

THE NEW & NOTEWORTHY

HIGH-RISK HOLIDAYS BEYOND BINGE DRINKING

A disturbing shift in drinking habits has emerged as middle-aged adults increasingly turn to high-intensity drinking – consuming eight or more drinks in one sitting, double the threshold for binge drinking. This rapid consumption can drive blood alcohol concentrations to lethal levels.

Behind The Trend: Holiday stress affects 89% of U.S. adults, according to the American Psychological Association, creating a perfect storm of financial pressure, family tension, and grief. While younger adults show decreased binge drinking rates, middle-aged adults increasingly turn to alcohol as a stress response.

The Risk: High-intensity drinking surpasses traditional binge drinking dangers. Beyond severe individual health risks, this pattern drives up community accidents and emergency visits during an already strained holiday season.

Your Holiday Plan: Create a pressure relief plan before situations intensify. Set drink limits before events, plan alcohol-free days, and explore proven stress management techniques.