

**Georgian Health Promotion and Education Foundation**

# **Alcohol consumption problems by gender in Georgia**

***Authors:*** George Bakhturidze<sup>1</sup>, Levan Baramidze<sup>2</sup>,  
Lela Sturua<sup>2</sup>, Kakha Gvinianidze<sup>2</sup>, Revaz Tataradze<sup>3</sup>

1. Georgian Health Promotion and Education  
Foundation

2. National Center for Diseases Control

3. Georgian Medical Association



# Georgian Health Promotion and Education Foundation

*"Georgia has produced the earliest evidence of wine selection and hence the emergence of the cultivated variety: *Vitis vinifera sativa*. Carbon-dating puts this change to domestication at about 5,000 BC."*

*"The Vintner's Art", Hugh Johnson & James Halliday*

Georgia is one of the oldest wine producing regions of the world. Producing and consumption of different kind of alcohol drinks (wine, beer, spirit, cognac, etc) increased during of Soviet time, accordingly increased diseases related to alcohol consumption. Nowadays the situation is alarming regarding alcohol consumption between young people. Sufficiently increases rate between young women.

# Georgian Health Promotion and Education Foundation

## Aim

The aim is to analyze alcohol consumption situation in Georgia and advocating for strong measures to control alcohol consumption among young population.

## Methods

To analyze already done studies and statistical data during 1999-2010. Studies includes: Reducing Burden of Preventable Non-communicable Diseases in Georgia 2007; ESPAD 2009; STEPS 2010.

# Georgian Health Promotion and Education Foundation

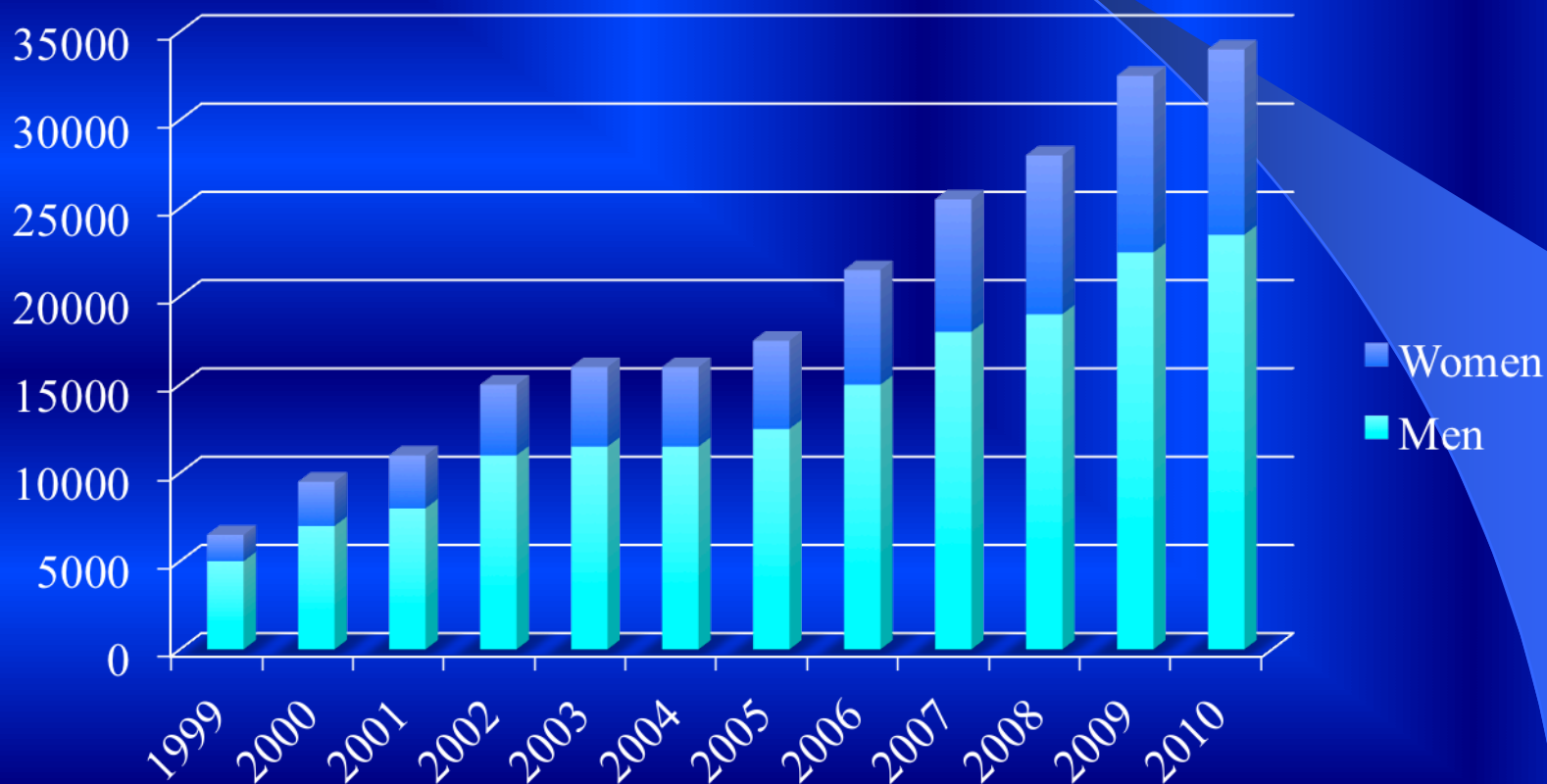
- Alcohol consumption among general population is very high - 78.5%. This figure is higher in males (90.3%).
- Alcohol, women and men in proportion 1: 3. Women and men are equal in prevalence of alcohol Consumption by age group 45-54, but for the age group 25-34 years alcohol Consumption rate for women is 26.3%, which significantly exceeds the rate 20.3% among males. 2009-2010

