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Effect of alcohol consumption on public health

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Abstract

In India alcohol consumption is a big problem due to their socio-culture practices across the various states and countries. Nowadays; alcoholic consumption and Rigorous alcohol policies are crucial to ensure the prevalent need to educate the citizens to drink responsibly, to impart knowledge on all the possible harmful effects of drinking that adds onto their physical and mental health. Alcohol consumption is a vast problem in our community. It is also crucial to keep an eye over the false mass media propaganda that gives and suggests mixed messages, defining our behavioral and social norms that impact the viewpoint and unhealthy consumerism as a thrill-seeking social culture, Alcohol consumption effects on health, wealth and soul. Thus; speculating the relation between mass media and consumerism cannot be neglected. The aim of this study is to present the impact of alcohol on human health. Thus, the authors emphasize the need for prevention measures to be strengthened.

Keywords: Rigorous alcohol policies, mass media propaganda, unhealthy consumerism

Introduction

Alcohol is used in various types of alcohol that is used worldwide as alcoholic beverages and is known as “ethyl alcohol” that is used in diluted concentrations. There are many alcoholic beverages used such as vodka, rum, brandy, toddy, arrack. There are various patterns of alcoholic consumptions that are followed such as alcoholic dependence, social drinking, harmful drinking pattern and binge drinking. Impacts of alcohol consumption are financially, economically consequences are seen. Alcohol gives adverse effects on human health such as mental illness, cancer, liver cirrhosis. Alcohol consumption effects on cultural, economic, physical, political and social contexting. Approximately 3 billion people consumed alcohol and 76 million or more are suffering from alcohol consumption disorders seriously affected by hangover absenteeism and poor job performance.

Alcohol consumption affects not only individual but also his family members are affected by the conditions created by the individual itself and creates differences and affects negatively the children and family. It is seen that the domestic violence was reported by the wife of husband was related to alcohol consumption.

Similarly the impact of alcoholic consumption plays in family that is related to socio-economic strata. Alcohol dependent person spends more money than they earn to use and to spend on themselves. Around 60% of families are affected by alcohol consumption. Another important area is also involved in alcohol abusing problems that is alcohol intoxication includes sexual or physical assault, rape, and exploitation of women in commercial sex work. There are different sex crimes under major act such as - The Prohibition Act, Psychotropic substance Act.

In India; prohibition of alcohol is stated due to alcohol policy in India having full control of alcohol related provisions. For example; in Gujarat and Bihar a complete alcohol prohibition policy is implemented whereas their neighboring states have no such prohibitions. Similar to the policy of states such as Gujarat and Bihar, Manipur is a dry state and also known as ‘Wettest Dry State’ in these states there is complete prohibition and lower class and poor people resort to illegal brewing of alcohol resulting to their death because of methanol poisoning.

2. Latest scenario

In world 2 billion people consume alcohol among these people 87 million were suffering

from alcohol consumption disorders.

Most of the people lost their life and some are suffering from disability for life years due to pure alcohol consumed. Among 10 years the death rates are doubled with increase in their disabilities is established in market of Western Europe, North America and Pacific Region. In Asian countries alcohol beverages are very expensive and their cheap and potent brew with legal and illicit produce exists, these countries are India, Sri Lanka, Thailand and Malaysia. Most of the people smuggle or home produces the alcohol. In rural areas people drink so heavy on daily basis; 97% people produce alcohol locally that is not highlighted to their per capita consumption.

In India alcohol is consumed mostly by younger age people such as teenagers that is age 15-20 years old due to their freedom of Indian market with India's increasing economy with entered Indian companies such as Bombay based "Shaw Wallace Corporation" limited.

3. Effects on Health

Generally alcohol is used to make liquors, spirit and wine. It is a type of sedative and legal drug that cause the addiction to drink too much. Alcohol change the behavior of an individual, gives harm to the person and society through drink-driving. Basically alcohol is absorbed in small intestine through every organ in the body. It is seemed that alcohol is rapidly absorbed in the liver and kidney that caused 30% of admissions in hospitals due to alcohol consumption.

The various medical problems arise of alcohol consumption includes

- a) **Neurological Complication - alcohol consumption** Gives relief but it causes short-term effects such as black out, impaired memory, development of tremors, myopathy and cerebellar degeneration.
- b) **Psychiatric Complication:** It cause depression, anxiety and depletes the neurotransmitter serotonin in the brain and chronic headaches, increases risk for suicide, personality disorder and risk taking behavior.
- c) **Gastrointestinal Complication:** It directly affects on the lining of stomach and cause gastritis and is associated with heavy drinking. It can lead to peptic ulcer disease and hemorrhagic gastritis.
- d) **Heart attack and Stroke:** Intake of excess alcohol gives high risk of heart attacks and stroke. It is seen that moderate drinkers have less severe heart attacks because of their healthy lifestyles as compared to heavy drinkers alcohol consumption reduces to risk of stroke of ischemic risk of stroke in man.
- e) **Haematologic disease:** Generally it is seen that alcoholics have more risk of developing thrombocytopenia from hypersplenism.
- f) **Muscular Changes:** Excess alcohol intake cause skeletal muscle weakness by alcoholic myopathy. It is found that severe alcoholism leads to suffer from a vascular necrosis and reduce the bone density.
- g) **Changes in Genitourinary system:** Alcohol dependent men exhibits irreversible testicular atrophy along with the shrinkage of seminiferous tubules with low sperm count. Alcohol cause high risk of sexual behavior.
- h) **Cancer:** Alcohol causes high risk of oral and esophageal cancer and it also cause high risk of pharynx, larynx and oral cavity cancers.

4. Effects on economy

Alcohol consumption plays an important role on economic pattern. It is found that alcohol dependent person spent a huge amount of money they earn and are forced to take loans that is subjected to alcohol consumption. It is seen that 60% of the families are financially supported from other family members and are suffered specially children and spouses.

Conclusion

Consumption of alcohol is a major public health problem in India. There are many policy maker and society have to be educated about the consequences of alcohol consumption. WHO and many other organizations have organized numerous campaigns and strategies to educate the citizens on awareness of potential health concerns that are arising due to alcohol consumption.

Conflict of Interest

Not available

Financial Support

Not available

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