excessive alcohol consumption is linked to a range of both short-term and long-term health issues, from liver damage to heart disease and even cancer. The *Drink Less, Be Your Best* campaign highlights the benefits of drinking less, including living a longer and healthier life, maintaining strong relationships, and reaching personal and financial goals. By cutting back or eliminating alcohol, individuals can improve both their physical health and their quality of life.

The campaign stresses that reducing alcohol consumption can lead to immediate benefits. Not only does it reduce the risk of alcohol-related health problems, but it can also prevent situations that negatively impact others. Excessive drinking can impair decision-making, often leading to risky behavior that affects loved ones and the community.

A major focus of the campaign is the impact of alcohol-impaired driving, which continues to be a major public safety concern. According to the National Highway Traffic Safety Administration (NHTSA), one alcohol-impaired driving death occurred every 39 minutes in 2022. By drinking less, individuals can help reduce the number of alcohol-related accidents and fatalities, potentially saving lives and preventing serious injuries.

Moreover, the campaign addresses how drinking excessively can contribute to violence and unsafe situations. By cutting back on alcohol, adults are less likely to find themselves involved in dangerous conflicts or risky behavior, ultimately helping to create safer environments for families and communities.

Perhaps most importantly, the campaign highlights the ripple effect of alcohol use on younger generations. Teens and young adults are more likely to adopt risky drinking habits if they see adults around them frequently drinking or binge drinking. In homes where substance use issues are present, children are at an increased risk of experiencing adverse childhood experiences (ACEs), which can have long-lasting impacts on their development and mental health.

The *Drink Less, Be Your Best* campaign encourages adults to model healthier behaviors for young people and protect them from the harmful effects of alcohol. By reducing alcohol consumption, adults can help youth make healthier choices, ensuring they reach their full potential.

The goal is to empower adults to take control of their drinking habits, reduce their risks, and improve their lives for themselves and their families.

By choosing to drink less, adults can indeed be their best—living longer, healthier lives and contributing to a safer and more positive environment for those around them.

To learn more about how to reduce alcohol consumption and take part in the *Drink Less, Be Your Best* campaign, visit <https://www.cdc.gov/drink-less-be-your-best/about> or you can contact Amber at the Clinton Substance Abuse Council at 563-241-4371.

Resources : <https://www.cdc.gov/drink-less-be-your-best/about/>