



Heavy Drinking Costs U.S. \$223.5 Billion

A study conducted by the CDC found that excessive alcohol consumption costs the U.S. approximately \$223.5 billion annually. CDC director Thomas Frieden commented, "That amounts to almost \$750 for every person in the country and about \$1.90 per drink." Nearly half of the cost is carried by federal, state and local governments. Loss of productivity, health care expenses, criminal justice costs and the effects of alcohol disorders all contribute to the high cost. An estimated \$10 billion in costs were related to treatment for alcohol abuse, and 12% of the total cost was related to underage drinking. The [study](#), published in the *American Journal of Preventive Medicine*, noted that approximately 79,000 Americans die each year from alcohol-related causes, making it the third leading cause of preventable death. For the study, the CDC defined "excessive drinking" as drinking exceeding U.S. guidelines for moderate drinking: one or fewer drinks per day for adult women and two or fewer drinks per day for adult men. Read the article at [TIME Healthland](#) for more. You can also check out SAMHSA's publication "[Substance Abuse Prevention Dollars and Cents: A Cost-Benefit Analysis](#)" for more about the costs of substance abuse and the potential cost savings of effective substance abuse prevention.

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News & Updates

Next week is Red Ribbon Week! Let us know what your team has planned so we can highlight it in upcoming newsletters!

Please don't forget to send in your memberships and affiliations! Email louanne@prideyouthprograms.org for more information. And a big "thank you" to all the teams who have sent in their September activity reports: Lake Erie PRIDE, PRIDE of Bethel Park, PRIDE of Newaygo County, Rochester PRIDE and South Gallia PRIDE!

From the Training Team

As some of you may or may not know, I'm kind of a nerd so I like math. So this week as my contribution to the newsletter, I will be giving you a few pointers on how to do mental math way faster! Here's a little trick on how to multiply any two digit number by eleven in about half a second. Say you wanted to multiply 23 by 11, you would automatically know it's 253. Now, the way to do this is you take the 2 numbers of the number being multiplied and you add them together: $2+3=5$. Then you just take the number you get from that and stick it between the two original numbers, thus $23 \times 11 = 253$. Now that's just a cheap little trick that anyone can do. Here's the nitty gritty of doing addition in your head lightning fast. Instead of doing addition from right to left like we've always been taught, why not do it left to right. Then instead of knowing the end of the answer you know the beginning of it and you can start spouting off the answer right away. It's like this: $543+236=?$ Add the 5 to the 2 first and so on and so forth, thus getting 779 right away! Who knew math could be so simple? If you guys are interested in more methods on faster mental math, just contact me and I'd be glad to help!

-Brennan Montague

Red Ribbon Week Ideas

Red Ribbon Week falls during an already busy time of year for many. But even if you ran out of time or resources to plan an event, you can still get involved! Make sure your team members each have a red ribbon to wear and extra to share. If your team has a Facebook page or website, post a drug fact each day or share links to prevention websites. See if your school would allow you to include a drug fact each morning in the announcements or on a bulletin board. You can also get together with team members to design posters or signs with drug facts or information about your team. See if local businesses or schools will allow you to post them. Even if it's not Red Ribbon Week, you can still raise awareness!