Excessive alcohol consumption continues to damage the society, economy and the health of the individuals

It is the cause of death of over 2.5 million individuals every year (almost 4% of all deaths worldwide), and the third leading risk factor for poor health globally, accounting for 5.5% of disability-adjusted life years lost

New Delhi, 04th October 2016: Excessive alcohol consumption and under-age drinking are common issues, which all countries globally continue to struggle with. The urgent need to raise awareness about the evils of alcohol consumption has been brought up by most National and International bodies during their annual meetings. However, till now, no strict action has been taken to curb the menace of alcohol.

In a developing country like India, there’s an immediate need for framing a new set of policies, which will focus on reducing excessive alcohol consumption and framing new policies for harm reduction.

Speaking on the issue, Padma Shree Awardee Dr KK Aggarwal, President Heart Care Foundation of India and President Elect IMA said, “The government should start with formulating new policies, which will focus on reducing the harm caused by excessive alcohol consumption. They should also impose some staunch legal and regulatory measures to limit the access to alcohol in cases of individuals who are below the certain age. The focus should be laid on creating new healthy and social policy interventions regarding alcohol, consumption by targeting vulnerable groups like high-risk drinkers. At present, the country already has some existing policies but they are not being properly implemented in the required areas. Bringing in international public health advocacy and partnerships to educate individuals about the ills can definitely help to free society from the shackles of alcohol consumption.”

As far as our health is concerned, alcohol weakens the communication pathways of the brain, which causes sudden mood shifts, changes behavior and weakens the ability to coordinate. Excessive drinking can aggravate severe cardiovascular issues like cardiomyopathy – stretching and drooping of heart muscle, arrhythmias – irregular heartbeat, heart stroke and high blood pressure. Not only this, excessive consumption can cause liver inflammation problems like steatosis, or fatty liver, alcoholic hepatitis, fibrosis and cirrhosis. It is also a leading cause of obesity.

A few measures that can be considered to reduce health burden of alcohol consumption

- Increase alcohol prices, through taxation
- Regulate access and availability of alcohol by limiting the hours and days of sale, the number and location of alcohol outlets and licensed premises, and the imposition of a minimum legal drinking age
- Public authorities must strengthen the prohibition of selling to minors
- Practicing alcohol marketing in a restricted way
- Increase public awareness of harmful alcohol consumption

- Ends -
About Heart Care Foundation of India

Initiated in 1986, the Heart Care Foundation of India is a leading National NGO working in the field of creating mass health awareness among people from all walks of life and providing solutions for India’s everyday healthcare needs. The NGO uses consumer-based entertainment modules to impart health education and increase awareness amongst people. A leading example of this is the Perfect Health Mela; an annual event started in 1993 that is attended by over 2-3 lakh people each year. The Mela showcases activities across categories such as health education seminars and check-ups, entertainment programs, lifestyle exhibitions, lectures, workshops, and competitions. In addition to this, the NGO conducts programs and camps to train people on the technique of hands only CPR through its CPR 10 mantra for revival after a sudden cardiac arrest. They currently hold three Limca book of world records for the maximum number of people trained in hands-only CPR in one go. Keeping article 21 of the Indian Constitution in mind, which guarantees a person Right to Life, Heart Care Foundation of India has also recently initiated a project called the Sameer Malik Heart Care Foundation Fund to ensure that no one dies of a heart disease just because they cannot afford treatment.

For more information, please contact

Heart Care Foundation of India

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