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Promoting Responsible

Rapid Packaging

The Cost of Addiction Seminar

Community Initiative Theme

- The cost of addiction.

Program Goals

- Define the chronic illness.
- Create awareness for costs.
- Provide solutions for companies to implement.

Program Components

- Develop overview of disease and stages.
- Define the financial costs for businesses.
- Identify and create a list of awareness and prevention resources to offer.
- Create a template of best practices for implementation into organizations.
- Develop a list of resources that offer specific help for employees in need.

Program Highlights

- Presented the seminar to more than 30 company presidents and CEO's.
- Implemented a model at Rapid Packaging that includes education and prevention programs, supervisor training, insurance coverage, and support for employees returning to work.
- Provided information and tools for prevention, screening, and intervention at www.aboutmydrinking.org.
- Feedback is providing opportunities for presenting to additional management teams and employees.
- Developing an alternative to EAP that offers complete anonymity and confidentiality.

Value Proposition

Although reports show that moderate alcohol use may have some beneficial effects on health,⁵⁴ alcohol consumption is related to a significant health burden in this country that cannot be ignored. Chronic alcohol use, abuse, and binge drinking have been linked to serious physical and social problems, including alcohol dependence, cardiovascular disease, certain cancers, mental health problems, liver disease, injury from motor vehicle accidents, traumatic injury, risky sexual behavior, interpersonal violence, on-the-job injuries, and self-inflicted injury.⁵⁵

The economic costs of alcohol abuse in the United States is estimated at nearly \$185 billion, which includes medical costs, cost of treatment, lost earnings, motor vehicle accidents, and lost future earnings due to death, crime, and injury.⁵⁶

Community resources frequently are called upon to deal with these issues, commonly in areas of medical care, social work, and law enforcement interventions. Communities also have a responsibility to protect their youth from early and excessive alcohol use.

Business case

More than 70 percent of the estimated costs of alcohol abuse for 1998 were attributed to lost productivity (\$134.2 billion) and the remaining 30 percent attributed to the costs of treating alcohol abuse and dependence, treating the adverse medical consequences of alcohol consumption, alcohol-related motor vehicle crashes, and alcohol-related crime.⁵⁷

The broad reach and the relatively low cost of the following interventions have been shown to be cost-effective:

- Screening adults about alcohol use and provide brief counseling with follow-up. Counseling all adults periodically, would prevent 6,000 deaths and 400,000 injuries annually.⁵