

Healthy People 2010 Operational Definition

26-12. Reduce average annual alcohol consumption.

National Data Source	Alcohol Epidemiologic Data System (AEDS), NIH, NIAAA
State Data Source	Not identified.
Healthy People 2000 Objective	4.8 (Substance Abuse: Alcohol and Other Drugs).
Changes since the 2000 Publication	Revised baseline (see Comments). Revised target (see Comments).
Measure	Rate per person.
Baseline (Year)	2.14 (1997)
Target	1.96
Target-Setting Method	8.3 percent improvement. For a discussion of target-setting methods, see Part A, section 4.
Numerator	Number of gallons of ethanol sold in the United States.
Denominator	Number of persons aged 14 years and older.
Population Targeted	U.S. noninstitutionalized population.
Questions Used To Obtain the National Baseline Data	Not applicable.
Expected Periodicity	Annual.
Comments	<p>The number of gallons of ethanol (pure alcohol) sold in the U.S. is used as a proxy for annual consumption of alcoholic beverages.</p> <p>AEDS received beverage sales and/or tax receipts reports for 1997 from 19 States. For the remaining States and the District of Columbia, shipment data from major beverage industry sources were used for the numerator to calculate per capita consumption.</p> <p>AEDS uses an estimate of average ethanol content in the alcoholic beverages to convert the gallons of</p>

sold or shipped beer, wine, and spirits into gallons of ethanol before calculating per capita estimates.

The original baseline was revised from 2.18 to 2.14 gallons per person as a result of adjustments to the Census population data. The target was proportionally adjusted from 2.0 to 1.96 gallons per person to reflect the revised baseline using the original target-setting method.

A description of AEDS was published by NIAAA.¹

This objective tracks the same measure as Healthy People 2000 objective 4.8.

See Appendix A for focus area contact information.

References

1. Williams, G.D.; Stinson, F.S.; Sanchez, L.L.; et al. Apparent per Capita Alcohol Consumption: National, State, and Regional Trends, 1977-96. *Surveillance Report*. No. 47, Bethesda, MD: National Institute on Alcohol Abuse and Alcoholism, 1998.