# Georgian Health Promotion and Education Foundation

- During previous 7 days respondents consumed 0.6 glasses of strong spirits, 1.5 glasses of wine and 0.8 bottles of beer, in average.
- Alcoholic beverages, especially beer and wine are considered easily available for schoolchildren; 73% found beer and 70% wine easy to obtain. On average, 40% of students on the latest drinking day consumed wine and 38% - beer. Champagne and spirits consumed 29% and 22% of students, respectively. 2009-2010

# Georgian Health Promotion and Education Foundation

## Alcohol consumption statistics by years 1999-2010





# Georgian Health Promotion and Education Foundation

- High level of alcohol consumption is in Kakheti Region – 51.7%; 2010
- Low level in Samtskhe-Javakheti region – 28%;
- 37.7% have never had strong alcohol and majority of them are men;
- 20.2% (mostly women) have never had wine. 44.7% drink wine a few times a year, majority are women;
- 34.7% have never had beer, absolute majority are women;
- 55.8% have never had 6 or more glasses at once, majority are women. 2007



# Georgian Health Promotion and Education Foundation

- As for the frequency of alcohol intake during the last one month, Alcohol users, on average, 5 - and had at least one Any kind of beverage intake. Compared with women, men - 2 times more often had food.
- Men 's goes to 6, while the women - 2 standard alcoholic Drink.

# Georgian Health Promotion and Education Foundation

- The amount of pure alcohol in the last month has shown that drinking Men and 92% of the average daily per 40 grams. - Less than pure alcohol receives, and 97.7% of women - 20 gr. - For less (I Category).
- As greater numbers of pure alcohol intake, men Among the more frequent II (40-59.9 g of pure alcohol daily) and III Category (60 gr. Than pure alcohol daily) were compared in women; It is worth noting also that the vast majority of alcohol consumers (90.1%) Take alcohol with food. This figure is slightly The difference between men (89.3%) and women (92.1%). 2010

## Alcohol control policy in Georgia

- Administrative violations code includes penalties from 100-250USD for drivers, including driving license abolishment;
- Advertisement was banned during 2003-2008, after 2008 we have all forms of advertisement and promotion in place;
- Law on defense of children from harmful influence considers ban on selling of alcohol to minors, also established penalties, but no enforcement of such regulations exists

# Georgian Health Promotion and Education Foundation

## Decreasing harmful influence of Alcohol in Georgia State strategy and action plan for 2013-2017

- Establishing appropriate agency/coordination system
- Increase public awareness
- Restrictions of selling (including to minors)
- Licensing of production
- Increasing excise taxes
- Promoting treatment
- Ban of Ads and promotion
- Increasing illicit production
- Increasing penalties for drivers

**Thank you!**

**E-mail: [iayd@yahoo.com](mailto:iayd@yahoo.com)  
[ghpef.georgia@gmail.com](mailto:ghpef.georgia@gmail.com)**