

National Situation

1. Scientific evidence has proven that before the age of 25 years, the human brain is still undergoing development.
2. There is good evidence that children and youth with Fetal Alcohol Syndrome (FAS) have significantly lower health and quality of life outcomes than children and youth whose mothers did not consume alcohol during pregnancy.
3. The effects of loss of productivity due to the harmful use of alcohol cannot be over emphasized. The misuse of alcohol affects productivity in various ways.
4. It is estimated that 76.7% of Ghanaians aged 15 years and above are either lifetime abstainers or have abstained from drinking alcohol in the past 12 months.
5. This means that 23.3% of this population (aged 15 years and above) take alcohol.
6. It is also estimated that 2.1% of the population engage in heavy drinking among the same age group (15 years and above).
7. Alcohol consumption by sex: Findings from the 2008 Ghana Demographic and Health Survey (GDHS) indicate that more men than women drink alcoholic beverages and consumption varies substantially across the regions and subgroups.
8. It is estimated that 18 percent of women in Ghana drink alcoholic beverages.
9. The proportion of men in Ghana who drink alcoholic beverages (35%) is higher than the proportion of women.

(Source: Ghana's National Alcohol Policy 2016)



BRAIN DAMAGE

Proposed Interventions

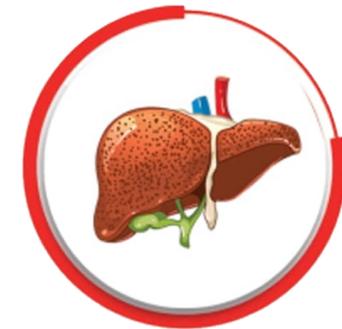
1. Establish Multi-Sectoral Coordination Mechanisms
2. Develop Multi-Sectoral National Alcohol Policies (NAPs)
3. Develop and/or strengthen National Alcohol Control Legislation and Regulations.
4. Strengthen restrictions on alcohol availability
5. Advance and enforce drink driving counter measures
6. Facilitate access to screening, brief interventions and treatment
7. Enforce bans or comprehensive restrictions on alcohol advertising, promotion and sponsorship
8. Raise prices on alcohol through excise taxes, pricing policies and regularly review prices
9. Labeling and Graphic Health warnings
10. Reduce the public health impact of illicitly or informally produced alcohol
11. Prevent and/or delay initiation of alcohol use, especially among school-going children, adolescents and young people
12. Awareness campaigns on the effects of alcohol, both formally and informally produced on the individual and the community
13. Resource Allocation
14. Support Capacity Building
15. National and sub-national Monitoring System
16. Protection from commercial and other vested interest



ROAD TRAFFIC CRASHES

ALCOHOL HARM AND INTERVENTIONS

#PassAlcoholControlLegislation



LIVER DISEASE



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Alcohol

Alcohol and alcoholic beverages contain ethanol, which is a psychoactive and toxic substance with dependence-producing properties. Alcohol has been widely used in many cultures for centuries, but it is associated with significant health risks and harms. There is no safe level of alcohol consumption, any amount can increase health risk.

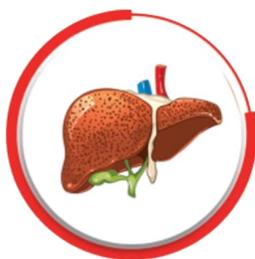
(source: <https://www.who.int/news-room/fact-sheets/detail/alcohol>)



Alcohol and Health Effects

Alcohol consumption has severe health consequences and is linked to multiple diseases, injuries, and premature deaths. The World Health Organization (WHO) estimates that alcohol causes:

1. 3 million deaths every year
2. 6 deaths every six minutes
3. 100% of alcohol use disorders
4. 18% of suicides
5. 18% of interpersonal violence
6. 27% of traffic injuries
7. 13% of epilepsy
8. 48% of liver cirrhosis
9. 26% of mouth cancers
10. 26% of pancreatitis
11. 20% of tuberculosis
12. 11% of colorectal cancer
13. 5% of breast cancer
14. 7% of hypertensive heart disease



LIVER CIRRHOSIS

Alcohol use disorders (AUDs)

1. Alcohol poisoning
2. Fetal Alcohol Spectrum Disorders (FASD)
3. Alcohol induced Mental Health syndromes (depression, anxiety, psychosis)



Fetal Alcohol Spectrum Disorders (FASD)

Alcohol use during pregnancy can cause lifelong harm to the child. Common features include:

1. Small head
2. Small eye openings
3. Low nasal bridge
4. Flat midface
5. Smooth philtrum (Cupid's bow)
6. Thin upper lip
7. Low body weight
8. Problem with the heart, kidneys, or bones
9. Shorter than average height
10. Vision (eye) or hearing problems
11. Sleep and sucking problems as a baby
12. Abnormal facial features
13. Poor memory

(Source: [cdc.gov/fasd/about](https://www.cdc.gov/fasd/about))



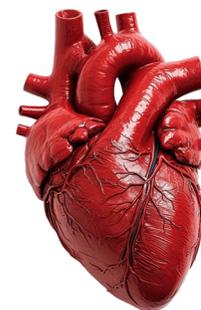
THROAT CANCER

Cancer's attributed to alcohol consumption

1. Mouth and Throat
2. Larynx (Voice Box)
3. Esophagus
4. Colon and Rectum
5. Liver
6. Breast (In Women)

Note: The less alcohol you drink, the lower the risk of Cancer.

(Source: [cdc.gov/cancer/dcpc/prevention/other.htm](https://www.cdc.gov/cancer/dcpc/prevention/other.htm))



HEART DISEASE

Global Situation

Alcohol consumption is a major health challenge, The World Health Organization (WHO) estimates that more than 2.3 billion people worldwide are current drinkers, with an average of 6.2 litres of pure alcohol consumed per person each year (aged 15+).

Globally, alcohol causes about 3 million deaths annually, representing 5.3% of all deaths, and contributes to over 5% of the global burden of disease and injury. Alcohol is also responsible for 13% of deaths among people aged 20–39 years, making it a leading risk factor for premature death and disability among young people.

Beyond health, alcohol use fuels road traffic crashes, violence, loss of productivity, and economic hardship, with impacts felt at individual, family and community levels.

(Source: World Health Organization)

