

For Immediate Release:

April 7, 2025

Contact:

Jimmy Mount

jmount@daodas.sc.gov

April is Alcohol Awareness Month: Understanding the Long-Term Impact of Alcohol Use

DAODAS amplifies statewide prevention and recovery efforts in alignment with Governor's proclamation.

Columbia, SC – April 7, 2025 – In alignment with Governor Henry McMaster's [proclamation](#) recognizing April as Alcohol Awareness Month, the [South Carolina Department of Alcohol and Other Drug Abuse Services](#) (DAODAS) is highlighting the long-term physical and mental health effects of alcohol use – and reminding South Carolinians that recovery is not only possible, but actively happening across the state.

The Governor's proclamation reinforces a key message DAODAS shares year-round: that alcohol use, particularly when it begins early in life, can have serious and lasting consequences. Through a combination of prevention, treatment, and recovery initiatives, DAODAS is working to create healthier, more supportive communities.

"Governor McMaster's proclamation brings vital attention to the impact of alcohol on our communities," said Sara Goldsby, Director of DAODAS. "It's an opportunity for individuals to reflect on their alcohol consumption and for communities to support those on the path to recovery."

The Long-Term Effects of Alcohol Use

Chronic alcohol use is linked to a range of serious conditions, including liver damage, heart disease, depression, anxiety and increased risk of certain cancers. According to the Centers for Disease Control and Prevention, excessive alcohol use contributes to over [178,000 deaths](#) annually in the United States – an alarming increase from prior years and a reminder of the urgent need for awareness and action.

A Focus on Prevention

Alcohol Awareness Month also serves as a platform to spotlight efforts to reduce underage access to alcohol. [Out of Their Hands](#), a long-standing statewide campaign, reminds parents, caregivers, retailers and community leaders that preventing underage drinking starts with adult responsibility and strong community norms.

The message is simple but urgent: underage drinking is never harmless. Early alcohol use significantly increases the risk of addiction and long-term health issues, and it contributes to impaired driving, injuries and poor academic outcomes among teens.

Building a Culture of Support and Resilience

South Carolinians are encouraged to start [open conversations](#) with loved ones about alcohol use and to reach out for help when needed. Whether it is through support groups, counseling, or treatment services, recovery is not only possible – it is happening every day across the state. The goal is to foster environments where people in recovery, and those choosing to live alcohol-free, can thrive without stigma.

DAODAS Resources and Initiatives

- **[Embrace Recovery](#)**: An initiative aimed at reducing stigma and increasing access to treatment and recovery resources.
- **[Out of Their Hands](#)**: A statewide prevention campaign focused on reducing underage access to alcohol and providing actions local communities can take.
- **Prevention Programs**: School- and community-based programs that educate youth and families on the risks associated with alcohol use.
- **Treatment Accessibility**: A statewide network of providers offering individualized care for those struggling with alcohol use disorders.

Take the First Step

If you or someone you know is affected by alcohol use, help is available. Visit www.daodas.sc.gov or call (803) 896-5555 to access local resources and support.

About DAODAS:

The Department of Alcohol and Other Drug Abuse Services (DAODAS) is the South Carolina government agency charged with ensuring quality services to prevent or reduce the negative consequences of substance use and addictions through a statewide system of local organizations that provide prevention, treatment, and recovery services. For more information, visit www.daodas.sc.gov.