



AGENDA REPORT

Mayor's Office

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| DATE: | April 1, 2025 |
| TO: | Members of the City Council |
| FROM: | Mayor Eduardo Martinez |
| Subject: | Declaring April 2025 as Alcohol Awareness Month |
| FINANCIAL IMPACT: | None |
| PREVIOUS COUNCIL ACTION: | None |
| STATEMENT OF THE ISSUE: | The rising rates of alcohol-related deaths and underage drinking in the United States highlight the urgent need for increased awareness and prevention efforts, particularly among youth, to mitigate the long-term health and safety risks associated with alcohol use. |
| RECOMMENDED ACTION: | PROCLAMATION Declaring April 2025 as Alcohol Awareness Month – Mayor's Office (Mayor Eduardo Martinez 510-620-6503) |

DISCUSSION:

An estimated [178,000 people die](#) from alcohol-related causes annually, making alcohol one of the leading preventable causes of death in the United States. [According](#) to the Centers for Disease Control and Prevention, average annual deaths from excessive alcohol use increased by 5.3%, from 137,927 during 2016–2017 to 145,253 during 2018–2019. These deaths then rose more sharply by 22.8% from 2018–2019 to 178,307 during 2020–2021, reflecting a 29.3% overall increase from 2016–2017 to 2020–2021. Excessive and [underage drinking](#) remains a major concern, responsible for approximately 4,000 deaths and more than 220,000 years of potential life lost among individuals under 21 each year. [Studies](#) have shown that youth exposure to alcohol

advertising significantly increases both the likelihood and volume of underage drinking. Within Contra Costa County, alcohol consumption is prevalent among youth, with one in nine 12th-grade students in WCCUSD reporting alcohol use within the past 30 days. Additionally, 14% of WCCUSD youth report typically obtain alcohol from adults, further highlighting the need for strong preventive measures. [Research](#) also reveals that individuals who begin drinking before the age of 15 are five times more likely to develop alcohol dependency later in life.

Alcohol Awareness Month is critical for raising public consciousness about the far-reaching effects of alcohol use and its consequences, particularly on youth. By fostering education and dialogue, this month provides an opportunity to engage families, schools, and communities in efforts to prevent alcohol abuse, promote healthy behaviors, and safeguard the well-being of future generations. Richmond deserves a future of long-term health, safety, and opportunity, and Alcohol Awareness Month serves as a vital tool in advocating for that future.

DOCUMENTS ATTACHED:

Attachment 1 – Proclamation April 2025 as Alcohol Awareness Month