

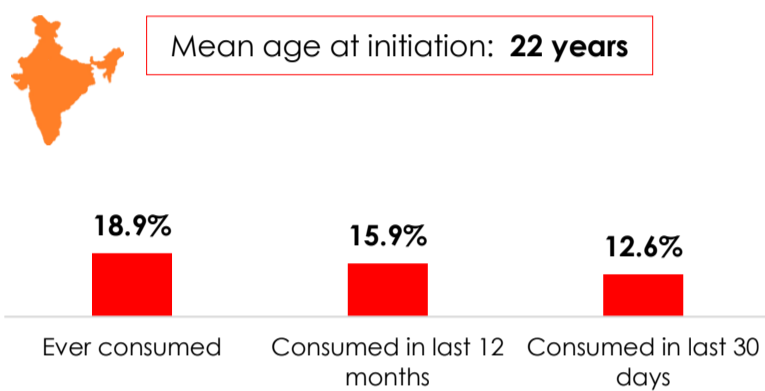
# NATIONAL NCD MONITORING SURVEY (NNMS)

## Alcohol Awareness Month

**National Noncommunicable Disease Monitoring Survey (NNMS)** was a cross-sectional survey undertaken by ICMR-NCDIR in 2017–18. The national survey covered a total of 12,000 households to generate evidence on key behavioural and metabolic risk factors for noncommunicable diseases (NCDs) among individuals aged 15-17 and 18-69 years residing in urban and rural areas. NNMS also provides national level indicators for health seeking behaviours and health system response to address NCDs.

### Key findings - Adults (18-69 years)

#### Alcohol use among adults (%)



\* last 12 months or 30 days or 7 days is the period preceding the survey.

**For every one woman** who consumed alcohol, there were **12 men** who consumed alcohol.

#### Heavy episodic drinking\*

**1 in 10 men** reported drinking more than or equal to 6 standard drinks in one drinking occasion.

\*Adults who consumed  $\geq 6$  standard drinks (60 grams) in a single drinking occasion over the past 30 days.

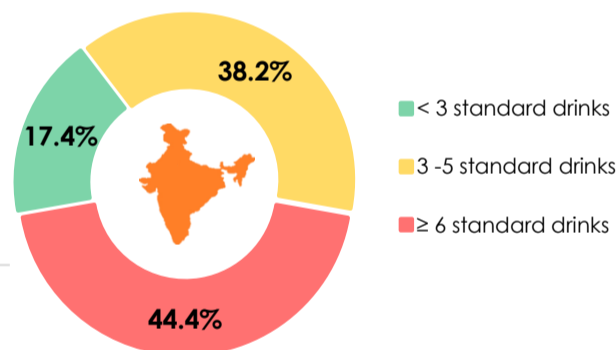
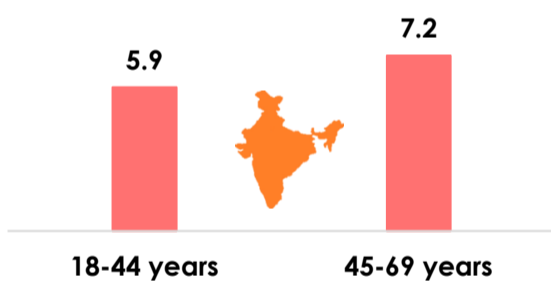
#### Alcohol use related changes

Among those who consumed alcohol in last 12 months, **most common change** reported daily or weekly was being **unable to stop drinking alcohol once started**.

#### Among those who consumed alcohol in last 30 days

Maximum number of standard drinks\* in one drinking occasion (Mean)

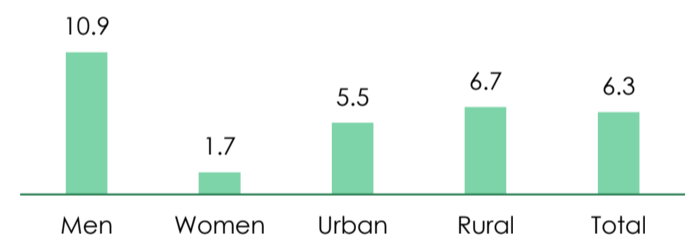
Maximum number of standard drinks\* in one drinking occasion (%)



#### Source of alcohol

**2 in 10 adults** consumed alcohol purchased from unauthorised sources in last 7 days.

#### Lifestyle advice from doctor or health worker against alcohol use\* (%)



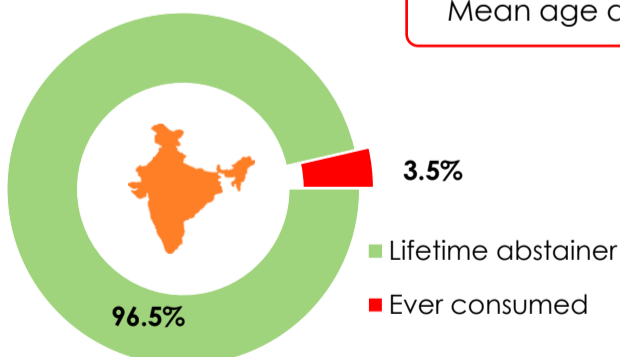
\*Either starting alcohol or decrease intake or cessation of alcohol

\*One standard drink was defined as amount of ethanol in a standard glass (with net pure alcohol content of 10 grams) of beer, wine, fortified wine such as sherry and spirits.

### Key findings – Adolescents (15-17 years)

#### Alcohol use among adolescents

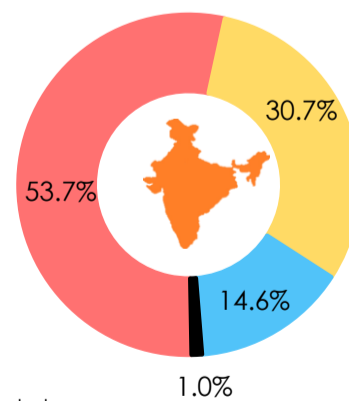
Mean age at initiation: **13 years**



Most consumed form of alcohol was **desi liquor (57.8%)** and **beer, lager or stout (34.0%)**.

#### Source of alcohol consumed

Family (53.7%), Store/shop/street vendor (30.7%), Friends (14.6%), Gave money to someone else to buy (1.0%)



#### Health promotion and education in schools / colleges (%)

**6 in 10 adolescents** reported being taught about ill effects of alcohol in their schools/colleges.

**3 in 10 adolescents** reported to have noticed display material on harmful effects of alcohol in their schools/colleges.

### Key implications to achieve global and national target: 10% reduction in alcohol use by 2025

- To encourage and support those advised, willing and attempting to decrease intake or quit alcohol.
- Awareness on benefits of reducing alcohol intake and reduced risk of cancer, hypertension, heart diseases, stroke, diabetes etc.
- Strengthen alcohol cessation and counselling services.

